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PUBLISHER'S BINDING

5 JUN 26

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JANUARY 2, 1956

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BROADCASTING TELECASTING

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25TH year

HE NEWSWEEKLY F RADIO AND TV



NOON—This full-hour variety show features Emcee Rev Mullins, Singer Norma Sinclair, Announcer John Bilyeu—plus the famed Texas Rangers, Harry Jenks at the Hammond and Newscaster Claude Dorsey. Live studio audience. Big-Time Daytime!



BANDSTAND—Emcee John Bilyeu spins top records on this show—while dancing teen-agers from the high schools in the Channel 9 area take part in the fun. Celebrities and recording stars visiting Kansas City make personal appearances.

KANSAS CITY IS SWINGING TO

"BIG-TIME" DAYTIME

ON CHANNEL 9

KMBC-TV

Kansas City daytime television has gone "Big Time" in a big way! KMBC-TV has introduced fresh, daring new program ideas that have revitalized viewing and have made daylight hours more highly productive for advertisers.

This format of daytime entertainment, new to Kansas City, provides a versatile handling of commercials that answers every sponsor demand. You name it—we have it: full sponsorship of sparkling station-produced shows (5 min., 15 min., 30 min., full hours); fine syndicated film shows; filmed minute-participations; live commercials; demonstrations; sampling; audience participation testimonials; station-breaks; IDs. Get the details now!

This page shows only four of the eleven exciting, new, well-balanced programs that are changing the daytime TV picture in the Heart of America. There's more — much more — behind the terrific impact of "Big-Time" Daytime programming on KMBC-TV. It will pay you to get the full facts straight — straight from us or your Free & Peters representative. Phone, write, wire or holler — we'll tell you everything about this precedent-breaking new idea for daytime television selling.



ACADEMY MOVIE—Hostess Sue Bowen entertains with top-notch full-length motion picture features chosen for maximum appeal to women viewers—stories of romance, comedy, drama, mystery, adventure.



3:55 P.M. NEWS & WEATHER—A late-afternoon summary of news and weather prepared by the area's best and biggest TV News Bureau. Delivered by Lionel Schwan, Kansas City's No. 1 TV newscaster.





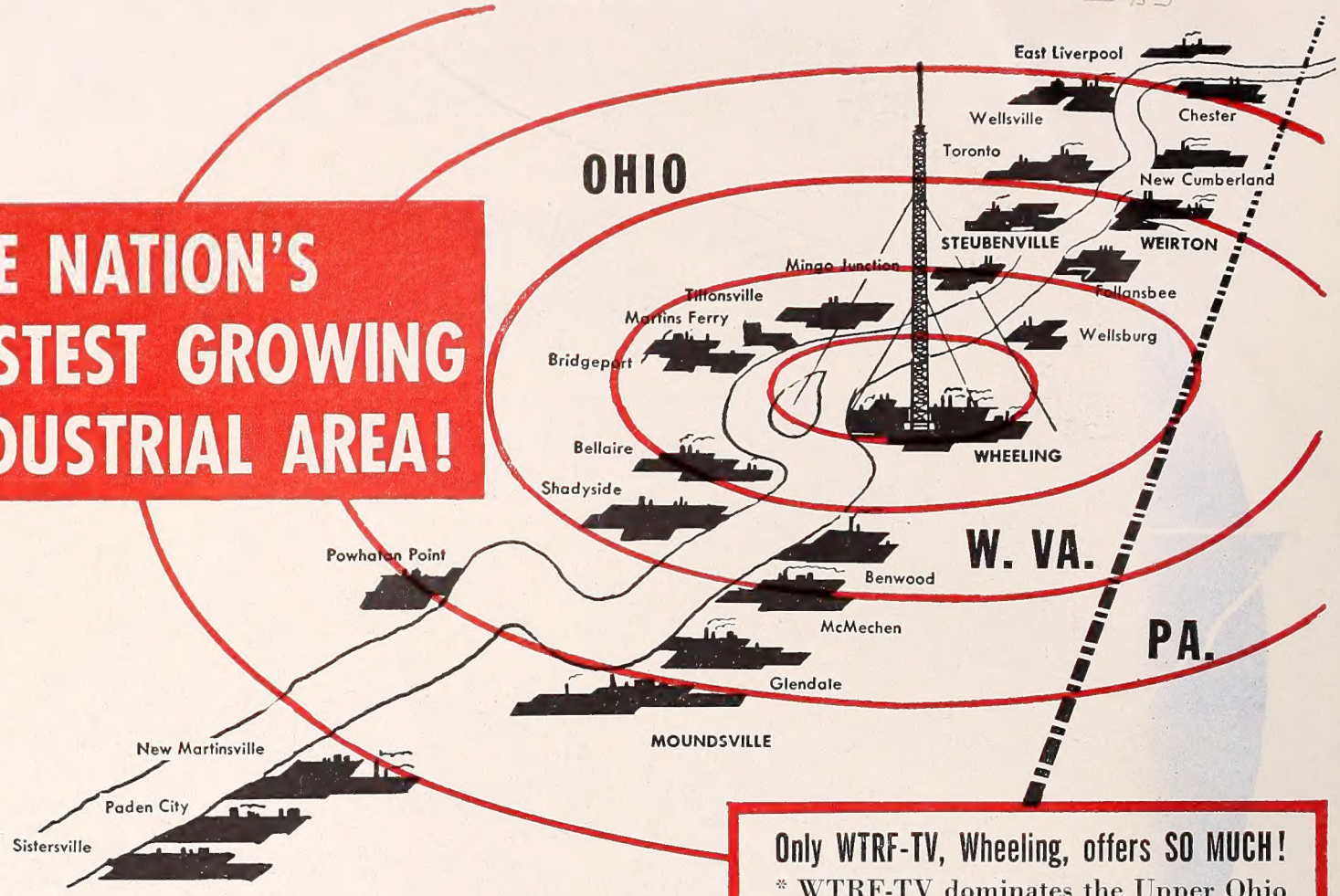
FREE & PETERS, INC.
Exclusive National Representatives

DON DAVIS, First Vice President
JOHN SCHILLING, Vice Pres. & Gen. Mgr.
GEORGE HIGGINS, Vice Pres. & Sales Mgr.
MORI GREINER, Director of Television

TK6540
.B85

THE UPPER OHIO VALLEY—

THE NATION'S FASTEST GROWING INDUSTRIAL AREA!



In this 70-mile stretch along the Upper Ohio River Valley (the prime coverage area of WTRF-TV, Wheeling) industry is experiencing an amazing growth!

The Ohio Valley Industrial Corporation estimates *conservatively* that during the past three years industries have invested $325,000,000 in new plants and expansion. Their conservative estimate of already authorized and proposed expenditures for this same area for the next three years is $450,000,000 . . . that's a minimum total of $775,000,000; and there are responsible people who believe that this figure may reach *ONE BILLION DOLLARS* before the end of this six-year period!

With the march of Industry come skilled workers who reap rich rewards in the form of good pay and comfortable living. Current figures show 416,210 families, owning 307,400 television sets, 1,409,300 people, with a combined spendable income of $1,973,985,000—an average of $4,742.

Only WTRF-TV, Wheeling, offers SO MUCH!

* WTRF-TV dominates the Upper Ohio Valley . . . Current Telepulse Ratings show that:

13 of the top 15 weekly shows are on WTRF-TV!

10 of the top *10 multi-weekly* shows are on WTRF-TV!

* FOUR important FIRST PRIZES in *nation-wide* promotion competition!
* NBC programming plus excellent local shows!
* Full-Power 316,000 watts!
* Network color!

The best way to reach this rich industrial market is to use the dominant medium, WTRF-TV, Wheeling. The eyes of the valley are focused on WTRF-TV . . . the strongest advertising medium!

WTRF-TV

WHEELING, W. VIRGINIA

NBC

For availabilities, call Hollingbery, Bob Ferguson, VP and General Manager, or Needham Smith, Sales Manager, Wheeling 1177





The above map is charted in proportion to the net effective buying income for the counties included in the new kgul-tv coverage area

You buy 1/4 of Texas with kgul-tv

kgul's area coverage encompasses Galveston, Houston and the entire Gulf Coast market. The buying power of this area represents over 25% of the total buying power for the whole state of Texas. Here's a real Texas-size buy for your advertising dollars: one-fourth of Texas with kgul-tv.

	State of Texas	Gulf Coast TV Market	%
Families	2,510,500	611,600	24.36
Effective Buying Income	$12,622,592	$3,258,444	25.81

Source of Figures: Sales Management.

CBS TELEVISION NETWORK

Represented Nationally
By CBS Television
Spot Sales

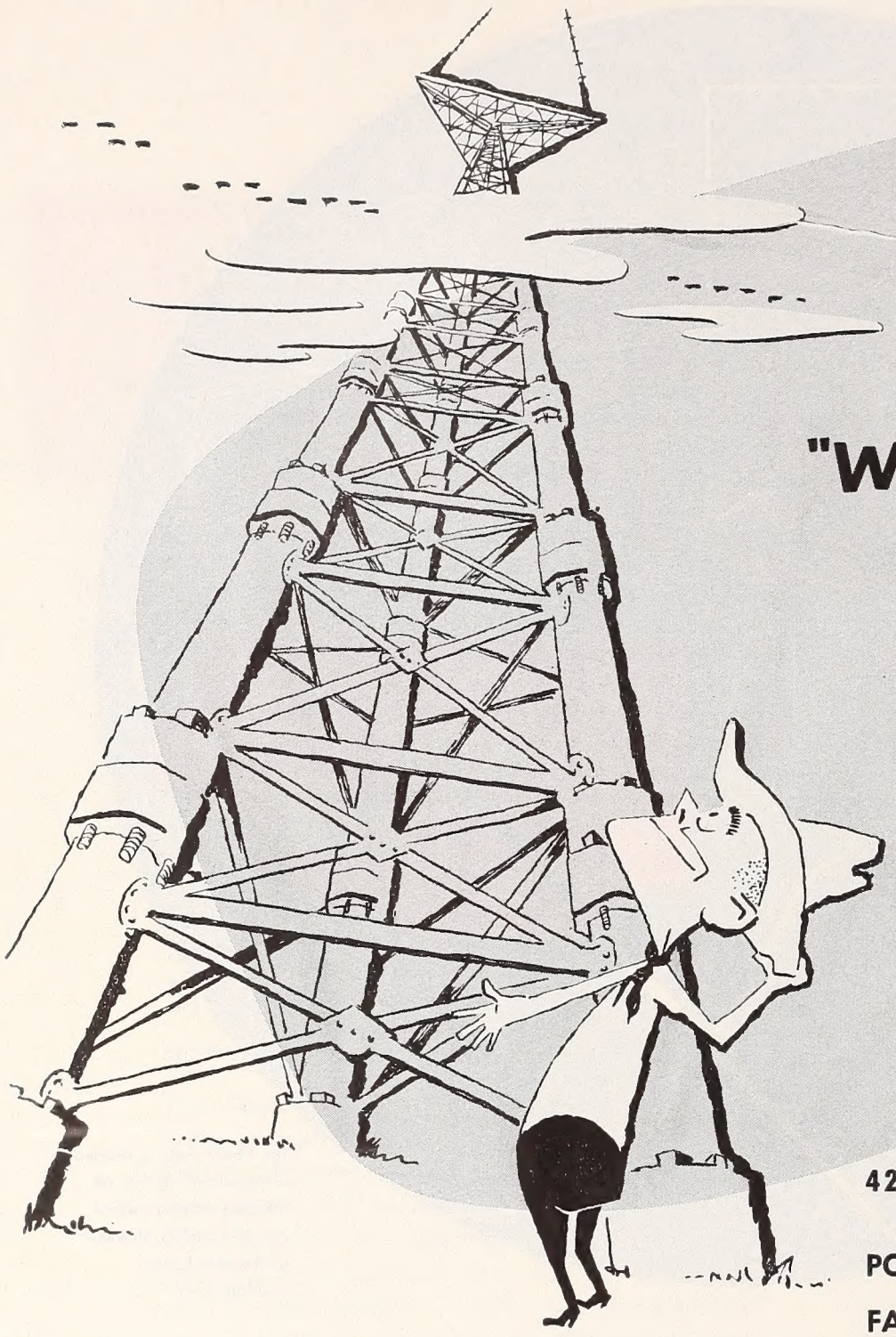
kgul TV

CHANNEL 11

GULF TELEVISION COMPANY

Galveston, Texas

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



"We're spreadin' up and out"

WITH OUR NEW TOWER 1685 FEET ABOVE AVERAGE TERRAIN . . .

42 COUNTIES IN TEXAS AND OKLAHOMA

POPULATION	2,272,000
FAMILIES	687,600
RETAIL SALES	2,582,192,000

552,740 television sets

CITY GRADE COVERAGE IN DALLAS AND FORT WORTH
BASIC CBS STATION

KRLD-TV

The Times Herald Station
Owners and Operators of KRLD Radio, 50,000 Watts
The Branham Company, Exclusive Representative.

The BIGGEST buy in the BIGGEST market in the BIGGEST State

CBS

Channel 4, Dallas
MAXIMUM POWER

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

closed circuit®

WHAT MAKES NETWORKS TICK? FCC's Network Investigating Committee and its special staff will hold informal "clinics" at CBS and NBC in New York this week to learn whys and wherefores of overall network operations. Tomorrow (Tues.) is CBS day when three members of four-man committee (Hyde, Bartley, Doerfer), and special staff, headed by Dean Roscoe L. Barrow, will confer at 485 Madison Ave. CBS Inc. President Frank Stanton will head Columbia group, flanked by staff Vice President Richard A. Salant, who is coordinating network inquiry and Congressional study activities. Wednesday is FCC meeting day in Washington. Thursday, full committee (including Chairman McConnaughey), plus staff, will meet at NBC for similar indoctrination. NBC Vice Presidents Charles R. Denny (former FCC chairman) and David C. Adams (former FCC attorney) are coordinating network's activity.

B•T

IT'S UNDERSTOOD both NBC and CBS top brass suggested to FCC committee that before inquiry is undertaken it would be desirable for them to learn of scope of network operations and FCC took them up on it. Such matters as financing, programming, sales, affiliation policies, station representation, owned and operated station aspects, talent and, in fact, every facet of network activity will be covered in these clinical sessions. It's expected FCC group will hold similar meetings later with both ABC and MBS.

B•T

TWO TO McCANN • Ted Bergmann, former managing director of DuMont Tv Network and currently director of Allen B. DuMont Labs Electronicam services, and Lansing Lindquist, vice president in charge of radio and tv at Ketchum, MacLeod & Grove, Pittsburgh, expected to join McCann-Erickson, New York, as vice presidents and associate tv-radio directors.

B•T

DEMOCRATIC chieftains are becoming so infuriated over failure of many large advertising agencies to evince any interest in Democratic campaign account that sentiment is growing for an overall investigation of advertising agency field and purported domination of agencies by major accounts at next session of Congress. With Democrats in control, it's contended it would be relatively simple to get this project underway. Charges have been made that many national accounts are so closely tied into GOP that their agencies are fearful of incurring their wrath by taking on Democrats.

AMBASSADOR SARNOFF? RCA Board Chairman David Sarnoff soon may be tapped by Administration to head U. S. group in proposed international organization to promote atoms for peace. Assignment would carry with it ambassadorial rank and looks toward creation of international agency in line with President Eisenhower's atom proposal. General Sarnoff only recently was named chairman of National Security Training Commission by President Eisenhower.

B•T

SENTIMENT on part of some commissioners for revision of program standards as they relate to public service, education, religion and discussion [CLOSED CIRCUIT, Dec. 19, 1955] *has sparked staff interest in abortive 1946* Blue Book. *But, everyone concerned hastens to add, it's only to see if some of yardsticks used in that document are still valid.*

B•T

ABC SCOUTS BASEBALL • ABC Radio is toying with idea of carrying major league baseball games next summer. It put out feelers to affiliates about daily game short time ago, got something less than universal approval, has now revised its thinking downward to possibility of one game per week, on Saturdays. Decision expected in next few weeks.

B•T

LIEUT. DAVID McCONNAUGHEY, USAF, who completed 4½ years in service last month, will join staff of WJIM-TV Lansing, in sales capacity, effective Feb. 1. McConnaughey, son of FCC chairman, was manager of AFRS station at Camp Haugen, Japan, for year and half—having been given that assignment before his father joined FCC. Announcement of appointment will be made by Harold Gross, WJIM-AM-TV president-general manager.

B•T

FAMILY UNTIES • In agency business blood ties mean nothing outside one's own shop. Cousin was set against cousin in last week's migration of $9 million Schlitz brewing account (see story page 32). Account is leaving Lennen & Newell, whose president is Adolph Toigo, and appears destined for Biow-Beirn-Toigo, where John Toigo is executive vice president. They're cousins. Either way, it's in family.

B•T

FAVORABLE portent as Jan. 30 trial of radio-tv vs. Canon 35 before Colorado Supreme Court draws near: Federal Communications Bar Assn. will file brief with court in favor of removing old Canon 35 bans against electronic media and allowing coverage of court proceedings.

ADVISOR STANTON • Appointment of Dr. Frank Stanton, CBS Inc. president, to Business Advisory Council, comprising 60 top-level business executives, will be announced Jan. 19 by Secretary of Commerce Weeks, B•T learns on reliable authority. Council consults with Administration on overall business trends. Dr. Stanton, named for five-year term, becomes first broadcaster member.

B•T

ROY T. HOFHEINZ, 25% owner of KTHT and 16% of KTRK (TV), both Houston, who retires as mayor of that city Jan. 2, and W. Ervin (Red) James of Montgomery, Ala., former legal assistant to former FCC Comr. Clifford J. Durr, will enter law partnership in Houston this month. Mayor Hofheinz was former county judge.

B•T

BACK ON JOB • Herbert V. Akerberg, CBS-TV station relations vice president, last week returned to his fulltime duties (in wheel chair) after having suffered leg fracture on Sept. 26. Two weeks ago he returned to his office on three-day per week basis but now is functioning fulltime. Cast soon will be removed with "walking cast" substituted. Mr. Akerberg suffered his injury when leaving elevator at his New York apartment, slipping on newly waxed floor.

B•T

THERE appears to be growing sentiment in Chicago for more available data on number of fm receivers in area, particularly in view of swelling interest in high fidelity recordings played by fm outlets. Electric Assn. of Chicago reports some inquiries on fm saturation from advertisers and agencies alike, and stations claim there is dearth of up-to-date figures for timebuyers. Latest available figure—980,000 sets —is said to be five years old.

B•T

DEPARTMENTAL MERGER • ABC is creating new post of director of personnel and labor relations as result of merger of two activities. Mortimer Weinbach, director of labor relations since 1953 with ABC, tapped for new post, announcement of which should be forthcoming this week. Under new personnel-labor relations setup, it's understood Marie McWilliams, ABC personnel director, and Arthur Harvey, labor relations assistant, will report to Mr. Weinbach.

B•T

APPOINTMENT of John E. Ghilain, manager of NBC News' special projects since 1947, to coordinator of network services at NBC-TV is expected to be announced this week.



The man from Blair has 4 surveys to state his case:

WHB has run away with Kansas City's Radio Day!

10,000 watts—710 kc.

All Day Average **HOOPER**—47.7%—FIRST PLACE!

All Day Average ***AREA* NIELSEN**—39.2%—FIRST PLACE!

PULSE—every daytime quarter hour—FIRST PLACE!

All Day Average **TRENDEX**—42.8%—FIRST PLACE!

Call the man from **Blair** or WHB General Manager **George W. Armstrong**

MID-CONTINENT BROADCASTING COMPANY

President: Todd Storz

WHB, Kansas City	KOWH, Omaha	WTIX, New Orleans
Represented by	Represented by	Represented by
John Blair & Co.	H-R Reps, Inc.	Adam J. Young, Jr.

at deadline

Columbia Pictures Offers 104 Feature Films to Tv

SO-CALLED "breakthrough" on release of feature films to television widened Friday when Columbia Pictures Corp. became second major Hollywood studio to make its product available to tv, announcing it will offer group of 104 feature films through Screen Gems Inc., its wholly-owned tv subsidiary. RKO library of 740 feature films and more than 1,000 shorts were sold Tuesday to C&C Super Corp. for tv use (see story page 44).

Columbia's statement said its action "does not constitute a sale; we will maintain our title to the pictures and to all residual rights." It said move takes cognizance of "changing character of our business" and means Columbia wants to "study at first hand the potential of the television market as it relates to feature pictures which have already been re-issued theatrically and are now dormant as a so-called 'backlog'."

Titles of films were not available Friday but reportedly all were released theatrically before 1949. Columbia was said to be in process of putting group together and deciding on release-to-tv date.

NBC Takes Over WBUF-TV, Plans $1 Million Expansion

NBC formally assumed ownership of WBUF-TV (uhf ch. 17) last Friday (story page 58) and disclosed plans to spend more than $1 million in expansion of facilities, including new broadcasting plant.

Ceremonies commemorating assumption of operation were held in Buffalo Friday. Telegram from Robert W. Sarnoff, president of NBC, heralded action of FCC and Court of Appeals for District of Columbia in ruling against efforts of WGR Inc. to delay purchase, and said NBC now will be able to fulfill "years of experimentation and pioneering in uhf broadcasting."

Charles R. Denny, vice president in charge of NBC owned stations, reported that WBUF-TV will move as soon as possible from its present location, where it shares space with WGR Inc., into three-acre plot at 2077 Elmwood Ave., where temporary headquarters will be erected. Subsequently, he said, NBC will begin work on permanent facilities to cost about $1 million.

Nine Mogul Officers Named to Board Posts

NINE OFFICERS of Emil Mogul Co., New York, elected Friday to agency's board of directors: Emil Mogul, chairman of board and president; Charles L. Rothschild, executive vice president; Seth Tobias, vice president and chairman of plans board; Myron Mahler, vice president and creative director; Rino Negri, vice president; Milton Guttenplan, vice president; William Jacoby, vice president and head art director; Richard Lockman, vice president, and Helene Mogul, secretary-treasurer. Norman Cohen, comptroller, appointed to additional position of administrative assistant to president and made ex-officio member of board.

TV ENTRAINS

TELEVISION is busting out all over—even on trains. Motorola Inc., Chicago set manufacturer, claims distinction of installing first tv receiver in a private railroad car, that of Warren Brown, president of Monon Railroad. Included is outside aerial which can be rotated by control device in coach. Mr. Brown reported "clear and steady pictures" on recent trip from Chicago, via Indianapolis and Cincinnati, to Rome, Ga.

WNBQ (TV) Boosts Rates In New Card Out Jan. 1

WNBQ (TV) Chicago has introduced new rate card (No. 10), effective Jan. 1, calling for new AAA station break category in daily 7-10 p.m. period. Rates will be $900 (compared to present $750) for 20-second breaks and $425 for 10-second spots, according to Jules Herbuveaux, vice president and general manager.

Class AA time (formerly 7-10:15 p.m.) now applies to 10-10:15 period, calling for $750 (unchanged) for 20-second breaks. Rate is $4,000 gross for one hour and $2,400 for half. Card also provides $550 (compared to present $450) for similar breaks in Class A (6:30-7 and 10:15-30 p.m.)

Station is scheduled to convert to all-color operation next April. It's expected color facilities charges will be added.

KMAP Names Forjoe

KMAP Bakersfield, Calif., slated to begin operation early this month, has named Forjoe & Co. as national representative.

'GUIDE' ON TOP

ALL TIME HIGH in magazine sales was registered by *TV Guide* in last six months of 1955. According to S&M "Box Score" (rating service for newsdealers), national weekly tv program listing publication averaged 9,949,641 copies per month, or 2,296,071 weekly.

This is greater, *TV Guide* said, than combined average single copy sale of *Life, Look, Collier's, Time* and *Newsweek*.

Monthly dealers' profit from *Tv Guide*, it was pointed out, was $397,985.63—greater than newsdealers' combined earnings on *Saturday Evening Post* and *Ladies Home Journal*.

Figures from "Box Score" showed that newsdealers earned more than $3.4 million per month from sale of 122 magazines reported, and that 11.6% of that total income was derived from *TV Guide* alone.

Sept. 24, 1955 issue of *TV Guide* reached all time high for single copy sales in seven-day period, 2.7 million, it was reported.

• BUSINESS BRIEFLY

RADIO FOR BATTERIES • Eveready Batteries, Union Carbide & Carbon, N. Y., planning heavy radio spot announcement campaign beginning Jan. 16 and Jan. 30 for 15 weeks, using five spot announcements per week. In addition, limited number of television stations will be used four times weekly for 10 weeks. William Esty & Co., N. Y., is agency.

BEER BUY BREWING • Van Munching & Co. (importers), N. Y., planning 13-week radio spot campaign late this spring for Heineken's Holland beer in five major metropolitan U. S. markets, using approximately 10 stations. Agency: Peck Adv., N. Y.

FIRST SPONSOR • Best Foods Inc., N. Y., signed as first sponsor of ABC-TV's *Afternoon Film Festival*. Order for 39 participations for 13 weeks placed by Dancer-Fitzgerald-Sample, N. Y. Show will be programmed Mon.-Fri., 3-5 p.m. EST, starting Jan. 16, features top J. Arthur Rank film features.

STUDEBAKER LOOKING • Studebaker Div., Studebaker-Packard Corp., South Bend, Ind., reportedly looking for second network tv program to sponsor no later than next season (September). Auto firm currently sponsors *Tv Reader's Digest* (ABC-TV, Mon., 8-8:30 p.m. EST). Agency is Benton & Bowles, N. Y.

NASH HOLDS OFF • Geyer Adv., N. Y., which had planned radio spot announcements for Nash cars to start in mid-January, has postponed beginning date but agency and client are expected to run short-term schedule at later starting date.

CHUN KING RENEWS • Chun King Sales Inc. (American-Oriental foods), Duluth, Minn., renews participation on Garry Moore show on CBS-TV using 70 stations in major markets for 26 weeks. Agency: J. Walter Thompson, Chicago.

AGENCY NAMED • Helene Curtis Industries Inc., Chicago, appoints Weiss & Geller Inc., same city, to handle advertising for its Lanolin Discovery and unrevealed new product to be unveiled in spring. Lanolin Discovery buys alternate-week sponsorship of ABC-TV *Dollar a Second*.

ENGLANDER TO B-B-T • Englander Co. (Sleep Products mattresses, etc.), appoints Biow-Beirn-Toigo Inc., N. Y., as agency, it is being announced today (Mon.). Account, originally serviced by Biow Co. some seven years ago, has been handled by Leo Burnett Inc., Chicago.

New Division for P & G

PROCTER & GAMBLE Co., Cincinnati, has formed new foods products division responsible for manufacture, advertising and sale of P & G's household shortening and oils. New division is headed by Mark Upson, formerly P & G general sales manager.

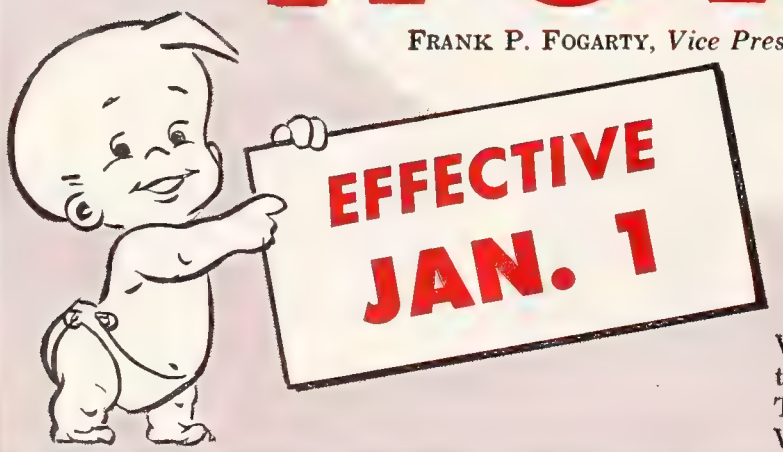
TV BUYERS!

THE NEW CBS-TV OUTLET

in OMAHA is

WOW-TV

FRANK P. FOGARTY, *Vice President and General Manager*



channel 6



We suggest that you check your availabilities and adjacencies in the Omaha market TODAY with Blair-TV or Fred Ebener, WOW-TV.

MEREDITH *Radio and Television* STATIONS

affiliated with Better Homes and Gardens and Successful Farming magazines

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW	WOW
RADIO	TV	RADIO	TV	RADIO	TV	RADIO	TV
810 kc.	Channel 5	620 kc.	Channel 8	910 kc.	Channel 5	590 kc.	Channel 6
CBS	CBS	ABC	CBS	ABC		CBS	CBS

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. — BLAIR TV, INC.

at deadline

Examiner Recommends Easing Three 'Sabotage' Suspensions

INITIAL DECISION issued Friday by FCC Hearing Examiner J. D. Bond recommending reduction to 30 days of 90-day license suspension imposed by Commission on three radio operators charged with sabotaging KPIX (TV) San Francisco in December 1954, coincidental with strike against station by National Assn. of Broadcast Employes & Technicians [B•T, Dec. 20, 1954 *et seq.*].

Mr. Bond dismissed contention by protestants' counsel that "damage" to radio equipment as used in statute should be interpreted as actual breakage or demolition, saying that even though parts replacements were not required total effect of several disabilities to KPIX equipment made transmitter apparatus unusable and, therefore, "damaged."

However, Mr. Bond said, disabilities inflicted on KPIX do not constitute "willful and malicious" interference with radio communication under the Communications Act which empowers the FCC to suspend license of operator who "has willfully or maliciously interfered with any *other* radio communications or signals."

Although the record shows respondents were responsible for causing KPIX to go off air, Mr. Bond said, inapplicability of rule covering "willful and malicious" interference, would suggest mollification of terms of their license suspensions.

FCC Mulls WWBZ Plea

FCC FRIDAY was considering request of WWBZ Vineland, N. J., to extend for 60 days Commission action ordering it off air Jan. 27. At same time Vineland station requested reconsideration of FCC order revoking license because past horse racing broadcasts allegedly were used by gambling interests [B•T, Dec. 5, 1955]. WWBZ said FCC erred in partly basing decision on grounds not in issue in hearing. Commission also in error, WWBZ said, in relying on "only two isolated incidents" to support claim broadcasts were misused, and failing to properly consider testimony by Vineland mayor and police chief. Other stations under fire because of horse race broadcasts were given favorable consideration after discontinuing such broadcasts, WWBZ said, and it also should be given same consideration. Petition filed by Washington attorneys Arthur Scharfeld and Theodore Baron, newly appointed counsel to WWBZ.

Allocations Replies Start

FIRST GROUP of reply comments in FCC's tv allocations proceedings arrived at Commission Friday, including two from broadcasters favoring pay tv idea: ch. 62 WHEF-TV Brockton, Mass., and WBBB Burlington, N. C. Other comments included request by Uhf Industry Coordinating Committee that FCC extend outstanding uhf permits until completion of pending allocations proceeding. Last June Commission said it would not, without good cause, extend any more uhf grants after Jan. 16, 1956. In addition to batch of educational statements urging preservation of reservations, also filing were ch. 11 KNTV (TV) San Jose, Calif., and Biscayne Tv Corp., holder of initial decision for Miami's ch. 7.

HOUSE DIVIDED

TELEVISION "house divided against itself" literally has come to life. Situation revealed in petition filed with FCC. Center of discord is WCHS-TV Charleston, W. Va., owned by merged applicants Tierney Co. (60%) and Capital Tv Co. (40%). Capital asked FCC to set for hearing WCHS-TV application for change in transmitter and antenna site. In asking to be made party to hearing, Capital charged station's public service programming is inadequate and may jeopardize renewal application when filed. Capital said it had appealed to WCHS-TV board of directors, asking for more public service programs, but was told expenditure would be too great. Station plans to spend $250,000 for site change, Capital declared, but ignored what should be its first consideration—programming.

They're Buying for '56

NEW SALES up to New Year's Day wire at NBC-TV: General Cigar Co. for White Owls and Robert Burns cigars, through Young & Rubicam, New York, reportedly contracted for one-fourth of NBC-TV pro basketball series, effective Jan. 7, making it co-sponsor with Mennen Co.'s one-quarter. Remaining half is being sold co-op. Increased schedule by Block Drug Co. on *Matinee Theatre,* NBC-TV daytime drama series, makes that program two-thirds sold for first quarter of year. Out of 378 positions available, 243 have been sold, representing some $3 million in gross billing, NBC reports.

WSYR-TV Protests Drop-In

WSYR-TV Syracuse, N. Y., applicant for ch. 18 in Elmira, N. Y., has asked FCC to reconsider decision to authorize drop-in of ch. 9 to that city. WSYR-TV said there was no need for intermixture, nor for more than two channels. It asked that Commission stay effective date of drop-in authorization while it considers reconsideration plea.

Lichtman Dies

ABNER LICHTMAN, 50, Secy.-Treas. of Venard, Rintoul & McConnell, Inc., station representation firm, died Friday night at Lennox Hill Hospital, N. Y. Services will be held tomorrow (Tuesday) at 10:30 a.m.

HAD TO HAPPEN

NEW broadcast band all-transistor wrist radio has been developed by Linear Equipment Labs Inc., Copague, N. Y. It weighs 2.5 oz. and measures 2¾ inches long, 1¾ inches wide and ¾ inches thick. Company said radio uses three transistors but that no antenna is required in moderate signal strength areas.

PEOPLE

NORMAN E. MORK, general manager of Biow-Beirn-Toigo San Francisco office, appointed vice president in charge of B-B-T's West Coast accounts, effective tomorrow (Tues.). Mr. Mork was with programming departments of KDYL and KSL Salt Lake City before he entered advertising in 1930.

JAMES F. ANDERSON, formerly with WOAI-AM-TV San Antonio, named general manager of KIWW, Spanish-language station there.

THOMAS E. MARTIN, executive vice president and general manager of WEEU Reading, Pa., resigned Friday. He has not announced plans but will remain in broadcast management. He was with Reading station five years.

WARREN FALES, account executive, Compton Adv., N. Y., to Norman, Craig & Kummel Inc., N. Y., on Revlon account.

RUTH LAREAU, tv writer-producer formerly with Young & Rubicam and Dancer-Fitzgerald-Sample, to C. J. LaRoche & Co. as commercial writer. **HAROLD P. GERHARDT,** Ted Bates & Co., joins LaRoche as tv artist.

GILBERT SUPPLE, copy staff, Maxon Agency, to Harry B. Cohen Inc., N. Y., as copywriter.

JOHN A. FRABUTT, general sales manager of Federal Telephone & Radio Co., Clifton, N. J., IT&T division, appointed vice president in charge of operations for company's Pacific Div. in Los Angeles. **ANDREW G. CLAVIER,** technical director in charge of commercial research and development program for Federal Telecommunications Labs, Nutley, N. J., appointed vice president; **BRIG. GEN. PETER C. SANDRETTO** (USAFR), formerly assistant vice president of FTL, elected vice president, continuing direction of military research and development, and **DUDLEY M. DAY,** secretary-treasurer and counsel for FTL, named vice president of laboratory division.

Weber Promoted at RCA

ARNOLD K. WEBER, with RCA and predecessor companies since 1918 and director of organization development for past three years, named director of manufacturing, RCA. He will have staff responsibility for development and maintenance of effective and sound manufacturing plans and programs in all RCA operating units, according to Frank Sleeter, vice president for manufacturing services, who is announcing appointment this week.

Sylvania's Best Year Yet

FOR FIRST TIME in company's 54-year history, sales of Sylvania Electric Products Inc., New York, in 1955 exceeded $300 million, it was announced Friday by Don G. Mitchell, president and chairman. He said Sylvania's best previous year was 1953 when sales totaled $293,267,000, adding that in 1954 sales reached $281,642,000.

Good Year for Magnavox

MAGNAVOX closed one of most successful years in radio-tv set firm's history, according to Frank M. Freimann, president, who spoke last week at semi-annual sales meeting at Fort Wayne. Mr. Freimann's report on high sales records coincided with reorganization of manufacturer's field sales force, dividing country into six zones each with manager and 35 regions also with managers. Also added: five field promotion men.

the week in brief

POLITICAL PROBLEMS AHEAD

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Another in B•T's continuing series on U. S. economic development . . . Jan. 9

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*Reg. U. S. Patent Office

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LAND OF PICON

Remember the late Louis G. Caldwell's speech, "The Wonderful Land of Picon (Public Interest, Convenience or Necessity)"?

The Blackburn-Hamilton Company lives there, too. Brokerage in the broadcasting business is invested (or should be) with the same considerations of public interest that govern the licensees themselves.

Thus you will find the Blackburn-Hamilton Company's principals and associates seeking qualifications other than investment capital alone in bringing the buyer together with the seller: qualifications such as integrity and sound business ability and a sense of community pride.

We like to think that the citizens we have introduced into Mr. Caldwell's Land of Picon have made it even more wonderful indeed.



Blackburn-Hamilton Company

NEGOTIATIONS • FINANCING • APPRAISALS

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Clifford B. Marshall
Washington Bldg.
Sterling 3-4341-2

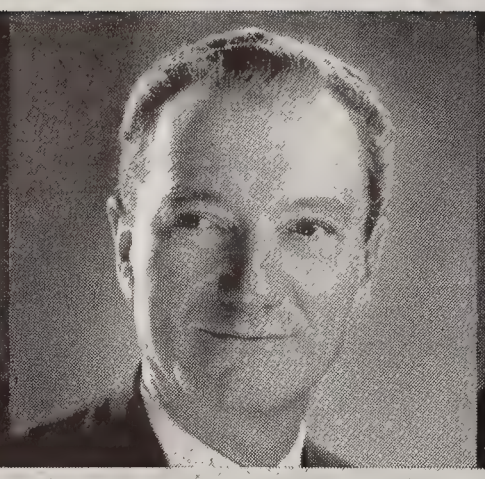
CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
William T. Stubblefield
W. R. Twining
111 Sutter St.
Exbrook 2-5671-2

BIG BUSINESS MEN—Members



SIGURD LARMON of Y&R
Still No. 1



BEN DUFFY of BBD&O
Radio-tv Share of Billing, 40%



MARION HARPER JR., McCann-Erickson
Up $14 Million (With Coke to Come)



NORMAN STROUSE of JWT
33% of $174 Million



WILLIAM LEWIS of K&E
Whirlpool Made It $34.5 Million



MILTON BIOW
68% Radio-tv

CLIFFORD FITZGERALD of DF&S
$13 Million in Radio Alone



Broadcast Advertising:

BILLION

AS REPORTED IN Broadcasting • Telecasting December 12*, these eleven men head agencies which placed half a billion dollars in radio-tv in 1955. Young & Rubicam paced the agency field with $72 million. McCann-Erickson came up from fourth last year to a tie with BBDO for second in 1955; each billed $60 million. J. Walter Thompson, up $8 million from 1954, placed fourth with $58 million. Remainder of the Big Eleven included

** Reprints of detailed report available upon request. Write nearest B•T office: Washington, D. C., New York City, Chicago, or Hollywood.*

of the $30 Million Club



LEO BURNETT
New Business: $8.8 Million

ROBERT LUSK of B&B
Red-letter Year: Up $9.8 Million

JAMES HOULAHAN of Wm. Esty
Camels, Ballantine, Football Plus

WILLIAM KEARNS of TED BATES
70% Radio-tv

DOLLAR BUSINESS

Leo Burnett, $42.1 million; Benton & Bowles, and William Esty, $39 million each; Ted Bates, $37 million; Kenyon & Eckhardt, $34.5 million; Biow-Beirn-Toigo, and Dancer-Fitzgerald-Sample, tied at $30 million apiece.

The top hundred agencies alone handled more than a billion dollars in radio-tv advertising expenditures.

Significant fact: In all agencies, as in all segments of radio-television, you find enthusiastic B•T readers. B•T dis-tributes more paid circulation in four months than all other radio-tv vertical publications combined distribute in a year. B•T, now in its 25th year, carries more pages of advertising than all other publications in its field combined.





Recipe
good,
Rating high . . .

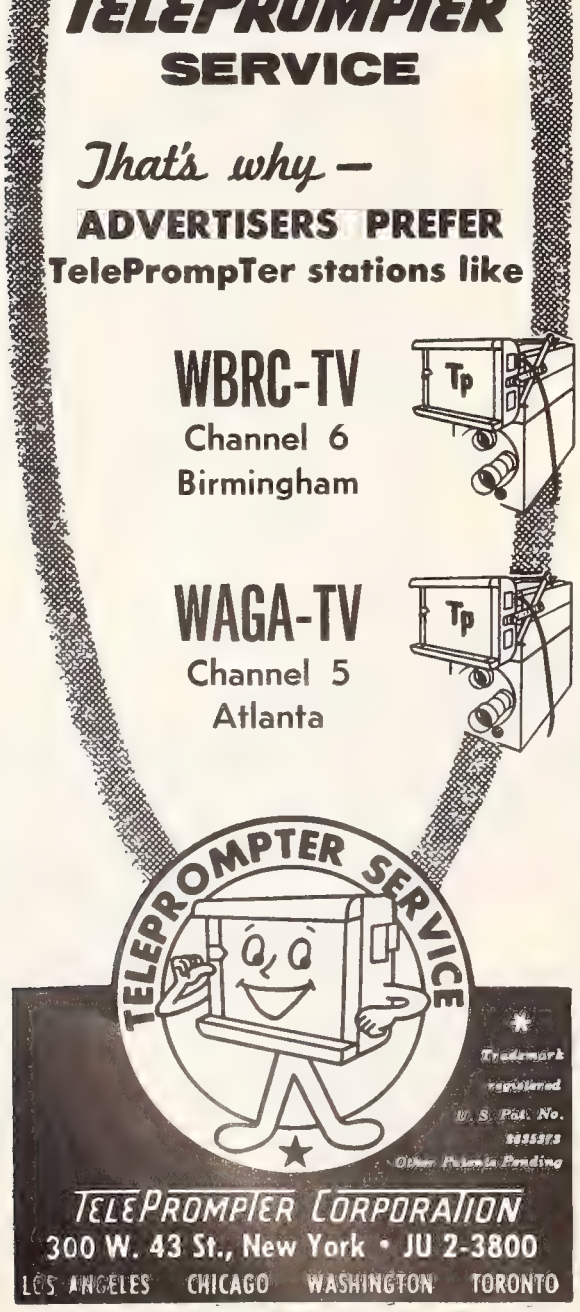
'Til extra dose
Near made 'em die!

BUT - not with
TELEPROMPTER SERVICE

That's why —
ADVERTISERS PREFER
TelePrompTer stations like

WBRC-TV
Channel 6
Birmingham

WAGA-TV
Channel 5
Atlanta



IN REVIEW

NIGHTMARE IN RED

RARE INDEED are the days when this corner calls for longer tv shows, but in the case of "Nightmare in Red," we do feel NBC-TV should have extended further its hour-long study in film of Communism last Tuesday night. With at least 90 minutes on hand, the network could have done full justice to one of the most ambitious and successful tv ventures of this or any other season. Yet, within the hour allowed the Armstrong Cork Co. (which underwrote the program following Pontiac's withdrawal from *Project 20),* the team that gave us *Victory at Sea* did as much as it could to picture the basic facts of Communism.

As a packaged production, "Nightmare" was almost faultless: by borrowing heavily from such early Russian film epics as Eisenstein's "Potemkin" and "10 Days that Shook the World," Pudovkin's "End of St. Petersburg" and Vassiliev's "Chapayev," the Messrs. Salomon and Hanser made up beautifully for the lack of actual newsreel footage. Robert Russell Bennett's score and Alexander Scourby's narration were both effectively moody and powerful to frame the terror that unfolded.

Production cost: $125,000.
Sponsored by Armstrong Cork Co. through BBDO, New York, on the "Armstrong Circle Theatre" Dec. 27, 9:30-10:30 p.m. EST on NBC-TV.
Producer: Henry Salomon; production supervisor: Donald Hyatt; writers: Henry Salomon and Richard Hanser; film editor: Isaac Kleinerman; music: Robert Russell Bennett; narrator: Alexander Scourby; assistant film editor: Silvio D'Alisera; research: Daniel Jones, Mel Stuart, S. W. Little.

CHRISTMAS SING WITH BING

CHRISTMAS means music, familiar music, simple, sentimental music, hymns and carols of the kind that everybody loves and almost anybody can sing. And that kind of music, to a whole generation of younger-growing-older Americans, also means Bing Crosby.

Therefore it was inevitable that sooner or later someone would come up with an idea like *Christmas Sing With Bing* and, as CBS Radio did, issue a widespread invitation for listeners from coast to coast to "turn up their radio sets and open their windows, or bring their portables out on porches or street corners and assemble groups of two, three or 20 neighbors" to join Bing in a session of caroling. How well that invitation was received and whether anyone actually did try to turn the program into a community sing, we wouldn't know. But we do know that Bing and his guest soloists, choirs and choruses, provided background music for at least one Christmas Eve family reunion dinner that could scarcely have been more appropriate or enjoyable.

Production cost: $28,000.
Sponsored by the Insurance Cos. of North America through N. W. Ayer & Son, Philadelphia, on CBS Radio Sat., Dec. 24, 9-10 p.m. EST.
Producers: Bill Morrow and Sam Pierce; director: Murdo MacKenzie; announcer: Ken Carpenter.

CHILDREN'S CORNER

IF YOU'RE TIRED of the frantic antics of the usual children's program, give ear and eye to *Children's Corner,* which returned to NBC-TV Dec. 24. From Pittsburgh's educational tv station, WQED (TV), where it has been a hit for the past 18 months, this fantastic but subdued kiddie half hour is just the thing to calm the three to seven-year-old on a Saturday morning as Dad and Mother finish late breakfast.

Echoes of *Kukla, Fran and Ollie* are obvious, as the winsome, wholesome Josie Carey talks to such puppets as Daniel S. Tiger, King Friday XIII, Henrietta Pussycat, Xcape Owl and Grandpere. In the first regular network presentation (the show was on the network for a while last summer), these characters presented Miss Carey with various Christmas gifts, all whimsical. Miss Carey also sang several simple songs in a sweet, clear voice. The puppets and their voices were handled by Fred Rogers.

Production cost: Approximately $7,000.
Telecast on NBC-TV, Saturdays, 10-10:30 a.m., EST (from New York).
Featuring: Josie Carey and Fred Rogers; supervisor, Ben Park; producer, Doris Ann; director, Martin Hoade; sets by Theodore Cooper.

NO ROOM AT THE INN

NBC-TV brought forth one of the finest Christmas shows of the holiday season with the debut of its new religious series, *His Way, His Word.* The new series calls for one show a month, and if coming attractions are as engrossing as the Christmas day presentation of "No Room at the Inn," the story of the Nativity, it should capture a large audience.

This show doesn't try to hammer home religious messages, but acheives a sense of lifting inspiration by telling a good story well. It has an able cast and the sets, while certainly not the easiest in the world to reproduce faithfully, are realistic enough to put the viewer right in the story.

The sponsoring Goodyear Tire & Rubber Co. leaves out all commercial messages, aside from required identification, and NBC also deletes all credits.

SUPER CIRCUS

ABC-TV's *Super Circus* has come out with a new format, but don't be prepared for a shock. The trimmings have been dressed up considerably, but the show itself remains standard tv circus fare. Not bad, really, but nothing to shout about.

Biggest twist is the new ringmaster, Jerry Colonna (Bob Hope's mustachioed sidekick of several years back). Goodness knows he tried hard enough, but somehow he couldn't help looking like a silent-movie villain who, dazedly, found himself in the middle of a kids' show.

An attractive addition is Sandra Wirth, baton-twirling Miss Florida of 1955 who stole the show at Atlantic City and does the same here.

Production cost: $17,500.
Sponsored (alternately) by Hartz Mountain Products (through George Hartman Co.), Roto-Broil Corp. (through Product Services Inc.) and Chunky Chocolate Corp. (through Hilton & Riggio) on ABC-TV, Sun., 5-6 p.m. EST.
Producer: Martin Stone; director: Jim Walsh; asst. producer and writer, respectively: Edward Kean and Allan Stone.

PRACTICAL RADIO SERVICING, by William Marcus and Alex Levy. McGraw-Hill Book Co., 330 W. 42d St., New York 36, N. Y. 565 pp. $8.50.

ASSUMING the reader has no previous knowledge of radio, the authors, both high school instructors, have written a manual that tells how to test, repair and replace parts of ac/dc superheterodyne receivers, battery sets, three-way portables and small phonograph combinations. It describes the operation and use of test instruments and gives trouble-shooting short-cuts. With this book as a guide, an interested beginner can learn all the theory he needs to become a proficient repairman.

In San Francisco

KPIX

delivers the

highest ratings at the

lowest cost

per thousand TV homes

NO SELLING CAMPAIGN

IN SAN FRANCISCO

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CBS

kpix CHANNEL 5

SAN FRANCISCO, CALIFORNIA

WESTINGHOUSE BROADCASTING COMPANY, INC.

W B C

WBZ-WBZA • WBZ-TV, *Boston*
KYW • WPTZ, *Philadelphia*
KDKA • KDKA-TV, *Pittsburgh*
WOWO, *Fort Wayne*
KEX, *Portland*
Represented by Free & Peters, Inc.
KPIX, *San Francisco*
Represented by The Katz Agency



abc-tv's "afternoon film festival" brings the stars out in the daytime





ALLYN EDWARDS—YOUR HOST





Famous film stars. Great production values. Modern top-flight movies never before shown on television. These are the elements that make up ABC-TV's exciting, new daytime show, "*Afternoon Film Festival,*" starting January 16, 1956. Each weekday (3 to 5 PM, EST) TV viewers will watch a full-length, truly fine motion picture. Among the 100 titles on the schedule are such greats as: The Cruel Sea, Genevieve, Hungry Hill, A Queen Is Crowned, The Titfield Thunderbolt, Desperate Moment, This Happy Breed, The Captive Heart. For advertisers this should well be the buy of '56. It's nighttime quality TV at a new, low, daytime price. A flexible buying plan. A time slot which research indicates should produce excellent ratings. *Plus* personable Allyn Edwards, who will be available to deliver your sales message.

abc television network

7 West 66th St., New York 23, New York, *SUsquehanna 7-5000*
20 North Wacker Drive, Chicago, Illinois, *ANdover 3-0800*
277 Golden Gate, San Francisco, *UNderhill 3-0077*



KEN SCOTT

Star of

"Alabama Star Time"

11 a.m. to 2 p.m., Monday-Friday

Stars **Sell** on Alabama's greatest radio station

WAPI

Birmingham

Latest addition to the WAPI announcing staff, Ken comes to Birmingham from Peoria, Ill. There he was program director, musical personality, and commercial announcer. He has a fine musical background. With his proven ability to please housewives, Ken is doing a strong selling job for the products tied into his programs.

You can **SELL** Your Products to Alabama folks

If you **TELL** them on programs they enjoy hearing

Represented by

John Blair & Co.

Southeastern Representative:

Harry Cummings

Tv and the Blind

EDITOR:

America's blind people don't want special treatment. They know that television (yes, we who are blind *do* enjoy television) must maintain its freedom to present life without undue pressure from vested interest groups. But we do object when television presents plays and documentaries replete with inaccuracies about blindness, stuffed with the old cliches and bent on perpetuating misconceptions about our disability.

On one Sunday recently four tv programs employed the theme of blindness. Three of them completely misrepresented the subject. On another occasion a network presented a play about a blinded veteran, depicting him as a dunce and a sloppy fool. The Blinded Veterans Assn. sent their protests to the sponsor and the producer. Another network portrayed the life of Louis Braille, loaded with inaccuracies, although an authentic biography of Braille exists. A third quite extraneously brought a blind teacher into the plot to deliver Pollyanna pronouncements about life and virtue that sickened blind and sighted listeners alike. A medical show being considered for an award by the American Foundation for the Blind was so full of misrepresentations of the real problems of blindness that the award was withheld.

Television is too powerful a medium, has too many possibilities to render real service to tolerate inaccuracies. There are enough good agencies for the blind willing and able to give any writer, producer or director correct information. For instance, the largest source of information about blindness—15,000 books and pamphlets—is waiting for anyone willing to come to our library, here on 15 W. 16 St. [New York].

A bit of research in advance will bring much tv happiness to those of us who are blind, and prevent a lot of embarrassment to those in the tv business.

M. Robert Barnett, Exec. Dir.
American Foundation for the Blind
New York City

Body Blow

EDITOR:

Just to prove I read B•T from cover to cover, wish to point out a mistake in spelling in heading of an editorial in issue of Dec. 19. Am afraid, old man, it is Solar Plexus, not Plexis. . . .

Error notwithstanding, I have mailed in my renewal for the coming year. (This has been going on for quite a few years now anyway).

Louis Ford, Floor Manager
WATV (TV) Newark, N. J.

Monday Morning Look

EDITOR:

. . . I am no longer with a tv station but I am still actively concerned with television itself. That's why I still look for B•T eagerly every Monday morning . . .

Morton E. Grossman, Adv. Prom. Mgr.
Tv Guide, *Philadelphia*

Young Ham

EDITOR:

If communications from old friends are any measure, your publication must have extensive circulation outside the broadcasting and advertising fraternities because dozens of people who have commented upon OUR RESPECTS [B•T, Dec. 12, 1955] haven't the remotest connection with broadcasting or advertising.

[It was] a good job but credits me with becoming an amateur radio operator at age 7. I obtained my radio license at age 14, and not "in 1914."

Harold P. See, Mgr.
KRON-TV San Francisco, Calif.

Expert Services

EDITOR

. . . We couldn't get through a week or often even a day without the expert services of your magazine. I can't tell you how many times we have used it for last minute news on a particular broadcasting problem or activity . . .

Keith J. Nighbert, Prog. Dir.
Memphis Community Television Foundation
Memphis, Tenn.

[EDITOR'S NOTE: The FCC on Nov. 23 granted vhf ch. 10 to Memphis Community Television Foundation for a non-commercial educational station (B•T, Dec. 5).]

Sportscasts Don't Hurt

EDITOR:

Do broadcasting and telecasting hurt a sports event?

The directors of the National Milk Bowl [for small-fry elevens] have an answer. The answer is an unqualified, "No!"

The Milk Bowl, the famed "little" bowl, must make good at the turnstile: the bowl does not solicit money in any form. Not only must it make good, it should have a reserve to pay to charities which benefit by the game.

For three years, the Milk Bowl has been carried both locally and nationally by MBS. Before that—for four years—there was always a local broadcast. Now there is the factor of television: the game was telecast locally, at San Antonio, on Dec. 10, and will be undoubtedly carried nationally also, beginning in 1956.

The answer is that American sports have been built by the millions of dollars worth of free space provided in newspapers and by other millions of dollars worth of free time—in fact, time paid for by the broadcasters on radio. Sports have been built by and have ridden on the gravy train provided by the press and radio. These coverages were always, from the spectator's view, just short of actual attendance; there was always something to be desired in actual attendance at a game.

Television has meant only one thing: some sports events cannot ride on the synthetic glamour built up by the efforts of news and radio people. Now sports must deliver in showmanship to the point of having something which makes actual attendance preferable to television itself. . . .

The day of reckoning has come. Let's have press, television, radio for any and all sports events. A little fight for gate on this competitive basis would do all sports some good.

The Milk Bowl is only a "kid" football event. But, in a sense, all good football is "kid" football; the warriors at colleges are still boys; the extent to which the game maintains the enthusiasm and spontaneity of sand lot ball is the extent to which it is worth watching and worth paying for at the gate. Too many sports events have relied on the public "habit" of going. Just like a poor marriage, the promoters have taken the public for granted.

Eugene C. Weafer, Exec. Dir.
The National Milk Bowl
Bryan, Tex.





How to give your TV commercials a "COMPETITIVE EDGE"

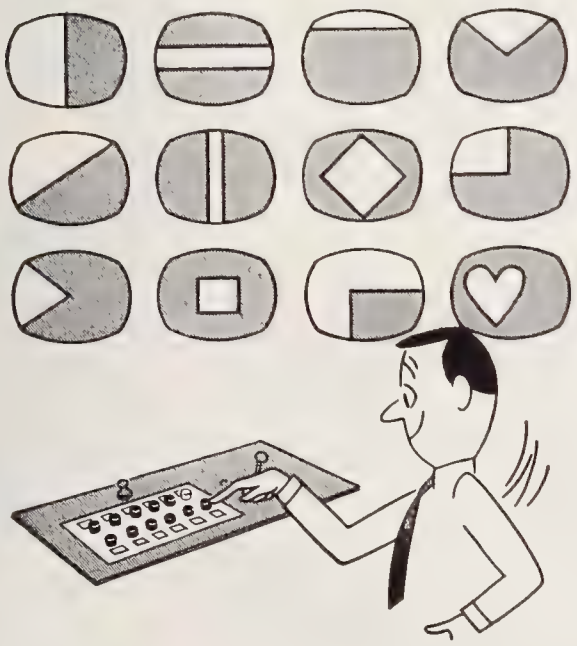
Television audiences today are "conditioned" to many of the brilliant motion picture techniques now also used in TV productions—and they like it! Take away smooth switching—fades, lap dissolves, and transitions they are used to watching—and commercials look flat, dull, and jerky. Add these effects and the same presentations take on sparkle and dimension. In short, *your commercials have a "competitive edge"!*



TS-11A VIDEO SWITCHER

Are your presentations out of date?

Are your commercials limited to "direct switching" from scene to scene—or simple fades to black—because an elementary video switcher is used? If so, the sponsor is not getting the full benefit of all the programming ingenuity that could be at his disposal.



How to make commercials "live"

Modern video switching with special effects is your answer. With it, program directors can produce a variety of attention-getting effects in an instant; horizontal and vertical wipes, horizontal and vertical splits, controllable inserts, wedges, and other optical effects. You push the button for whatever you want—and insert the effect wherever you want it. Up goes audience interest. And up goes sponsor satisfaction.

Which Switcher for you?

RCA has a video-switching system to meet the specific requirement of each and every station.

For example, RCA's TS-5A is ideal for small studio operations—provides fades, lap dissolves, super-positions—handles 5 signal inputs.

Type TS-11A is designed for maximum utilization of facilities—for any size operation. It provides all facilities—includes a program transfer switch for previewing fades, lap dissolves, and special effects. Studio programs can be rehearsed while network or film is "on-air."

Type TS-20 is a relay switching system for the larger installations. It is the ultimate in flexibility for modern programming. You can begin with as few as 6 inputs and 2 outputs and build up to a maximum of 12 inputs and 6 outputs.

Special effects equipment

Twelve attention-getting effects at your finger-tips . . . You push the button for the effect you want. You swing the "control stick" and put the selected effect wherever you want it. Simple, inexpensive—requires no complicated equipment or extra cameras. Any one of the above switchers coupled with this special effects equipment can give you the extra sales "edge" you want.

For expert help in planning the right video switching and special effects system, call your RCA Broadcast Sales Representative.

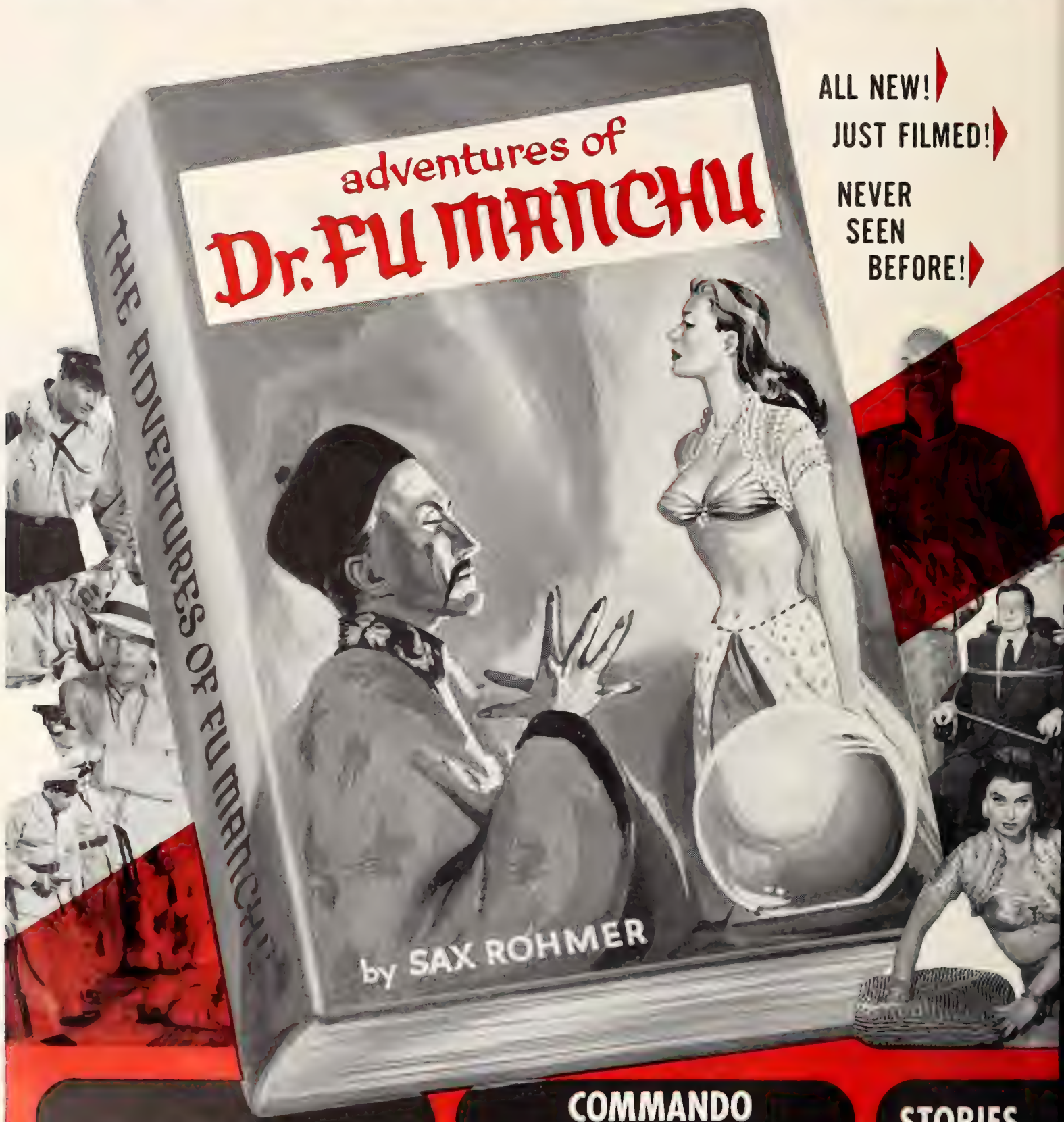
Ask the Engineer —he knows

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION • CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

READ BY MILLIONS THROUGHOUT



STRYKER OF SCOTLAND YARD
Mystery at its best!
ALL STAR CAST · 26½ minutes each

COMMANDO CODY
(Sky Marshal of the Universe)
26½ minutes each
Now being sponsored by
GENERAL FOODS!
Adventure! Action! Intrigue!

STORIES OF THE CENTURY

HOLLYWOOD TELEVISION SERVICE, INC. · Home Office: 4020 Carpenter St. · No. H

THE WORLD IN ALL LANGUAGES

Millions of TV viewers will applaud the greatest series of intrigue and adventure subjects ever produced!

HOLLYWOOD TELEVISION SERVICE INC., *Presents SAX ROHMER'S World Renowned*

adventures of

Dr. FU MANCHU





13–26½ MINUTE SUBJECTS

READY FEB. 1st

- THE PRISONER OF DR. FU MANCHU
- THE SECRET OF DR. FU MANCHU
- THE PLAGUE OF DR. FU MANCHU
- THE SLAVE OF DR. FU MANCHU
- THE GOLDEN GOD OF DR. FU MANCHU
- DR. FU MANCHU, INC.
- THE VENGEANCE OF DR. FU MANCHU
- DR. FU MANCHU'S RAID
- THE DEATH SHIPS OF DR. FU MANCHU
- THE COUNTERFEITERS OF DR. FU MANCHU
- THE MASTER PLAN OF DR. FU MANCHU
- THE SATELLITES OF DR. FU MANCHU
- THE ASSASSINS OF DR. FU MANCHU

Now Syndicating "EMMY" AWARD WINNER Outstanding Entertainment! ALL STAR CAST 39 Subjects 26½ min each

REX ALLEN
one of the world's most popular outdoor personalities
in
"FRONTIER DOCTOR"
Now in Production!
26½ minutes each
Adventure! Action! Intrigue!

Coming! The New Sensational Series
"THE STATUE OF LIBERTY"
made in cooperation with the United States Dept. of Justice, Immigration and Naturalization Service and F.B.I.!

wood, Calif. · 32 Branches in the United States and Toronto, Canada, 277 Victoria St.

New York Time Buyer Wins Year's Supply of T-Bone Steak in KMA's Pulse Prediction Contest!



The happy winner gets advice on how to prepare delicious steaks from Chef Jose Garcia at the famous Gilmore's steak house in New York City. Sally Reynolds, timebuyer for Scheideler, Beck and Werner, is shown with Nick Madonna, left, and Bill Maillefert, representatives of the New York Petry office.

THE FINAL TALLY

Sally Reynolds predicted that KMA's top rating in the Pulse contest would be 16.7, with a 47 per cent share of audience. The actual figure is 16.6, with a 48 per cent share of audience. The survey was taken in 23 counties in Iowa, Nebraska and Missouri. Second place winner is William J. O'Donnell of Batten, Barton, Durstine and Osborn, Inc., New York. He receives a check for $100. Five third-place winners, who receive turkeys from the Corn Country are Frances Stoll of H. W. Kastor & Sons, Chicago; Timothy O'Leary of Calkins & Holden, Inc., in New York; Jean Ayres, Street & Finney, New York; R. P. Maeffei, Benton & Bowles, Inc., New York; and Charles Alexander, Schwab and Beatty, Inc., of New York.

THE PULSE REVEALS

The new Pulse reveals that KMA continues to dominate the 23-county area in Iowa, Nebraska and Missouri (see map at left). In the 6 a.m. to noon period, KMA has 33 per cent, compared to 15 per cent for station "B", and 12 per cent for station "C." In the noon-til-6 p.m. segment, it's KMA with 25 per cent, Station "B" has 17 per cent, and "C" trails with 14 per cent. In the 6 p.m. to midnight portion, KMA has 25 per cent; Station "B" has 21 per cent, and the third station has 16 per cent of the audience. KMA is the leader in 69 of the 72 quarter-hour segments of the broadcast day. KMA's entire day share of audience is 27.6 per cent, while Station "B" has 17.4 per cent, and the third station has 14 per cent.

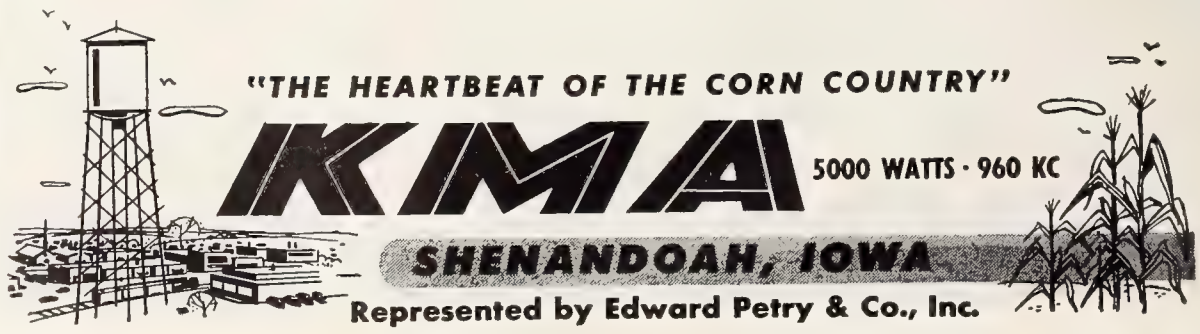


KMA'S .5 M.V. PRIMARY MARKET*

Population	2,859,300
Radio Homes	817,379
Retail Sales	$3,081,010,000

*SM-SRDS Estimates

CONSULT YOUR PETRY SALESMAN
FOR ALL THE INTERESTING DETAILS



our respects

to WALTER EUGENE WAGSTAFF



BACK in 1931 the business of running a radio station was complicated by the lack of uniformity in bookkeeping practices. There were about as many accounting methods as radio stations, and the industry was just starting to see the need for a system tailored to its special needs.

KDYL Salt Lake City, a metropolitan station then nearly a decade old, decided it would be a good idea to hire an accountant, Walter Wagstaff, to see what could be done to clear up its bookkeeping problems.

Taking an unbiased look at this new type of enterprise, the young accountant found a lot of room for improvement. With this neutral approach, he came up with an accounting system that set precedents and proved of long-range value.

The experience gave him an insight into the financial operations of a metropolitan broadcast operation. The bookkeeping system was tried and it worked. So did Walter Wagstaff. The combination proved so effective that the accountant became commercial manager at this major broadcast operation after only two years in radio. He succeeded Philip G. Lasky, now directing KPIX San Francisco.

As a native Utahan, he found the Salt Lake City station much to his liking. He stayed at KDYL 13 years, having married the former Merion Dessa Smith shortly before going to the station. They have two children—Terry, 22, and Marilyn, 19.

Like a large percentage of broadcasting's staff executives, he looked forward to the day when he could buy an interest in a station and become an owner-operator. That chance came in 1944 when he bought an interest in KIDO Boise, Idaho. He now is vice president and general manager of KIDO-AM-TV.

The move into Boise was an easy one, since Southern Idaho is closely affiliated with Salt Lake City, a wholesaling and business capital for an extensive area in the mountain states. With his 13 years of successful radio experience in Utah, he stepped into his new position with confidence and kept the operation working smoothly.

Born in Murray, Utah, Oct. 1, 1906, Walter Eugene Wagstaff moved to Salt Lake City in his infancy. Like other youths in the Mormon capital, he learned to love the city and the surrounding mountains. He is a member of the Mormon faith.

At the age of 11 his family moved back to Murray, where he went on with his schooling. His first venture out of the mountain country came with a trip to the Midwest, winding up at the Walton School of Accounting, Chicago. Before entering school he had lived at Kansas City and Sedalia, Mo., where he picked up side money blowing a cornet in theatre pits.

After his accounting course had been completed he went to work for Fairbanks-Morse & Co., Chicago, in 1928, moving back to his native state to accept the KDYL assignment.

Mr. Wagstaff has been an active figure in national circles for some years. At Salt Lake City he was elected president of the Ad Club. After moving to Boise, he continued participation in business organizations and became a member of the NBC Stations Planning & Advisory Committee. In this role he represented radio affiliates at a time when the imminent approach of television was a matter of industry concern.

Five years after arriving at Boise he became president of the city's Chamber of Commerce. Four years later he was elected president of the Rotary Club. Another activity in the advertising world was a vice presidency of Advertising Assn. of the West, a two-year assignment.

Recently Mr. Wagstaff has devoted time and attention to two industry operations—the NARTB Board of Directors and the association's Radio Standards of Practice Committee. He became a board member in 1954, succeeding William C. Grove, KFBC Cheyenne, Wyo., as director for Dist. 14 (Mountain States). Last November he was host director at the NARTB regional meeting, held at Colorado Springs.

Three years ago he was appointed to the standards committee, then under chairmanship of John F. Meagher, now NARTB radio vice president. A number of important changes were made in the document at that time.

Last year this genial and popular broadcaster was appointed chairman of the standards group by NARTB President Harold E. Fellows. The committee reviewed the whole code and came up with a series of changes which were approved by the NARTB board last June. These included deletion of the separate nighttime limits on commercial content as well as specific anti-liquor and anti-bait-switch definitions.

Next problem facing the standards committee is the proposal to add teeth, possibly along the lines of the Television Code with its seal for subscribers. A subcommittee has been named to handle this project, with Mr. Wagstaff taking an active role. The problem will come before the full standards committee at a meeting to be held in Washington Jan. 12-13.

The basic plan is to set up machinery for individual broadcasters to make a positive assertion that their stations observe the standards, perhaps taking the form of a sign, symbol or sound. This will be a tough job, Mr. Wagstaff realizes, adding, "I feel strongly that radio has grown up to the point where it must do more than give lip service to standards of good broadcasting, and that it must take the same assertive position that has been taken by tv."

Besides his business interests and industry activity, Mr. Wagstaff indulges himself occasionally with two hobbies—fishing for trout and duck hunting.

CASE HISTORY—PRODUCE



The Rutabaga and Avocado Set Never Had It So Good!

For 3½ years now they've had their very own radio program—5 minutes every morning on KBIG Catalina, devoted by the 23 Von's Grocery Company supermarkets of Greater Los Angeles to glamorizing fruits and vegetables . . . highlighting their history . . . suggesting new ways to use them . . . telling both good and bad points of supply and price.

RESULTS: HOMEMAKERS NEWS has won awards from the Advertising Association of the West; Radio Advertising Bureau RADIO GETS RESULTS contest; and Los Angeles Advertising Women, for creative excellence.



Item sales tests pay off consistently. Mushrooms mushroomed 32½%, asparagus 21%. Gift bags hidden under checkstands, and given only to customers who mentioned hearing it offered on KBIG, "sold out" 25,000 in a few days.

HOMEMAKERS NEWS, renewed by Von's for its 4th straight year, typifies the creativity of KBIG. Other 5-minute news features can be tailor-made for sponsors who want something besides saturation spots.

Your KBIG representative or Robert Meeker man can show you topnotch results with either technique.



JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Hollywood 28, California
Telephone: HOllywood 3-3205

Nat. Rep. Robert Meeker & Assoc. Inc.

CAPITAL TYPES #18



THE ZEALOT

Leaps like a gazelle when he spots a soap box. Denounces everything from reforestation to women in slacks. Usually comes out for the underdog; staunch Pittsburgh Pirate fan. Terrified of getting laryngitis, insists on wearing wool underwear all year 'round. Raises hamsters, teaches Leathercraft at local girls' summer camp. Hums marching songs when preoccupied.

And astute advertisers in Washington keep business humming when they use WTOP Radio. WTOP gives them (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's most popular personalities and (4) ten times the power of any other radio station in the Washington area.

WTOP RADIO
Represented by CBS Radio Spot Sales



JACQUE MELINARO

on all accounts

TRYING to get the best buy for advertisers when radio stations still have double rate cards —both national and local—is the hardest part of timebuying, according to this petite executive of Anderson-McConnell Adv., Hollywood.

Best known as "Jackie" to her friends who can't pronounce French, Jacque Melinaro finds buying time distinctly different for the two media. She buys radio on a saturation spot campaign basis, usually top music-and-news stations, whereas television purchases, because of the unit cost, "are very selective."

Because women control most of the buying power in the country, Mrs. Melinaro believes a woman timebuyer has a distinct advantage over her male counterpart "in addition to the sixth sense that men are always telling us we have."

Born Aug. 28, 1923 in St. Louis as Jacque Martin, she was destined for the agency business in spite of her yearnings for the stage. It was in the family. Her father then owned newspapers in Rolla, Mo., and New Richmond, Minn., and for a period was an agency executive in Kansas City.

Migrating to California with her family when she was 10, she later attended Los Angeles public schools and enrolled in Los Angeles City College as a drama major. Then, tired of waiting for "the big break in show business," she joined the *Los Angeles Times* in 1944 as a guide for public tours of the plant. The following year found her deep in the classified advertising department where another four years convinced her she should change her career and forget show business.

But she didn't. In 1948 she married a comedian, Al Melinaro, often a guest on radio and tv in addition to his nightclub assignments. In 1949 she joined G. M. K. Animated Productions, a firm partly owned by her husband and which gave her experience in tv production.

In 1951 she joined the media department of Foote, Cone & Belding, Los Angeles, and within three years was assistant radio-tv timebuyer. In April 1955 Mrs. Melinaro was named radio-tv timebuyer for Anderson-McConnell.

Her present major accounts include Hoffman Radio and Television Corp.; Wynn Oil Co. Distributors (Wynn's Friction Proofing, auto oil additive), and Paramount Citrus Assn. (Cal-Fame frozen orange juice).

Mr. and Mrs. Melinaro live in North Hollywood. They have no children. Her hobbies are rather intellectual, she admits, since they include collecting rare books, chiefly of the theatre and arts, and listening to classical music. "And sometimes a little jazz," she says.



ask
a
cigarette
who
knows

i was reared
in the richest tobacco
soil in the world,
under the shadow of
eastern carolina's
top-power nbc-tv station.



wltn
channel 7
NBC

serving eastern north carolina
transmitter at grifton, n. c.
studios & offices at washington, n. c.
316,000 watts
headley-reed co., rep.

Here's a champion performance to warm any advertiser's blood against Winter's onset. The team includes the Ashland Oil & Refining Company. 69,550 football contest entries, and a remarkably persuasive medium called WSAZ-TV. To kick off, let's ask: *"What does any advertiser want most when he advertises?"*

action..?

You bet! So listen to this! Ashland Oil picked WSAZ-TV (and only WSAZ-TV) last Fall to promote a contest during the Cleveland Browns televised pro games. Prizes: 32 trips by air to see the Browns tangle with the Pittsburgh Steelers in Cleveland on November 20.

For entry blanks, viewers were asked to visit an Ashland Oil outlet. No strings attached. Fast as you can say "buck-lateral," Ashland dealers in four states were hustling like happy halfbacks to supply blanks.

After seven weeks, when the final whistle blew, 69,550 entries had been received – almost enough to pack Cleveland's Municipal Stadium! From them, 32 winners were drawn before WSAZ-TV cameras at half-time intermissions of the Browns' games. While thousands-&-thousands watched!

Another example of how WSAZ-TV gets *action* in this five-state industrial market with *four billion buying power,* nearly half-a million TV homes! What's more, WSAZ-TV is the *one* medium covering the whole area. Ask your Katz man to get you into the game, too.

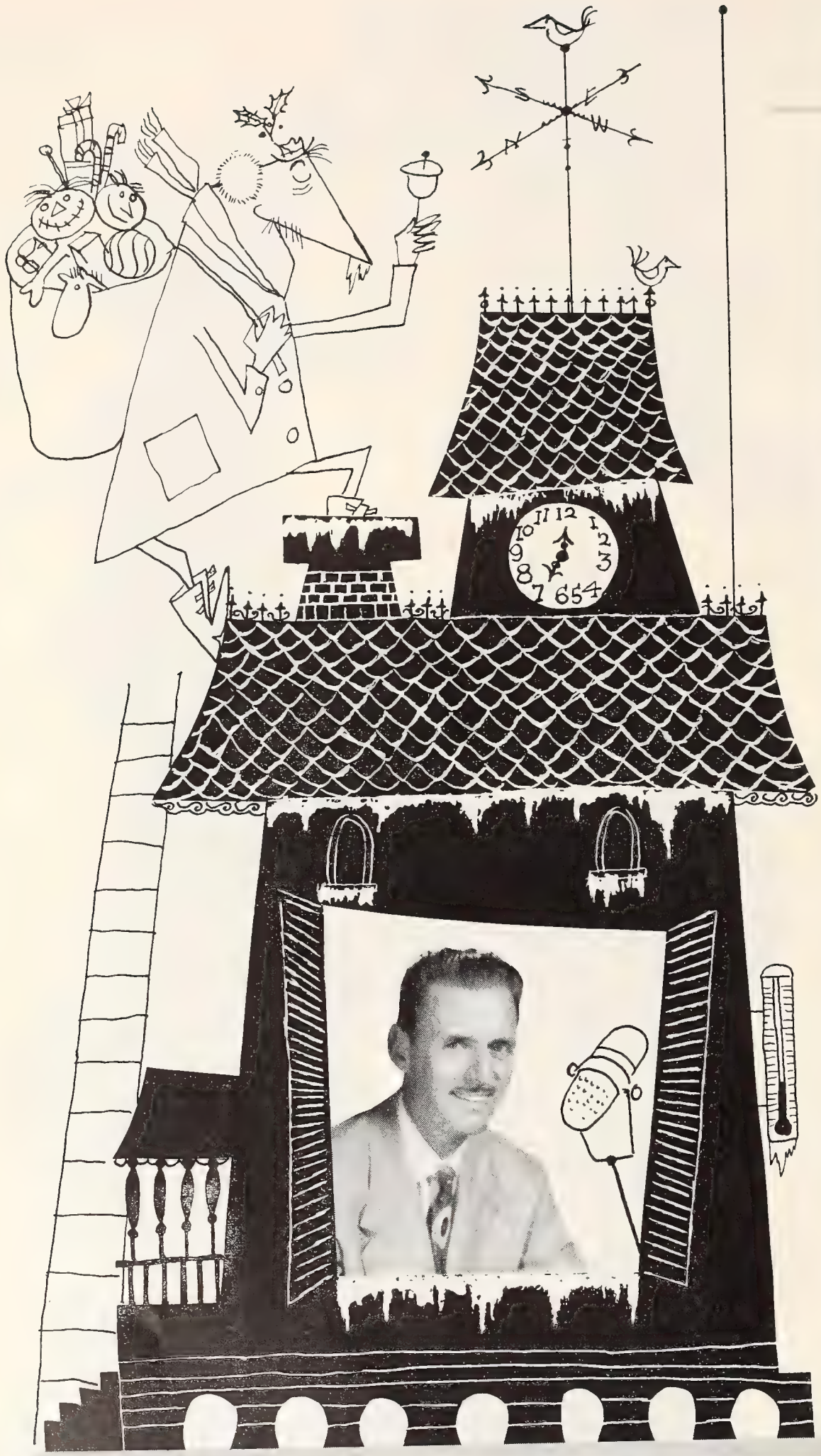


Huntington-Charleston, West Virginia
CHANNEL 3
Maximum Power
NBC BASIC NETWORK
affiliated with ABC

WSAZ

TELEVISION

also affiliated with Radio Stations WSAZ, Huntington & WGKV, Charleston
Lawrence H. Rogers, Vice President and General Manager, WSAZ, Inc.
represented nationally by The Katz Agency



Ross meets hot prospects **even in the coldest weather!**

Sub-freezing temperatures can't cool off an Al Ross fan. Ross's listeners turn out by the thousand when he asks them to, to give toys, dolls and dollars to Washington's needy children, through Ross's downtown "Doll House" and the Christmas Bureau of the Community Chest.

At Christmas, 1955, for example, Ross fans braved icy winds to bring in over 17,000 dolls, and ot toys, and over $2000 in cash, all sparked by Al Ross's "Your Timekeeper" show (6:15–9:30 a.m Monday–Friday, and 6:15–8:00 a.m. on Saturdays).

This kind of loyalty, translated into sales, explains why advertise who want the big Washington market buy Al Ross's "Your Timekeeper" show—for its smoo blend of music, news, weather, time, and those special, personal commercials that add up to *action* and *results*.

Need that kind of results? Get them from . . .

NBC *in Washington*

A SERVICE OF RCA

Represented by NBC SPOT SALES

WRC

RADIO

BROADCASTING TELECASTING

January 2, 1956 Vol. 50, No. 1

RADIO, TV FACE PROBLEMS AS ELECTION YEAR BEGINS

- **Political pressure builds up behind Senate investigation**
- **Broadcasting will bear heavy expense in covering politics**
- **Parties plan unprecedented demands for radio-tv time**

BEGINNING tomorrow, when the 84th Congress reconvenes, broadcasters face a year of tormenting entanglements with politics and politicians.

The quadrennial convulsions of a national election have always caused upheavals in radio and television schedules and not a few brushes between broadcasters and the irrational political broadcasting law. This election year, however, promises special problems.

Problem 1: A sweeping investigation of radio and television by the Senate Interstate & Foreign Commerce Committee. This investigation was started last year but bogged down. It now shows definite signs of being reinvigorated. With the committee's chairman, Sen. Warren G. Magnuson (D-Wash.), up for reelection, the publicity potential in such a probe will hardly be ignored. Hearings begin Jan. 17 (see below).

Problem 2: Radio and television coverage of such major political events as the national nominating conventions and the elections. Expenses of covering the conventions alone will run to an estimated $5 million for radio and tv networks. Technical difficulties of covering the conventions are made the more complex by the decision of the two parties to meet on consecutive weeks in Chicago and San Francisco (see box page 28).

Problem 3: An unprecedented demand for radio and television (especially television) time by political parties and candidates. While political sponsorship will bring new money into broadcasting, it will not constitute an unmitigated windfall. Some regular commercial sponsors are bound to be displaced by political broadcasters and their money, of necessity, refunded. And unless 1956 turns out to be different from every other presidential election year, some broadcasters will have to bear extra legal expenses because of political broadcasting.

Radio and television enter this election year under the same restrictions they have borne since the passage of the Communications Act: they must give equal opportunity to all politcal candidates (including those of splinter parties that have no serious chance at the polls); they must not censor candidates' speeches despite the hazards of libel actions that may ensue; they cannot avoid political broadcasting without risking an inquiry as to whether they are fulfilling their public service responsibilities, and they cannot go into it without risking libel suits, the displeasure of regular customers who are displaced and the criticism of politicians who feel their adversaries have been given preferential treatment.

Only one major change has been made in the political broadcasting law in 21 years. Four years ago an amendment was added requiring broadcasters to charge political candidates the same rates for time that they would charge commercial advertisers. Until then some broadcasters charged premium rates for political programs to discourage excessive use of their facilities by politicians or to compensate for the special hazards involved, including poor credit risks.

With that last measure of discretion denied them, broadcasters are beginning a political year that promises to provide more headaches than any other.

THE OUTLOOK ON CAPITOL HILL

THE growing pains and ills of the nation's newest billion-dollar industry are scheduled to be scrutinized by Congress Jan. 17—two weeks after the second session of the Democratically-controlled 84th Congress begins tomorrow.

Ironically, public dissection of the broadcast industry comes on the eve of the 1956 political campaign in which all experts agree tv and radio will be used to a hitherto undreamed of extent.

The Senate Interstate and Foreign Commerce Committee hearings which are scheduled to begin Tuesday, Jan. 17, will be the kickoff to what may turn out to be a six months' and perhaps a whole year's study of the medium.

The first sessions, it was learned, will be devoted mainly to hearing FCC commissioners, with FCC Chairman George C. McConnaughey proposed to be the initial witness. He will

COX FACES TV HEARINGS WITH 'OPEN MIND'

THE MAN who is going to lead the congressional investigation of the television industry comes to his job free of any background in the broadcasting field. But he is familiar with the front end of a camera.

Kenneth A. Cox, the 40-year-old Seattle attorney chosen by Sen. Warren Magnuson (D-Wash.) as counsel to the Senate Commerce Committee for its tv investigation [B•T, Dec. 26, 1955], is an active citizen whose interest is primarily in such organizations as the Seattle World Affairs Council and the American Assn. for the United Nations. He is a member of the executive board of the former and is vice president of the city and state chapters of the latter.



SEN. MAGNUSON



COUNSEL COX

In those roles he has appeared, solo and as a member of panels, frequently before the business end of tv cameras and radio microphones.

As a public spirited citizen, who is also vice president of the local Democratic Club, the Kansas-born attorney knows many broadcasters, but only in a casual, civic or social kind of way. He comes to the investigation "with no pre-conceived notions," he told B•T last week.

"I have an open mind," he said. "My object will be to find out what the problems are and what FCC, broadcasters and others feel should be done about them."

Mr. Cox said he already has begun studying the voluminous documents in preparation for the opening hearing, scheduled for Jan. 17 in Washington, but that he probably would not participate actively until a second round of hearings later in the year.

Mr. Cox was born in Topeka, Kan., in 1916. He finished his schooling in Seattle and attended the U. of Washington from which he received his law degree in 1940. He received his master's degree in law from the U. of Michigan in 1941. He was law clerk to Judge William J. Steinert of the Washington State Supreme Court, and from 1946 to 1948 was an assistant professor of law at the U. of Michigan, where he taught the intricacies of equity, securities and constitutional law.

Except for World War II and an 18-month period during the Korean War, Mr. Cox has been associated with the Seattle law firm of Little, LeSourd, Palmer, Scott & Slemmons. The firm is engaged in a general practice, mainly in the corporate, real estate and tax fields.

During World War II, Mr. Cox was with Army Intelligence in the Pentagon. He was demobilized as a captain. In the Korean War, Mr. Cox was called back to active duty and assigned to Fort Riley, Kan.

He is married and has two sons.

Mr. Cox succeeds Sidney Davis as Senate counsel on the tv investigation. Mr. Davis resigned last July. Republican counsel for the tv study staff is Robert L'Heureaux.

Nicholas Zapple, professional staff communications counsel, is coordinator for the investigation.



POLITICAL COVERAGE

THE pace of radio-tv network planning for the multi-million-dollar job of covering the 1956 presidential nominating conventions, the political campaigns, and the election returns is beginning to pick up.

Starting early in the new year, the tedious task of getting ready is expected to consume more and more time of more and more people—at each of the networks—until the first climax is reached in August with the Democratic and Republican conventions, coverage of which is expected to require the services of some 1,000 persons.

Sales activity is moving ahead—although as yet only CBS Radio and CBS-TV have a convention-election package sponsor in tow. Westinghouse Electric Corp., which sponsored the CBS political package in 1952, signed up again in mid-summer—at a price estimated at $5 million [B•T, Aug. 1, 1955]—for a similar 1956 package, including special pre-opening convention programs, coverage of the conventions and elections, and weekly progress reports for eight weeks between nominations and voting.

All networks have now established special units or designated coordinators for the sale of time for political broadcasts (as distinguished in most cases from the sale of convention-election coverage packages).

ABC created such a unit last week, headed by Ernest Lee Jahncke, vice president and assistant to the president. Stewart Barthelmess, administrative manager for ABC Radio sales, will head the radio end of the unit, while Henry Hede, ABC-TV sales service director, will head the television end. Addison Amor and Norman Hendershot will be account executives for radio and tv, respectively, while Charles Abry, national sales manager for television, and George Comtois, acting national sales manager for radio, will assist the special unit in consulting capacities.

NBC set up a special political broadcast unit some months ago under the direction of treasurer Joseph A. McDonald, while CBS has had staff vice president Richard S. Salant coordinating political time questions between its various radio and tv departments and the two major political parties for several months [B•T, Oct. 31, 1955].

Mutual meanwhile designated Joseph Begley, of the executive staff of the parent RKO Teleradio Pictures Inc., to serve as liaison between Mutual's sales department and both political parties and prospective sponsors of the MBS coverage of conventions and elections.

The Republicans and Democrats are generally expected to spend approximately twice as much for radio-tv time in 1956 as they did in 1952. In that year, according to authoritative estimates, the Republican national organization spent more than $2 million and the Democrats more than $1.1 million for political time [B•T, Nov. 10, 1952].

The networks' convention-election packages, if sold at the asking prices, will bring in a total of about $16 million. In addition to CBS' reported $5 million deal with Westinghouse, NBC has pegged its radio-tv package at $5 million to $6 million (depending on whether it's singly or multiply sponsored), ABC is asking $4.32 million and Mutual around $1 to $1.5 million.

Philco Corp., which sponsored convention and election coverage on NBC radio and television in 1952, is reported to be interested in participating sponsorship of the NBC package in 1956. Admiral, which was ABC's radio and tv sponsor four years ago, also is believed, unofficially, to be unwilling to pick up the tab for full sponsorship again this year. Mutual's 1952 arrangements involved a tie-in with *Farm Journal* and *Pathfinder,* with coverage available to affiliates for sale on a local co-op basis.

While most of them are still looking for sponsors, the networks expect the convention coverage alone to cost them around $5 million —an unofficial estimate of probable total production costs for radio and television coverage of the two conventions, not including time. This estimate anticipates that the three radio-tv network organizations will spend around $1.5 million apiece and that Mutual's radio production costs will come to about $500,000.

For their money, sponsors will get, according to current plans, virtually gavel-to-gavel coverage of the conventions, coverage of the election returns, and some special programming.

In television, it seems unlikely that they will get color along with black-and-white convention coverage. Both NBC-TV and CBS-TV had wanted to colorcast at least part of the conventions, but the fact they are scheduled for consecutive weeks and half a nation apart—the Democrats open in Chicago Aug. 13 and the Republicans in San Francisco Aug. 20 and they could overlap, though this is not deemed likely—leads network officials to doubt they could have color equipment installed at both places in time. Authorities at each network reiterated last week that they have no present plans for including color.

The Democratic convention is expected to break into two daily sessions, starting at 12:30 p.m. New York time on Aug. 13 but running from approximately 2:30-5 p.m. and 9:30 to about midnight on succeeding days. The Republicans plan a single daily session from 5 to 10 p.m. New York time. Observers agree, however, that at both conventions the daily sessions are apt to run overtime, particularly when the polling starts. Each convention is expected to last four or five days.

As an indication of the amount of time that goes into the network packages, ABC is guaranteeing its prospective convention-election sponsor or sponsors that it'll provide 40 hours of convention coverage and 4½ hours of election returns—a total guarantee of 44½ hours of convention-election coverage by television and an equal amount by radio. ABC's plans anticipate even more than the guarantee—26 hours by television and 26 by radio at each convention (including two pre-convention programs in each city), plus the 4½ hours on election night.

appear before the entire committee, chairmanned by Sen. Warren G. Magnuson (D-Wash.) who already has expressed disappointment at the FCC's lack of action in settling the uhf problem.

Sen. John O. Pastore (D-R. I.), as next ranking Democrat on the committee and chairman of its communications subcommittee, is likely to preside at some of the hearings, Sen. Magnuson has indicated.

Sen. Magnuson is up for reelection this year, with the possibility that his home state's GOP governor, Arthur B. Langlie, will run against him.

The initial hearings will undoubtedly be conducted by committee chief counsel Frank Pellegrini. On the scene will be newly appointed counsel for the radio-tv investigation, Seattle attorney Kenneth A. Cox (see separate story, page 27). Mr. Cox is expected to take over active leadership of the staff at subsequent sessions. There will be several sets of hearings, it was learned, delving into various aspects of broadcast activities as they are brought to light during the first hearings.

The Senate hearings come more than a year and a half after hearings during the GOP-controlled 83d Congress by the committee's communications subcommittee on the same troubles confronting television today—the inability of uhf stations to compete with vhf in markets where both are mixed and the difficulty of the former in securing network affiliation, plus the scarcity of uhf sets.

The FCC was busy studying these questions last month. And the Commission also was jumping off into an investigation of its own with $80,000 in funds appropriated during the first session of the 84th Congress.

A statement by the FCC projecting the scope of its network study indicated that some of the methods it intends to employ [B•T, Nov. 28, 1955] bear more than a little resemblance to recommendations made by Harry A. Plotkin, former Democratic counsel in the Senate Commerce Committee's own probe, last February [B•T, Feb. 7, 1955]. These similarities are

(Continues on page 60)

ERWIN, WASEY AGENCY SOLD TO HOWARD, DAVID WILLIAMS

Board chairmanship assumed by Howard D. Williams, who is succeeded in presidency by son, David B. Williams. L. R. and George Wasey relinquish agency posts to devote themselves to other interests.

THE 41-YEAR-OLD advertising agency, Erwin, Wasey & Co., owned by L. R. and George Wasey, has been purchased by Howard D. and David B. Williams, it is being announced this week by David B. Williams, who becomes president.

The ownership and management of the agency, which will retain the same name, changes hands following the sale of stock interests of L. R. Wasey, chairman of the board, and his nephew George, vice president.

David B. Williams, executive vice president since 1952, moves up to the presidency. Now 35, he started with the agency when he was 25 years old as a trainee and spent six months in traffic and a year in media work. He went to the Seattle office in 1947 as assistant media director and junior copywriter, staying seven months. In March 1948 Mr. Williams moved to the new Los Angeles office as a junior copywriter and assistant account executive. In 1949 he was named vice president and three years later executive vice president in Los Angeles.

Howard D. Williams, father of David Williams, becomes chairman of the board, moving up from the presidency. He has been with the agency since 1933 and was made a partner in 1940.

L. R. and George Wasey relinquish their positions as chairman of the board and vice president, respectively, and will devote themselves to other business interests.

Policy to Remain Intact

The new president said that no policy changes are contemplated. "This has been a well-planned transition in ownership and management, and our service to clients will continue smoothly," he said.

Lorry R. Northrup, who has been vice president and general manager of the Chicago office for 15 years, has been named executive vice president and secretary of the corporation and remains a member of the board of directors.

Emmett C. McGaughey retains his post as executive vice president in charge of west coast operations, in Los Angeles.

Mr. Williams said the company, which employs about 750 people in all the offices, has just "closed the books on one of the finest years in our history, and we have every intention of strengthening our position in the advertising business." The agency maintains nine offices.

He emphasized his confidence in the future by referring to Erwin, Wasey's forthcoming move to new quarters in New York under a 20-year lease involving commitments in excess of $2 million. He also said that plans for expansion of all phases of domestic and international operations are well under way.

Clients of the agency include the Texas Co., Carnation Co., McGraw Electric Co., McKesson & Robbins' liquor division, Thos. Hedley & Co. Ltd. (British subsidiary of Procter & Gamble), Goodyear Tyre & Rubber Co. Ltd., and N. V. Philips (Eindhoven, the Netherlands).

What is now the Erwin, Wasey agency was formed in November 1914, when L. R. Wasey and W. T. Jefferson left Lord & Thomas to establish their own advertising firm in Chicago. The following January the agency became Erwin, Wasey & Jefferson when C. R. Erwin retired from the presidency of Lord & Thomas and joined the new firm. Soon thereafter Mr. Jefferson left and the present company came into being.

Progress included establishment of a London office in 1919 and opening of a New York office under O. B. Winters in 1923. An office was set up in 1948 in Los Angeles to serve the Carnation Co. and other west coast accounts.

The agency staff has included a number of outstanding names in the advertising field, including: Leo Burnett, once copy chief in Erwin, Wasey's Chicago office; James Ellis, now president of Kudner Agency, formerly copy chief in the New York office; Atherton Hobler, former account executive who now is chairman of the executive committee of Benton & Bowles; the late O. B. Winters, copywriter and former partner of Erwin, Wasey, and Arthur Kudner, founder of Kudner Agency and former partner and president of Erwin, Wasey.

Philip W. Lennen Dies at 68 Was Lennen & Newell Chmn.

FUNERAL SERVICES were held Tuesday in New York for Philip W. Lennen, 68, retired board chairman of Lennen & Newell Inc., New York, who died Dec. 21.

After serving in various advertising posts with industrial firms and the Erwin, Wasey Co., Mr. Lennen formed Lennen & Mitchell in 1924, in association with John Mitchell. Mr. Lennen was noted for the effectiveness of his copy writing, and was credited with originating the Old Gold cigarettes slogan, "not a cough in a carload."



MR. LENNEN

When Mr. Mitchell died in 1931, Mr. Lennen continued the old company until H. W. Newell, formerly of Geyer, Newell & Ganger, joined the agency in 1951. Mr. Newell became president and Mr. Lennen chairman of the board.

Fitzgerald Adv. Forms Corp., Offers Stock to Employes

AFTER 29 years of operation as a partnership, the Fitzgerald Advertising Agency, New Orleans, was converted to a corporation, effective Dec. 31. The change was made, according to Joseph L. Killeen, "to afford the opportunity of ownership and fuller participation on the part of key employes."

Other officers of the new corporation, which now employs 104 people, are Joseph H. Epstein, vice president-treasurer; Roy M. Schwarz, vice president-chairman of the plans board; Leonard E. Gessner, vice president-secretary; E. W. Rector Wooten, vice president-executive art director; Warren G. Posey, vice president-director of client service; Donald H. Halsey, vice president; Harley B. Howcott, vice president, and Robert Carley, vice president.

BUSINESS PROSPECTS, '56

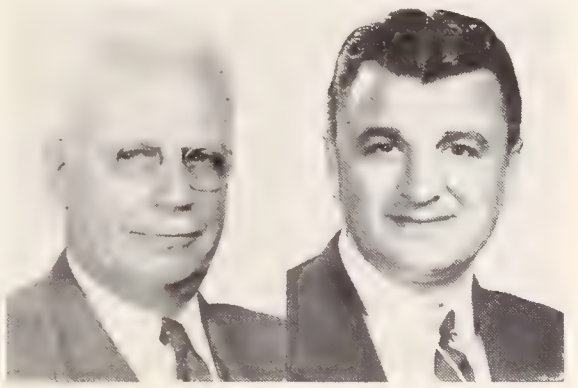
IN THIS ISSUE are four recorded B•T Interviews with men prominent in broadcast advertising, all giving their prognostications for the year 1956. The agency field is scanned by Fred Gamble, president of the American Assn. of Advertising Agencies, on pages 30 and 31. Paul West, president of the Assn. of National Advertisers, gives his viewponts on page 35. Radio's prospects are cited by Kevin Sweeney, president of Radio Advertising Bureau, on pages 50 and 52, and television's by Oliver Treyz, president of Television Bureau of Advertising, on pages 56 and 57.

Also this week, on pages 36 and 38, B•T presents management consultant Richard P. Doherty's detailed analysis of radio-tv business prospects for 1956.

Maitlands Combine Forces In New Pittsburgh Agency

THE MAITLANDS, John I. and his son V. I., who for years have been identified with advertising in Pittsburgh, have teamed up to open a new agency in that city—Vic Maitland & Associates Inc.

V. I. Maitland, the agency's president, was executive vice president of Walker & Downing Agency in Pittsburgh for eight years, and for the past year served as executive advertising director of Duquesne Brewing Co. of Pittsburgh.



JOHN I. MAITLAND V. I. MAITLAND

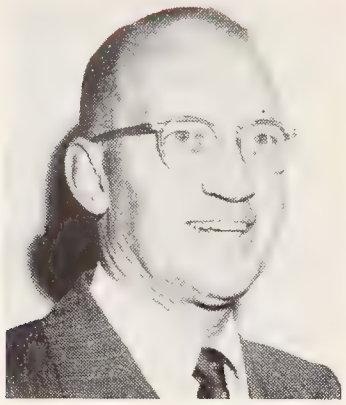
John I. Maitland, who for the past 30 years has worked in the medium of newspaper advertising, recently sold his interest in an advertising agency. He will serve as executive vice president in the new concern.

CBS-Columbia Ad Budget $2 Million Through May

MAJOR PORTION of a $2 million advertising budget from January to June 1956 has been allotted to radio and television to promote the sale of CBS-Columbia's new line of radio and television receivers, it was revealed last week by Norman C. Owen, vice president in charge of sales, at the company's national distributor convention in New York.

Though Mr. Owen declined to specify the sum assigned to radio and tv, he said the division will continue to sponsor *Arthur Godfrey and His Friends* on CBS-TV on alternate Wednesday evenings, and will be a participating sponsor on three CBS radio programs—*Edgar Bergen Show, The Bing Crosby Show* and *Amos 'n' Andy*.

Introduced at the convention were 16 basic television models and 18 radio models, including what was described as "the first all-transistor home radio."



MR. GAMBLE

THE PRESIDENT OF THE AAAA FORECASTS

ALL ADVERTISING UP 5-10% DURING 1956

TELEVISION is requiring agencies to provide special services for their clients not called for by other media, but heavy tv appropriations, with agencies getting their standard percentage, now offer adequate compensation for the extra effort, Frederic R. Gamble, AAAA president, believes. If broadcasters could make agencies understand them better and agencies could similarly educate broadcasters, both would benefit, he states, praising TvB and RAB for their work toward that end.

Q: What do you think the outlook for advertising is going to be in 1956?

A: Well, if we're going to sell the volume of goods and services which we are capable of producing in this country, there should be another increase in advertising in 1956—between 5 and 10% in total, I would think.

Q: Would you say much of that increase in advertising will go towards radio and television?

A: Oh, I think a great deal will. Television has had a rapid growth and it should continue to grow. Radio, I think, has fallen off more than it should have. I think radio has values which people are going to appreciate more than they seem to have been doing lately. They are beginning already to show that they appreciate them better. Radio suffered more than it should have suffered. It is a very valuable medium.

Q: Do you think radio will get more of a share than it did in '55?

A: Well, trying to estimate what share a medium will get is very difficult. I think radio will do better in '56 than it did in '55; but whether that will be a larger share of the market I don't know. It might be or it might not.

Q: What effect would you say television has had on advertising agencies as a whole?

A: I think television has had a very stimulating effect, because it is a tremendously powerful new medium, it is a thrilling medium to work in, it gives great results.

Q: Would you say that advertising agencies have grown with television, or as a result of television?

A: They have grown with it and as a result of it. And television has grown as a result of agency work. It is a combination thing.

Q: Would you say that advertising agencies have had to add extra services as a result of television?

A: Well, there are things that you do in connection with television that you don't do with any other medium, and agencies are doing those things. [See box on facing page.]

Q: Now as a result of all these extra things that agencies do—and the fact that agencies costs have gone up so—what about their commission? Has it gone up?

A: Why, agencies are fortunate in that they operate on a percentage of billing. So, if the appropriation goes up, the agency's compensation goes up too.

Q: But what about the percentage? A more or less "standard" rate is still in existence, is it not?

A: If you mean that agencies customarily receive a commission on time, just as they do on space, that of course is true.

Q: Shouldn't that commission go up accordingly?

A: That is for individual media to decide. We cannot have any part in it, and I would rather not express an opinion. Some time ago there was quite a lot of agitation among agencies on the need for more compensation, especially because of the high cost of television. In the early days of television, the agencies weren't making any money and the stations weren't making any money and the advertiser—well, sometimes he wasn't getting very much either, because the audience wasn't there. But the audience grew, and, well, we just grew out of that. You don't hear that sort of thing any more.

Q: Isn't it true, Mr. Gamble, that as a result of television—these extra services—many of the smaller agencies have had to merge?

A: No, I don't think they've *had* to merge. There have been some mergers, but many fewer mergers than the trade press may have led us to believe—also fewer than some of the "merger operators" have led us to believe. Some people are interested in the merger business. There are in total, I think, more agencies in existence today than ever. And I don't think the merger "trend" is anything like as strong or as important as it has been reported to be.

Q: Do you think there are more advertisers than ever before? As well as agencies?

A: Yes, but I would like to say one more thing about this "agency merger" business. One of the things that has led agencies to do it is capital gains. Agency people are just the same as other people. If the tax situation makes a capital gain a desirable thing, and it can be done properly under the law, then agency people tend to do it the same as everybody else.

Now on this question of more advertisers—certainly there are more advertisers. And there are larger advertisers, and better advertisers than ever before, because they are selling more goods and there are more people and more transactions.

Q: And don't you think that advertising itself has sort of snowballed? The more advertising there is, the more want to join it?

A: I hope so! Yes, I think that more and more advertisers are realizing that advertising is the counterpart in distribution of the machine in production. They use advertising because it is the least expensive way to find customers for their goods and services. And if it proves not to be the least expensive way, then they will go and use their money some other way. But it *has* proven to be, because it is the machine principle applied to selling.

My own belief is that advertising is going to become greater and greater, more and more efficient, as we learn to apply greater knowledge of communication and the way people's minds work—ways to make advertising more persuasive and to get rid of some of

that small percentage of advertising that still holds everything back because it is so bad.

Q: The "hard sell"?

A: Lots of different things. Fortunately it is a very small percentage of the total. But there is just enough bad advertising that it holds up all advertising.

Q: Changing to another subject, in what way can radio and television broadcasters cooperate with agencies or with your organization to make it easier for them to do business together?

A: That is really a large subject, because it involves broad, basic principles and it involves a considerable number of day-to-day operating things!

One thing that could be done to help everybody would be for agencies to understand broadcasters better and for broadcasters to understand agencies better. That, I am sure, is one of the basic things that ought to be done. No matter how hard we try, there isn't as much understanding as there ought to be.

Here the broadcaster sits; he wants to sell his time; he wants to stay in the good graces of the FCC, and he thinks these agencies are some mysterious sort of thing way off there. The agencies, on their side, are working very hard to try to make the advertisers' advertising succeed. They don't realize or think about the broadcasters' problems. The problem will probably always be with us, but we ought to do more about it than we're doing.

Q: What kind of mutual education projects might help that situation? Do you think of any?

A: So far, I think that the Radio Advertising Bureau and the TvB, on the side of the broadcasters, and our committees on the agency side are the best devices that we have been able to come up with. But I think we can do a lot more on the agency side.

My hope is that agencies will put the story of what they do into some kind of form so that people on the media side will understand them better. The clients understand—at least they understand their own agencies because they're working with them day by day. They understand better than most media do. But media don't have the same contact.

It's our hope that more and more agencies will get their individual stories into shape. If they are able, maybe they could make motion pictures telling the story of how they operate. And if they aren't able to make motion pictures, well, maybe they can make slide films. If they aren't able to make slide films, maybe they can take pictures in their office and make blow-ups and have some kind of a running story that goes along with it. I think that for a very few dollars you could do the story of an agency that would help media to understand what goes *on* in the agency.

I used to be on the media side. I know that the greatest mystery in the world to a media man is what goes on in that agency office—the parts of it that you don't get into. And what *is* going on in there is the greatest effort those people can make to make the advertisers' advertising succeed. We need to tell that story.

And I think the broadcasters also need to tell agencies something more about the problems of broadcasting and how agencies can help the broadcaster—instead of getting material there too late, and addressing it to the wrong place, and having more paper work than necessary, and having the actual order word-of-mouth and then six months later you come along with the contract after the transaction is all over.

Q: Would you like to make any concluding statement?

A: Yes, I think I would like to conclude with an idea I've talked with media people about and have talked to our people about: that in all of our selling efforts—media's selling efforts on behalf of their own media, and our selling efforts—we should have in mind the *big picture,* the advancement of advertising as a whole.

Away back in my earliest days in advertising, the salesman who was almost certain to fail was the guy who was only interested in his medium; if he couldn't win, then he would tear down the rest of advertising. In the long run those fellows have lost. Those who have gained and come ahead are those who have sold not only their own medium, but they have sold advertising as a whole and its value to business and its benefit to the economy.

Q: Actually, don't you think we have come a long way toward that?

A: Oh, tremendously.

'EXTRAS' FOR TELEVISION

Q: What are some of the extra services that agencies have to render? Or do not have to, but have done?

A: There are any number of things, even in connection with television package shows alone, shows which are bought outside the agency. Let's get the list of things an agency may be called on to do in connection with a package show that Rod Erickson of Young & Rubicam compiled for one of our meetings two years ago. Here they are, all 48 of them:

1. Media analysis for brand
2. Assignment of funds for tv
3. Talent search for tv programs
4. Reducing hundreds of availabilities to a handful
5. Negotiation of prices of prospective shows
6. Negotiation of network time for prospective shows
7. Researching histories (if any) of prospective shows
8. Researching time period history
9. Analyzing prospective shows
10. Product group meeting on prospective shows
11. Top agency executive meeting on prospective shows
12. Client meeting on prospective shows
13. Joint decision on single shows
14. Final negotiation securing program
15. Final negotiation securing time period
16. Drawing of legal documents
17. Clearing legal documents with client and talent
18. Planning commercial format
19. Planning show format
20. Writing commercials
21. Client and agency approval of commercials
22. Talent agency discussions on characterizations
23. Talent agency discussions on production details
24. Agency program and account viewing actual production
25. Production supervision of show
26. Supervision of film prints or kinescope
27. Producing commercials
28. Processing commercials
29. Integrating commercials in show
30. Integrating commercials in prints or kinescope
31. Researching show (NRI)
32. Special research (flow charts, audience jury tests, etc.)
33. Evaluating cost per thousand of show
34. Research sales effectiveness of commercials
35. Checking of cost of show
36. Representation in multiple union negotiations
37. Continuing network negotiation on costs and stations
38. Continuing use of research to improve show
39. Special top management spot checking of production
40. Daily handling of star temperaments, illness and emergencies
41. Continuing search for better properties
42. Checking of all scripts for client policy
43. Negotiation with networks for rebates, preemptions, etc.
44. Negotiation with networks for better time
45. Quarterly reviews of all phases of show with client
46. Research on summer policy
47. Selection of summer show or hiatus recommendation
48. Recommendations for following year

DETROIT SALES ABOVE NATIONAL AVERAGE

Despite newspaper shutdown, Motor City sales up 25% for week of Dec. 19-24 compared with 1954. Seventh Federal Reserve District was up 24% and U. S. up 21%.

DETROIT department store sales for the week ended Dec. 24 showed a greater increase over 1954 sales than did the rest of the Seventh Federal Reserve District as well as the United States as a whole, according to the Federal Reserve Board's official report.

No major newspapers were published in Detroit during the four pre-holiday buying weeks.

Reserve Board figures show that Detroit's sales were up 25% for the Dec. 19-24 week, compared to last year. This compares with 24% for the Seventh District and 21% for the United States.

Detroit's department store sales rose 12% for the four pre-holiday weeks compared to 10% for the district and 8% for the nation. For 51 weeks of 1955, Detroit sales were 13% above 1954 compared to 8% for the district.

The Federal Reserve Bank of Chicago said the gains recorded by major cities in the Dec. 19-24 week "were remarkably uniform, varying from plus 24 to plus 25 for cities like Chicago, Indianapolis and others." Detroit's 25%-plus gain thus matches other major cities. The percentage increases were high, it was explained, because the week had one more trading day (Dec. 24) than the same 1954 week.

The four-week December period, with a 10% gain in the Seventh District, made it "the best Christmas ever experienced by midwest department stores," according to the board.

In a commentary on the Detroit newspaper strike, Radio Advertising Bureau said, "That dream of all retailers, the $1 million day, was scored three times in eight days by the downtown store of J. L. Hudson Co., Detroit's biggest department store and one of the nation's retail leaders." RAB added that Hudson "utilized radio to fill the breach at the rate of 800 spot announcements weekly."

Biow-Beirn-Toigo Expected To Be Schlitz New Agency

LENNEN & NEWELL Inc., New York, and the Joseph Schlitz Brewing Co., Milwaukee, with an advertising budget of approximately $9 million, will terminate their relationship March 1. It is understood that Biow-Beirn-Toigo Inc. will be appointed as the new Schlitz agency. Although B-B-T executives had "no comment" when queried, it was reported that the agency had promised the client in Milwaukee to let Schlitz make the announcement, which is expected shortly.

Schlitz has been with Lennen & Newell for the past three and a half years and before that with Young & Rubicam. The firm sponsors *Schlitz Playhouse* on CBS-TV and currently is underwriting the program for the fourth successive year.

The firm had been the world's first in beer production for many years, with a total output of six million barrels a year.

Meanwhile, it was known that Biow-Beirn-Toigo and Jacob Ruppert Inc. (Knickerbocker beer and Ruppiner), with an advertising budget of $2.5 million, will end their contract effective at the same time. Ruppert is in the process of finding a new agency.

COLORCASTING

Advance Schedule Of Network Color Shows

(All times EST)

CBS-TV

Jan. 3 (9:30-10 p.m.) *Red Skelton Show,* S. C. Johnson & Son through Needham, Louis & Brorby, and Pet Milk Co. through Gardner Adv. on alternate weeks (also Jan. 24, 31).

Jan. 7 (7-7:30 p.m.) *Gene Autry Show,* William Wrigley Jr. Co. through Ruthrauff & Ryan (also Jan. 14, 21, 28).

Jan. 14 (9:30-11 p.m.) *Ford Star Jubilee,* "Blithe Spirit," Ford Motor Co. through J. Walter Thompson.

Jan. 19 (8:30-9:30 p.m.) *Shower of Stars,* Chrysler Corp. through McCann-Erickson.

NBC-TV

Jan. 2 (12:15-1:45 p.m.) *Tournament of Roses Parade,* Minute Maid through Ted Bates.

Jan. 3-6 (3-4 p.m.) *Matinee,* participating sponsors (also Jan. 12-13, 16-20).

Jan. 3-6 (5:30-6 p.m.) *Howdy Doody,* participating sponsors (also Jan. 9-13, 16-20).

Jan. 9 (7:30-9:30 p.m.) *Producers' Showcase,* "Peter Pan," Ford through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey.

Jan. 10 (8-9 p.m.) *Milton Berle Show,* Sunbeam Corp. through Perrin-Paus Co., and RCA and Whirlpool Corp. through Kenyon & Eckhardt.

Jan. 15 (3:30-5:30 p.m.) *NBC Opera,* "Magic Flute," sustaining.

Jan. 21 (9-10:30 p.m.) *Max Liebman Presents* "The Cat and the Fiddle," Oldsmobile Div. of General Motors through D. P. Brother.

[Note: This schedule will be corrected to press time of each issue of B•T]

Hyde Joins McCann-Erickson

ANTHONY HYDE, executive director of the Tea Council of the USA Inc., New York, has been appointed staff vice president in charge of planning and development at McCann-Erickson Inc., New York, Marion Harper Jr., president of the agency, announced last week. The appointment is effective immediately.

Mennen, K & E to Split

THE MENNEN CO. and Kenyon & Eckhardt, New York, announced last week the termination, by mutual consent, of their advertising agreement, effective next March 31. Mennen, it was understood, will be looking for another agency to handle Skin Bracer, Spray deodorant, and other items in the Mennen men's line

Packard Clipper Ad Budget Emphasizes Local Radio, Tv

PACKARD CLIPPER Div. of Studebaker-Packard Corp. will boost its advertising budget for 1956 approximately 30% above that of last year, with "particular emphasis" on local radio and tv, it was announced last week.

A selling campaign for Packard Clippers will include spot tv as well as spot radio already reported for 50 major markets effective Jan. 16 [AT DEADLINE, Dec. 26, 1955]. Size or outlay for the television drive was not revealed.

Broadcast media thus are expected to receive more than the estimated $1.3 million reportedly allocated to network and spot for the 1954-55 season. Plans for the new selling program were revealed by Donald R. Stuart, division general sales manager, following a meeting of the company's entire sales force in Detroit.

MBS Announces Campaign To Boost Drug Store Sales

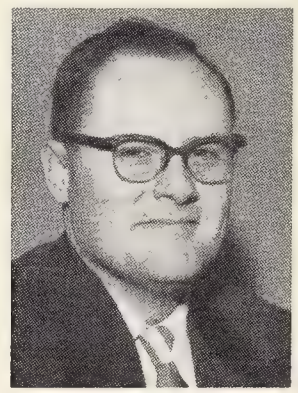
A COMBINED agency-drug company-radio network campaign designed to bolster drug store sales has been launched in connection with the *Footnotes to Medical History* program which begins today (Mon.) on Mutual (Mon.-Fri., 10:15-10:25 a.m. EST).

Mutual, in cooperation with the National Drug Co., Philadelphia, and Pringle-Gotthelf Assoc., New York advertising agency, has mailed literature to 22,000 pharmacists and drug store owners throughout the country, calling their attention to the availability of the program keyed to drug topics. The radio show is being offered MBS for local co-operative sponsorship.

The *Footnotes to Medical History* show is prepared from medical, dental and pharmaceutical material documented by leading specialists, doctors, scientists and pharmacists, according to an MBS spokesman. Dan Rubin is coordinating the campaign for Pringle-Gotthelf and James T. Bollettieri, advertising director, for the National Drug Co.

Lockman Steps Up at Mogul

RICHARD LOCKMAN, vice president in charge of the drug, cosmetics and toiletries accounts, Emil Mogul Co., New York, has become a principal stockholder and elected a member of the agency's executive management group, Emil Mogul, president, announced last week. Prior to joining Mogul in the spring of 1955, Mr. Lockman was vice president in charge of advertising and sales promotion of Bourjois Inc. (perfumes), New York, and advertising manager of the Mennen Co., Morristown, N. J.



MR. LOCKMAN

'Game of Week' Adds Mennen

THE MENNEN Co. (toiletries), Morristown, N. J., will sponsor one-fourth of the professional basketball *Game of the Week* on NBC-TV, starting Jan. 7 at 3 p.m. EST. The purchase was made for aftershave lotion, Mennen spray deodorant, skin bracer, shave creams and shampoo.

IN LOUISVILLE, WAVE RADIO IS *Going Places* and *Doing Things**!

WAVE — **DIAL 970**

WAVE's Dynamic New Radio Service For A Dynamic New Louisville!

WAVE's own exciting version of *Monitor* and *Weekday* — a co-ordinated group of programs that's heard nine sparkling hours daily. Hours filled with music, news, weather, sports, traffic reports, interviews and household tips. Hours skillfully blended with *Monitor* and *Weekday* to provide good fun, good company, good *listening* — from dawn till midnight!

MONITOR

The NBC Weekend Radio Service!

NBC Radio's versatile, weekend-long listening post that goes anywhere and everywhere for news, interviews, music, sports and entertainment.

WEEKDAY

NBC's New Radio Companion!

NBC Radio's new *Weekday* follow-up to *Monitor* — a fascinating flow of entertainment, service and news features . . . a personal, daily companion to the nation's housewives.

*Special Pulse Study in September, 1955 credited MONITOR (and WAVE) with the largest audience of the entire weekend in Louisville.

WAVE LOUISVILLE

5000 WATTS • NBC AFFILIATE

NBC SPOT SALES
Exclusive National Representatives

NBC-TV

BASIC NETWORK

in the rich market of

RICHMOND

Petersburg and Central Virginia

WXEX-TV also has maximum tower height—1049 ft. above sea level and 943 ft. above average terrain . . . more than 100 ft. higher than any station in this market. WXEX-TV has maximum power—316 KW. There are 415,835 TV families in the WXEX-TV coverage area. See your Forjoe man for full details about this great buy.

WXEX-TV

Tom Tinsley, President Irvin G. Abeloff, Vice-President

Represented by Forjoe & Co.

THE ADVERTISERS IN 1956: THEY'LL BE SPENDING MORE

RADIO as well as tv will receive greater revenues from national advertisers in the year ahead, Paul B. West, president, Assn. of National Advertisers, predicts. Agencies are playing an expanded role in advertising, along with the shift in our national economy from production to distribution, Mr. West says, but whether the traditional 15% commission on time and space is adequate agency compensation is something each advertiser and agency must determine for itself.

Q: What do you expect the overall advertising expenditure will be in 1956?

A: I will go along with the general estimate of somewhat more than $9 billion.

Q: How does this compare with 1955?

A: As I understand it, this is about one-quarter to one-half billion dollars more.

Q: What is your estimate of the 1955 advertising expenditure in dollars?

A: You can figure that out from the first two questions, about $8.75 billion.

Q: What are the principal factors that lead you to expect the total to rise in 1956?

A: There is one all important factor. That is the logical and necessary switch in emphasis in our economy from production to distribution, from manufacturing to marketing. As Paul Mazur put it in his book, *The Standards We Raise,* ours is a *consuming* economy. I can think of no better illustration and dramatization of this than the new AAAA-ANA film, "Challenge to America." From the reaction to this film which was premiered at the annual ANA meeting, it is evident that the message which it projects will have far-reaching influence in 1956.

Q: With all other costs having risen over the years, do most advertisers regard the agencies' 15% as still being adequate?

A: The agencies' 15% "over the years" is, of course, also more. As to "adequate payment," I refer you to my statement, sent to all ANA member companies in December [B•T, Dec. 12]. It pointed out that adequate payment is a matter which the agency and client must individually examine and answer to their mutual satisfaction. The real question is: Does the 15% basis of compensation satisfy the present-day requirements?

Q: In what way have there been changes in the services that advertisers expect of agencies during the past few years; what new services are expected?

A: It is increasingly recognized that all the many aspects of marketing must be closely integrated. Accordingly, there is a strong trend to bring the agency in on matters beyond the creation and placements of advertisements and to seek their participation in sales promotion, market research, product design, packaging and in some cases, even pricing. In other words, all of the factors which comprise the modern day concept of creative marketing.

Q: Can any of these changes and new services be attributed to television?

A: In one sense, perhaps *yes,* as television provides a great new opportunity for advertisers to meet their market objectives.

Q: If so, which ones?

A: Specifics are difficult to select in this context. The agency's function has grown in all respects. However, to make sure a product design lends itself to television might be a good specific example. Obviously, product design is a question which must be solved at the outset. It therefore provides a valuable opportunity to bring together in the planning stage those who will make all later decisions directly bearing on the success or failure of the product in terms of the public's buying decisions.

Q: Do you have any estimate of the number—or percentage—of advertisers who now include tv-radio experts on their staffs?

A: I have no such figures, but the use of tv requires increasingly large expenditures which dictate the need for an expanding knowledge by "experts" on the part of the advertiser and his agency.

Q: What other changes in management thinking has television caused?

A: Certainly an awareness that another powerful selling medium is available to advertisers and, because of the intimacy and impact of television, a sensitive measure of consumer reaction.

Q: Do you think that advertisers are "re-discovering" radio?

A: Yes, your figures so indicate—if you mean by "re-discovery" that advertisers are aware of the value of radio.



PAUL WEST

Q: Do you think the total radio expenditure will go up in 1956 (or down) and by approximately how much?

A: I think total radio expenditures will go up in 1956, but I'll pass as to the total.

Q: Do you think that television is apt to draw off some of the appropriations to other media in 1956? If so, can you estimate by how much?

A: In view of the great changes in the market-place, there will surely be some reshuffling of media schedules. However, it is clear that there will be more new money in time and space in '56, which is, of course, healthy provided the decision to spend more is soundly based. To answer your question to the best of my knowledge I must say *yes,* television "is apt" to draw off some appropriations from other media, but in turn, other media are "apt" to draw off some money from television.

Q: Which medium do you think will register the largest gain—in advertising appropriations—in the coming year?

A: I do not know. And I do not think it is very important as far as the advertiser is concerned. Each medium used by an advertiser is an integral part of his individual marketing mix. How he selects media depends on his own marketing objectives.

Q: Is there any particular industry that is apt to radically change its advertising budgets up or down in 1956?

A: I cannot think of an industry that might radically reduce its advertising appropriations in '56. And I think highly of the comment by James E. Robison, president of Indian Head Mills, who said at our annual meeting that the textile industry, the nation's third largest, was not plagued, as commonly argued, by over-production but by under-promotion.

1956 BROADCASTING REVENUE FORECAST AT $1.38 BILLION

Consultant Richard P. Doherty, president of the Richard P. Doherty Tv-Radio Management Corp., cites the economic factors he believes will push radio-tv income to new highs. The big gainer will be television, he says, with radio falling off slightly from 1955. The following is his analysis, written exclusively for B•T.

THE TOTAL 1956 revenue of the combined radio-tv broadcasting industry will rise some $250 million above the 1955 level of approximately $1.24 billion, itself an increase of roughly $200 million over the industry's 1954 revenue of $1,042,500,000.

Both radio and television broadcasting contributed to the 1955 increase. Radio broadcast revenues during the year experienced a cyclical upswing from the 1954 recession level of $449.5 million. In all probability, total radio broadcast revenues for 1955 will, on record, approximate $477 million, an increase of some 6% over 1954.

It should be borne in mind that 1954 was the first year in the radio industry's modern history that a revenue decline from the previous year was experienced. The significance of this point rests with the fact that radio is no longer immune to the cyclical ups and downs which are found in other relatively mature industries. Long range growth expansion with cycles of advance and contraction are the conditions under which radio operators will henceforth live.

In all probability, total radio broadcast revenues in 1955 will, on record, approximate $477 million, an increase of some 6% over 1954.

The 1956 pace of radio broadcast revenues will likely be between $475 million and $470 million, about the same or slightly less than in 1955. The determining factor will be the state of national business conditions.

In 1955, general business and radio business both expanded, from a 1954 recession low, at just about the same rate. In 1956, general business and radio business will likewise go hand in hand. For this reason, radio broadcasters should give full and careful attention to the general business picture.

The year 1956 will be one of divergent profit trends among individual radio stations; some will achieve new levels of revenues and profits, while others will only hold their own and some others will show added losses. In 1954, 30% of all am radio stations lost money, but in 1955 this condition improved, with only about 21-23% (estimate) of the stations operating in the red. For 1956 we judge that 25-27% of all am stations will show a net loss, depending on local business trends and upon station management skill and effective station promotion.

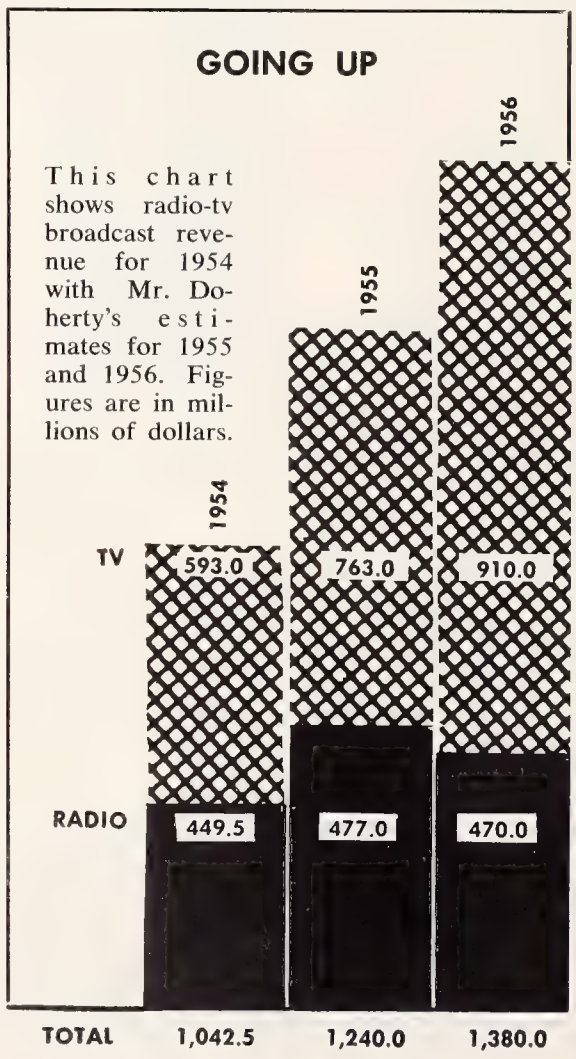
Television, on the other hand, still possesses such a strong inherent growth trend that it will move upward regardless of the 1956 cyclical characteristic of general business. It is our opinion that total 1956 tv expenditures will exceed $1.2 billion and the broadcast income (stations and networks) will be in the neighborhood of $910 million compared with an estimated total of approximately $760 million to $770 million in 1955.

General Business:

The business picture for 1956 indicates a slightly more prosperous overall year than 1955 but with a downward reaction setting in before the end of the year.

If 1956 were not an election year, we might well expect a minor recession to follow the exuberance of 1955. We have already generated basic economic forces which would tend to precipitate a downward cyclical correction. The big question is whether or not—and to what extent—political factors, easier money market conditions and tax reductions will offset the underlying recession-making forces. An even bigger question is whether governmentally engineered stimulants will have as much economic influence as the possible refusal of Eisenhower to run for re-election.

One cannot properly estimate future business trends without evaluating the present and past economic trends. Business cycles are generated by the interplay of many factors. The conditions of today and tomorrow are bred out of the conditions of yesterday.



Looking ahead to 1956 we must inquire into the economic trends which brought us to today's level and which underly today's economy.

1. 1954 was a recession year with a 9% decline in production, a 3% reduction in employment, a doubling in the 1.6 million persons unemployed in 1953, a decrease in corporate profits and a modest decline in national income.

2. 1955 was a year in which we bounced back. A year ago, we (along with the majority of business economists) forecast a 1955 recovery year with rising national income, higher employment, higher wages rates and weekly earnings, larger retail sales; in general we forecast a recovery to levels slightly better than 1953. All these forecasts, which we made a year ago, have come to pass but with larger margins of improvement than were anticipated. The projected cyclical recovery, in 1955, was substantially more vigorous than was expected. A very major factor to the 1955 exuberance was the strong confidence bred by the Eisenhower Administration throughout the great cross-section of the American public, with the possible exception of the agricultural economy.

1955 may be regarded as a year in which basic economic forces generated a cyclical recovery and Eisenhower confidence sparked added stimulation.

3. Incipient inflation showed itself in 1955. Stock market prices boomed; private domestic investment rose sharply over the 1954 level; wholesale prices (other than farm prices) moved up steadily in every month after May 1955; total bank deposits and currency rose during the latter half of the year; consumer credit persistently increased to higher levels; the rate of savings (percent of spendable income) declined and the money market tightened considerably.

4. 1955 was the best year in American labor's history; along with high wages, employment reached an all-time peak.

Wage rates rose 10¢ per hour (from $1.81 to $1.91) in manufacturing fields of employment while average factory workers' earnings per week rose from $72.22 to $78.69 with the work week moving from 39.9 hours to 41.2 hours.

Added to the average 10¢ hourly wage increase (approximately 5% over 1954) labor also obtained some 5¢ per hour in equivalent fringe benefits.

The total package of 15¢ per hour of wage and fringe gains exceeded the increase in productivity and thereby raised the "labor cost per unit of output." In this sense, we had inflation in 1955.

5. Consumers went on a spree and substantially added to their supplies of worldly goods.

(a) Personal consumption expenditures rose from the $236 billion level of 1954 to a $256 billion level during the third quarter of 1955 with the fourth quarter having all indications of being appreciably higher.

(b) Retail sales (seasonably adjusted) increased approximately 9% from the last quarter of 1954 to the current (last quarter) level.

(c) Some 7.5 million automobiles were

SPONSORS WARM TO AP
Because . . . it's better
and it's better known.

"Very bad accident . . .

. . . call you back."

Case History No. 16

Sarah Jane Moon had enough to keep her busy as sales director for KSFA, Nacogdoches, Texas, to concern herself with news coverage. So she paused only a moment on the studio's steps when an ambulance whizzed by.

But then another went by.

By the time she reached her desk she heard a third one zoom down the street. No one was in the studio except an announcer and a new employe in the program department.

She shoved aside a stack of paperwork and telephoned a funeral home. She learned an Air Force bus had crashed near the small community of Mount Enterprise. **"Very bad accident . . . boys badly hurt . . . some already brought to the hospital here."**

All lines to Mount Enterprise were tied up. At Cushing, a neighboring town, a funeral home confirmed the "bad crash," but said its ambulance driver was still out. The operator at a Cushing clinic said everyone was too busy giving emergency treatment to talk.

She tried a friend at the Cushing bank.

"Yes, several . . . understand 15 servicemen . . . were injured. Some in critical condition. I'll get more details and call you back."

Miss Moon called The AP's Dallas Bureau with the information she had.

"That's all right now. But I'll keep you posted," she said.

From another friend whom she had sent to the hospital, she learned that "one's dead. Five more in bad shape." Fifteen servicemen were aboard the bus.



She telephoned The AP.

Another call from her contact at the hospital. A second one had died.

She telephoned The AP.

Next, she interviewed the police and ambulance drivers for background. The servicemen were members of the Air Force base baseball team, headed for a game.

General Manager W. C. Fouts heard the bulletin over his station and hurried in to help clean up the story.

Through the full cooperation of Miss Moon and Mr. Fouts, KSFA's listeners—and AP members everywhere—had the story first, and complete.



Sarah Jane Moon
KSFA
Nacogdoches, Texas



W. C. Fouts
KSFA
Nacogdoches, Texas

* * *

Miss Moon and Mr. Fouts are among the thousands who make The AP better . . . . and better known.

If your station is not yet using Associated Press service, your AP Field Representative can give you complete information. Or write—

Those who know famous brands . . .
. . . know the most famous name in news is AP



produced and sold—an all-time peak in one of America's basic industries.

(d) Consumer installment credit rose from $22.7 billion in 1954 to $27 billion currently, a new all-time high.

(e) Savings declined to 5.8% of disposable income as against 7.8% during 1951-1954; the reverse way of saying the same thing is that people spent an increasing share of their disposable income.

6. Stock prices, despite a few sharp breaks, continued their broad sweeping advance to levels substantially above 1954.

7. Bond yields (government and high grade corporate issues) moved quietly upward with slight declines during the latter part of the year as the money market tightened.

8. Industrial production experienced a very sharp recovery from the 1954 low—an overall rise of approximately 16% to date.

9. Manufacturing, wholesale and retail inventories edged steadily upward during the latter 7 months of 1955.

10. The agricultural segment of the economy lost further ground with both gross farm income and net income declining for the fourth consecutive year. During 1955 net farm income dropped to $10.7 billion against $12 billion in 1954, $12.3 billion in 1953 and $14.2 billion in 1952. The discrepancy between prices paid by farmers and prices received for agricultural products also widened thereby enlarging the dip in real farm buying power.

Ebb and flow fluctuations are characteristic of business movements. As our economy swings upward it tends to generate certain frictions which cause downward corrective movements. Historically, we have never experienced sustained periods of smooth, unbroken upward trends. Moreover, the sharper and more buoyant the advance the shorter it lasts before at least a minor downward correction takes place. Short cyclical recovery historically gives us about 15-18 months of recovery before a corrective recession sets in.

The magnitude and exuberance of the 1955 recovery and boom, matched against historical patterns, would lead one to the conclusion that the present prosperity momentum has already reached its peak and will lose its upward momentum by early spring of 1956. A slackening in the forward momentum would, moreover, generate corrective and cautionary measures which would cause a curtailment in activity.

Thus, our opinion is that the basic economic pattern for 1956 calls for: (a) a continued upward expansion, with decreased acceleration, during the first few months of the year; (b) a levelling-off period by late spring and/or early summer; (c) a moderate decline during the latter part of the year; (d) year-end 1956 business to be below the current year-end 1955 levels.

However, normal economic patterns can be affected by political policy and public psychology reflecting political action during an election year. Easier money market conditions, reduced personal taxes, a public highway program, etc., will undoubtedly come into being, during 1956, as part of a broad election year political policy.

Eisenhower, himself, is the most significant factor in 1956's business outlook. All economic manipulations by the Administration will likely be offset by President Eisenhower's decision not to run for re-election. The psychology of the businessman is a powerful business cycle factor. An Eisenhower decision not to run for a second term will, in our opinion, cause business activity to decline at an earlier date, and at a slightly sharper rate, than would otherwise occur.

Weighing all the pluses and minuses in the 1956 business picture, we arrive at the following general conclusions—and forecasts:

General Business: Taking the year as a whole, the general statistical level of business will be about the same as 1955; a few months of 1956 will be above 1955 but there will be months of decline below current levels; as the year progresses there will be definite indications of a cyclical downswing getting underway; the timing of the cyclical downswing and the extent to which it materializes, in 1956, will largely depend both on the influence of economic-financial measures originating with the government and on the impact of election issues upon business psychology.

BACKGROUND

OVER A PERIOD of many years, Mr. Doherty has participated in an Annual Business Forum with a group of prominent business economists including B. B. Smith, U. S. Steel Corp.; M. P. McNair, Harvard Graduate School of Business Administration; M. R. Gainsbrugh, National Industrial Conference Board; E. B. George, Dun & Bradstreet; A. D. Kaplan, Brookings Institution; Helen Slade, The Analysts Journal; *N. N. Koffsky, U. S. Dept. of Agriculture; S. Fabricant, National Bureau of Economic Research; R. L. Reierson, Bankers Trust Co.; G. P. Hitchings, Ford Motor Co.; E. G. Nourse, former member, President's Economic Advisory Council; George P. Roberts, First National City Bank, New York; I. T. Ellis, E. I. du Pont de Nemours & Co. The conclusions presented in Mr. Doherty's 1956 Business Forecast are based upon his own analyses of American business trends against the synthesis of ideas expressed during the recent private meeting of the Annual Business Forum of Business Economists.*



DOHERTY

Industrial Production: We may expect a new historical peak in industrial production during 1956; the present index of industrial production will be surpassed slightly during a few months of 1956 but, likewise, there will be some 1956 months below the current (November-December) 1955 level.

Employment: Employment will not change much from current levels; moderate dips in production will be met by cut-backs in length of the work week from the present high average of 41.2 hours per week rather than by reduced employment; a rise of 200,000 to 300,000 in unemployment is expected.

Retail Sales: On a dollar basis, 1956 retail sales should be slightly above the 1955 composite year as a whole because prices will be up a bit and volume sales will run about the same as in 1955. Installment type goods could well decline moderately. During the early part of 1955, retail sales were approximately 3%, on the average, above the comparable weeks of 1954 but with rather wide discrepancies among the various metropolitan areas of the nation. Some cities have been experiencing declines over the same period of last year while others have shown increases. This is a tip that overall national retail sales are not universally advancing, as was true a year ago. Spotty "plus and minus" changes, among various city areas, will become increasingly evident.

Auto: 1956 auto production will be at the level of 7 million cars, possibly 6.5 million cars, as compared with 7.5 million in 1955.

Construction: New home building is already slipping down and will decline further in 1956; a revival of "easy home credit" may be expected as an administrative effort to support lagging home building.

The Administration also will provide a shot in the construction industry's arm by enacting a broad highway building program. However, the first effect will not be felt until the end of the year, or early 1957.

School construction and public building will continue to advance.

Wages: Union demands during the upcoming spring negotiations will be heavier than last year—total packages (including fringes) of 18¢ to 25¢ per hour will be proposed with negotiated settlements running at about 15¢-18¢ including 5¢-6¢ in fringe benefits. As the year progresses, union achievements will largely be in terms of 13¢ to 15¢ packages. The overall result will be an increase of 9¢-10¢ in average hourly earnings and an additional 5¢ in fringe hourly equivalents. Before the year is finished, average hourly wages of factory workers will equal, or slightly exceed, $2.00 as against the current level of $1.91 per hour.

Within this pattern, we shall find that skilled labor will increase its wage differential over semi and unskilled labor.

Agricultural: A further slip-off in agricultural income undoubtedly will take place in 1956; a total decline of some $700 million in net farm income will bring the 1956 level to approximately $10 billion.

Prices: The very quiet, persistent increase in retail prices will persist throughout 1956; with an expected overall rise of about 1%.

Competition: 1956 will be a year of greater competition among merchants and manufacturers alike. High levels of productions coupled with fairly high inventories of goods and less buying will intensify competition.

Advertising: Total (all media) advertising expenditures will rise to a new historical high of some $9.5 billion. The principal factor in this rise will be enlarged advertising by national firms; local retail advertising will be about the same as in 1955 with changes, in individual market areas, following discrepancies in local business and retail trade activity.

KLZ-TV FIRST AGAIN!

According to three nationally recognized television audience surveys, KLZ-TV is first in overall ratings and share of audience: American Research Bureau—November 6-12, 1955; Telepulse—November 1-7, 1955; American Research Bureau Telephone Coincidental—December 5-9, 1955.

MOST COLORADO VIEWERS WATCH KLZ-TV

MORNINGS AFTERNOONS NIGHTS

ALL WEEK LONG !!

Equally important—more local and national advertisers spend more advertising dollars—for more KLZ-TV time—and get more results per dollar—than on any other Denver TV station.



BUY SALES RESULTS...BUY KLZ-TV IN DENVER!

Your Katz man and I are anxious to tell you of the many exceptional sales results enjoyed by national and local advertisers presently using KLZ-TV. We believe we can assist *you*—too. Call one of us for these success stories and details of the above surveys.

JACK TIPTON
General Sales Manager

Represented nationally by The Katz Agency

KLZ TV Channel 7

CBS-TV IN DENVER

Overnight Rating Test Is Success, Says ARB

EXPERIMENT in providing overnight, national ratings to sponsors and networks, conducted by the American Research Bureau on NBC-TV's *Babes in Toyland* show Dec. 24, was called a complete success last week by ARB officials.

ARB's research department began the study by selecting by the probability method 100 sampling areas about the country, representative of U. S. urban, rural and village homes.

Evaluation of the findings the next day showed that 91% of U. S. homes were within range of at least one station carrying the show and that of these, 35.5% were tuned to *Babes in Toyland,* giving the show a national area rating of 35.5% with 11 million sets tuned in.

Commenting on the study, ARB Director James Seiler noted, "This is the first time that a sponsor or network can get overnight a national reaction to their show. Up to this point studies of this type were available only in a selected group of cities. We are now planning to offer ARB's Overnight Nationals on special order to sponsors and stations across the nation."

Nielsen Coverage Service Details Survey in Brochure

DETAILED specifications for Nielsen Coverage Service survey No. 2, with field work to be launched this spring and report delivery and servicing scheduled for early fall [B•T, Oct. 17, 1955], have been mailed by the A. C. Nielsen Co. to some 5,000 executives of radio and tv stations, agencies, advertisers, networks, and station representatives.

The brochure reports that NCS No. 2 offers "a comprehensive measurement of the daily, weekly and monthly audience coverage of radio and tv stations and networks. . . . Replaces all earlier studies. . . . Gives radio station management an accurate up-to-date yardstick for gauging coverage. . . . Gives tv station management its first nation-wide coverage measurement since the lifting of the 'freeze' in 1952."

"In addition to providing a measurement of coverage," the brochure continues, "it furnishes information on home set ownership, automobile radio ownership, out-of-home radio listening, out-of-home tv viewing, and other vital dimensions of these media."

Rates for tv stations range from $500 to $18,000 (before discounts) for complete service. For radio stations they range from $250 to $12,500. For agencies they may be as low as $250 for service on a single medium covering one or two states, while the maximum package of all data on both radio and tv ranges from $9,000 to $15,000 depending on discounts earned. Network prices require "specialized handling of re-combined station data" but quotations will be supplied on request, the brochure reports.

Sweepstakes Winner

THE latest contender to win the 1955 Madison Ave. jargon sweepstakes, with the prize being "one big ball of wax," was Benton & Bowles Inc.'s "It's an annual tradition we started this year." Tradition refers to the Christmas Party televised Dec. 23 via CBS-TV from Ringling Bros. & Barnum & Bailey circus winter quarters in Sarasota, Fla., for B&B's client, General Foods Corp., White Plains, N. Y.

LATEST RATINGS

ARB

Top 10 Network Tv Programs
Dec. 1-7

		Rating
1.	$64,000 Question (CBS)	61.4
2.	Ed Sullivan (CBS)	50.7
3.	I Love Lucy (CBS)	46.6
4.	You Bet Your Life (NBC)	42.1
5.	Disneyland (ABC)	41.8
6.	Jack Benny (CBS)	41.3
7.	George Gobel (NBC)	37.0
8.	I've Got a Secret (CBS)	36.0
9.	Perry Como (NBC)	34.2
10.	Godfrey's Talent Scouts (CBS)	34.1

		Viewers
1.	Ed Sullivan (CBS)	49,200,000
2.	$64,000 Question (CBS)	43,750,000
3.	Jack Benny (CBS)	39,370,000
4.	Disneyland (ABC)	38,000,000
5.	I Love Lucy (CBS)	37,940,000
6.	You Bet Your Life (NBC)	32,260,000
7.	Perry Como (NBC)	31,840,000
8.	Honeymooners—Jackie Gleason (CBS)	30,220,000
9.	George Gobel (NBC)	29,660,000
10.	I've Got a Secret (CBS)	27,810,000

Copyright by American Research Bureau

NIELSEN

Top Radio Programs
Two Weeks Ending Nov. 26, 1955

Rank	Program	Homes (000)
Evening, once-a-week (Average for all programs)		(786)
1.	Dragnet (NBC)	1,850
2.	Our Miss Brooks (CBS)	1,711
3.	Edgar Bergen (Philip Morris) (CBS)	1,665
4.	Two for the Money (CBS)	1,619
5.	You Bet Your Life (NBC)	1,526
	Edgar Bergen (CBS)	1,526
	Godfrey's Scouts (Lipton) (CBS)	1,526
	Gunsmoke (CBS)	1,526
9.	Godfrey's Scouts (Toni) (CBS)	1,480
	Gene Autry Show (CBS)	1,480
Evening, multi-weekly (Average for all programs)		(832)
1.	One Man's Family (NBC)	1,619
2.	News of the World (NBC)	1,572
3.	Lowell Thomas (CBS)	1,480
Weekday (Average for all programs)		(1,341)
1.	Young Dr. Malone (CBS)	2,266
2.	Guiding Light (CBS)	2,220
3.	This Is Nora Drake (Toni) (CBS)	2,127
	Perry Mason (Procter & Gamble) (CBS)	2,127
5.	Arthur Godfrey (Kellogg) (CBS)	2,081
	Ma Perkins (CBS)	2,081
7.	Road of Life (CBS)	2,035
	Helen Trent (Toni) (CBS)	2,035
9.	Arthur Godfrey (Campana) (CBS)	1,988
	Arthur Godfrey (B.-Myers) (CBS)	1,988
Day, Sunday (Average for all programs)		(555)
1.	Woolworth Hour (CBS)	1,480
2.	Galen Drake (General Foods) (CBS)	1,017
3.	Robert Trout—News (10:00) (CBS)	971
Day, Saturday (Average for all programs)		(740)
1.	Gunsmoke (CBS)	1,757
2.	Allan Jackson—News (1:00) (CBS)	1,434
3.	Army-Navy Football Game (MBS)	1,295

Copyright 1955 by A. C. Nielsen Co.

VIDEODEX

Top Ten Multi-Weekly Shows
Nov. 1-7, 1955

	Name of Program	% Tv Homes
1.	Mickey Mouse Club (ABC)	16.4
2.	Coke Time (NBC)	15.9
3.	News Caravan (NBC)	14.5
4.	Dinah Shore (NBC)	14.3
5.	Howdy Doody (NBC)	13.8
6.	Arthur Godfrey (CBS)	13.0
7.	Matinee Theatre (NBC)	12.8
	CBS News (CBS)	12.8
8.	Ding Dong School (NBC)	12.1
9.	The Big Payoff (CBS)	12.0
10.	Art Linkletter (CBS)	11.7
	Pinky Lee (NBC)	11.7
	Tonight (NBC)	11.7

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Lieb to Kenyon & Eckhardt

JOSEPH C. LIEB, account supervisor, Biow-Beirn-Toigo Inc., New York, has joined Kenyon & Eckhardt, New York, as account supervisor on the Pepsi-Cola account. Mr. Lieb worked on the same account at BBT. Prior to that he was a foreign correspondent for *Parade* magazine in Europe and the Middle East.

A&A PEOPLE

Walfred C. Johnson, formerly vice president and account executive, Needham, Louis & Brorby Inc., Chicago, to Henri, Hurst & McDonald Inc., same city, as vice president and stockholder in agency.

Charles W. Alexander, account executive, Hicks & Greist, N. Y., to Mohr Assoc., N. Y., as vice president. He will supervise electronics, savings and loan accounts.



MR. ALEXANDER

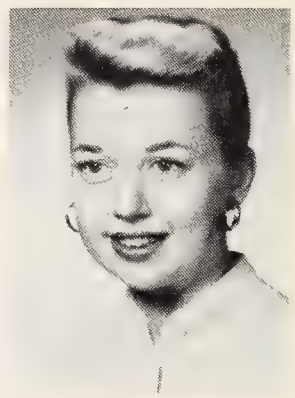
Raymond A. Phelps, space media director, Earle Ludgin & Co., Chicago; **Clifford R. Schaible,** account executive; **William S. Robinson,** research director; **Kenneth Mason,** account executive and **Edward C. McAuliffe,** copy supervisor, all appointed vice presidents of agency.

John D. Wilson appointed vice president and director, Erwin, Wasey of Canada Ltd., Toronto, Ont.

Florence Johnson, office supervisor, Foote, Cone & Belding, Chicago, retires after 49 years service. She started with agency in 1906 when it was Lord & Thomas.

Robert T. Meyers, merchandising manager, Pharma-Craft Corp., Batavia, Ill., manufacturers of Fresh deodorant and Ting antiseptic cream, appointed director of merchandising, Harry B. Cohen Adv. Co., N. Y.

Jeanne Malstrom, assistant timebuyer, Brisacher, Wheeler & Staff, S. F., named timebuyer. Before joining Brisacher, she was with Gillham Adv. Agency, Salt Lake City.



MISS MALSTROM

Malcolm J. Harkins, formerly market analyst, National Industrial Conference Board, N. Y., appointed head of research department, Gray & Rogers Inc., Philadelphia.

Roger L. Hickok, formerly assistant production manager, KOMA-KWTV (TV) Oklahoma City, to Brennan Adv. Agency, Houston, as account executive and copy writer.

John Schell, North American Newspaper Alliance, to General Foods, N. Y., in corporate press relations office.

Jack McCormack, director of advertising, Milgram Food Stores, Kansas City, to Charles W. Hoyt Co., N. Y., merchandising department, effective immediately.

Eileen Moroney, copywriter, Badger, Browning & Hersey Inc., N. Y., and **Ralph Morris,** formerly art director with Abbott Kimball Co. and BBDO, both N. Y., to Anderson & Cairns Inc., N. Y., in similar capacities.



...Reaching over

4 million people in

Northern California

** Now is the time for you to investigate her benefits!*

San Francisco

KRON TV

AFFILIATED WITH THE S. F. CHRONICLE AND THE NBC-TV NETWORK ON CHANNEL **4**

Represented Nationally by Free & Peters, Inc.

No. 9 in the series, "What Every Time Buyer Should Know About KRON-TV"



Back again...after a few

"Lever Brothers Company is very pleased to make possible the return to radio of the 'Aunt Jenny' daytime stories. For 18 years Lever Brothers brought these stories daily to millions of American housewives and now, after a brief absence, 'Aunt Jenny' again will be a popular daytime feature on the full CBS Radio Network. In purchasing full network facilities for the return of the 'Aunt Jenny' programs, we recognize the solid job that daytime network radio has done for many years. And with its new values, daytime network radio offers recognized advantages in large audiences reached at low cost-per-thousand to the advertiser."



words from the sponsor

"Aunt Jenny" returns to the nation's number one radio network to join all ten of the top ten daytime programs. Featuring stars of the stage and screen as well as the most accomplished performers in radio, the program resumes on Tuesday, January 3rd, 2:45 to 3:00 pm EST, and will be heard Monday through Friday on the full **CBS RADIO NETWORK**

now!

CBS

RADIO

in the

TRI-CITIES

Johnson City
Kingsport
Bristol

plus

Elizabethton
Greeneville
Erwin

plus

wealthy suburban
and rural coverage
in 32 counties

now!

WJHL

Johnson City, Tenn.

is

CBS

RADIO

5000 w 910 kc

John E. Pearson Co.-Reps.

$24 MILLION WORTH OF FILMS INVOLVED IN TRANSACTIONS

RKO sells 740 features, 1,000 shorts to C&C Super Corp. for $15.2 million, biggest films for tv deal in history. UM&M is expected to buy $3.5 million worth of Paramount shorts. CBS negotiates for $5 million acquisition of Terrytoons.

MOTION PICTURE industry's growing enchantment with television was underlined last week in three separate film-tv sales and negotiations involving almost $24 million.

The most spectacular development was the purchase by C&C Super Corp. New York, of the RKO Teleradio Pictures library of 740 feature films and more than 1,000 short subjects for $15.2 million, described as "the largest films for tv deal in history" [B•T, Dec. 19, 1955]. In the wake of this transaction was a report that Paramount Pictures Corp. was expected to conclude negotiations over the weekend with UM&M Inc., New York, for the purchase of Paramount's 1,600 short subjects for $3.5 million, and another report that CBS was in the final stages of a transaction with Terrytoon Inc., under which CBS would acquire the assets of the film animation company for about $5 million.

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In selling the RKO library, Mr. O'Neil retained the right for his company's tv stations in six cities to use all 740 films. RKO Teleradio also has the right to rent 150 of the films to a national advertiser for a one-time showing before they pass on to the C&C Television Corp.

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AIR EXPRESS **Air Express**

GETS THERE FIRST *via U.S. Scheduled Airlines*

CALL AIR EXPRESS . . . *division of* RAILWAY EXPRESS AGENCY

now!

CBS

RADIO

in the

TRI-CITIES

Johnson City
Kingsport
Bristol

plus

Elizabethton
Greeneville
Erwin

plus

wealthy suburban
and rural coverage
in 32 counties

now!

WJHL

Johnson City, Tenn.

is

CBS

RADIO

5000 w 910 kc

John E. Pearson Co.-Reps.

$24 MILLION WORTH OF FILMS INVOLVED IN TRANSACTIONS

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FINESHRIBER NAMED TPA VICE PRESIDENT

WILLIAM H. FINESHRIBER Jr., former NBC vice president and before that in key executive posts with CBS and Mutual, is joining Television Programs of America tomorrow (Tuesday) as a vice president, according to an announcement being released by President Milton A. Gordon and Executive Vice President Michael M. Sillerman of TPA.



MR. FINESHRIBER

Mr. Fineshriber will direct sales in New York City for both national and syndicated film programs handled by TPA. In the new position he will report to Mr. Sillerman.

Coincident with Mr. Fineshriber's joining the company, New York City is being given divisional status in the TPA table of organization. The other divisions are the eastern, with Hardie Frieberg continuing as vice president in charge; the western, under Bruce Eells, vice president, and the midwestern, under Leon Bernard, manager.

A sales clinic also is being held by TPA in New York this week, Tuesday through Saturday.

Mr. Fineshriber resigned from NBC last March 1, giving up the post of vice president in charge of the radio network. He had joined the company as vice president and general manager in charge of the radio network in August of 1953 when it was established as an organization separate from the tv network.

Guild Announces Plans For 1956 Production

GUILD FILMS Co., New York, plans to produce at least four, and possibly seven, new tv film program series during 1956, it was disclosed last week by Reub Kaufman, president, in a review of the company's activities during the past year.

Mr. Kaufman reported that Guild had produced a total of 260 tv program episodes during 1955. He pointed out that the company has a catalog of 11 program series, of which *Confidential File, I Spy, The Goldbergs, It's Fun To Reduce,* and the 15-minute *Frankie Laine Show* were launched during 1955.

Guild Films expanded into "kindred fields," during 1955 with the establishment of the company's commercial division. This unit, he said, has produced commercials and industry films for Guild Films clients, as well as for other agencies and advertisers.

Mr. Kaufman said that plans are underway to form another department to distribute films to educational and public service institutions. He added that this projected move is an outgrowth of "the flood of requests from many civic groups for films of *Confidential File* and the special Florian Zabach school film now being shown in New York City high schools."

Guild Films also is considering plans for coproduction in Europe and for the distribution of programs produced by other firms, according to Mr. Kaufman. He said the company's foreign sales division will be expanded to serve the growing market in Europe, particularly in Britain, where the *Liberace* program has been sold.

Color Film Series Booked

FIRST film series purchased for use on a regular weekly color tv program is claimed for WNBQ (TV) Chicago. Station has purchased the *Judge Roy Bean* package to be shown each Monday evening in color on the *RCA Color Theatre* starting Jan. 2. The film currently is running in regular black-and-white in other station markets. *Theatre* is sponsored by RCA Victor and represents WNBQ's first regular weekly color tv programming push.

Lange Appointment Expected At Kling Film Productions

APPOINTMENT of Harry W. Lange, now head of Sarra Inc.'s (film production) Chicago office, as executive vice president of Kling Film Productions, that city, is expected to be announced the next fortnight by Robert Eirinberg, president-owner of the parent Kink Studios Inc.

Mr. Lange, who has been associated with Sarra for more than 20 years, will join Kling sometime this month when his successor is chosen at Sarra. He will succeed Fred A. Niles, who has resigned and has announced plans to set up his own tv production firm [B•T, Dec. 19; AT DEADLINE, Dec. 12, 1955].

INS' Cooper To Join CBS Newsfilm As Producer

JOHN M. COOPER, director of radio and tv news, International News Service, will join CBS next Sunday as producer of CBS Newsfilm, Sig Mickelson, CBS vice president in charge of news and public affairs, announced Thursday.

Also announced was the appointment of Bert Farrell, writer and producer at CBS since June 1954, as Mr. Cooper's assistant. Mr. Cooper will be in charge of newsfilm syndication production working under the direction of Howard L. Kany, manager of newsfilm, and will supervise the daily report of the syndicated service to more than 50 tv stations here and abroad from bureaus in New York, Washington, Chicago and Los Angeles.

Official Sells 8 Films To Associated Tv, BBC

SALES amounting to more than $500,000 were made by Official Films to Associated Tv, London, and BBC over the past three weeks, it was announced last week by Harold Hackett, Official Films president.

Associated Tv, he said, has bought *My Little Margie, Cross Current, Overseas Adventures, Dateline Europe, Robin Hood* and *Scarlet Pimpernel.* BBC has purchased *My Hero* and *Colonel March of Scotland Yard.* Mr. Hackett said these sales make more than 500 half-hours of Official Films programming available to British tv.

FILM PEOPLE

Jules Power, head of Jules Power Productions, Chicago, signed to produce Hartz Mountain Products commercials on ABC-TV's *Super Circus.* He formerly produced *Capt. Hartz and His Pets* on NBC-TV for same advertiser.

Draper Lewis, writer-producer-director for *Pulse,* WRCA New York show, signed by Audrox Productions to write screenplay, tentatively titled, "Angel With Cauliflower Ear."

Columbia Records Reports 1955 Peak Year in Sales

COLUMBIA RECORDS INC., New York, had the largest sales volume in its history in 1955, equaling the levels of 1947, according to a year-end statement released last week by James B. Conklin, president. He attributed the sales record to "unprecedented diversification of products and activities," covering not only records but such items as phonographs and phonograph needles, tape recorders, the new "auravision" process and precision custom-molded plastic products for industry.

Cooking Program Offered For Local Gas Sponsorship

A SERIES of 13 half-hour tv cooking programs, *The Dione Lucas Show,* sponsored last year by 84 gas utilities companies from coast-to-coast, will be offered once again on a free basis to gas utilities starting March 1. Production costs were paid by the Robertshaw-Fulton Controls Co., (automatic top burner controls), Greensburg, Pa., and sponsoring firms must pay for air-time on local stations.

Films are produced by the Arthur H. Modell Television Co., New York, independent tv film producers, in conjunction with Morey, Humm & Johnstone Inc., New York, Robertshaw-Fulton's agency, and the L. H. Hartman Co., New York, of which Mr. Modell is vice president.

Trans-Community Network To Use ABC-TV Kinescopes

AN AGREEMENT under which ABC-TV will supply kinescopes of its programs to Trans-Community Television Network Inc. for use on its closed circuit tv "stations" in small communities across the country [CLOSED CIRCUIT, B•T, Dec. 26, 1955] is being announced today (Monday) by Ernest Lee Jahncke Jr., ABC vice president and assistant to the president.

NBC-TV was signed for kinescopes and filmed programs for T-C Tv Network last summer [B•T, Aug. 29, 1955].

The ABC announcement said that T-C Tv Network expects to introduce its television service—using closed circuit lines between its local studios and subscribers' homes—into 59 western communities during 1956, presenting eight hours of programming a day between 3:30 and 11:30 p.m. First city to receive the programming will be Cedar City, Utah, this month, according to the announcement.

Hall to Skiatron Board

ROBERT A. HALL, vice president and advertising manager of Sarong Inc. (women's wear), New York, was appointed last week to the board of directors of Skiatron Electronics & Television Corp., creators of "subscriber - vision" system of toll television. Mr. Hall, who previously had been athletic director of Yale U. and chairman of National Collegiate Athletics Assn. television committee, will be available to Skiatron for talks before various groups on the value of pay television in the sports field.

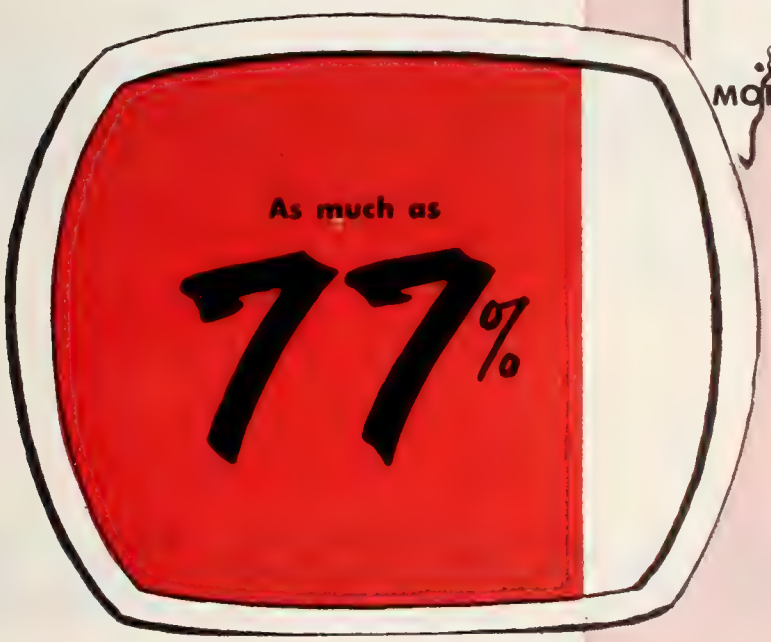


MR. HALL

A SINGLE STATION MARKET IN A SEVEN STATION AREA



PROVED BY PULSE . . . . THE DOMINANT MEDIA IN THE RICH 25 COUNTY "SOUTH-EAST ALABAMA MARKET". BUILT BY PROGRAM KNOW-HOW . . . POWER . . . SERVICE TO THE AREA



THE OLD ORDER CHANGETH . . .
Giving way to the new . . . combining . . . with television . . . a myriad of small markets . . . into a rich new single market completely covered and served only by WSFA-TV.

SHARE OF AUDIENCE

(Area Pulse)	TOTAL WSFA-TV	TOTAL SIX TV STATIONS
7 a.m.-12 noon	77	23
12 noon-6 p.m.	68	32
6 p.m.-11 p.m.	64	36

Your Message Will Be Seen More, Mean More, On . . .

CHANNEL 12 WSFA-TV Montgomery ALABAMA

OWNED AND OPERATED BY
THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman, Oklahoma City Times
THE FARMER-STOCKMAN
WKY WKY-TV WSFA & WSFA-TV
Represented by THE KATZ AGENCY, INC.



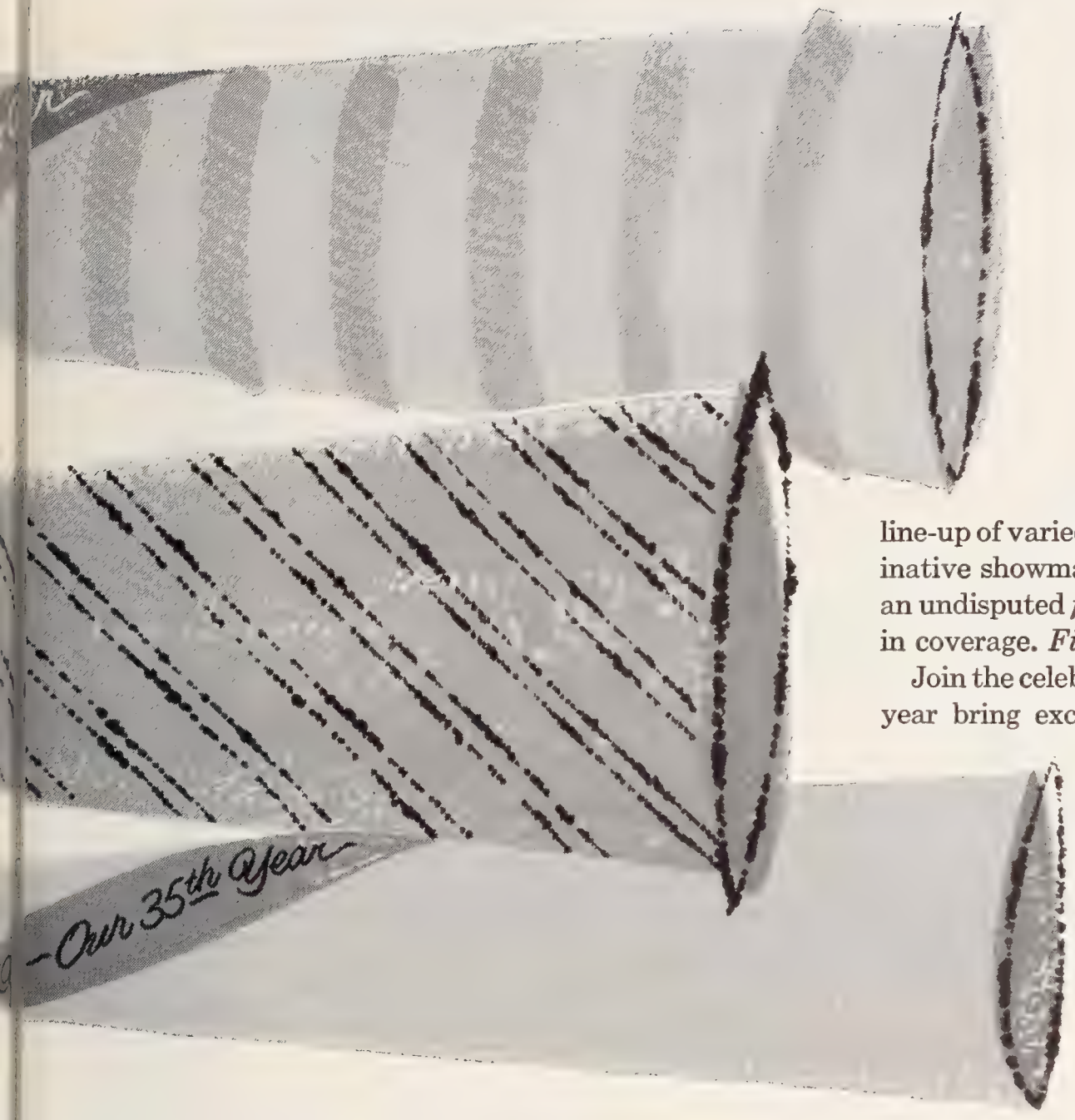
1956 – Our 35th Year



WBZ + WBZA

BOSTON SPRINGFIELD

the Big PLUS+



The excitement of New Year's Eve lasts all year long at WBZ+ WBZA! *Especially* in 1956, our 35th anniversary year.

There's a gala array of popular personalities, a sparkling line-up of varied programs, and always the imaginative showmanship that make WBZ+WBZA an undisputed *first* in New England Radio. *First* in coverage. *First* in total audience.

Join the celebration. Let WBZ+WBZA's 35th year bring excitement to you and your sales. Just call Bill Williamson, WBZ+WBZA Sales Manager at ALgonquin 4-5670 —or Eldon Campbell, WBC National Sales Manager, at MUrray Hill 7-0808, New York.

New England's most powerful voice for 35 Happy New Years!

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO	TELEVISION
BOSTON—WBZ+WBZA	**BOSTON**—WBZ-TV
PHILADELPHIA—KYW	**PHILADELPHIA**—WPTZ
PITTSBURGH—KDKA	**PITTSBURGH**—KDKA-TV
FORT WAYNE—WOWO	**SAN FRANCISCO**—KPIX
PORTLAND—KEX	

KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY FREE & PETERS, INC.

NO SELLING CAMPAIGN IS COMPLETE WITHOUT THE WBC STATIONS



KEVIN SWEENEY

LET'S PUT AN END TO THE CIVIL WAR

THE intramural struggle in radio, that is. Concentrate on fighting the medium's primary competition for the national spot dollar—newspapers, urges Kevin Sweeney, president of Radio Advertising Bureau. Despite an anticipated decline in general business next year, radio broadcasters should show a 10-to-15% gain over 1955, he avers, with most of it coming from local supermarkets, auto dealers, department stores and furniture and appliance chains.

Q: What are the prospects for radio in 1956 as you see them?

A: Well, I think they're excellent. I think there'll be a very sharp comeback in network business. I think national spot is bound to grow, unless something happens to the automobile industry which is providing the big impetus. And of course local is gaining tremendously. The measure of how big we'll be in local is how well station management applies what it already knows to the sale of local advertising.

Q: As you see it, how does 1956 shape up businesswise in comparison with 1955?

A: If we have less than a 10% gain, I'll be surprised. Now keep in mind that everybody is counting on the slackening of total business volume next year. Automobile industry is gearing, I believe, for 15% less business, which is going to affect us materially. But despite that slackening off in business or equalizing of total business volume, I think radio is good for about a 10% gain. If I were operating a station, I would budget myself for a 10% to 15% gain and I would probably set it at 15% because I would expect to do a little bit better than the average.

Q: Do you have any figures on 1955 business?

A: Nobody knows precisely, yet, of course, but our best estimate is that spot amounted to around $130 million and local $370 million. We've made no estimate on network.

Q: Wasn't there an upturn in radio business about the middle of 1955?

A: It depends on how you look at it. For a great many stations there's been an upturn going back to the latter part of 1954. There's a tremendous diversity of experience among stations. But for most stations I would say that the last half of 1955 was up over the last half of 1954.

Q: To what do you attribute this?

A: Well, for some stations it's just the dumb luck of business being better and advertisers spending more. For other stations it's the culmination of several years of effort to improve their business.

Q: Is the business increase coming primarily from national business or local business?

A: The big increase in our business is where the big potential is, and that's locally. National spot has not shown as big a gain as local. Local business has gained until it is far and away the biggest part of our business. And it will continue to be so, because we've never realized our potential in that area.

Q: Where is most of that increase coming from?

A: The kinds of advertisers who are producing the big local increase, I would say, are four. Primarily it's the supermarket, the automobile dealer, the department store—because even the modest increases the department stores have given us have represented big gains for us because of the tremendous volume that they do in advertising—and I'd say the furniture and appliance chains.

Q: What fields is RAB concentrating on for '56?

A: We're concentrating on the local level on about eight classifications and at the national we're primarily strong in about six classifications. We're making our big effort in the first part of 1956 nationally on soaps, cigarettes, beer, major appliances, food products and drug products. On the local level, we're trying to funnel the efforts of our stations into what we consider the classifications most worthy of their attention. There are eight of them: appliance stores, auto dealers, supermarkets, furniture stores, clothing stores, drug stores, amusements and banks. They're the ones that represent three quarters of the total volume of newspapers.

Q: What can the broadcaster do to obtain a greater share of this business, national spot, for example?

A: Well, the national spot and local approaches are identical. The broadcaster has to look over the top of the trenches and see who is his enemy, if I can put it that way. He has to stop fighting a civil war. Now this is so old hat that I'm embarrassed at even bringing it up, but he ought to know where the business in his town is. If all the radio broadcasting in this country—network, national spot and local combined—accounts for 7% of the total advertising volume, I'll be surprised. And yet, today, of the shoppers that are going in the stores, before they go into the stores, 60% of their time will be spent with radio alone. So there's a disparity between the two figures. The broadcaster in order to improve his national spot standing has to do a job on what we call the local level decision-makers for national spot—the district managers, the wholesalers, the brokers, the zone managers of automobile companies. He's got to do the kind of a selling job there against the medium that currently has the business. In most cases, as far as spot is concerned, that's newspapers. He has to present to the people in the agency and to the advertisers—both at the national and the local level—the reasons for transferring the budget out of other media and into radio. When he does that there's no problem, but as long as he continues to try to steal from the guy in the radio business across the street he'll maintain about the same volume as he has now, if he's lucky.

Q: You think it's mostly newspapers?

A: Newspapers are our primary competition for the national spot dollar. We can compete very vigorously against television. Television's fundamental weaknesses in certain areas are now sufficiently apparent that we think they are worrying major advertisers. The day of the hypnosis is almost over; the television guys are considerably worried about the performance of daytime tv and there's a lot of billing there which in my opinion can be transferred to radio. But television's spot volume compared to newspapers' national volume is a drop in the bucket.

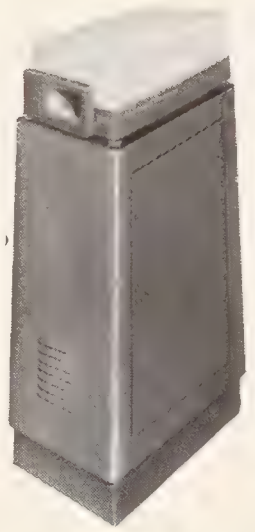
Q: Do you find that some station operators are not using all the materials available for them in building up their sales arguments?

A: This gets me no point, but the level of station management in



True color... high definition

yours with GPL's 3-Vidicon Color Film Chain



Telecast stable, 600 line color pictures of unmatched quality with the outstanding 3-Vidicon Color Film Chain recently developed by GPL. Typical GPL performance superiority has been achieved in this equipment with a highly advanced color filter system, precise registration, precision-engineered GPL components, and factory-adjusted optical and mechanical alignment. Compactness of the chain permits easy installation into your present monochrome film layout.

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this country is slightly less than that of the management of laundries and drive-in restaurants. There's no reason why it should be any better, perhaps, because of the licensing policy, which, as I understand it, doesn't require any experience. There's a station that is licensed; it's owned one-third by the town's undertaker, one-third by an engineering genius who happened to get in with the crystal set and one-third by the town's banker. They go out and hire somebody who once sold time for a radio station some place and he's immediately in business. Compared to the management of the newspaper in the town, it's very inferior. Now, I'm not meaning to imply that we don't have a second generation of broadcasting management in the country which I believe is superior to the management of any local publication in the country. But we also have a high quota of stupid people in our business.

Q: What can management do to lessen its stupidity quotient?

A: One of the things they ought to do first is read a book about how to manage a business. Anybody who operates a laundry knows that you've got to set the thing up with some kind of budget, but a great many of the radio stations in this country run without any concept of budgeting at all. They run without any concept of plan. The guys just come down to the office in the morning and open the mail and they go from there. They don't know what they're going to do tomorrow, much less have any plan.

Q: How could a station plan in order to get an increase in food and drug advertising?

SPEND MONEY TO MAKE MONEY

A: One of the first things he has to do is to recognize a fact that every other business recognizes. That is that in order to get people to do business with you you've got to spend some money. He would have to say, "Now, I want food and drug business on my station. How do I influence these people? How many people are there? Who are they? When was the last time I called on them? What is my plan for calling on them? I can't influence them all together with my bare hands. What should I put in front of these guys? What will convince them? When do I make my call-back? How do I maintain my contacts in the meantime? What do I want out of these people? For instance, what did they spend last year?"

You ask the average station manager in this country what the expenditures by products for General Foods are in their town and they haven't the vaguest idea, yet it's a matter of public record. Media Records publishes every quarter exactly what each General Foods, Standard Brands, Durkee and Del Monte product spends in the market. You've got to know how much there is before you go out after it. That's one way you can do it and it's a pretty fundamental way.

I think the laundry operators probably do something like that. They know how much potential they ought to get out of each block and they send their route man out and they leave you a little thing on your door that says, "Would you please come to my laundry?" I just moved into a new apartment. Seven laundries solicited me. Some of them made intelligent solicitations. I would say that the laundrymen—and it sounds like I'm greatly in favor of laundrymen over broadcasters, but they made a more intelligent attempt to get my $75 worth of business a year than most broadcasters do on a new business account with a potential maybe a hundred times that great.

Q: What does RAB do for example in this particular field of food and drugs?

A: Well, we're doing something that's quite unique this year, we feel. At our NRAC meeting we put on a presentation for our members—we excluded everybody except members because we had some very rough things to say—and we listed the nine deadly sins connected with our failure in the national spot and network fields. One of the most deadly of course was this whole matter of influencing the local-level decision-makers of national business. Those guys right now are killing eight out of every ten national meal tickets. If we get past the plans board of the agency and get to the company, the home office executives will not attempt to sell a radio spot or radio network campaign to the field man because the field men are anti-radio. It's paradoxical that at the time when we're doing four times as much retail business as we were doing 10 years ago we have far less acceptance by field men and retailers.

So we are endeavoring to get our stations to do something about it, but we're going to go further than that in the 25 top markets of the country in the grocery and in the drug field. RAB is going to take on the job of being the catalyst, to get the station to do something, to provide the direct mail, to pay for some of the effort. We may put some of our people in the field in order to make sure that the brokers' associations and the wholesalers and the drug men in the area get the type of attention that they need, if we can't get the stations to do it.

Q: You were talking about newspapers a minute ago. To what extent have you hurt the newspapers?

A: In terms of total billing, I don't think we've done much more than a few gnat stings. In terms of the progress we're making, I think we can point clearly to 30 or 35 different spot campaigns that began this year in which we were the only factor that swayed the advertiser to go from newspapers to radio. I would say that there are possibly twice as many where we were a factor in it, but somebody else, a station or a spot representative, was possibly the main factor.

Q: Could you name one or two of those campaigns?

A: I think the Canada Dry business, which was placed in 25 markets, was developed purely on the basis of one of our men's solicitation in Boston, which broke up the newspaper campaign. We diverted the billing from newspapers there and the approach we made was intelligent enough in the eyes of the client and the agency that in market after market we were able to sway them. We have three or four General Foods campaigns that we've persuaded to make the switch. We just recently broke up the Penick & Ford newspaper business in all of New England and converted it to radio regional network billing. We think that within the next few days we will be able to convert a regional campaign worth $135,000 previously going to newspapers and tv to radio. We're just now beginning to get the momentum in our presentation of radio versus print media that it just takes you time to get. We've already made two sales for network radio out of magazines on the basis of a presentation which we have developed.

Q: Then the civil war against television is over?

A: No. That isn't the civil war I referred to. The civil war I referred to is radio stations fighting radio stations for a shrinking part of the business. Eight out of ten solicitations made by radio stations for national business are made versus another radio station rather than versus television or newspapers.

Q: Radio is still fighting television, then?

A: I think that the war between television and radio hasn't opened yet. But it will open just as surely as I'm sitting here. It's got to open. Television is a big competitor. Television is not trying to, but they've hurt us worse than anybody—except ourselves.

Q: You mean they've hurt you worse than . . .

A: The one who hurt radio most is radio. Radio has hurt itself more than anybody else has. If the guys in radio can't lose the business, television couldn't lose it for us. But there has been more direct transfer of funds from spot radio to spot television and from network radio to network television than in any other area. We have now stopped reeling and hanging on the ropes. We're now in a position where we can compete vigorously with television for billing in the very large area of medium-sized advertisers. I think television will find radio a very severe problem in the area below the Procter & Gambles and Lever Bros. and General Motors, the area where the advertisers still regard $1 million as a lot of money.

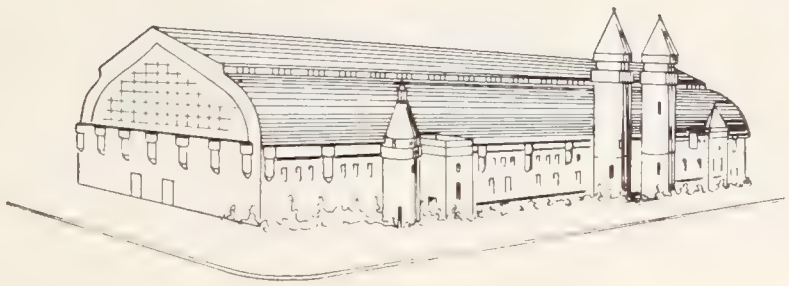
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NCAA Expects Approval Of 1956 Restricted Tv

RESOLUTION reflecting clear intent to continue football tv controls in 1956 is expected to draw few dissidents at the National Collegiate Athletic Assn.'s 50th annual convention in Los Angeles next week.

Groundwork for the fifth consecutive "national television program" was laid by NCAA's outgoing tv committee at two-day meetings in Chicago last November. Major opposition, if any, is expected to come from Big Ten, Pacific Coast Conference and U. of Notre Dame. A new television committee also will be appointed during the three-day conclave at the Statler Hotel, with the recommendation it study possibilities of delay, closed circuit and subscription tv.

The Big Ten has expressed satisfaction with the 1955 compromise national-regional plan, but will urge some form of relief on blacked out regional games, particularly those involving the state of Iowa (which embraces the Big Ten and Big Seven regions). It favors consideration of Iowa as "overlapping" to avoid controversies which arose last fall on blackouts and so-called unauthorized telecasts [B•T, Dec. 12, 1955]. Tv committee will meet Jan. 8 (Sunday) and Jan. 9. The group will be charged with planning the 1956 tv program.

E. L. Romney, Mountain States Conference, will report as head of the NCAA 1955 tv committee on its "conclusions and recommendations" which led to drafting of the resolution. The 1956 plan will be voted on in a mail referendum of two-thirds majority (of those voting).

Grid Tv Inequities Outlined by NARTB

PROTEST against "organized restriction" of football broadcasting by the National Collegiate Athletic Assn. was sent to all colleges and universities last Tuesday by President Harold E. Fellows of NARTB [CLOSED CIRCUIT, Dec. 26, 1955]. NCAA's annual meeting will be held Jan. 9-11 in Los Angeles.

Terming NCAA's control "neither fair nor feasible," Mr. Fellows said the limits on football telecasting "in no way stemmed from any failure on the part of tv stations and networks to continuously and actively seek opportunities to present collegiate football games to the public."

The statement had NARTB Tv Board approval and was drafted following the recent meeting of the sports committee [B•T, Dec. 19, 1955]. It emphasized that the NCAA restrictions "deny the American people an opportunity to see as much telecast football as they want to see and deny the individual colleges and universities the right to make their own television broadcasting arrangements." He called on colleges to make available their games "to all people on an unrestricted basis."

NARTB indicated that experience last fall showed that while NCAA had promised to modify its plan to permit more regional games, the organization actually proved once again the unfairness of the restrictions.

NARTB does not object to "rights charges," Mr. Fellows said, but he condemned "a plan that derogates that opportunity, and thus forecloses broadcasters absolutely from bringing many games to the public."

He said NARTB has written statements from certain small colleges that show they do not seek NCAA's "protection."

"NCAA ignores logical geographical interest in the games of certain schools," he said, calling the policy inconsistent with academic policies of colleges. He voiced hope that NCAA at its upcoming meeting will approach the problem in a positive frame of mind.

Sports 'Broadvising' Hit in North Carolina

"BROADVISING" of several North Carolina U. basketball games by WUNC-TV, educational station, has been protested by an advisory committee of the North Carolina Assn. of Broadcasters. The university plans to telecast the games without sound, with radio broadcasts supplying the play-by-play.

Allen Wannamaker, WBIG Greensboro, NCAB president-elect, described the project as "borderline competition with commercial radio." E. Z. Jones, WBBB Burlington, advisory committee chairman, announced after a meeting with university officials that the group would stand by its initial position in opposition to the procedure.

W. D. Carmichael Jr., NCU vice president and finance officer, wrote stations that the university "is determined to avoid competition with the commercial radio broadcasters." He said the silent telecast will include periodical showing of a slide stating that the listener must turn to his favorite radio station to get the play-by-play commentary. He said "members of the FCC have called it a most ingenious cooperative idea between education and commercial interest" and added that two Raleigh stations, WPTF and WRAL, along with numerous others were "enthusiastic" about the experiment.

Mr. Wannamaker told B•T the advisory committee "fails to see any connection between the televising of varsity basketball games and educational tv." He said endorsement of the university idea "might serve to indicate that radio must have a picture to do an adequate job." He reminded that viewers in some areas will have no nearby radio station carrying the sound "and radio will be blamed for the blankout of sound on these telecasts." He said the university has been "most cooperative in trying to work out a solution."

Weaver Featured Speaker At NARDA Chicago Meeting

NBC Board Chairman Sylvester L. (Pat) Weaver is scheduled to address the convention banquet of the National Appliance & Radio-Tv Dealers Assn. in Chicago Jan. 16.

Tradeins and profitable promotions will be explored in opening day meetings Jan. 15, with Sol Polk, Polk Bros. stores, as one of the speakers. J. A. Milling, Howard W. Sams Co., will review servicing problems Jan. 16.

Top-level panel headed by Mort Farr, past NARDA president, will discuss color tv, transistors, radio sales and tv merchandising on the closing day, Jan. 17. Among participants will be Chris Witting, vice president of consumer



products, Westinghouse Electric Co.; Cliff Knoble, general sales manager, Raytheon Mfg. Co.; James M. Toney, vice president, RCA Victor; Dan Halpin, general sales manager, Westinghouse tv-radio division, and Bert Johnson, Graybar Electric Co.

NARDA will announce officers for 1956 and present its "salesman of the year" award at the banquet.

TvB Names Abrahams Head of Retail Sales

HOWARD ABRAHAMS, for nine years with the National Retail Dry Goods Assn. and more recently with Amos Parrish & Co., advertising and merchandising agency, has been named director of retail sales for the Television Bureau of Advertising, effective immediately, TvB President Oliver Treyz is announcing today (Monday). [Also see interview with Mr. Treyz, p. 56.]



MR. ABRAHAMS

"Although television is now the No. 1 national advertising medium," Mr. Treyz said, "it is still far behind newspapers in local billings. One of the bureau's main activities in 1956 will be to concentrate on main street, where over 40% of all advertising appropriations are controlled.

With NRDGA, Mr. Abrahams was manager of that organization's sales promotion division and visual merchandising group. With Parrish, he handled promotions for several national manufacturers and large stores. He is the author of several books on merchandising and sales promotion.

Voice of Democracy Contest Judges Announced by Secrest

TWELVE prominent persons will serve as judges in the ninth annual Voice of Democracy contest sponsored by Radio-Electronics-Tv Mfrs. Assn., NARTB and U. S. Junior Chamber of Commerce, according to James D. Secrest, RETMA executive vice president and chairman of the VOD committee.

Serving on the panel, which will pick four finalists from the 12 semifinalists, will be John Lester Buford, president, National Education Assn.; Mrs. Theodore Chapman, president, General Federation of Women's Clubs; Dr. L. R. Elson, National Presbyterian Church, Washington; Harold E. Fellows, NARTB president; Dave Garroway, NBC; John B. Gillilland, president, Parent-Teachers Assn.; H. Leslie Hoffman, RETMA president; Dr. Herold C. Hunt, undersecretary, Dept. of Health, Education & Welfare; George C. McConnaughey, FCC chairman; Hugh McKenna, president U. S. Jr. C. of C.; Henry G. Riter III, retiring president, National Assn. of Manufacturers, and Jackie Robinson, Brooklyn Dodgers.

The four winners of the contest will be given $500 scholarships at a Feb. 22 luncheon in Washington. All state and territory winners will receive tv sets donated by RETMA member companies.

Annual Dinner Postponed By FCBA Until Jan. 27

ANNUAL dinner of the Federal Communications Bar Assn. was postponed from Jan. 20 to Jan. 27, it was announced last week, because of a conflict with the GOP-sponsored $100-a-plate Eisenhower dinners in Washington and throughout the country. Since this would preclude attendance of Republican FCC commissioners at Bar Assn. dinner, FCBA "continued" date for one week. Dinner will take place at the Mayflower Hotel, Washington.

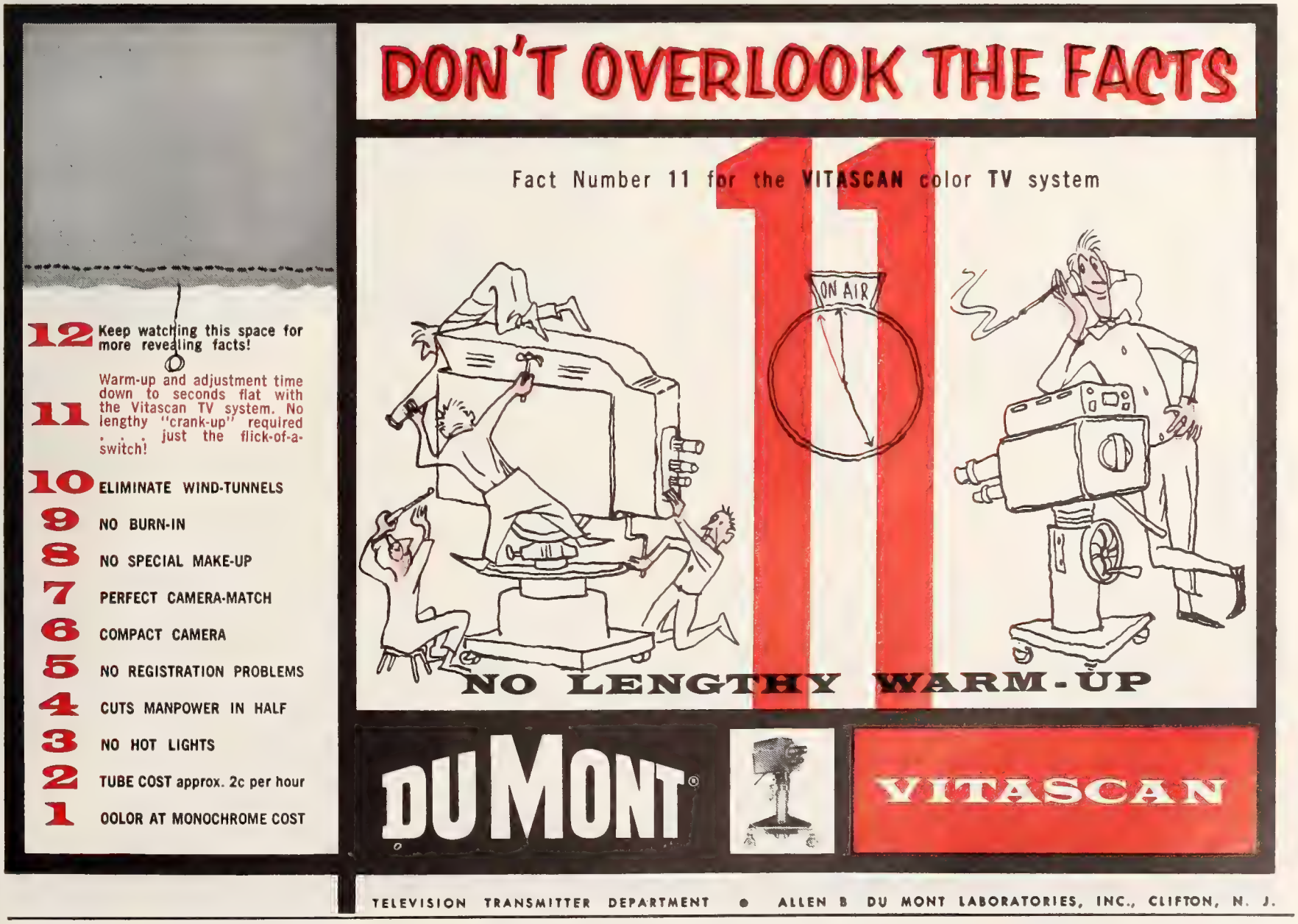
On Jan. 12, FCBA will hear a debate on public access for radio-tv at judicial and congressional hearings between Ralph Hardy, CBS Washington vice president, for the affirmative, and Rev. Joseph M. Snee, S. J., Georgetown U. Law School professor, for the negative. The debate will take place at the monthly FCBA luncheon at Willard Hotel, Washington.

ANA Appoints Winslow

RALPH WINSLOW, vice president and marketing manager, Koppers Co. (chemicals), Pittsburgh, has been elected treasurer of the Assn. of National Advertisers for 1956, succeeding George Oliva, marketing director, National Biscuit Co., N. Y., whose term expired last year.

Tv Information Unit to Meet

TELEVISION Information Committee of NARTB will meet Jan. 5 at the association's Washington headquarters to plan a program of activities for 1956 and discuss work of the past year. Chairman of the committee is Jack Harris, KPRC-TV Houston.



TARGET FOR TELEVISION: NEW ADVERTISING MONEY

TV'S HOPES for increased ad revenues in 1956 lies with bringing new expenditures into the field, not just stealing from other media, according to Oliver Treyz, president of the Television Bureau of Advertising. How much will 1956 tv billings amount to? He estimates $1.35 billion.

Q: Do you have any estimate of what 1956 will look like for television billings?

A: We've been working on that, as a matter of fact, and for '55 the billings appear to be extremely close to what we projected last June, namely about $1,045 million for '55. That is the hard cash that advertisers invested in television. It's not only time, but it's talent and production above and below the line. Now that $1,045 million is 30% more than the revenue records and the advertiser investment records in television for 1954. And projecting the same 30% increment, which we believe to be sound—and of course 30% on top of $1 billion and $45 million is greater than 30% on top of what was done last year—we estimate that next year there will be invested in television on all levels—network, national spot and local, time talent and production—some $1,350 million.

Q: Do you have any estimates on time alone?

A: Of that $1,045 billion we estimated $692 million net, not gross, mind you, but net time costs, of which $312 million is network. We estimate that gross network facilities will run to about $400 million this year. This will be the first time in history it's hit that figure and that's not off by more than 4%, or 5%. PIB is in for the first 10 months and we're well over $300 million for them. If you project on out to November-December, you'll hit about $400 million gross, or net about $312 million.

Spot will net $235 million. Now, of course, that's before agency commission and before representative commission, but that's still net cost. Tv's local net will be $145 million. That's $692 million, all together. Then you have to add another $350 million invested by advertisers in production of spots, of programs and of local advertisers.

Now the research department of McCann-Erickson through a sampling of many programs and many spot campaigns has derived what it calls correction factors on talent and production and they estimate that to get the total amount of money which network advertisers invest in television, you have to increase net facility cost by 75%, net spot cost by 17% and net local cost by 59%. When those correction factors are applied to the appropriate segments of television expenditures, you add about $350 million to the $692 million and come to a total tv advertising bill of about $1,045 million.

Q: Have you had many advertisers or agencies ask about color?

A: Very few to date, although we anticipate a growing number of those questions. We think that color will be the real reason for a tremendous growth in the use of local television. We were talking about these television advertising expenditures. Of the $1 billion —and—$45 million that was invested in television this year, the vast bulk—$815 million—was national, which means that for the first time television is number one on the national advertising front. But locally it was $230 million. Now, if you take a look at newspapers, they did in 1955 an estimated $2.3 billion locally. In other words, on Main Street, U. S. A., newspapers outbilled television ten to one, although on Madison Avenue and Michigan Avenue, on the national front, for the first time, television outbilled newspapers this year by a significant margin, and that margin will grow.

Now, to carry the story of television to Main Street will be a main effort of TvB in its second year and in that connection we have appointed Howard Abrams who was with NRDGA [National Retail Dry Goods Assn.] for nine years as the sales promotion director of the trade association of the department store field and more recently with Amos Parrish, to head up a local retail department within TvB. He joined us about a week ago and as a matter of fact this constitutes the first announcement of his coming. He, of course, will study color. He has a great enthusiasm for color, thinks it's the key that will unlock a vast amount of local billings.

Howard is not an expert in television, but he is an expert in retailing and he knows department store executives from coast to coast by their first names. He has been setting up dates with department store groups for NRDGA Week which starts Jan. 9, and I've just been going through the cities that will be affected by these meetings that we're having in New York. For example, in a series of meetings with buying syndicates and groups of department stores for which we are now preparing a special presentation to be handled by Howard and myself, we will be talking to advertising directors and publicity directors of the major stores in such cities as Tampa, New York, Seattle, Miami, Boston, Wilkes-Barre, Scranton, Kansas City, San Antonio, Dallas, San Diego, Greensboro (N. C.), Tulsa, Syracuse, Rochester, Chicago, Detroit, Roanoke, Toledo, Birmingham and I could name many others.

The point is that through this kind of activity we can cover with economy of time and effort the decision-making people, without taking these time-consuming trips and setting up sales presentations in a whole series of cities throughout the country for which we do not have the manpower or the time. We will find what areas of development look best to us and concentrate on them and develop case histories and experience records which we will distribute to all our members so that TvB will enable our industry to get a bigger and bigger share of the vast amount of local billings in the country of which we now have a very tiny percentage. And we feel that color will be very important and will grow very fast at the local level in the years immediately ahead.

Q: In what areas, what product categories, has the Television Bureau been most successful in getting advertisers for television?

A: In the grocery field and in tobacco. We've concentrated on those categories and, as a matter of fact, this year we've concentrated on the national front rather than on the local front. This has been a year of getting organized and tooling up and zeroing in on a few specific areas and we have concentrated on the use of a general grocery products presentation which we've shown to about 75 national advertisers from coast to coast.

Q: Who are some of the advertisers that you have been primarily responsible for bringing into television?

A: I'd rather not answer that question categorically, because I think the privilege of a public answer belongs to those whom we have brought into television. In talking to our members, we have been definite about the specific advertisers that have come into television with more money as a direct result of TvB sales development efforts. But I'd like to confine my answer here to telling you about some of the advertisers on whom we called with this general grocery products presentation. They include some who have come into television and some who have not.

For example, there's the Clorox Chemical Co., Curtiss Candy Co., Monsanto Chemical, Montgomery Ward, Philip Morris, Sears, Roebuck & Co., Van Camp Sea Food Co., Regent Cigarettes, P.

Lorillard, Lever Bros., Colgate-Palmolive, Procter & Gamble, the California Fruit Exchange marketing the Sunkist products, Crown Zellerbach, and a whole host of advertisers on the West Coast.

We made a one-week visit to New Orleans, where we talked to all the advertisers down there, including the Wesson Oil and Snowdrift people. In many instances we have appeared before the presidents of companies and we've been very fortunate in certain cases to have the president convene members of the board so that we could give this general presentation to them.

I can tell you that conservatively the efforts of TvB, based on investment to date in this new organization of a little over $400,000 by the members, have resulted in new billings to television of over $7 million. That sum is derived from more than a dozen different accounts with appropriations ranging in size from a modest $10,000 for a test campaign in two West Coast markets to a campaign of a tobacco account which is pushing $3 million a year at the present time.

In calling on these advertisers we have not pulled together existing material and tried to present it in a new way. Rather we have gone to them with new, fresh information which specifically relates the characteristics and dynamics of television to the marketing problems of these advertisers with new research in which TvB has invested heavily. We find now that we are getting excellent reception.

Q: On what categories do you plan to concentrate most of your fire in '56?

A: Well, in '56 we're going to continue in the grocery product category because we haven't been able to cover it all. As a matter of fact, we've covered less than half of our real potential. I don't know if we ever will cover it all. We're going ahead into the life insurance field, where we think there is a tremendous potential for increased television billings.

We're going to work the automotive and the gasoline and the oil fields very intensively. We've already gone before the boards



OLIVER TREYZ

and presidents of certain subsidiaries of the Standard Oil companies and we plan to show the gasoline and oil and allied automotive fields that they can benefit through the use of television.

Q: Where is the extra money for television coming from?

A: The extra money for television is coming from increased advertising expenditures. It is not coming from other media. As a matter of fact, we think that television is responsible to a great extent for increasing the advertising appropriations in newspapers and in magazines. For example, if you go back just 10 years, advertising appropriations have increased from about $3 billion to $9 billion. That's an increase of $6 billion, and of that $6 billion of new money, television has managed to get $1 billion, as we've already mentioned, or about 11¢ out of every advertising dollar. Next year we estimate that television will go up about $300 million, but total advertising expenditures will increase by at least $1 billion. There was a recent *Wall Street Journal* study predicting that advertising appropriations next year will go up by at least $1 billion to the all-time record of $10 billion. So tv's money is really coming from new advertising appropriations and I can find no evidence that it constitutes a subtraction from money allocated to other media. True, in certain individual situations you will find an advertiser may have switched from medium A to medium B. But, strategically, I think that bureaus like TvB and all the other media bureaus perform their greatest service by increasing advertising expenditures in their media, not so much by taking what the other fellow has, but by increasing the size of the entire pie so that his own slice is automatically increased thereby.

Now, we believe—and we may be a little bit biased, but have a lot of evidence to indicate this and many advertisers feel the same way—that television more than any other medium has been a factor in increasing sales, which in turn increases advertising appropriations because advertising appropriations in any field bear a fixed established relationship to sales. We also believe that the sales results of television have created advertising budgets, the bulk of which have gone to other media. That's what I mean when I say in the strategic sense, the gains in newspapers which are being trumpeted in the daily press and the gains in magazines which are being heralded by the Magazine Advertising Bureau in a very real sense trace to the effectiveness not only of all advertising but also to this one new element which has been added to advertising, namely television.

HOW FARES THE MEDIUM ADVERTISER?

Q: Mr. Treyz, are tv costs squeezing out the small to medium advertiser?

A: I don't know where you'd find any evidence of that, because through the years the number of advertisers in television has increased by leaps and bounds. In the spot field, for example, the number of advertisers—and I'm not talking about brands, I'm talking about advertising where Procter & Gamble for example would count only once—the number of advertisers increased from 530 in 1949 to 3,355 in 1955. Every year the figure has been larger than in the preceding year. On the network front, the number has grown from 71 advertisers in '49 to 255 advertisers in '55.

Here is a growth record which would indicate that the prognostication of those who said that a cost squeeze would force certain advertisers out of television was absolutely wrong. And of course the reason that it is wrong is that there never has been a cost squeeze in the true sense because the circulation delivered to these advertisers has increased greater than the investment. So the true cost, namely the cost of the viewer who is reached or of the circulation delivered, has gone down constantly with the fast growth of the medium.

I might say that in conjunction with the work that is being done on the spot report I found out this morning that thus far Rorabaugh has received reports from 182 stations in 138 markets which have already been forwarded to Nielsen in Chicago for processing and that in these 182 stations there have been found already 909 new spot accounts. Now, by new accounts here, I mean brands, not necessarily companies. And they involve some very important names, names like American Sugar, Wesson Oil and Snowdrift.

Q: To switch this just a bit, would you tell us, whom does TvB help the most, the agency or the advertiser?

A: Well, of course, we're in business to help the advertiser. The agency, however, is called on by us in the first instance, because we find that we can cover more advertisers by calling on their agencies and besides that's just good business. But our objective is the same as the agency's, to service the advertiser whose money is invested in our medium.

Q: Forgetting about costs for a moment, what is the main resistance you find to television from advertisers?

A: The main resistance we find is habit. Advertisers who through their history have been print-oriented are reluctant to go in a medium where their experience is small. There's a feeling on the part of some that their own inexperience constitutes a risk which might not be too sound for them to take. But through efforts of TvB and other factors in the industry that's constantly being worn down and it's becoming increasingly difficult to find any advertiser on the national front with products acceptable to television who's not using the medium.

NBC-WESTINGHOUSE SWAP APPROVED; FCC STIRS JUSTICE DEPT. INTEREST

Cleveland-Philadelphia exchange, long in abeyance because of WGR-TV Buffalo charges that NBC coerced Westinghouse into deal, gives the network KYW and WPTZ (TV) for WTAM-AM-FM and WNBK (TV) plus $3 million. Justice Dept. did not ask Commission to postpone action.

THE FCC last week approved, six to one, an exchange of stations between NBC and Westinghouse Broadcasting Co. after the Dept. of Justice was understood to have begun preliminary investigation of the exchange.

It was learned that the FCC, following recently-established routine, submitted the case to Justice some time ago. Before the FCC decision last week, the Justice Dept. was said to have notified the FCC it was studying the case. In its notification, Justice made no request to defer action.

The NBC-Westinghouse deal saw the network's owned WTAM-AM-FM and WNBK (TV) Cleveland go to WBC and WBC's KYW and WPTZ (TV) Philadelphia go to the network. In addition WRC got $3 million.

The day after the U. S. Court of Appeals in Washington denied a request for a stay order against the consummation of the FCC-approved $312,500 purchase by NBC of ch. 17 WBUF-TV Buffalo, the network closed the deal. The stay was asked by ch. 2 WGR-TV Buffalo. The court denied the petition Thursday; NBC closed in Buffalo Friday.

The NBC-WBC swap—one of the largest in broadcasting history—erupted into one of the year's most mystifying performances when reports were publicized that NBC had bludgeoned WBC into agreeing to the exchange by threating to withdraw its affiliations from all WBC stations. This was made into a formal charge by WGR-TV, fighting the network's acquisition of WBUF-TV in Buffalo. It called from the FCC a McFarland letter asking for more information and an investigation by the Commission staff into this charge.

The FCC approval (Comr. Robert T. Bartley dissented, urging a full hearing on the pressure charges as well as possible monopoly, overlap and several other items) presumably indicated that no substance was found to the allegations. The majority's point of view was apparently expressed by Comr. John C. Doerfer who wrote a separate statement approving the exchange. Comr. Richard A. Mack concurred with Comr. Doerfer's statement.

Comr. Bartley declared that the NBC-WBC exchange "strongly" parelleled the motion picture anti-trust case which resulted in the divorcement of producers and their owned theatres.

Mr. Bartley said that the Commission's action may preclude other government agencies—the Dept. of Justice and the Federal Trade Commission—from dealing effectively with the monopoly or restraint of trade question if there was one.

Comr. Doerfer, in more than six single-spaced mimeographed pages, justified the Commission's approval. Gist of his statement was that NBC and WBC had exercised their "business judgment" in agreeing to the exchange. He said a complete disclosure of all the facts had been made, and no reason for delaying or refusing the transfers could be found. "All that could possibly be achieved by a formal hearing was obtained through the investigatory process," Mr. Doerfer said.

In answer to a comment of Comr. Bartley's that there might be changes made in network rules regarding ownership, Comr. Doerfer avowed "To withhold processing applications until all of the vague, undefined and diverse opinions of each commissioner are integrated into a rule or a decision is to graft upon the administrative process interminable delays. . . ."

Discussing the rumors of pressures by NBC upon WBC, Comr. Doerfer said that the wisdom of the two-year affiliation rule (put into effect in the FCC's 1941 network rules) was "now being put to the test."

He continued:

"If NBC had superior bargaining power in the instant case, it was because of the two year limitation. The expiration of the affiliation contract triggered the negotiations which led to the transfer . . . Admittedly the networks presently have the upper hand in the field of television. But with the rapid development in the art, this may soon change."

In acquiring KYW and WPTZ, NBC has realized a long time goal—to have its own radio and tv outlets in the home city area of its RCA Victor manufacturing plants across the river in Camden, N. J. KYW, founded by Westinghouse in 1922, is a 50-kw clear channel outlet on 1060 kc. Ch. 3 WPTZ began operating in 1941. It was established by Philco Corp. Westinghouse bought the NBC outlet in 1953 for $8.5 million.

WBC acquires 50 kw clear WTAM (on 1100 kc) and ch. 3 WNBK which started in 1948.

The consummation of the WBUF-TV purchase followed a last-minute court appeal to stay the effective date of the Commission's approval. WGR-TV, which requested the stay, urged that its position in the pending protest hearing before the FCC would be jeopardized if the sale went through. The petition for a stay was opposed by the FCC, WBUF-TV and NBC. The denial was unanimous by the three-judge court.

Argument on the stay brought charges by NBC that WGR-TV had threatened to wreck uhf in Buffalo. It was also developed that WGR-TV's NBC affiliation would run to August 1956.

A hearing on the WGR-TV protest against the sale is scheduled to begin Wednesday. However, it was understood this would take up minor details and that the meat of the hearing would commence Jan. 16. WGR-TV has issued subpoenas for Brig. Gen. David Sarnoff, RCA chairman; NBC executives Robert Sarnoff, Joseph Heffernan and Charles R. Denny, and Westinghouse executives E. V. Huggins and Chris Witting.

The hearing is the subject of an NBC appeal to the appellate court. The network claimed that WGR-TV has no standing and that its allegations are unfounded.

When the FCC accepted the protest, it refused to stay the effective date of the sale. This was on the ground that WBUF-TV would cease operating Dec. 31 unless the purchase was consummated. WBUF-TV claimed it was $300,000 in the red and could not continue.

With the acquisition of WBUF-TV, NBC finds itself the owner of its first uhf station. Designated for hearing on overlap and local monopoly isues is the network's $600,000 purchase of WKNB-AM-TV New Britain, Conn.

Postponement

BOWING to a growing sentiment for a continuance of the deadline for counter comments in its television allocations review, the FCC last week postponed the deadline for replies from Jan. 6 to Jan. 20. Officially, the Commission granted the petition of Hometown Television Inc. (a group of small city tv stations, concentrated mainly in the New England area) for this move. More than 200 comments were filed at the first deadline Dec. 15 [B•T, Dec. 19].

WRDW-AM-TV Purchase Goes Up for FCC Approval

APPLICATION for transfer of control of Radio Augusta Inc. (WRDW-AM-TV Augusta, Ga.) to Southeastern Newspapers Inc. *(Augusta Chronicle)* for $1 million [AT DEADLINE, Dec. 5, 1955], was submitted for FCC approval.

Sellers are Grover C. Maxwell Sr., Harry W. Jernigan Sr., Judge F. Frederick Kennedy, W. R. Ringson, and Allen M. Woodall. Mr. Maxwell and others in his family have stock interest in Augusta Newspapers Inc., Southeastern parent corporation.



—an old Cincinnati Habit:
—listening to WCKY;

10 years of 24 hour a day music and news programming has created in Cincinnatians, the habit of tuning to WCKY for

The Best in Music
The Latest in News

*21% of morning audience
22% of afternoon audience
21% of night time audience

BUY WCKY

FCC Awards Ch. 7 To Evansville Tv Inc.

Commission intermixes area where two uhf stations are operating. This is third such grant made in past month.

AGAIN overriding the dissents of Comrs. Hyde and Bartley, the FCC last week made its third grant in an area proposed for deintermixture, by awarding ch. 7 at Evansville, Ind., to Evansville Tv Inc., and denying competing application of On the Air Inc.

In the forerunners to the Evansville decision, the FCC granted ch. 6 at Corpus Christi, Tex., to KRIS there [AT DEADLINE, Dec. 12, 1955], and ch. 3 at Madison, Wis., to WISC-AM-FM that city [B•T, Dec. 19, 1955]. Comrs. Hyde and Bartley issued dissents to both these grants.

Crux of the Evansville decision, the Commission ruled, was Evansville Tv Inc.'s superior integration of ownership with management together with the consideration that the grant would be in keeping with FCC policy of diversification of mass communications media. In all other respects, the Commission found the applicants to be closely matched.

The FCC found that Rex Schepp, majority stockholder in Evansville Tv, and who, with his wife owns controlling interest in the company, will serve as general manager of the proposed station. Mr. Schepp is a musician-entertainer and former majority stockholder in KPHO-TV Phoenix. In contrast, the Commission found that the only On the Air Inc. stockholder who would be engaged in the day to day operation of its proposed station would be Martin L. Leich, 1.24% stockholder, who would serve as general manager and sales manager.

As Evansville Tv Inc. holds no interests in any media and On the Air Inc. is a multiple station owner, a grant to the former would better carry out the diversification principle, the FCC said. On the Air Inc. is licensee of WGBF-WMLL (FM) Evansville and WTMV East St. Louis, Ill. It is also a sudsidiary of Curtis Radiocasting Corp., which controls other broadcasting stations.

In their dissenting statement, Comrs. Hyde and Bartley said their disapproval was in line with their Madison dissent. In the latter, they severely criticized the FCC grant as "untimely and ill-advised" in light of the Commission having under consideration overall allocations changes.

Both the Madison and Evansville decisions involved granting a vhf assignment to a market being served by two uhf stations. Evansville is served by ch. 62 WFIE (TV) Evansville and ch. 50 WEHT (TV) Henderson, Ky.

In a separate order the FCC denied petitions filed by WFIE, WEHT and now suspended WKLO-TV Louisville, Ky., which would stay the grant pending overall rule-making in the allocations scheme.

WHOL Ordered Off Air

WHOL Allentown, Pa., was ordered by the FCC to cease operating as of Jan. 15 in line with a Circuit Court of Appeals decision upholding the FCC's grant of the 1230 kc facility to the *Easton Express* (WEEX-FM and WGLV [TV], both Easton, Pa.). The court ruled that a U. S. Supreme Court decision, reversing its objections to the grant to Easton, left it nothing to do but to certify the Commission's order [B•T, Dec. 26, 1955]. Circuit Judge David L. Bazelon dissented.

Last week, WHOL petitioned the appellate court to reconsider its decision.



Advertisement

From where I sit
by Joe Marsh

4000-Mile "Cattle Crossing"

Our High School correspondent wrote in about a new project local students are taking up. It's a small—but well-planned—venture into international diplomacy.

"We're going to use some of the proceeds from football and basketball games to buy a couple of heifers"—she writes—"and send them to some needy farm family overseas.

"The folks who get our heifers will have to promise to give their first female calves to other deserving families"—the report continues—"so that the good work will go on and on."

From where I sit, helping others to help themselves is always the best way. Both here and overseas, people should be encouraged to work out their own solutions—on how to make a living, on where to live, on what to eat, on whether their favorite beverage should be coffee, beer, soda water or what-have-you. That's the way we do things here in America . . . and it's not a bad idea to "export."

Joe Marsh

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THE POLITICAL YEAR

Senate Radio-Tv Probe Will Begin Jan. 17

(Continues from page 28)

despite an understanding during hearings on the FCC study funds that the Commission and the Senate committee would try, insofar as possible, not to duplicate each other's work.

The reports made last February by Mr. Plotkin and Robert F. Jones, Republican counsel, have been the high points in the controversy arising in the industry and on Capitol Hill in the Senate committee's investigation.

Messrs. Plotkin and Jones both joined the committee as Democratic and GOP counsel in 1954 after Sen. John W. Bricker (R-Ohio) announced a full-dress investigation of tv networks and uhf-vhf troubles by the Senate Commerce Committee, of which he was then chairman under GOP control of Congress.

During progress of the Plotkin and Jones preliminary studies, the November 1954 elections gave the Democrats control of the new Congress and Sen. Magnuson ranking Democrat on the committee, became chairman for the 84th Congress, with Sen. Bricker remaining as ranking minority member.

Mr. Plotkin, a Washington radio-tv lawyer and former assistant general counsel of the FCC, recommended that the FCC consider selective deintermixture; that Congress eliminate the 10% federal excise tax on uhf tv sets; that networks set affiliation standards and the FCC review them; that networks be required to furnish programs to all tv stations; that option time be eliminated; that networks get out of the station representation business; that the FCC and the Justice Dept. report to the committee whether monopoly laws were being enforced and their opinions on the Plotkin recommendations, and that the FCC study line charges and multiple ownership [B•T, Feb. 7].

Mr. Jones, also a Washington radio-tv attorney and former congressman and member of the FCC, suggested that the Senate committee make further studies; that uhf be enabled "by law or regulation" to overcome "artificial and technical disadvantages" of the FCC's 1952 allocations plan (from which he dissented as an FCC member in 1952); that the FCC gather further technical data; that the FCC furnish additional financial data on stations and networks to the committee; that more of broadcasting's total revenues be channeled to smaller markets; that networks adopt a uniform affiliation policy; that the FCC establish uniform accounting procedures for furnishing more complete financial data to the committee, and that each station file information with the FCC on its measured coverage [B•T, Feb. 21].

Upon submitting their reports, both Messrs. Plotkin and Jones resigned. Mr. Plotkin's report, which received implied approval from Chairman Magnuson, was described by one source as spelling the "end of networks," if implemented. Mr. Jones' report, which was championed by Sen. Bricker, was looked upon as leading to a common carrier concept of network operation, with the FCC regulating networks and their rates. Sen. Bricker had precipitated the investigation in 1954 by proposing that networks be put under FCC regulation. A similar proposal (S 825) was introduced by him in the 84th Congress.

To replace Mr. Plotkin as Democratic counsel, Sen. Magnuson appointed Sidney Davis, who had figured in the Dixon-Yates contract hearings as counsel for the Senate Antimonopoly Subcommittee. Mr. Davis resigned at the end of July for health reasons and because of almost solid opposition to him by GOP members of the committee.

The Democratic counselship was left vacant until the appointment by Sen. Magnuson less than two weeks ago of Kenneth A. Cox, a Seattle attorney, to represent Democratic Senators during the tv probe.

Although there have been no hearings on tv networks and uhf-vhf troubles since those by its communications subcommittee headed by Sen. Charles O. Potter (R-Mich.) in 1954, there has been considerable activity through news conferences, hearings on FCC appropriations and other methods. Sens. Magnuson and Bricker held news conferences upon release in February of the Plotkin and Jones reports; the committee the previous fall had sent out questionnaires to the networks, the FCC and AT&T. The committee held conferences with tuner and set manufacturers on the possibility of producing uhf tv sets, and Sen. Magnuson appointed a voluntary group of engineers from the industry to study allocations problems. The Washington Democrat also has publicly expressed dissatisfaction that the FCC has not come up with a solution to uhf troubles. The FCC on Dec. 15 received comments from those who have an interest in its proposed rulemaking to consider allocations problems.

The 84th Congress, in its first session, failed to pass any major legislation affecting radio and tv, but hearings were held on several bills, which remain on the books for action during the second session.

New hearings also may be held on controversial issues such as the holdover bills in both houses to prohibit liquor advertising on radio and tv and in other media. A House Commerce Committee spokesman, however, said congressmen are going to be reluctant to hold new hearings unless sponsors of the bills come up with "something new and different." Congressmen feel that the overall problem involves not only liquor advertising, but also such things as the moral aspects of programming on radio and tv, over-commercialism and the like.

Although both Senate and House committees earlier held hearings on measures which, among other things, would raise the the legal limits on campaign expenditures by a national political committee from the present $3 million to $12.3 million, these issues are likely to cause more furor on Capitol Hill in this election year.

In 1955, proposals came from several quarters that stations and networks be required to give free time to candidates; that legal machinery be set up to allow stations and networks to present candidates on certain programs without being required to give "equal time" to fringe and minority party candidates; that the government buy time for candidates, and that U. S. citizens be solicited en masse, through various communications media, to contribute funds to the candidates of their choice.

Broadcasters may be expected to keep pressing for an end to House Speaker Sam Rayburn's ban on radio-tv coverage of House committee proceedings. A bill to end this prohibition was bottled up in the House Rules Committee in the first session.

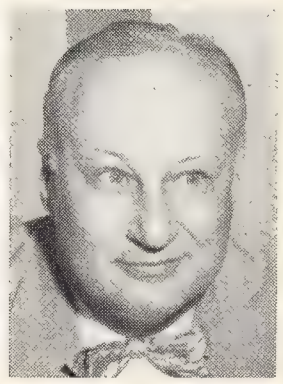
Senate and House groups may be expected to continue their open (and closed) hearings on alleged Communist infiltration of radio, tv, other media and the entertainment industry.

Pending on the Senate calendar is a House-passed bill to amend Sec. 309 (c) "economic protest" provisions of the Communications Act. Both the Senate and House held hearings on this measure.

THEY STARTED IT



MR. PLOTKIN



MR. JONES

As special counsel to Senate committee, they called for vigorous investigation.

Political Parties Readying Biggest Radio-Tv Campaign

THERE's a potential $4 million account coming up for radio-tv this year—and broadcasters aren't too happy about it. It is the $2 million earmarked for radio tv by the Republican National Committee and the $2 million goal sought for the broadcast medium by the Democratic National Committee.

Broadcasters aren't too happy about this windfall because the presidential campaign usually plays hob with commercial schedules, raises the spectre of libel suits (the Communications Act forbids broadcasters from censoring political speeches by candidates), and immerses operators in a sea of unreasonable demands for equal time.

That equal time provision is going to be hot this year. One political party plans to set up a corps of communications attorneys to advise national, state and local candidates of their rights in this respect, and also to act as liaison with the FCC on any such problems.

The $4 million account is only the sum for the national committees; there may be double that sum if a like amount is spent by the Senate and Congressional campaign committees of both parties, plus state committees and independent national committees. And if Congress lifts the $3 million ceiling permitted to be spent by national committees, the total may even double.

The national political campaign kicks off Aug. 6 with the Democratic National Convention in Chicago. It is followed Aug. 20 by the Republican National Convention in San Francisco. These will be covered by tv networks on a pool basis similar to the 1948 and 1952 conventions. Radio networks will also cover these conventions, and both media will treat them as spot news.

As in 1952, commercial sponsorship of the tv coverage will be permitted. The only limitations again will be that the sponsor must be acceptable to the political parties and that the commercials must be in good taste. Also verboten, as in 1952, will be commercial pick ups from the floor of the convention. There have been several suggestions for revising some of the other prohibitions and these are being discussed between network and party representatives.

But even before the conventions, there will be appearances on radio and tv of candidates for nomination. Although these problems are of short duration and minor compared to the impact of the 10 weeks of full campaigning, they do have their moments.

One of the latest involved the New York State Republican organization and WRCA-TV New York. Seems WRCA-TV has been giving New York Governor Averell Harriman 15 minutes one Sunday a month to "Report to the People." Since Mr. Harriman is an unavowed candidate for the Democratic nomination, and

since New York Republicans began to mutter, WRCA-TV last week arranged for the Republican majority leaders of the State Senate and Assembly to use 15 minutes each on successive months. The NBC station also provided New York Attorney General Jacob K. Javits, the only Republican in the state administration, with 15 minutes.

What have the national committees done to prepare for that active campaigning period which reaches its crescendo the two weeks before Nov. 6?

Both parties plan to lay out a time buying schedule much in advance of the actual campaign. This is because of the short campaign period—the shortest in the history of presidential elections—and the costly "privilege" of pre-empting time.

The latter probably has given the biggest shove to a rational, long-range tv time buying schedule. Last year, the GOP National Committee found that it had laid out $350,000 to NBC for the payment of talent and production charges for programs which were elbowed off their schedules by the GOP.

Already the GOP schedule for tv is set. Exactly what was bought and from whom cannot be revealed yet, but negotiations with the networks began last September. The Republican National Committee is using BBDO as its agency; the Democratic National Committee is still weighing the choice of an agency.

BBDO was the GOP agency in the 1952 campaign. Joseph Katz Co., Baltimore, handled the Democratic account in 1952.

Both parties are rooting hard for the acceptance of a suggestion that was made not long ago that would have tv networks sell 25-minute half-hours or 55-minute hours so that the unused five minutes in major shows in prime hours can be devoted to political campaigning.

What Was Spent in 1952

More than $6 million was spent by all parties in radio-tv in the 1952 election. The Senate Subcommittee on Privileges and Elections reported that tv accounted for $2.9 million, and radio $3.1 million. In tv, the GOP spent $1.6 million; the Democrats $1.3 million. In radio, the GOP spent $1.8 million; the Democrats $1.3 million. These figures were released by Sen. Thomas C. Henning Jr. (D-Mo.), chairman of the subcommittee, after a questionnaire to all stations and networks.

The $2 million radio-tv figure, announced by GOP Chairman Leonard H. Hall, will mostly be spent on tv. Most of the tv programs will be short—30 minutes, 15 minutes and the 5-minute possibilities. Also on the schedule boards is a radio-tv spot campaign.

"Television will be the prime factor in the election of 1956," L. Richard Guylay, Republican director of public relations, told B•T last week. In 1952, he pointed out, there were 17.5 million tv families in the United States; in 1956 there will be 40 million.

Mr. Guylay also emphasized that there was a 50-million peak viewing audience for the 1952 GOP convention. In 1956, he figured, there should be a peak audience of 80-90 million people.

According to a survey made by the Republican party, newspapers made the most impact on voters in 1952; in 1956, tv should be the prime medium.

Not many weeks ago, the GOP chairman suggested that President Eisenhower could, if he chose to run again, wage a front porch campaign to be seen and heard by the whole nation —via tv.

The Democrats are lagging slightly behind their GOP opponents in establishing a radio-tv schedule. Primarily, this was explained, because they have not yet chosen an advertising agency. One will be announced in the near future, Samuel C. Brightman, Democratic director of publicity, told B•T last week. He also said that the Democrats plan to spend 35%-45% of all expenditures in television. The Democratic goal is $5 million for radio and tv.

As soon as an agency is appointed, Mr. Brightman pointed out, the Democrats will begin to buy time on radio and tv networks and stations. They plan to use short films and a spot campaign in both radio and tv.

For the national candidates, the Democratic committee hopes to use local "cut-ins" to permit state and local candidates to have their chance at the tv camera or radio microphone. The Democrats also hope to use, to a greater extent than before, regional networks.

The "Madison Avenue" influence has made a heavy impact on both parties. There have been various suggestions—mostly by Democrats —that something like The Advertising Council be established to plot the campaigns of each party. The latest in this vein was made by Sen. A. S. Mike Monroney (D-Okla.) last week.

Sen. Monroney suggested that the advertising agencies and both Republicans and Democrats think about establishing two rival task forces for the 1956 campaign. These special agencies would be staffed by advertising men working for the party of their choice, on leave from their regular berths, but they would continue to be paid their regular salary by their regular employers.

Unable to overlook a little political hay, the Oklahoma Democrat said that the nation's advertising industry "might want to hedge its bets" in 1956 instead of being "nearly 100%" for Republicans as it was in 1952.

WICHITA WINDY **SCORES AGAIN!**



NOVEMBER ARB SHOWS KTVH STILL NO. 1 IN THE BIG WICHITA AREA

Again, for the sixth straight survey, **KTVH** Letterman, Wichita Windy, plops 'em in the basket, and Channel 12 scores again as the dominant TV station in the Wichita area. November, 1955, ARB Scoreboard gives **KTVH** eight out of the ten top-rated shows. The **KTVH** Team guards your profits, plays "all over the court," carrying the ball for you into Wichita and 14 other Kansas communities.

To Sell in Kansas, Buy KTVH

VHF 240,000 WATTS

KTVH HUTCHINSON KANSAS

CHANNEL 12

CBS BASIC

Represented Nationally by H-R Representatives, Inc.

KTVH, pioneer station in rich Central Kansas, serves more than 14 important communities besides Wichita. Main office and studios in Hutchinson; office and studio in Wichita (Hotel Lassen). Howard O. Peterson, *General Manager.*

Court Reverses FCC Beaumont Decision

BY a vote of two to one, the U. S. Court of Appeals in Washington reversed the FCC in in Beaumont-Port Arthur, Tex., ch. 6 decision and remanded the case for further hearing.

The court majority said that the Commission should have taken into account the prospective change in Beaumont Broadcasting Corp. ownership which occurred when an agreement was reached with W. P. Hobby *(Houston Post*-KPRC-AM-FM-TV Houston).

In mid-1954, the Commission issued a final decision, by a 6-1 vote, granting the vhf facility to Beaumont Broadcasting Corp. (KFDM Beaumont). Comr. Frieda B. Hennock, who retired June 30, was the lone dissenter. The FCC denied competing applications by the Enterprise Co. (KRIC-*Beaumont Enterprise* and *Journal)* and KTRM Inc. (KTRM Beaumont), primarily on the grounds of diversification of the media of communications. At that time, Gov. Hobby held an option to acquire 35% stock ownership of KTRM. KTRM had been favored by the hearing examiner.

Following the final decision, the unsuccessful applicants petitioned for reconsideration. Just before oral argument, an agreement was reached whereby Gov. Hobby acquired an option to become a 32.5% owner of the Beaumont Broadcasting Corp.'s tv station. He also loaned the company $55,000 which was paid to KTRM for expenses in connection with the comparative hearing, in exchange for which KTRM withdrew.

The FCC denied the plea for reconsideration on the ground that its reasons for the grant still stood. It refused Enterprises' request for a reopening of the record on the ground that the change in ownership of Beaumont Broadcasting had not taken place and thus Enterprises' request was premature.

The court majority held that the Commission should have considered the changed circumstances. "In determining whether that decision should stand it was timely to consider the agreement, if it should be considered at all in connection with the August 4 decision," Circuit Judge Charles Fahy wrote. He also said: "A shift in those interests among the parties to the comparative proceedings was a shift in the foundations of the August 4 decision." He was joined by Circuit Judge David L. Bazelon.

Dissenting was Circuit Judge John A. Danaher who adopted the FCC argument that until Gov. Hobby exercised his option, there was no change in the applicants' circumstances. The change in the ch. 6 station should be considered when the application for transfer is filed, he held.

Hearing Ordered by FCC On Lebanon, Pa., Uhf Sale

HEARING into the purchase of ch. 15 WLBR-TV Lebanon, Pa., by Triangle Publications Inc. (WFIL-TV-*Philadelphia Inquirer*) was ordered by the FCC last week.

The Commission acted upon protests by Harrisburg and Reading uhf stations following approval of the sale last November [B•T, Nov. 5, 1955]. The Lebanon station, which is 52% owned by WLBR Lebanon and 38% by the *Lebanon News* ceased operation a year ago. Triangle is paying $115,000 plus assumption of obligations totaling $125,000.

Protests were filed by WHP-TV, WTPA (TV) and WCMB-TV, all Harrisburg and WHUM-TV Reading. The protestants were made parties to the hearing, set for Feb. 29, and ordered to bear the burden of proof. The issues raise questions of concentration of media of news, overlap, monopoly of broadcast stations, impact on local competitive positions, local service, and the effect of the transfer on uhf stations in Harrisburg, Reading and Lebanon.

In addition to the Philadelphia properties, Triangle also owns WNBF-AM-TV Binghamton, N. Y., and has pending before the FCC an application for approval of the $3.5 million purchase of WFBG-AM-TV Altoona, Pa. Triangle publishes *Seventeen Magazine, Official Detective, TV Guide, Morning Telegraph,* and *Daily Racing Form.*

Lamb Deadline Extended

DEADLINE for exceptions to the Edward Lamb case initial decision—which recommended the renewal of the publisher-broadcaster's license for WICU (TV) Erie, Pa. [B•T, Dec. 12, 1955]—was extended last week by the FCC to Jan. 26. The extension was granted following a request by the Broadcast Bureau that the time for filing exceptions to the initial decision be extended to Feb. 6. Exceptions were due to be lodged against FCC Hearing Examiner Herbert Sharfman's opinion of Dec. 27. The initial decision held that Mr. Lamb had not lied when he said he was not a Communist and had not associated with Reds.

McConnaughey Backs Hands Off Policy

BROADCASTERS received assurance last week from FCC Chairman George C. McConnaughey that he was still of a mind to let "the industries over whom the Commission has jurisdiction use their initiative and know-how to render the most public service with the least Government regulation and red tape."

In a year-end statement, made public yesterday (Sunday), the FCC chairman also told of the Commission's workload (430,000 applications, 850,000 incoming letters, 20,000 telephone and telegraph tariffs and reports, 500 hearings, nearly 100 court cases, and "thousands" of petitions and legal filings).

"In the past five years the Commission's workload has more than doubled," Mr. McConnaughey said. "Yet in fiscal 1955 it had to do the job with about the same money but with less personnel than it had in any year since World War II."

Mr. McConnaughey also declared that the Commission was again going to ask Congress to revise the 1952 McFarland amendment forbidding the staff to confer with commissioners on adjudicatory matters. And for a second time, the FCC chairman said, the Commission would ask Congress to revise the protest rule which requires that the FCC order a hearing where a protest is filed, and also to stay the effective date of the grant in question.

The year-end statement reviewed the problems of uhf-vhf tv, the consideration of subscription tv, the network study, and said also facing the Commission is "what to do, if anything, about community tv antenna systems."

Examiner Reaffirms Ephrata, Wash., Grant

AN FCC hearing examiner last week upheld an FCC grant of ch. 43 at Ephrata, Wash., to Basin Tv Co., which Basin proposes to use as a satellite of KIMA-TV Yakima, Wash. In his initial decision affirming the grant, Hearing Examiner Thomas H. Donahue denied a protest by KSEM Moses Lake, Wash., which charged that the proposed satellite (KBAS-TV), among other things, might preclude the subsequent establishment of a local tv station at Moses Lake. KSEM petitioned the FCC last February asking that ch. 8 at Walla Walla, Wash., be reassigned to Moses Lake.

Basin Tv Co. is a subsidiary of Cascade Broadcasting Co., which operates ch. 29 KIMA-TV Yakima and its satellite, ch. 19 KEPR-TV Pasco, Wash. Cascade is permittee of ch. 3 KLEW-TV Lewiston, Idaho, which it also proposes to use as a satellite of KIMA-TV, and has an application pending for a Walla Walla vhf channel. Jessica Longston, principal KSEM stockholder, also owns KPUG Bellingham and KAYO Seattle, both Wash., and KBAR Burley, Idaho.

Madison Uhfs Appeal FCC Grant of Vhf

SECOND appeal against the FCC's grant of a vhf station in a city where uhf stations are urging deintermixture was filed last week with the U. S. Court of Appeals in Washington. The appeal, and a request for a temporary stay, was filed by ch. 27 WKOW-TV and ch. 33 WMTV (TV) Madison, Wis. Object of the appeal is the FCC's Dec. 12, 1955 grant of Madison's ch. 3 to WISC that city [B•T, Dec. 19, 1955].

Two weeks ago, ch. 22 KVDO-TV Corpus Christi, Tex., filed a similar appeal and petition for a stay against the FCC's grant of that city's ch. 6 to KRIS there [B•T, Dec. 12, 1955].

Subject of both appeals is the Commission's denial of the uhf stations' petitions for deintermixture without reasons, allegations that the Commission was influenced by parties not involved in the individual deintermixture arguments, and the Commission's denial of the uhf

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 13

Bristol, Va.-Tenn., ch. 5; Canton, Ohio, ch. 29; Chattanooga, Tenn., ch. 3; Corpus Christi, Tex., ch. 10; Fresno, Calif., ch. 12; Knoxville, Tenn., ch. 10; Miami, Fla., ch. 7; Miami, Fla., ch. 10; Norfolk-Portsmouth, Va., ch. 10; Omaha, Neb., ch. 7; Peoria, Ill., ch. 8; Seattle, Wash., ch. 7; Springfield, Ill., ch. 2.

AWAITING ORAL ARGUMENT: 10

Charlotte, N. C., ch. 9; Hartford, Conn., ch. 3; Indianapolis, Ind., ch. 13; Jacksonville, Fla., ch. 12; New Orleans, La., ch. 4; Orlando, Fla., ch. 9; Paducah, Ky., ch. 6; Raleigh, N. C., ch. 5; San Antonio, Tex., ch. 12; St. Louis, Mo., ch. 11.

AWAITING INITIAL DECISION: 5

Boston, Mass., ch. 5; Buffalo, N. Y., ch. 7; Hatfield, Ind. (Owensboro, Ky.), ch. 9; McKeesport, Pa. (Pittsburgh), ch. 4; San Francisco-Oakland, Calif., ch. 2.

IN HEARING: 11

Beaumont-Port Arthur, Tex., ch. 4; Biloxi, Miss., ch. 13; Caguas, P. R., ch. 11; Cheboygan, Mich., ch. 4; Elmira, N.Y., ch. 18; Mayaguez, P.R., ch. 3; Onondaga-Parma, Mich., ch. 10; Pittsburgh, Pa., ch. 11; Toledo, Ohio, ch. 11; Sacramento, Calif., ch. 7; Clovis, N. M., ch. 12.

stations' petitions to intervene in the vhf cases.

Last November, the FCC dismissed all pending petitions for deintermixture, issued a notice of proposed rule-making to study the whole question of uhf and the principles of the 1952 Sixth Report and Order. The uhf stations also claimed that the vhf grants prejudice their comments in the pending allocations review.

Court of Appeals Upholds FCC Petersburg Ch. 8 Grant

FCC's grant of Petersburg, Va., ch. 8 to Petersburg Television Corp. (Thomas G. Tinsley and associates) was upheld by the U. S. Court of Appeals last week.

In a short opinion, the appellate court held that the Commission had not ignored factors requiring consideration or acted arbitrarily in choosing between the applicants.

The appeal was made by Southside Virginia Telecasting Corp. (Louis H. Peterson and associates-WSSV Petersburg). The case raised the question of coverage among other things. Southside claimed it should have been chosen because it proposed to serve Petersburg and the area south of that city. PTC (now operating the NBC affiliated WXEX-TV in Petersburg) proposed to cover Petersburg and the area north, including Richmond, Va. The Tinsley interests own WLEE Richmond.

GOVERNMENT PEOPLE

Dr. D. Elton Trueblood has resigned as chief of religious information for U. S. Information Agency. He will be succeeded by **Dr. Ronald Bridges,** Sanford, Me., educator.

FOUR MORE UHF OUTLETS CALL IT QUITS

KANG-TV Waco, after two years operation, points to shaky financial future. Others surrendering are suspended outlet in Portland, Me., and permittees in Lancaster, Pa., and Clayton, Mo.

FOUR uhf stations gave up their grants last week—one of them, KANG-TV Waco, Tex., having been operating for two years.

KANG-TV, CBS-affiliated and operating since Nov. 1, 1953, on ch. 34, is chiefly owned by Mrs. Claudia T. Johnson, wife of Senate Majority Leader Lyndon B. Johnson. Mrs. Johnson and associates bought the Waco tv outlet in December 1954, paying Clyde Weatherby $115,000 plus obligations of $19,000.

The Waco ch. 34 station has been operating at a loss for more than a year, J. C. Kellam, general manager, Texas Broadcasting Co. (licensee of KANG-TV), said in a statement last week. "Despite our best efforts," Mr. Kellam said, "we do not feel that the continued operation of the station can be carried on without incurring additional losses."

Mr. Kellam also announced that tentative arrangements were made to continue KANG-TV programs on ch. 10 KWTX-TV Waco, the ABC outlet there. It was learned that M. N. Bostick, KWTX-TV general manager, and Mr. Kellam visited CBS headquarters in New York two weeks ago and reached an understanding with CBS President Frank Stanton on CBS affiliation for KWTX-TV. It was further surmised that the transaction involved turning over the assets of KANG-TV to KWTX-TV in return for minority stockholdings in the vhf company.

Mrs. Johnson and her associates also own ch. 7 KTBC-AM-TV Austin, Tex.

The other three surrendering their permits are ch. 21 WWLA (TV) Lancaster, Pa., ch. 30 KFUO-TV Clayton, Mo., and ch. 53 WPMT (TV) Portland, Me. Both WWLA and KFUO-TV received their permits in 1953 but haven't gone on the air. WPMT began operation in 1953 but suspended operation.

Harold C. Burke, WWLA licensee—who was general manager of now dark ch. 58 WRTV (TV) Asbury Park, N. J.—said he had been unable to obtain assurance of a network affiliation, without which WWLA could not survive. WGAL-TV, on ch. 8 and NBC-CBS affiliated, is the only tv station in Lancaster.

The Lutheran Church-Missouri Synod, KFUO-TV permittee, said it could not risk entrusted capital while the future of uhf operation in the vicinity remains unclear. The church asked that it be allowed to vacate its permit without perjudice to future application or consideration.

WPMT, with one unsuccessful experience behind it, said it did not propose to apply for further extension of its cp and would let it expire.



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WKMH
DEARBORN-DETROIT

WKMF
FLINT, MICHIGAN

WKHM
JACKSON, MICHIGAN
Jackson Television & Broadcasting Corp.

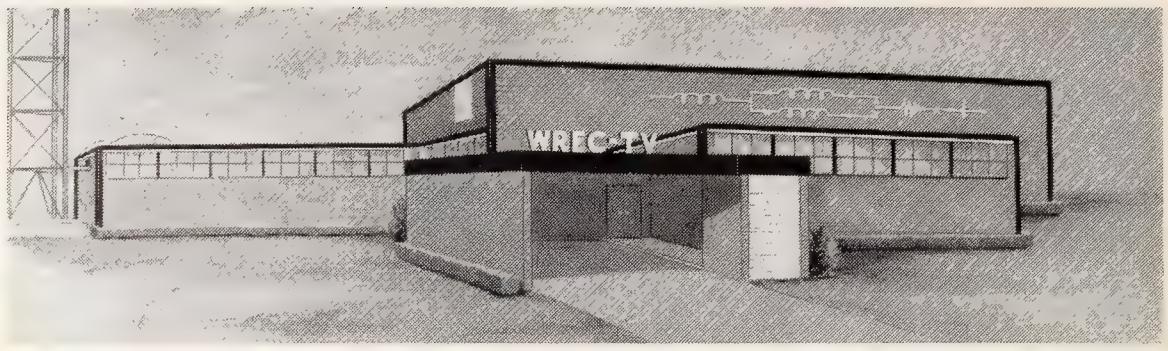
WSAM
SAGINAW, MICHIGAN

WREC-TV Begins Operations, Plans Future Construction

WREC-TV Memphis, Tenn., was scheduled to begin regular operation at 2:30 p.m. yesterday (Sunday) with signals emanating from a new transmitter building and an Ideco tower 1,349 ft. above sea level, Hoyt B. Wooten, owner, announced.

Studios for the ch. 3, 100 kw CBS affiliate are located in the Peabody Hotel, with plans for new studios to be ready by June. When completed, the overall investment in WREC-TV will reach three-quarter million dollars.

Signals are sent from the studios to the transmitter over a dual microwave system, insuring continuous operation in case one system fails.



ARTIST'S CONCEPTION of WREC-TV Memphis' new transmitter building, emanating 100 kw power for the new CBS affiliate which began commercial operation yesterday (Sunday). New studios also are planned.

Staff Changes Announced For Rounsaville Stations

STAFF CHANGES at radio stations owned by Robert W. Rounsaville were announced last week by Mr. Rounsaville.

Arthur Selley, manager of WWOK Charlotte, N. C., will become general manager of WLOU Louisville, Ky., replacing Lee R. Smith, who will go to Atlanta, Ga., as national sales manager for the Rounsaville organization.

William Wagner, WWOK managing director, will become manager of a proposed Rounsaville station in Jacksonville, Fla., contingent on FCC approval of the grant, and Carter Jones, from WWOK, will be assistant manager of the proposed Florida station.

Gill-Perna Inc. was announced as national representative for all Rounsaville stations.

Ekberg Appointed Gen. Mgr. In KFYR-AM-TV Changes

WILLIAM A. EKBERG was appointed general manager of the Meyer Broadcasting Co. (KFYR-AM-TV), Bismarck, N. D., in one of several changes announced last Wednesday by F. E. Fitzsimonds, executive vice president.

Others were Cal Culver and Robert MacLeod, manager of the television and radio operations, respectively; Larry Kindle and Donald McLean, tv and am program directors, respectively, and Don Birch, assistant chief engineer. Mr. McLean retains his position as music director for both stations.

Other administrative personnel include A. L. Anderson, tv sales manager; Elizabeth Roether, treasurer-office manager; Jack Swenson, news and promotion director; Ivan Nelson, chief engineer, and C. F. Dirlam, tv film director.

MEETING LAW APPLIES TO RADIO-TV, STATE SAYS

Washington attorney general rules electronic media have same rights about covering public affairs as are applicable to printed media. He also cites benefits accruing from informed public.

OPENING of public meetings in the State of Washington to radio and tv coverage could lead to "a better informed public" and encourage public officials "to become better informed on the factual basis of their decisions," according to a formal ruling by Don Eastvold, state attorney general.

Handing down a formal interpretation of the 1953 open meeting law in reply to a request by Rep. Jeanette Testu of Seattle, Mr. Eastvold confirmed his earlier informal decision [B•T, Dec. 26, 1955]. The earlier ruling came after KING-AM-TV Seattle had been refused access to a meeting of the U. of Washington board of regents, but had been allowed to operate from an anteroom through an open door.

"Radio and tv have been instrumental in instilling in the public a greater awareness of governmental problems," Mr. Eastvold said in citing the power of a free press in promoting good government. The 1953 law, he recalled, was designed to stop the practice of making decisions at meetings held without the knowledge of the public.

Pointing out the law requires that newspapers, radio and tv must be notified when meetings are to be held, Mr. Eastvold said, "Manifestly it would serve no useful purpose to require notices to be sent to the several communication media unless an opportunity is afforded to attend and to utilize communication equipment. We believe a legislature must have intended that these public meetings be open to television camera crews, radio sound equipment technicians, newspaper reporters and photographers on an equal basis."

Mr. Eastvold cited legal basis for the view that failure to comply with public notice provisions could render an action void.

He conceded that compliance offers problems, and added that radio, tv and press "have an obligation not to hamper the deliberations. Interference with the orderly conduct of the meeting need not be tolerated. Some space should be reserved for board or commission members to consider items on the agenda.

"We feel certain, however, that these problems can be resolved to the mutual satisfaction of both the public officials and the news gatherers. We cannot believe that an expanded coverage of important public meetings will



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make public service less inviting."

His ruling added, "We conclude that press, radio and television people are entitled to cover open public meetings on an actual basis. The chairman has the right and duty to preserve order. We sincerely believe that the working press and broadcasters will regard this right of covering newsworthy meetings as a privilege worthy of preserving."

Mr. Eastvold noted a tendency of public groups to delegate powers to agencies and commissions and observed that they are entitled to closed executive sessions. He declared final action must be taken subject to the presence of radio, tv and press.

N. C. Judge Reverses Stand, Denies Tv Trial Coverage

DECISION of a North Carolina Superior Court judge to allow picture coverage of a kidnaping trial by WTVD (TV) Durham, N. C., was reversed after the defense attorney had protested. Jack Williams of WTVD had originally obtained permission from Judge Leo Carr to photograph the trial.

Judge Carr conceded a trend toward news pictures in courtrooms has developed in recent years. He withdrew permission for coverage but declined to rule on whether the interest of defendants would suffer because of tv coverage. Defense counsel had said publication of pictures would harm the defendants.

WFAA-TV, KRLD-TV Begin Joint Tower Operation

WFAA-TV and KRLD-TV, both Dallas, put their joint tower into operation Dec. 23, giving the stations coverage of 42 Texas and Oklahoma counties containing 2,272,600 people with 552,740 tv sets.

The stations' antennas are mounted in a candelabra arrangement 75 ft. apart on a triangular platform atop the tower [B•T, Nov. 19, July 25, 1955], reaching an overall height of 1521 ft. The joint operation was designed by RCA.

KGAN Kingman, Ariz., Sold

KGAN Kingman, Ariz., has been sold by J. James Glancy to Wallace E. Stone and John F. Holbrook for $25,000, it was announced last week. The ABC-affiliated station (250 w on 1230 kc) was sold for no down payment and a percentage of the gross. Mr. Stone is a Standard Transcriptions salesman. He has been an executive of KILO Grand Forks, Minn.; KWOA Worthington, Minn.; WMIT (FM) Winston-Salem, N. C., and WITV (TV) Fort Lauderdale, Fla. Mr. Holbrook is a Hollywood freelance radio-tv announcer.

WPAY Sold for $140,000

SALE of WPAY Portsmouth, Ohio, by Brush-Moore Newspapers Inc. to Paul F. Braden for $140,000 was announced last week. WPAY is CBS-affiliated, operates on 1400 kc with 250 w. Mr. Braden owns WPFB Middletown, Ohio.

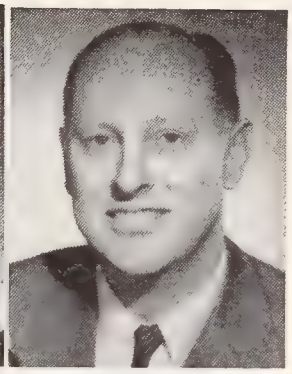
WHTN-TV to 316 Kw Video

WHTN-TV Huntington, W. Va., increased power to 316 kw video Dec. 23, 1955, with the completion of installation of an RCA antenna. The ch. 13 ABC-TV affiliate had been operating from a temporary antenna since Oct. 2, 1955.

NBC, WBC Exchange Personnel for Stations



MR. YODER



MR. TOOKE

SPOKESMAN for the NBC o&o division reported that the following executives were scheduled to transfer from Cleveland to Philadelphia following FCC approval of the exchange of NBC's WTAM-WNBK (TV) Cleveland for KYW-WPTZ (TV) Philadelphia (see story page 58.)

Lloyd Yoder, general manager; Ted Walworth, tv sales manager; Hal Waddell, radio sales manager; George Cyr, tv program manager; Ed Wallace, radio program manager; John McHale, business manager; S. E. Leonard, radio engineer; William Howard, tv engineer; Curtis Peck, director of operations; William Dallman, merchandising manager, and Morris Wattenberg, promotion manager.

Donald H. McGannon, president of Westinghouse Broadcasting, said the present list of WBC personnel scheduled for transfer to the Cleveland stations includes Rolland V. Tooke, vice president for Philadelphia and general manager of WPTZ there, who will operate in a similar capacity in Cleveland; E. Preston Stover, program manager; B. Calvin Jones, production manager; G. Edward Wallis, advertising and sales promotion manager for television; Robert Peters, television auditor, and Sidney V. Stadig, chief engineer. On the radio side those slated for transfer include Gordon H. Davis, general manager; Mark Olds, program manager; William H. Schwarz, director; Paul Ross auditor, and Walter J. Smith, sales service manager.

Bevis to Buffalo

Appointment of Charles C. Bevis Jr. as general manager of WBUF-TV Buffalo was announced Thursday by Charles R. Denny, vice president in charge of NBC-owned stations.



MR. BEVIS

Mr. Bevis has been associated with NBC for almost 20 years, having begun his career as a network page in 1936. Most recently he was staff assistant to Mr. Denny, and prior to that had been general manager of KOA Denver, starting in January 1951 and leaving there when NBC sold the station.

Mr. Bevis held various posts in the news and programming operations of NBC until 1945 when he was named executive assistant to the



New ARB Study:
WTVD
leads 4 to 1
IN DURHAM-RALEIGH
MARKET
CLASS A&B QUARTER HOURS
WTVD leads in 135
Others lead in 33
WTVD
DURHAM-RALEIGH
Channel 11
NBC-ABC
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. . . we believe that this distinction has been earned and achieved through the 25 years of continuous, reliable WHBF service in the broadcasting of news, education and entertainment to an appreciative Quad-City community . . . now ¼ million people.
Les Johnson, V.P. and Gen. Mgr.
QUAD-CITIES
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK
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Represented by Avery-Knodel, Inc.

vice president in charge of television. Subsequently, he was named manager of station relations for television stations and in 1948 was appointed general manager for WNBK (TV) Cleveland.

Pete Johnson Buys Station; Will Open Consultancy

SALE of WCAW Charleston, W. Va., to Earl M. (Pete) Johnson, former vice president-director of MBS and General Teleradio Inc., was announced last week. Purchase price is $55,000 plus assumption of $15,000 in liabilities.


MR. JOHNSON

WCAW, 1400 kc, 250 w independent, is owned by Capitol Broadcasting Corp. The station began operation in 1947.

Mr. Johnson also made known last week his plans to form a field engineering firm in Charleston. The company, to be known as Engineering Corp. Inc., will serve as consultant to radio and tv stations and has already been retained by RKO Teleradio Pictures Inc., Mr. Johnson announced.

Mr. Johnson joined the FCC following his graduation from the College of Engineering at the U. of Cincinnati in 1940. He later became assistant chief of the FCC Standard Broadcast Section. He joined MBS in 1945 and in 1949 he was named vice president in charge of engineering and station relations.

Following the consolidation of MBS and WOR New York in 1952, Mr. Johnson took on additional duties of engineering vice president for WOR-AM-TV. He was elected to the board of directors of General Teleradio in 1953.

Cerebral Hemorrhage Fatal To One-time Curtis Official

CLARENCE LEICH, general manager of Curtis Radiocasting Corp. stations from 1932 through 1950, died Dec. 20 at a hospital in his hometown of Evansville, Ind. Death was the result of a cerebral hemorrhage.

Born in 1884, Mr. Leich began his business career in the wholesale drug business. In 1930 he became actively associated with the management of the Curtis Radiocasting Corp. as an officer, director and stockholder. Upon his retirement late in 1950, he was succeeded as general manager of the stations by his son, Martin L. Leich. The stations include WGBF and WMLL (FM), both in Evansville, WBOW-AM-FM, Terre Haute, Ind., and WTMV East St. Louis, Ill.

Clarence Leich in 1944 was one of the organizers, along with John B. Caraway Jr. and Henry B. Walker, Sr., of Electronics Research Inc. and he served for six years as secretary-treasurer of the company.

KOWL Sales Set Record

BILLINGS AT KOWL Santa Monica, Calif., during November were the largest in the station's seven-year history, according to George Baron, vice president and general manager. Sales for that month topped the corresponding period in 1954 by 26%.

Mr. Baron said that the station plans to continue its specialized program, directed toward Negro, Mexican-American, and Spanish speaking markets.

Radios for Needy

AS an annual goodwill project, WESC Greenville, S. C., conducted a holiday campaign for radios for needy families in the community.

Spot announcements were broadcast by the station asking for old or unused sets, and two radio repairmen volunteered to make minor repairs at no charge. The Salvation Army cooperated with WESC in presenting a list of indigent families without radios, and the Greenville Family Exchange took care of the distribution.

Said one WESC official: "Results were most satisfying, and much approval was expressed by local merchants."

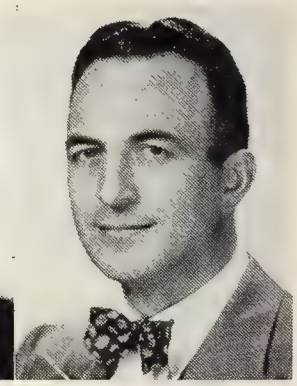
Three Executives Elected To Katz Board of Directors

THREE department heads of The Katz Agency Inc., New York, national representatives, were elected to the board of directors at an annual stockholders meeting last week. They are Daniel Denenholz, director of Katz's research, promotion and publicity department; Morris Kellner, radio sales manager, and Scott Donahue Jr., tv sales manager.


MR. DENENHOLZ

Mr. Denenholz joined the firm in 1931 and is credited


MR. DONAHUE


MR. KELLNER

with developing the company's present research and promotion organization. Mr. Kellner has been with Katz since 1932 and Mr. Donahue came to the firm in 1949 after an association with WPIX (TV) New York.

Claassen Joins H-R Tv

APPOINTMENT of Herb Claassen, formerly with Henry I. Christal Co., to the sales staff of H-R Television Inc., station representative firm, is being announced today (Monday) by Frank M. Headley, president.

Mr. Claassen started in tv as a media research clerk with Compton Adv., where he was promoted successively to assistant timebuyer and then to timebuyer. From Compton, Mr. Claassen moved to Ruthrauff & Ryan as timebuyer, later named chief timebuyer.

[*Stations continues on page 75*]

B·T TELESTATUS

A monthly situation report on present and planned tv stations and television network shows

JANUARY 1956

Total U. S. Stations on Air: 459
(Commercial: 441; Educational: 18)
Total Cities With Tv Stations: 292
Total Tv Homes: 32,000,000
(U. S. Census Bureau, June 1955)

HOW TO READ THIS LISTING

Each station or grantee is listed in the city where licensed.

Triangle (►): station on air with regular programming. Date of grant is shown for permittees, followed by planned starting date.

Channel number is in parentheses, followed by national network affiliations and sales representatives, estimated sets in coverage area and station's highest one-time hourly rate.

Set figures are provided by stations. Queries on set figures should be directed to stations.

Asterisk (*): non-commercial outlet.

Dagger (†): not interconnected.

Data on station color equipment: N, equipped for network color; LS, local color slides; LF, local color film; LL, local live color.

ALABAMA

ANDALUSIA†—
WAIQ (*2) 3/9/55-Unknown
BIRMINGHAM—
► WABT (13) NBC, ABC; Blair; 366,400; N; $750
► WBIQ (*10)
► WBRC-TV (6) CBS; Katz; 366,400; N; $750
WJLN-TV (48) 12/10/52-Unknown
DECATUR†—
► WMSL-TV (23) CBS, NBC; Walker; 31,200; $150
DOTHAN—
► WTVY (9) CBS, ABC; Young; 26,310; $150
MOBILE—
► WALA-TV (10) NBC, ABC; Headley-Reed; 142,000; N; $450
► WKRG-TV (5) CBS; Avery-Knodel; 187,580; N; $400
WKAB-TV (48) See footnote
MONTGOMERY—
► WCOV-TV (20) CBS, ABC; Raymer; 76,550; N; $200
► WSFA-TV (12) NBC; Katz; 116,500; N; $350
MUNFORD†—
► WTIQ (*7)
SELMA†—
WSLA (8) 2/24/54-Unknown

ARIZONA

MESA (PHOENIX)—
► KVAR (12) NBC; Raymer; 141,060; N; $450
PHOENIX—
► KOOL-TV (10) CBS; Hollingbery; 175,000; N; $500
► KPHO-TV (5) Katz; 141,200; N; $450
► KTVK (3) ABC; Weed; 165,000; N, LF, LS; $400
TUCSON—
► KOPO-TV (13) CBS; Hollingbery; 50,100; $250
► KVOA-TV (4) ABC, NBC; Raymer; 50,500; $250
KDWI-TV (9) 4/19/55-Unknown
YUMA†—
► KIVA (11) CBS, NBC; Raymer; 27,313; $200

ARKANSAS

EL DORADO†—
► KRBB (10) NBC; Pearson; 40,000; $200
FORT SMITH—
► KFSA-TV (22) NBC, ABC, CBS; Pearson; 36,-604; $150
KNAC-TV (5) Rambeau; 6/3/54-Unknown
JONESBORO†—
KBTM-TV (8) 1/12/55-Unknown
LITTLE ROCK—
► KARK-TV (4) NBC; Petry; 126,250; N; $400
► KATV (7) (See Pine Bluff)
► KTHV (11) CBS; Branham
PINE BLUFF—
► KATV (7) CBS, ABC; Avery-Knodel; 118,694; N; $450
TEXARKANA—
► KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

BAKERSFIELD—
► KBAK-TV (29) ABC; Weed; 97,000; $275
► KERO-TV (10) NBC, CBS, Hollingbery; 196,000; N; $500
BERKELEY (SAN FRANCISCO)—
► KQED (*9)
CHICO—
► KHSL-TV (12) CBS, ABC, NBC; Avery-Knodel; 68,100; $250
CORONA†—
KCOA (52), 9/16/53-Unknown
EUREKA—
► KIEM-TV (3) CBS, ABC, NBC; Hoag-Blair; 27,000; $200
FRESNO—
►KJEO (47) CBS, ABC; Branham; 169,000; N; $500
► KMJ-TV (24) NBC; Raymer; 169,000; N, LF, LS; $500
KARM (12) Bolling; Initial Decision 8/3/54
KBID-TV (53) See footnote
LOS ANGELES—
► KABC-TV (7) ABC; Petry; 2,276,025; $1,750
► KCOP (13) Weed; 2,276,025; $1,250
► KHJ-TV (9) DuM; H-R; 2,276,025; N; $1,200
► KNXT (2) CBS; CBS Spot Sls.; 2,276,025; N, LS, LF, LL; $2,700.
► KRCA (4) NBC; NBC Spot Sls.; 2,276,025; N, LS, LF, LL; $3,600
► KTLA (5) Raymer; 2,276,025; LS, LF, LL; $1,500
► KTTV (11) Blair; 2,276,025; $1,750
KBIC-TV (22) 2/10/52-Unknown
MODESTO†—
KTRB-TV (14) 2/17/54-Unknown
SACRAMENTO—
► KBET-TV (10) CBS; H-R; 386,033; N, LF, LS; $600
► KCCC-TV (40) ABC, NBC; Weed; 165,000; $400
► KCRA-TV (3) NBC; Petry; 371,000; $650
SALINAS (MONTEREY)—
► KSBW-TV (8) CBS, ABC, NBC; H-R; 110,879; $350
SAN DIEGO—
► KFMB-TV (8) CBS, ABC; Petry; 407,092; N; $900
► KFSD-TV (10) NBC, ABC; Katz; 407,000; N; $700
SAN FRANCISCO—
► KGO-TV (7) ABC; Petry; 1,171,690; $1,350
► KPIX (5) CBS; Katz; 1,171,690; N, LS; $1,500
► KRON-TV (4) NBC; Free & Peters; 1,171,690; N, LS, LF, LL; $1,500
► KSAN-TV (32) Stars National; 325,000; $225
KBAY-TV (20) 3/11/53-Unknown (granted STA 9/15/54)
SAN JOSE†—
► KNTV (11) Bolling; 548,159; $350
SAN LUIS OBISPO—
► KVEC-TV (6) ABC, CBS; Grant; 97,960; $200
SANTA BARBARA—
► KEYT (3) ABC, CBS, NBC; Hollingbery; 227,-918; $450
STOCKTON†—
► KOVR (13) DuM; Blair; 1,163,500; $700
► KTVU (36)
TULARE (FRESNO)—
► KVVG (27) 150,000; $325
VISALIA†—
KAKI (43) 10/6/54-Unknown

COLORADO

COLORADO SPRINGS—
► KKTV (11) CBS, ABC; Bolling; 61,701; $200
► KRDO-TV (13) NBC; Pearson; 44,000; $125
DENVER—
► KBTV (9) ABC; Free & Peters; 334,101; $600
► KLZ-TV (7) CBS; Katz; 334,101; N; $700
► KOA-TV (4) NBC; NBC Spot Sls.; 334,101; N; $650
►KTVR (2) DuM; Hoag-Blair; 334,101; N; $400
KRMA-TV (*6) 7/1/53-Feb. '56
GRAND JUNCTION†—
► KFXJ-TV (5) NBC, CBS, ABC; Holman, McGuire; 14,948; $120
PUEBLO—
► KCSJ-TV (5) NBC; Pearson; 52,300; $150

CONNECTICUT

BRIDGEPORT—
► WICC-TV (43) ABC, DuM; Young; 72,340; $200
WCTB (*71) 1/29/53-Unknown

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HARTFORD—
► WGTH-TV (18) CBS; H-R; 351,000; $500
WCHF (*24) 1/29/53-Unknown
Travelers Bcstg. Service Corp. (3) Initial Decision 5/31/55
NEW BRITAIN—
► WKNB-TV (30) NBC; Bolling; 337,536; N; $500
NEW HAVEN†—
► WNHC-TV (8) ABC, CBS; Katz; 948,702; N, LF, LS; $800
WELI-TV (59) H-R; 6/24/53-Unknown
NEW LONDON†—
WNLC-TV (26) 12/31/52-Unknown
NORWICH†—
WCNE (*63) 1/29/53-Unknown
STAMFORD†—
WSTF (27) 5/27/53-Unknown
WATERBURY—
► WATR-TV (53) ABC; Stuart; 215,400; $200

DELAWARE

WILMINGTON—
► WPFH (12) NBC, DuM; Meeker; 2,051,000; N, LS, LF; $1,000

DISTRICT OF COLUMBIA

WASHINGTON—
► WMAL-TV (7) ABC; Katz; 600,000; $750
► WRC-TV (4) NBC; NBC Spot Sls.; 754,000; N; $1,250
► WTOP-TV (9) CBS; CBS Spot Sls.; 700,100; N, LS; $1,500
► WTTG (5) DuM; H-R; 670,000; $600
WETV (20) 10/21/54-Unknown
WOOK-TV (14) 2/24/54-Unknown

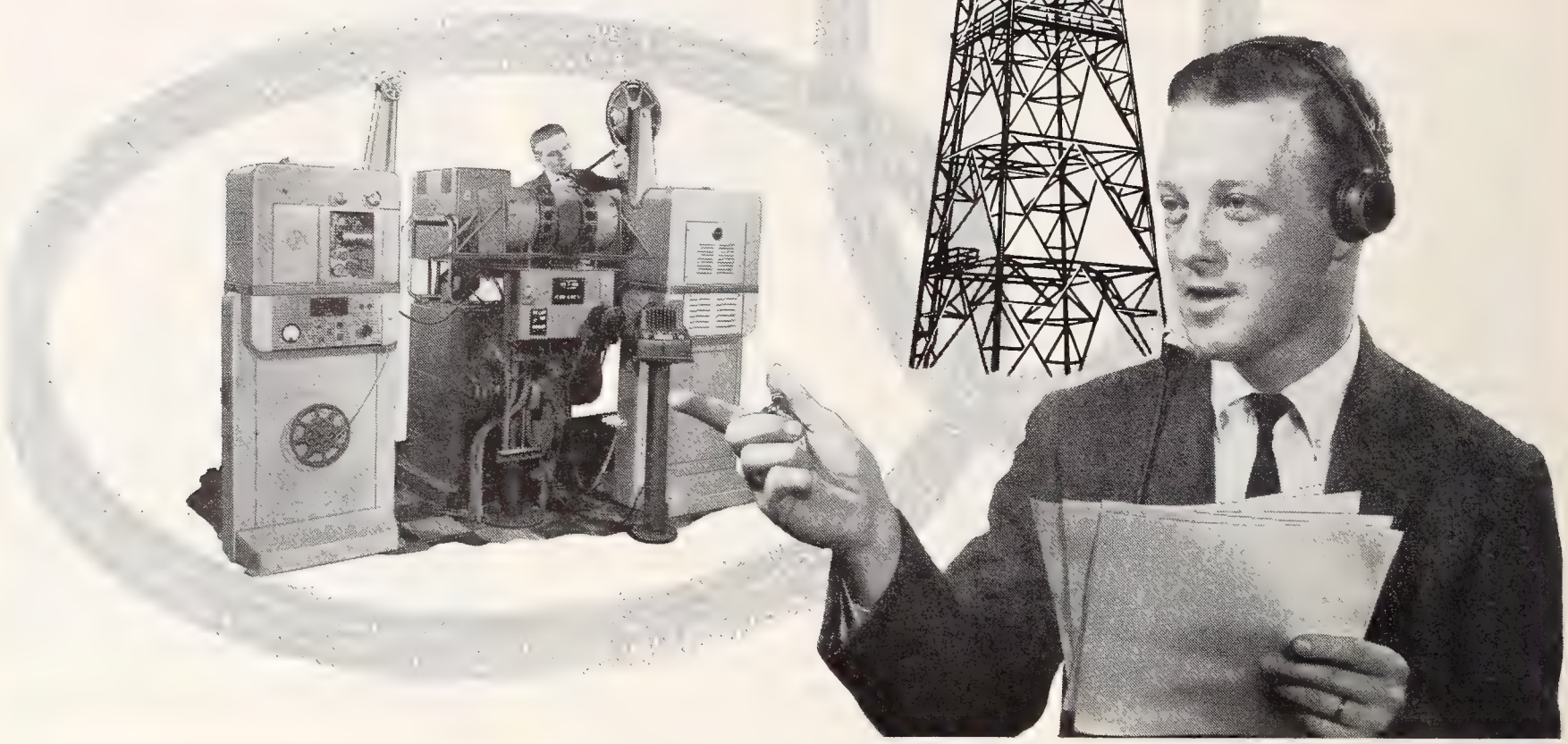
FLORIDA

CLEARWATER†—
WPGT (32) 12/2/53-Unknown
DAYTONA BEACH†—
WESH-TV (2) McGillvra; 7/8/54-2/15/56
FORT LAUDERDALE—
► WITV (17) ABC, DuM; Forjoe; 298,000; (also Miami); $400
FORT MYERS†—
► WINK-TV (11) CBS, ABC; McGillvra; 16,140; $150
FORT PIERCE†—
WTVI (19) 4/19/55-Unknown
JACKSONVILLE—
► WJHP-TV (36) ABC, NBC; Perry; 98,896; N; $200
► WMBR-TV (4) CBS, ABC; CBS Spot Sls.; 322,736; N; $700
WOBS-TV (30) Stars National; 8/12/53-Fall '55
Jacksonville Bcstg. Corp. (12) Initial Decision 4/4/55
MIAMI—
► WGBS-TV (23) NBC, CBS; Katz; 257,820; N; $500
► WTHS-TV (*2) 290,000;
► WTVJ (4) CBS; Free & Peters; 347,500; N; $900
► WITV (17) See Fort Lauderdale
WMFL (33) 12/9/53-Unknown
Biscayne Tv Corp. (7) Initial Decision 1/17/55
MIAMI BEACH†—
WKAT Inc. (10) Initial Decision 3/30/55
ORLANDO—
► WDBO-TV (6) CBS, ABC, NBC; Blair; 121,650; N; $250
WORZ Inc. (9) Initial Decision Aug. 10
WEAL-TV (18) 9/21/55-Unknown
PANAMA CITY—
► WJDM (7) ABC, CBS, NBC, DuM; Hollingbery; 30,100; $150
PENSACOLA—
► WEAR-TV (3) ABC, CBS; Hollingbery; 107,000; N; $300
WPFA-TV (15) See Footnote
ST. PETERSBURG†—
► WSUN-TV (38) ABC; Venard; 205,520; $400
TAMPA—
► WFLA-TV (8) NBC; Blair; 229,761; N. LF, LS; $500
► WTVT (13) CBS; Avery-Knodel; 214,000; N, LF, LS; $500
WEST PALM BEACH—
► WEAT-TV (12) ABC; H-R; 301,875; $200
► WIRK-TV (21) Cooke; 48,000; $150
► WJNO-TV (5) NBC, CBS, DuM; Venard; 301,875; $250

GEORGIA

ALBANY†—
► WALB-TV (10) ABC, NBC, DuM; Venard; 45,000; $200
ATLANTA—
► WAGA-TV (5) CBS; Katz; 578,000; N, LF, LS; $1,000
► WLWA (11) ABC; WLW Sls.; 559,000; $800
► WSB-TV (2) NBC; Petry; 516,140; N, LS, LF; $900
WQXI-TV (36) See footnote

from "ROLL FILM" to "SWITCH TO NETWORK"



WBEN-TV FILLS SECONDS WITH YEARS and YEARS of EXPERIENCE

Into each precious second of your WBEN-TV spots goes the accumulation of years of technical television skill.

Projectionists, control engineers, cameramen and directors represent the ultimate in combined experience in handling your television commercials.

And to this background of mature skills and television know-how WBEN-TV adds its station philosophy of an uncompromising and scrupulous regard for QUALITY inherited from a quarter century of successful radio service and continued in 1948 when WBEN-TV pioneered television in Western New York.

To get the best from your commercials use the station that gives you the best in quality production . . . best in coverage. Use WBEN-TV !

YOUR TV DOLLARS COUNT FOR MORE ON CHANNEL 4.....BUFFALO

WBEN TV

CBS NETWORK **BUFFALO, NEW YORK**

WBEN-TV Representative — Harrington, Righter and Parsons, New York, Chicago, San Francisco.

B·T TELESTATUS

AUGUSTA—
► WJBF (6) NBC, ABC; Hollingbery; 164,408; N; $250
► WRDW-TV (12) CBS; Headley-Reed; 154,400; $250

COLUMBUS—
► WDAK-TV (28) NBC, ABC, DuM; Headley-Reed; 136,959; N; $220
► WRBL-TV (4) CBS, ABC; Hollingbery; 187,327; N; $300
WOKA (47) See footnote

ROME†—
► WROM-TV (9) McGillvra; 174,330; $150

SAVANNAH—
► WTOC-TV (11) CBS, ABC; Avery-Knodel; 150,501; $250
WSAV-TV (3) 1/26/55-2/1/56

THOMASVILLE†—
► WCTV (6) CBS, NBC, ABC; Meeker; 60,000; $200

IDAHO

BOISE†—
► KBOI-TV (2) CBS; Free & Peters; 56,500; $150
► KIDO-TV (7) ABC, NBC; Hoag-Blair; 49,800; $250

IDAHO FALLS†—
► KID-TV (3) CBS, ABC, NBC; Gill-Perna; 41,807; $175

LEWISTON†—
KLEW-TV (3) 2/9/55-Early '56
► KLIX-TV (11) CBS, ABC, NBC; Gill-Perna; Moore & Lund; 16,000

TWIN FALLS†—
KHTV (13) 11/9/55-Unknown

ILLINOIS

BLOOMINGTON—
► WBLN (15) McGillvra; 113,242; $200

CHAMPAIGN—
► WCIA (3) CBS, NBC; Hollingbery; 335,800; N; $700

CHICAGO—
► WBBM-TV (2) CBS, CBS Spot Sls.; 2,323,200; N; $3,300
► WBKB (7) ABC; Blair; 2,072,600; $2,200
► WGN-TV (9) Hollingbery; 2,325,000; $1,500
► WNBQ (5) NBC; NBC Spot Sls.; 2,286,000; LS, LF; $3,700
► WTTW (*11)
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53 Unknown
WOPT (44) 2/10/54-Unknown

DANVILLE—
► WDAN-TV (24) ABC; Everett-McKinney; 50,000; $150

DECATUR—
► WTVP (17) ABC, NBC; Bolling; 175,000; $300

EVANSTON†—
WTLE (32) 8/12/53-Unknown

HARRISBURG†—
► WSIL-TV (22) ABC; Walker; 30,000; $150

PEORIA—
► WEEK-TV (43) NBC; Headley-Reed; 244,420; N; $400
► WTVH (19) CBS, ABC; Petry; 231,056; N; $350
WIRL Tv Co. (8) Initial Decision 11/5/54

QUINCY† (HANNIBAL, MO.)—
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 150,000; N; $200
► KHQA-TV (7) See Hannibal, Mo.

ROCKFORD—
► WREX-TV (13) CBS, ABC; H-R; 259,441; N; $400
► WTVO (39) NBC; Headley-Reed; 116,000; $250

ROCK ISLAND (DAVENPORT, MOLINE)—
► WHBF-TV (4) CBS, ABC; Avery-Knodel; 273,450; N; $700

SPRINGFIELD—
► WICS (20) ABC, NBC; Young; 103,580; $250
Sangamon Valley Tv Corp. (2) Initial Decision 11/30/54

URBANA†—
► WILL-TV (*12)

INDIANA

ANDERSON†—
WCBC-TV (61) 2/2/55-Unknown

BLOOMINGTON—
► WTTV (4) ABC, NBC; Meeker; 695,661; (also Indianapolis); N; $800

ELKHART—
► WSJV (52) ABC; H-R; 216,135; $300

EVANSVILLE—
► WFIE (62) ABC, NBC, DuM; Venard; 100,273; $300
► WEHT (50) See Henderson, Ky.
Evansville Tv Inc. (7) 12/27/55-Unkown

FORT WAYNE—
► WKJG-TV (33) NBC; Raymer; 144,230; N; $400
► WINT (15) See Waterloo
WANE-TV (69) Bolling; 9/29/54-Unknown

INDIANAPOLIS—
► WFBM-TV (6) NBC; Katz; 660,000; N, LL, LF, LS; $960
► WISH-TV (8) CBS; Bolling; 660,000; N; $1,000
► WTTV (4) See Bloomington
Mid-West Tv Corp. (13) Initial Decision 6/7/55

LAFAYETTE—
► WFAM-TV (59) CBS; Rambeau; 115,900; $200

MUNCIE—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 107,250; N; $225

PRINCETON†—
WRAY-TV (52) See footnote

SOUTH BEND—
► WNDU-TV (46) NBC; Meeker; 176,700; N; $500
► WSBT-TV (34) CBS, DuM; Raymer; 206,363; N; $400

TERRE HAUTE—
► WTHI-TV (10) CBS, ABC, NBC; Bolling; 191,760; N; $400

WATERLOO (FORT WAYNE)—
► WINT (15) CBS, ABC; H-R; 139,625; N; $300

IOWA

AMES—
► WOI-TV (5) ABC; Weed; 315,600; N; $500

CEDAR RAPIDS—
► KCRG-TV (9) ABC; Hoag-Blair; 288,660; $325
► WMT-TV (2) CBS; Katz; 311,648; N; $500

DAVENPORT (MOLINE, ROCK ISLAND)—
► WOC-TV (6) NBC; Free & Peters; 307,070; N; $800

DES MOINES—
► KRNT-TV (8) CBS; Katz; N; $650
► WHO-TV (13) NBC; Free & Peters; 280,500; N; $650
KGTV (17) See footnote

FORT DODGE—
► KQTV (21) NBC; Pearson; 42,870; $150

MASON CITY—
► KGLO-TV (3) CBS, DuM; Weed; 135,932; $200

OTTUMWA†—
► KTVO (3) CBS, NBC; Bolling; 168,392; N; $300

SIOUX CITY—
► KTIV (4) NBC; Hollingbery; 187,743; N; $300
► KVTV (9) CBS, ABC; Katz; 166,607; N; $350

WATERLOO—
► KWWL-TV (7) NBC, DuM; Avery-Knodel; 324,866; $400

KANSAS

GOODLAND†—
KWGB-TV (10) 5/11/55-Unknown

GREAT BEND—
► KCKT (2) NBC; Bolling; 144,350; $225

HUTCHINSON (WICHITA)—
► KTVH (12) CBS, DuM; H-R; 228,230; N; $450
► KAKE-TV (10) See Wichita
► KEDD (16) See Wichita

MANHATTAN†—
KSAC-TV (*8) 7/24/53-Unknown

PITTSBURG—
► KOAM-TV (7) NBC, ABC; Katz; 141,456; $250

TOPEKA—
► WIBW-TV (13) CBS, ABC; Capper Sls.; 489,275; N; $400

WICHITA (HUTCHINSON)—
► KAKE-TV (10) ABC; Katz; 260,000; N; $425
► KARD-TV (3) Petry; 265,430; N, LF, LS; $350
► KEDD (16) NBC; Young; 160,968; $425
► KTVH (12) See Hutchinson

KENTUCKY

ASHLAND†—
WPTV (59) Petry; 8/14/52-Unknown

HENDERSON (EVANSVILLE, IND.)—
► WEHT (50) CBS; Meeker; 95,422; N; $250

LEXINGTON†—
► WLEX-TV (18) NBC, ABC, DuM; Forjoe; $150
WLAP-TV (27) 12/3/53-Unknown

LOUISVILLE—
► WAVE-TV (3) NBC, ABC; NBC Spot Sls.; 506,966; N; $925
► WHAS-TV (11) CBS; Harrington, Righter & Parsons (last reported set count in July 1952 was 205,544); N; $850
WKLO-TV (21) See footnote
WQXL-TV (41) Forjoe; 1/15/53-Unknown

NEWPORT†—
WNOP-TV (74) 12/24/53-Unknown

PADUCAH†—
Columbia Amusement Co. (6) Initial Decision 4/11/55

LOUISIANA

ALEXANDRIA†—
► KALB-TV (5) NBC, ABC, CBS, DuM; Weed; 107,600; $250

BATON ROUGE—
► WAFB-TV (28) CBS, ABC; Young; 96,450; $250
► WBRZ (2) NBC, ABC; Hollingbery; 171,520; N; $250

LAFAYETTE—
► KLFY-TV (10) CBS; Venard; 71,175; $200

LAKE CHARLES—
► KPLC-TV (7) NBC, ABC; Weed; 66,781; $200
► KTAG (25) CBS; DuM; Young; 62,167; $150

MONROE—
► KNOE-TV (8) CBS, ABC, NBC; H-R; 268,500; N; $300
State Dept. of Education (13) 12/14/55-Unknown

NEW ORLEANS—
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 370,482; N, LF, LL; $850
► WJMR-TV (20) ABC, CBS, DuM; Bolling; 139,000; $250

New Tv Stations

THE following tv stations started regular programming within the past month:

KBMB-TV Bismarck, N. D. (ch. 12); KBST-TV Big Spring, Tex. (ch. 4); KHAS-TV Hastings, Neb. (ch. 5); KHPL-TV Hayes Center, Neb. (ch. 6); WREC-TV Memphis, Tenn. (ch. 3).

WCKG (26) Gill-Perna; 4/2/53-Unknown
Times-Picayune Pub. Co. (4) Initial Decision 7/7/55

SHREVEPORT—
► KSLA-TV (12) ABC, CBS, NBC, DuM; Raymer; 93,500; $300
► KTBS-TV (3) NBC; Petry; 167,135

MAINE

BANGOR—
► WABI-TV (5) ABC, NBC, DuM; Hollingbery; 98,000; N; $150
► WTWO (2) CBS; Venard; $250

LEWISTON—
WLAM-TV (17) See footnote

POLAND SPRING—
► WMTW (8) ABC, CBS, DuM; Harrington, Righter & Parsons; 272,923; $300

PORTLAND—
► WCSH-TV (6) NBC; Weed; 184,085; N; $350
► WGAN-TV (13) CBS; Avery-Knodel; 185,000; N; $350
WPMT (53) See footnote

MARYLAND

BALTIMORE—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 639,899; $1,100
► WBAL-TV (11) NBC; Petry; 627,380; N, LS, LF, LL; $1,100
► WMAR-TV (2) CBS; Katz; 627,380; N, LF, LS; $1,100
WITH-TV (72) Forjoe; 12/18/52-Unknown
WTLF (18) 12/9/53-Unknown

SALISBURY†—
► WBOC-TV (16) ABC, CBS; Burn-Smith; 53,495; $200

MASSACHUSETTS

BOSTON—
► WBZ-TV (4) NBC; Free & Peters; 1,376,359; N, LS, LF; $2,250
► WGBH-TV (*2) 1,332,379; N, LL, LF, LS
► WNAC-TV (7) CBS, ABC, DuM; H-R; 1,361,830; N; $2,000
WJDW (44) 8/12/53-Unknown
WHMB (38) 10/12/55-Unknown

BROCKTON†—
WHEF-TV (62) 7/30/53-Unknown

CAMBRIDGE (BOSTON)—
► WTAO-TV (56) ABC, DuM; Keller; 219,000; $250

PITTSFIELD†—
► WMGT (19) ABC; Walker; 175,886; $250

SPRINGFIELD—
► WHYN-TV (55) CBS; Branham; 198,000; $300
► WWLP (22) NBC, ABC; Hollingbery; 198,000; N; $400

WORCESTER—
WWOR-TV (14) See footnote
WAAB-TV (20) Forjoe; 8/12/53-Unknown

MICHIGAN

ANN ARBOR—
► WPAG-TV (20) DuM; Everett-McKinney; 27,000; $150
WUOM-TV (*26) 11/4/53-Unknown

BAY CITY (MIDLAND, SAGINAW)—
► WNEM-TV (5) NBC; Headley-Reed; 312,555; N; $545

CADILLAC—
► WWTV (13) CBS, ABC; Weed; 333,577; $300

DETROIT—
► WJBK-TV (2) CBS; Katz; 1,590,400; N; $2,200
► WTVS (*56)
► WWJ-TV (4) NBC; Free & Peters; 1,580,000; N, LF, LS; $2,000
► WXYZ-TV (7) ABC; Blair; 1,568,000; N; $1,800;
► CKLW-TV (9) CBC; Young; 1,550,000; $1,100.
See Windsor, Ont.
WBID-TV (50) 11/19/53-Unknown

EAST LANSING†—
►WKAR-TV (*60) 58,000

FLINT†—
WJRT (12) CBS; Harrington, Righter & Parsons; 5/12/54-Unknown

GRAND RAPIDS—
►WOOD-TV (8) NBC, ABC; Katz; 566,057; N; $1,050
WMCN (23) 9/2/54-Unknown

IRONWOOD—
WJMS-TV (12) 11/30/55-Unknown

KALAMAZOO—
► WKZO-TV (3) CBS, ABC; Avery-Knodel; 595,680; N; $1,000

LANSING—
► WJIM-TV (6) NBC, CBS, ABC; Petry; 435,980; N; $800
► WTOM-TV (54) ABC; McGillvra; 60,850; $200

MARQUETTE†—
WDMJ-TV (6) 4/7/54-Unknown

SAGINAW (BAY CITY, MIDLAND)—
► WKNX-TV (57) CBS, ABC; Gill-Perna; 152,000; N; $375

TRAVERSE CITY—
► WPBN-TV (7) NBC; Holman; 49,846; $120

MINNESOTA

AUSTIN—
► KMMT (6) ABC; Avery-Knodel; 89,270; $200

DULUTH (SUPERIOR, WIS.)—
► KDAL-TV (3) CBS, ABC; Avery-Knodel; 106,500; $325
► WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote

MINNEAPOLIS-ST. PAUL—
► KEYD-TV (9) H-R; 630,000; $450
► KSTP-TV (5) NBC; Petry; 615,000; N, LS, LF; $1,450
► WCCO-TV (4) CBS; Free & Peters; N, LL; $1,100
► WTCN-TV (11) ABC; Katz; 600,000; $750

ROCHESTER—
► KROC-TV (10) NBC; Meeker; 110,927; N; $200

COMPARATIVE NETWORK SHOWSHEET

SUNDAY

TERNOON	ABC	CBS	NBC
Noon		*Let's Take A Trip*	
12:15			
12:30		Kellogg Wild Bill Hickok F	
12:45			
1:00			American Forum L
1:15			
1:30			*Frontiers of Faith* L
1:45			
2:00			TBA
2:15			
2:30		*Adventure*	Gen. Dynamics Corp. Youth Wants To Know L
2:45			
3:00		*Face the Nation*	*Dr. Spock* L
3:15			
3:30		*Sunday News*	*Zoo Parade* L
3:45			
4:00	*Dean Pike* L	Years of Crisis (Jan. 1 only) Front Row Center	(Jan. 8 only) Hallmark Hall of Fame (Jan. 1 only) Wide, Wide World
4:15			
4:30	*College Press Conference* L		
4:45			
5:00	Hartz Mountain Products Roto Broil Chunky Choclate Super Circus L	Aluminium Ltd. Scott Paper J. P. Stevens Omnibus	Heinz Capt. Gallant F
5:15			
5:30			
5:45			Johns Manville Pan Amer. Meet the Press L
EVENING			
6:00			
6:15			
6:30		Prudential You Are There L	Gen. Foods Roy Rogers F
6:45			
7:00	Skippy Peanut Butter You Asked For It F	Campbell Soup (Alt. wks.) Kellogg Lassie F	Chrysler It's A Great Life F
7:15			
7:30		Am. Tobacco Prvt Sectry. (Alt. wks.) Jack Benny	Reynolds Metals Frontier F
7:45	P&G Colgate Famous Film Festival (Participating) F		
8:00		Lincoln-Mercury Dealers The Ed Sullivan Show L	TBA
8:15			
8:30			7:30-9 p.m. (1 wk. of 4) Color Spread Spectaculars
8:45			
9:00	Emerson Drug Lentheric Chance of a Lifetime L	Gen. Elect. G E Theatre F	Goodyear Corp. (alt. with) Alcoa TV Playhouse L
9:15			
9:30		Bristol-Myers Hitchcock Presents F	
9:45	Pharmaceuticals Ted Mack Amateur Hour L		
10:00		P. Lorillard (Alt. wks.) Revlon Appt. with Adventure	Kleenex P&G Loretta Young F
10:15			
10:30		Jules Montenier (Alt. wks.) Remington What's My Line L	American Tobacco Justice L
10:45			

MONDAY

	ABC	CBS	NBC
Noon		Valiant Lady	*Tennessee Ernie Ford* L
12:15		Amer. Home Products Love of Life	
12:30		P&G Search for Tomorrow	Colgate-Palmolive Feather Your Nest L
12:45		P&G Guiding Light L	
1:00		*Jack Paar Show* F	
1:15			
1:30		P&G Love Story	
1:45			
2:00		Robert Q. Lewis (See Footnote) Buick*	
2:15			
2:30		Art Linkletter's House Party (See Footnote)	
2:45			
3:00		Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L
3:15			
3:30		Bob Crosby (See Footnotes)	
3:45			
4:00		P&G The Brighter Day	Borden Co. Date With Life L
4:15		Am. Home Pr. Secret Storm	*Modern Romances* L
4:30			*Queen For A Day* L
4:45		P&G On Your Account	
5:00			*Pinky Lee Show* L
5:15	Mickey Mouse Club (see footnote) F		
5:30			Howdy Doody (See Footnote)
EVENING			
6:00			
6:15			
6:30		Whitehall News L	
6:45			
7:00	*Kukla, Fran & Ollie* L		
7:15	Daly-News	Whitehall News L	
7:30	Standard Brands (Alt. wks.) Topper F	Johnson & Johnson (Alt. wks.) Wildroot Rob. Hood F	Asso. Prods. Webcor Tony Martin Camel Caravan L
7:45			
8:00	Studebaker Packard TV Readers Digest F	Carnation (Alt. wks.) B. F. G'rich Burns & Allen F	Ford Motor Co., RCA Producers' Showcase (8-9:30 1 wk. of 4) Rem. Rand Amer. Chicle Helene Crts. Caesar's Hr. L
8:15			
8:30	Firestone Voice of Firestone L	Lvr.-Lptn. (Alt. wks.) Toni Co. Talent Scouts	
8:45			
9:00	*Dotty Mack Show* L	P&G (Alt. wks.) Gen. Foods I Love Lucy	GE Dow Chmcl. Medic F
9:15			
9:30	CIBA Medical Horizons L	General Foods December Bride	Johnson Wax alt. with Schick
9:45			
10:00	*The Big Picture* F		Robert Montgomery Presents L
10:15		Westinghouse Studio One L	
10:30			
10:45			

TUESDAY

	ABC	CBS	NBC
Noon		Wssn Oil Valiant Lady	*Tennessee Ernie Ford* L
12:15		Amer. Home Products Love of Life	
12:30		P&G Search for Tomorrow	Colgate-Palmolive Feather Your Nest L
12:45		P&G Guiding Light L	
1:00		*Jack Paar Show* F	
1:15			
1:30		P&G Love Story	
1:45			
2:00		Robert Q. Lewis (See Footnote)	
2:15			
2:30		Art Linkletter's House Party (See Footnote)	
2:45			
3:00		Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L
3:15			
3:30		Bob Crosby (See Footnotes)	
3:45			
4:00		P&G The Brighter Day	Borden Co. Date With Life L
4:15		Am. Home Pr. Secret Storm	*Modern Romances* L
4:30			*Queen For A Day* L
4:45		P&G On Your Account	
5:00			*Pinky Lee Show* L
5:15	Mickey Mouse Club (see footnote) F		
5:30			Howdy Doody (See Footnote)
EVENING			
6:00			
6:15			
6:30		Pall Mall News L	
6:45			
7:00	*Kukla, Fran & Ollie*		
7:15	Miles Labs Daly-News	Pall Mall News L	
7:30	L&M Gen. Elec. Monsanto Warner Bros. Presents F	Whitehall Name That Tune	Chevrolet Dinah Shore Show L
7:45			Camel News Caravan L
8:00		R.J. Reynolds (Alt. wks.) Amana Phil Silvers F	Sunbeam RCA Whirlpool M. Raye Show M. Berle Show
8:15			
8:30	Gen. Mills Parker Pen (Alt. wks.) Wyatt Earp F	Maytag Co. (Alt. wks.) Sheaffer Navy Log F	Chevrolet Chevy Show L
8:45			
9:00	American Tobacco alt. Dodge Danny Thomas F	Carter Prod. (Alt. wks.) Pharmctcls. Meet Millie L	P&G J. Wyman's Fireside Theatre F
9:15			
9:30	duPont Cavalcade Theatre F	S.C. Johnson (Alt. wks.) Pet Milk Red Skelton L	Armstrong Cork Armstrong Circle Th'tre
9:45			Pontiac Playwrights Hour L
10:00	*Outside U.S.A.* L	Revlon The $64,000 Question L	
10:15			
10:30		G.M. Frigidaire Do You Trust Your Wife?	Lever Bros. A.C. Spark Plug Big Town F
10:45			

WEDNESDAY

	ABC	CBS	NBC
Noon		Gen. Mills Valiant Lady	*Tennessee Ernie Ford* L
12:15		Amer. Home Products Love of Life	
12:30		P&G Search for Tomorrow	Colgate-Palmolive Feather Your Nest L
12:45		P&G Guiding Light L	
1:00		*Jack Paar Show* F	
1:15			
1:30		P&G Love Story	
1:45			
2:00		Robert Q. Lewis (See Footnote)	
2:15			
2:30		Art Linkletter's House Party (See Footnote)	
2:45			
3:00		Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L
3:15			
3:30		Bob Crosby (See Footnotes)	
3:45			
4:00		P&G The Brighter Day	Borden Co. Date With Life L
4:15		Am. Home Pr. Secret Storm	*Modern Romances* L
4:30			*Queen For A Day* L
4:45		P&G On Your Account	
5:00			*Pinky Lee Show* L
5:15	Mickey Mouse Club (see footnote) F		
5:30			Howdy Doody (See Footnote)
EVENING			
6:00			
6:15			
6:30		Ronson News L	
6:45			
7:00	*Kukla, Fran & Ollie*		
7:15	Miles Labs Daly-News	Ronson News L	
7:30	American Motors American Dairy Derby Foods Disneyland F	*Brave Eagle*	Coca-Cola Eddie Fisher Show L
7:45			Plymouth News Caravan L
8:00		Toni Co. (8-8:30) (Alt. wks.) CBS Clmba. Godfrey and His Friends Kellogg (8:30-9) (Alt. wks.) Pillsbury	Kodak Screen Directors Playhouse F
8:15			
8:30	Gen. Foods Amer. Tob. M-G-M Parade F		Scott Father Knows Best F
8:45			
9:00	Pharmaceuticals Inc. Knomark Masq. Party L	Colgate The Millionaire F	Kraft Foods Television Theatre L
9:15			
9:30	Dodge Break the Bank L	R. J. Reynolds I've Got A Secret L	
9:45			
10:00	Wednesday Night Fights Pabst Brewing Co. Mennen Co. (Alt. wks.) L	General Electric 20th Cntry. Fox Hour (Alt. wks.) U. S. Steel U. S. Steel Hour F	Hazel Bishop (alt. wk. P&G This Is Your Life
10:15			
10:30			Whitehall Pharmacal Midwestern Hayride L
10:45			

THURSDAY

ABC	CBS	NBC
	Toni Valiant Lady	*Tennessee Ernie Ford* L
	Amer. Home Products Love of Life	
	P&G Search for Tomorrow	Colgate-Palmolive Feather Your Nest L
	P&G Guiding Light L	
	Jack Paar Show F	
	P&G Love Story	
	Robert Q. Lewis (See Footnote)	
	Art Linkletter's House Party (See Footnote)	
	Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L
	Bob Crosby (See Footnotes)	
	P&G The Brighter Day	Borden Co. Date With Life L
	Am. Home Pr. Secret Storm	*Modern Romances* L
	P&G On Your Account	*Queen For A Day* L
		Pinky Lee Show L
Mickey Mouse Club (see footnote) F		Howdy Doody (See Footnote)
Kukla, Fran & Ollie	Pall Mall News L	
Daly-News	Pall Mall News L	Dinah Shore Show Chevrolet L
General Mills Lone Ranger F	Quaker Oats Sgt. Preston of the Yukon F	Camel News Caravan L
Admiral Bishop Sheen L	R. J. Reynolds Bob Cummings Show F	DeSoto-Plymouth You Bet Your Life F
Necchi Quality Goods Stop the Music L	Chrysler Motors Climax—Shower of Stars L	Borden Co. The People's Choice F
Brillo Star Tonight L		Chesterfield Dragnet F
Western U. Down You Go L	Singer Sew'g. (Alt. wks.) Brstl. Myrs. Four Star Playhouse F	Ford Theatre F
Greatest Sports Thrills F	General Foods Johnny Carson L	Lever Bros. Lux Video Theatre L
	American Home Prod. "Wanted" L	

FRIDAY

ABC	CBS	NBC
	Gen. Mills Valiant Lady	*Tennessee Ernie Ford* L
	Amer. Home Products Love of Life	
	P&G Search for Tomorrow	Colgate-Palmolive Feather Your Nest L
	P&G Guiding Light L	
	Jack Paar Show F	
	P&G Love Story	
	Robert Q. Lewis (See Footnote)	
	Art Linkletter's House Party (See Footnote)	
	Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L
	Bob Crosby (See Footnotes)	
	P&G The Brighter Day	Borden Co. Date With Life L
	Am. Home Pr. Secret Storm	*Modern Romances* L
	P&G On Your Account	*Queen For A Day* L
		Pinky Lee Show L
Mickey Mouse Club (see footnote) F		Howdy Doody (See Footnote)
	Ronson News L	
Kukla, Fran & Ollie	Ronson News L	
Miles Labs Daly-News		Coca-Cola Eddie Fisher Show L
National Biscuit Rin Tin Tin F	Adventures of Champion	Plymouth News Caravan L
Norwich Hotpoint Quaker Oats Ozzie and Harriet F	General Foods Mama L	P. Lorillard Truth or Consqnces. F
Chevrolet Crossroads F	General Foods Our Miss Brooks	Gulf Life of Riley F
Wine Corp. Dollar A Second L	R. J. Reynolds The Crusader F	Simoniz & Amer. C&C Big Story F
Sterling Drug The Vise F	Schlitz Brewing Playhouse of Stars F	Ponds Campbell Soup Star Stage F
Ralston Ethel & Albert L	Brown & Williamson (Alt. wks.) P&G Lineup F	Gillette Cavalcade of Sports L
	Amer. Oil Hamm Elgin Person to Person L	State Farm Red Barber's Corner L

SATURDAY

ABC	CBS	NBC
	National Dairy The Big Top L	*Choose Up Sides* L
		Mr. Wizard L
	Gen. Mills The Lone Ranger F	
	Wander Co. Captain Midnight	
	Big Ten Basketball Games	NBA Pro Basketball Games L
Am. Home Products Chas. Antell & Co-op Ozark Jubilee L	Lehn & Fink The Lucy Show F	Oldsmobile Max Liebman Presents 9-10:30 p.m. (once a mo.) L
Ralston Grand Ole Opry (Every fourth week)	Wrigley Gene Autry Show F	Speidel Purex The Big Surprise L
	Sylvania Beat the Clock L	Gold Seal Dormeyer Noxzema Kleenex Armour Perry Como Show L
	Nestle Stage Show L	
Dodge Div. The Lawrence Welk Show L	Buick Jackie Gleason in Honeymooners	Toni Papermate People Are Funny F
	P. Lorillard (Alt. wks.) Sheaffer Two for the Money L	Texaco Star Theatre J. Durante F
Tomorrow's Careers L	P&G It's Always Jan F (3 of 4 wks.)	Armour (alt.) Pet Milk Geo. Gobel Show L
	Liggett & Myers Gunsmoke (3 of 4 wks.) F	Am. Tobacco Warner Lambert Your Hit Parade
	Anheuser-Busch Runyon Theatre (3 of 4 wks.)	

AFTERNOON	
Noon	
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MORNING

SATURDAY

CBS: Winky Dink and You, 10:30-11 p.m.; Mighty Mouse Playhouse, Sat. 11-11:30 a.m.; Tales of Texas Ranger (Curtis Candy, General Mills, alt. weeks), 11:30-12 noon.
NBC: Pinky Lee Show, 10-10:30 a.m.; Paul Winchell Show (Tootsie Rolls), 10:30-11 a.m.; Fury (General Foods), 11-11:30 a.m.; Mr. Wizard, 11:30-12 noon.

SUNDAY

CBS: Lamp Unto My Feet, 10-10:30 a.m.; Look Up And Live, 10:30-11:15 a.m.

MONDAY-FRIDAY

CBS: The Morning Show, 7-8 a.m.; Captain Kangaroo, 8-9 a.m. (participating sponsors); Garry Moore and Arthur Godfrey Time, 10-11 a.m. (see footnotes); Strike It Rich, 11:15-12 noon.
NBC: Today, 7-9 a.m. (participating sponsors); Ding Dong School, 10-10:30 (see footnotes); Search For Beauty (Antell), 10:30-11 a.m.; Home, 11-12 noon (participating sponsors).

FOOTNOTES:

Explanation: Programs in italics, sustaining; Time, EST; L, live; F, film; K, kinescope recording; E, Eastern network; M. Midwestern.

ABC—Am. Par., Armour Bristol-Myers, Campbell Soup, Carnation, Coca-Cola, Gen. Mills, S. C. Johnson & Son, Lettuce Inc., Mattel, Mars, Miles Labs, Minnesota Mining, Morton Salt, SOS, Tv Time Foods, Welch, Vick, sponsor Mickey Mouse Club, Mon.-Fri., 5-6.

CBS—Garry Moore M.—Thu. 10-10:30 a.m. Fri. 10-11:30 a.m. 10-10:15 Mon. Bristol Myers, Tue. Miles Labs, Wed. Lever Bros., Fri. General Mills.
10:15-30 Mon. Serta alt. wks. A. E. Staley, Tue. Kellogg, Wed. Chevrolet Thu. Toni alt. wks. Chun King, Fri. Lever Bros.
10:30-45 Fri. S.O.S. alt. CBS-Hytron
10:45-11 Fri. Converted Rice, alt. wks. Prudential.
11-11:15 Fri. Yardley.
11:15-11:30 Fri. Masland alt. wks. Ralston-Purina.

Arthur Godfrey
10:30-10:45 a.m. Tue. Corn Prod.; Wed., Easy Washer; Thurs., Bristol-Myers; Fri., SOS, Alt. wks CBS-Hytron.
10:45-11 a.m. Mon. & Wed., Bristol-Myers; Tue., Minnesota Mining & Mfg.; Wed., Bristol-Myers; Thurs., American Home; Fri., Converted Rice, alt. wks Prudential.
11-11:15 a.m. Mon. & Wed., Lever; Tue. & Thurs., Kellogg. 11:15-11:30 a.m. Mon. & Thurs, Pillsbury.

Robert Q. Lewis—2-2:15 p.m. Thu., Ralston alt. wks. Fri. Brown & Williamson alt. wks. 2:15-30 p.m. Mon.—Lanolin plus

House Party
2:30-45 Mon., Wed., Fri. Lever Bros., Tue.-Thu. Kellogg.
2:45-3 p.m. Mon.-Thu. Pillsbury, Fri. Hawaiian Pineapple.

Bob Crosby—3:30-45 p.m. Mon. Scott Paper Co., Tue. alt. wks. Carnation, Thu. Toni, Fri. S.O.S., alt. wks. Gerber. 3:45-4 p.m., Wed., Fri.—General Mills. Tue.-Miles Labs, Thu.-Scott Paper Co.

NBC—Howdy Doody Mon.-Fri. 5:30-6 p.m.—Campbell Soup Co., Colgate-Palmolive Co., Continental Baking Co., International Shoe Co., Kellogg Co., Luden's Inc., Standard Brands Inc., Welch Grape Juice Co.
Ding Dong School—Mon.-Fri. 10-10:30 a.m. Colgate Palmolive Co., General Mills Inc., Gerber Products Co., International Shoe Co., Manhattan Soap Co., Procter & Gamble Co., Wander Co.

1956 by Broadcasting Publications, Inc.

BROADCASTING TELECASTING
January 2, 1956

B·T TELESTATUS

MISSISSIPPI

BILOXI†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54 (case has been reopened)

COLUMBUS†—
WCBI-TV (4) McGillvra; 7/28/54-March '56

HATTIESBURG†—
WDAM-TV (9) 5/4/55-Unknown

JACKSON—
► WJTV (12) CBS, ABC; Weed; 145,000; $300
► WLBT (3) NBC; Hollingbery; 146,000; N; $300

MERIDIAN—
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 60,000; $200
WCOC-TV (30) See footnote

TUPELO†—
WTWV (9) 12/8/54-Early '56

MISSOURI

CAPE GIRARDEAU—
► KFVS-TV (12) CBS, NBC; Headley-Reed; 154,000; N; $300

CLAYTON†—
KFUO-TV (30) 2/5/53-Unknown

COLUMBIA—
► KOMU-TV (8) NBC, ABC; H-R; 99,437; $200

HANNIBAL (QUINCY, ILL.)—
► KHQA-TV (7) CBS, DuM; Weed; 174,712; N; $250
► WGEM-TV (10) See Quincy, Ill.

JEFFERSON CITY—
► KRCG (13) CBS; Hoag-Blair; 127,520; $200

JOPLIN—
► KSWM-TV (12) CBS; Venard; 102,750; N; $200

KANSAS CITY—
► KCMO-TV (5) CBS, ABC, DuM; Katz; 540,546; N; $1,000
► KMBC-TV (9) CBS; Free & Peters; 540,546; N, LS, LF, LL; $540 (half-hour)
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 540,546; N, LS, LF; $860

ST. JOSEPH—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 146,548; $350

ST. LOUIS—
► KETC (*9) 500,000
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 857,044; N, LS, LF; $1,200
► KTVI (36) ABC, CBS; 410,972; $400
► KWK-TV (4) CBS, ABC; Katz; N; $1,500

SEDALIA†—
► KDRO-TV (6) Pearson; 57,000; $200

SPRINGFIELD—
► KTTS-TV (10) CBS, DuM; Weed; 87,774; N; $200
► KYTV (3) NBC; Hollingbery; 102,840; N; $240

MONTANA

BILLINGS†—
► KOOK-TV (2) CBS, ABC, NBC, DuM; Headley-Reed; 25,000; $150
KGHL-TV (8) 11/23/55-Unknown

BUTTE†—
► KXLF-TV (6) ABC; No estimate given; $50

GREAT FALLS†—
► KFBB-TV (5) CBS, ABC, NBC, DuM; Hoag-Blair; 24,800; $150

MISSOULA†—
► KGVO-TV (13) CBS, ABC; Gill-Perna; 23,390; $150

NEBRASKA

HASTINGS†—
► KHAS-TV (5) NBC; Weed

HAYES CENTER†—
► KHPL-TV (6)

KEARNEY (HOLDREGE)—
► KHOL-TV (13) CBS, ABC; Meeker; 83,655; $200

LINCOLN—
► KOLN-TV (10) ABC, CBS; Avery-Knodel; 132,527; $300
► KUON-TV (*12) 82,036

OMAHA—
► KMTV (3) NBC, ABC; Petry; 312,530; N, LS, LF, LL; $800
► WOW-TV (6) CBS; Blair; 337,516; N; $800
Herald Corp. (7) Initial Decision 4/6/55

SCOTTSBLUFF†—
► KSTF (10) Satellite of KFBC-TV Cheyenne, Wyo.

NEVADA

HENDERSON (LAS VEGAS)—
► KLRJ-TV (2) NBC, ABC; Pearson; 32,000; N; $225

LAS VEGAS—
► KLAS-TV (8) CBS; Weed; 28,600; $250
► KLRJ-TV (2) See Henderson
Moritz Zenoff (13) 9/28/55-Unknown

RENO—
► KZTV (8) CBS, ABC, NBC, DuM; Pearson; 20,500; $225
KAKJ (4) 4/19/56-Unknown

NEW HAMPSHIRE

KEENE†—
WKNE-TV (45) 4/22/53-Unknown

MANCHESTER—
► WMUR-TV (9) ABC, CBS, NBC, DuM; Weed; 1,089,971; $350

MT. WASHINGTON†—
► WMTW (8) See Poland Spring, Me.

NEW JERSEY

ASBURY PARK†—
WRTV (58) See footnote

ATLANTIC CITY—
WFPG-TV (46) See footnote
WOCN (52) 1/8/53-Unknown

CAMDEN†—
WKDN-TV (17) 1/28/54-Unknown

NEWARK (NEW YORK CITY)—
► WATV (13) Petry; 4,730,000; $2,000

NEW BRUNSWICK†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

ALBUQUERQUE—
► KGGM-TV (13) CBS; Weed; 64,488; $300
► KOAT-TV (7) ABC; Hollingbery; 62,000; $200
► KOB-TV (4) NBC; Branham; 67,727; $325

CARLSBAD†—
KAVE-TV (6) 6/22/55-Unknown

ROSWELL—
► KSWS-TV (8) NBC, ABC, CBS; Meeker, Melville; 32,685; $150

NEW YORK

ALBANY (SCHENECTADY, TROY)—
► WROW-TV (41) ABC, CBS; Harrington, Righter & Parsons; 185,000; N; $300
WPTR-TV (23) 6/10/53-Unknown
WTRI (35) See footnote
WTVZ (*17) 7/24/52-Unknown

BINGHAMTON—
► WNBF-TV (12) CBS, ABC, NBC; Blair; N; 401,770; $800
WQTV (*46) 8/14/52-Unknown
WINR-TV (40) 9/29/54-Unknown

BUFFALO—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 495,390 (plus 578,689 Canadian coverage); N, LS, LF, LL; $800
► WBUF-TV (17) ABC, NBC; H-R; 170,000; $350
► WGR-TV (2) NBC, ABC; Free & Peters; 1,001,121 (includes Canadian coverage); N; $950
WTVF (*23) 7/24/52—Unknown
Frontier Tv Inc. (59) 11/23/55-Unknown

CARTHAGE (WATERTOWN)—
► WCNY-TV (7) CBS, ABC, DuM; Weed; 77,070; $200

ELMIRA—
WTVE (24) See footnote

ITHACA†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown

LAKE PLACID† (PLATTSBURG)—
► WIRI (5) NBC, ABC; McGillvra; 97,150 (plus 350,000 Canadian coverage); $250

NEW YORK—
► WABC-TV (7) ABC; Weed; 4,730,000; $3,750
► WABD (5) DuM; Avery-Knodel; 4,730,000; N, LL, LF, LS; $2,200
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,730,000, N, LS, LF, LL; $6,000
► WOR-TV (9) WOR-TV Sls.; 4,730,000; $1,500
► WPIX (11) Free & Peters; 4,730,000; $1,500
► WRCA-TV (4) NBC; NBC Spot Sls.; 4,730,000; N, LS, LF, LL; $6,200
► WATV (13) See Newark, N. J.
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown

POUGHKEEPSIE—
► WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 40,600; $100

ROCHESTER—
► WHAM-TV (5) NBC; Hollingbery; 325,000 (not including 75,000 Canadian coverage); N; $900
► WHEC-TV (10) CBS, ABC; Everett-McKinney; 327,000; N; $700
► WVET-TV (10) CBS, ABC; Bolling; 327,000; N; $700
WCBF-TV (15) 6/10/53-Unknown
WROH (*21) 7/24/52-Unknown

SCHENECTADY (ALBANY, TROY)—
► WRGB (6) NBC; NBC Spot Sls.; 466,900; N; $950

SYRACUSE—
► WHEN (8) CBS, ABC, DuM; Katz; 372,160; N; $700
► WSYR-TV (3) NBC; Harrington, Righter & Parsons; 372,160; N, LS, LF; $800
WHTV (143) 9/18/52—Unknown

UTICA—
► WKTV (13) NBC, ABC, CBS; Cooke; 200,000; N; $550

NORTH CAROLINA

ASHEVILLE—
► WISE-TV (62) CBS, NBC; Bolling; 42,000; $150
► WLOS-TV (13) ABC; Venard; 372,920; $300

CHAPEL HILL†—
► WUNC-TV (*4) 377,350

CHARLOTTE—
► WBTV (3) CBS, ABC, NBC; CBS Spot Sls.; 526,630; N, LS, LF; $1,000
WQMC (36) See footnote
Piedmont Electronics & Fixture Corp. (9) Initial Decision 8/2/55

DURHAM—
► WTVD (11) NBC, ABC; Petry; 280,820; N; $450

FAYETTEVILLE†—
► WFLB-TV (18) CBS, NBC; Young; 25,000; $150

GASTONIA†—
WTVX (48) 4/7/54-Unknown

GREENSBORO—
► WFMY-TV (2) CBS, ABC; Harrington, Righter & Parsons; 375,249; N, LF, LS; $650

GREENVILLE—
► WNCT (9) CBS, ABC; Pearson; 143,050; $350

NEW BERN†—
WNBE-TV (13) 2/9/55-Unknown

RALEIGH—
► WNAO-TV (28) CBS, ABC, DuM; Avery-Knodel; 125,000; N; $250
Capitol Bcstg. Co. (5) Initial Decision 4/19/55

WASHINGTON†—
► WITN (7) NBC; Headley-Reed; 142,820; N; $325

WILMINGTON—
► WMFD-TV (6) NBC, ABC; Weed; 94,600; $200
WTHT (3) 2/17/54-Unknown

WINSTON-SALEM—
► WSJS-TV (12) NBC; Headley-Reed; 656,675; N; $550
► WTOB-TV (26) ABC; H-R; 113,749; $200

NORTH DAKOTA

BISMARCK—
► KFYR-TV (5) NBC, ABC, CBS; Hoag-Blair; 29,750; $200
► KBMB-TV (12) Weed

FARGO†—
► WDAY-TV (6) NBC, ABC; Free & Peters; 66,660; $300

GRAND FORKS†—
► KNOX-TV (10) Rambeau

MINOT—
► KCJB-TV (13) CBS, NBC, ABC; Weed; 29,000; $200
KMOT (10) 10/5/55-Unknown

VALLEY CITY—
► KXJB-TV (4) CBS; Weed; 95,000; N, LF, LS; $400

OHIO

AKRON—
► WAKR-TV (49) ABC; Weed; 174,066; $300

ASHTABULA†—
► WICA-TV (15) 116,285; $200

CANTON†—
Tri-Cities Telecasting Inc. (29) Initial Decision 11/17/54

CINCINNATI—
► WCET (*48) 2,000
► WCPO-TV (9) ABC; Blair; 767,729; $1,200
► WKRC-TV (12) CBS; Katz; 662,236; N; $1,000
► WLWT (5) NBC; WLW Sls.; 440,000; N; $1,000
WQXN-TV (54) Forjoe; 5/14/53-Unknown

CLEVELAND—
► WEWS (5) ABC; Blair; 1,186,990; N; $1,000
► WNBK (3) NBC; NBC Spot Sls.; 1,217,000; N, LS, LF; $1,300
► WXEL (8) CBS; Katz; 1,100,460; N; $1,700
WERE-TV (65) 6/18/53-Unknown
WHK-TV (19) 11/25/53-Unknown

COLUMBUS—
► WBNS-TV (10) CBS; Blair; 477,429; N; $825
► WLWC (4) NBC; WLW Sls.; 350,800; N; $800
► WTVN-TV (6) ABC, DuM; Katz; 381,451; $600
► WOSU-TV (*34)

DAYTON—
► WHIO-TV (7) CBS, DuM; Hollingbery; 637,330; N; $800
► WLWD (2) ABC, NBC; WLW Sls.; 332,000; N; $800
WIFE (22) See footnote

ELYRIA†—
WEOL-TV (31) 2/11/54-Unknown

LIMA—
► WIMA-TV (35) NBC, CBS, ABC; H-R; 82,638; $150

MANSFIELD†—
WTVG (36) 6/3/54-Unknown

MASSILLON†—
WMAC-TV (23) Petry; 9/4/52-Unknown

STEUBENVILLE (WHEELING, W. VA.)—
► WSTV-TV (9) CBS, ABC; Avery-Knodel; 1,184,839; $400
► WTRF-TV (7) See Wheeling

TOLEDO—
► WSPD-TV (13) CBS, ABC, NBC; Katz; 358,740; N; $1,000
WTOH-TV (79) 10/20/54-Unknown

YOUNGSTOWN—
► WFMJ-TV (21) NBC; Headley-Reed; 182,063; N; $350
► WKBN-TV (27) CBS, ABC, DuM; Raymer; 180,848; N; $350
WXTV (73) 11/2/55-Unknown

ZANESVILLE—
► WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 45,000; N; $150

OKLAHOMA

ADA—
► KTEN (10) ABC; CBS, NBC (per program basis); Venard; 88,590; N; $225

ARDMORE†—
KVSO-TV (12) 5/12/54-Unknown

ENID—
► KGEO-TV (5) ABC; Pearson; 250,000; N; $225

LAWTON†—
► KSWO-TV (7) ABC, DuM; Pearson; 71,000; $150

MUSKOGEE†—
► KTVX (8) ABC; Avery-Knodel; 285,700; $450

OKLAHOMA CITY—
► KWTV (9) CBS, ABC; Avery-Knodel; 350,500; N; $750
► WKY-TV (4) NBC, ABC; Katz; 363,285; N, LS, LF, LL; $800
KETA (*13) 12/2/53-Unknown
KTVQ (25) See Footnote

TULSA—
► KOTV (6) CBS; Petry; 308,412; N; $750
► KVOO-TV (2) NBC; Blair; 308,412; N; $700
KOED-TV (*11) 7/21/54-Unknown
KCEB (23) See footnote
KSPG (17) 2/4/54-Unknown

OREGON

EUGENE—
► KVAL-TV (13) NBC, ABC; Hollingbery; 61,490; $300

KLAMATH FALLS†—
KFJI-TV (2) Grant; 12/2/54-Early '56

MEDFORD—
► KBES-TV (5) ABC, CBS, NBC; Hoag-Blair; 32,400; $200

PORTLAND—
► KLOR (12) ABC; Hollingbery, 340,000; N; $600
► KOIN-TV (6) CBS; CBS Spot Sls.; 340,000; N; $700
► KPTV (27) NBC; NBC Spot Sls.; 350,317; N, LF, LS; $700
KTLV (8) North Pacific Tv Inc. 6/23/55-Unknown

ROSEBURG†—
KPIC (4) Hollingbery; 6/8/55-May '56

SALEM†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

ALLENTOWN†—
WFMZ-TV (67) See footnote
WQCY (39) Weed; 8/12/53-Unknown

ALTOONA—
► WFBG-TV (10) CBS, ABC, NBC; H-R; 573,731; $600

BETHLEHEM—
► WLEV-TV (51) NBC; Meeker; 89,307; N; $200

EASTON†—
► WGLV (57) ABC; Headley-Reed; 93,860; $150

ERIE—
► WICU (12) NBC, ABC; Petry; 222,500; N; $700
► WSEE (35) CBS, ABC; Avery-Knodel; 91,536; $250

HARRISBURG—
► WCMB-TV (27) Forjoe; $200
► WHP-TV (55) CBS; Bolling; 241,449; $325
► WTPA (71) ABC, NBC; Headley-Reed; 241,449; N; $350

HAZLETON†—
WAZL-TV (63) Meeker; 12/18/52-Unknown

JOHNSTOWN—
► WARD-TV (56) ABC, CBS, DuM; Weed $200
► WJAC-TV (6) NBC, CBS, ABC; Katz; 937,911; N, LS, LF; $750

LANCASTER—
► WGAL-TV (8) NBC, CBS, DuM; Meeker; 912,950; N, LS, LF; $1,200
WWLA (21) 5/7/53-Unknown

LEBANON†—
WLBR-TV (15) See footnote

NEW CASTLE—
WKST-TV (45) See footnote

PHILADELPHIA—
► WCAU-TV (10) CBS; CBS Spot Sls.; 2,094,852; N, LF, LS; $3,000
► WFIL-TV (6) ABC, DuM; Blair; 2,105,636; N, LS, LF; $2,875
► WPTZ (3) NBC; Free & Peters; 2,088,318; N; $3,200
WPHD (23) 9/28/55—Unknown

PITTSBURGH—
► KDKA-TV (2) ABC, CBS, NBC; Free & Peters; 1,200,000; N; $1,700
► WENS (16) ABC, CBS, NBC; Branham; 390,000; $450
► WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown
WKJF-TV (53) See footnote
WIIC (11) CBS; Blair; 7/20/55-Unknown

READING—
► WHUM-TV (61) CBS, ABC; H-R; 253,467; N; $450
WEEU-TV (33) See footnote

SCRANTON—
► WARM-TV (16) ABC; Hollingbery; 200,000; $225
► WGBI-TV (22) CBS; Blair; 266,000; $400
► WTVU (73) Everett-McKinney; 195,000; $200

SHARON†—
WSHA (39) 1/27/54-Unknown

SUNBURY†—
WKOK-TV (38) 2/9/55-Unknown

WILKES-BARRE—
► WBRE-TV (28) NBC; Headley-Reed; 282,000; N; $450
► WILK-TV (34) ABC; Avery-Knodel; 280,000; N; $300

WILLIAMSPORT†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Early '56

YORK—
► WNOW-TV (49) DuM; Keller; 106,700; $200
► WSBA-TV (43) ABC; Young; 106,700; $200

RHODE ISLAND

PROVIDENCE—
► WJAR-TV (10) NBC, ABC; Weed; 1,404,002; N; $1,000
► WPRO-TV (12) CBS; Blair; 1,404,002; $1,000
WNET (16) See footnote

SOUTH CAROLINA

ANDERSON—
► WAIM-TV (40) CBS; Headley-Reed; 127,550; N; $200

CAMDEN†—
WACA-TV (15) 6/3/53-Unknown

CHARLESTON—
► WCSC-TV (5) CBS, ABC; Free & Peters; 222,226; N; $300
► WUSN-TV (2) NBC, DuM; H-R; $300

COLUMBIA—
► WCOS-TV (25) ABC; Headley-Reed; 110,000; $200
► WIS-TV (10) NBC; Free & Peters; 175,085; N; $400
► WNOK-TV (67) CBS; Raymer; 110,000; $200

FLORENCE—
► WBTW (8) CBS, NBC, ABC; CBS Spot Sls.; 153,960; $300

GREENVILLE—
► WFBC-TV (4) NBC; Weed; 387,044; N; $525
► WGVL (23) ABC, CBS; H-R; 130,000; $200

SPARTANBURG†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Spring '56

SOUTH DAKOTA

FLORENCE†—
► KDLO-TV (3) Satellite of KELO-TV Sioux Falls

RAPID CITY†—
► KOTA-TV (3) CBS, ABC, NBC; Headley-Reed; 11,432; $150

SIOUX FALLS—
► KELO-TV (11) NBC, ABC; H-R; 176,318; $425

TENNESSEE

CHATTANOOGA —
► WDEF-TV (12) NBC, ABC, CBS; Branham; 162,134; N; $400
Mountain City Tv Inc. (3) Initial Decision 7/5/54

JACKSON—
► WDXI-TV (7) CBS, ABC; Burn-Smith; 96,585; N; $200

JOHNSON CITY—
► WJHL-TV (11) CBS, ABC, NBC, DuM; Pearson; 185,316; $250 (film)

KNOXVILLE—
► WATE (6) NBC, ABC; Avery-Knodel; 228,900; N; $500
► WTSK-TV (26) CBS, ABC; Pearson; 171,900; N; $250
WBIR-TV (10) Initial Decision 1/5/55

MEMPHIS—
► WHBQ-TV (13) CBS, ABC; Blair; 395,127; $700
► WMCT (5) NBC; Branham; 387,724; N; $900
► WREC-TV (3) CBS; Katz
WKNO-TV (*10) 11/23/55-Unknown

NASHVILLE—
► WLAC-TV (5) CBS; Katz; 443,606; N; $550
► WSIX-TV (8) ABC; Hollingbery; 276,750; $425
► WSM-TV (4) NBC; Petry; 276,750; N, LF, LS; $700

TEXAS

ABILENE—
► KBRC-TV (9) NBC, ABC, DuM; Pearson; 58,260; $225

AMARILLO—
► KFDA-TV (10) CBS, ABC; H-R; 80,601; N; $300
► KGNC-TV (4) NBC, DuM; Katz; 80,601; N; $300

AUSTIN—
► KTBC-TV (7) CBS, ABC, NBC; Raymer; 141,128; N; $350

BEAUMONT—
► KBMT (31) ABC, NBC, DuM; Forjoe; 40,000; N, LL, LF, LS; $200
► KFDM-TV (6) CBS, ABC; Free & Peters; 107,760; N; $300

BIG SPRING†—
► KBST-TV (4) CBS; Pearson

CORPUS CHRISTI†—
► KVDO-TV (22) NBC; ABC, CBS (per program basis); Young; 51,750; $200
KRIS-TV (6) Free & Peters; 12/9/55-Unknown
K-Six Tv Inc. (10) Initial Decision 1/20/55

DALLAS —
► KRLD-TV (4) CBS; Branham; 552,740; N; $1,100
► WFAA-TV (8) ABC, NBC; Petry; 552,740; N; $1,000
KLIF-TV (29) 2/12/53-Unknown

EL PASO—
► KROD-TV (4) CBS, ABC; Branham; 85,271; N; $375
► KTSM-TV (9) NBC; Hollingbery; 80,603; N; $250
KOKE (13) H-R; 3/18/54-Unknown

FT. WORTH—
► WBAP-TV (5) ABC, NBC; Free & Peters; 530,000; N, LL, LF, LS; $900
► KFJZ-TV (11) H-R; 519,130; $600

GALVESTON (HOUSTON)—
► KGUL-TV (11) CBS; CBS Spot Sls.; 458,500; $700

HARLINGEN† (BROWNSVILLE, McALLEN, WESLACO)—
► KGBT-TV (4) CBS, ABC; H-R; 82,224; $250 (plus 8,000 Mexican coverage)

HOUSTON—
► KPRC-TV (2) NBC; Petry; 459,250; N; $900 (film)
► KTRK (13) ABC; Blair; 459,250; N, LF, LS, $700
► KUHT (*8) 450,000
KNUZ-TV (39) See footnote
KXYZ-TV (29) 6/18/53-Unknown
► KGUL-TV (11) See Galveston

LAREDO†—
KHAD-TV (8) CBS; Pearson; 7/20/55-1/18/56

LONGVIEW†—
► KTVE (32) Forjoe; 55,268; $175

LUBBOCK—
► KCBD-TV (11) NBC, ABC; Raymer; 104,782; N; $300
► KDUB-TV (13) CBS; Branham; 113,545; N, LF, LS; $350 (film)

LUFKIN—
► KTRE-TV (9) NBC; Venard; 50,150; $150 (Station receives NBC programs from KPRC-TV Houston but is not an NBC affiliate.)

MIDLAND†—
► KMID-TV (2) NBC, ABC, CBS, DuM; Venard, Brown; 51,720; $200

ODESSA†—
KOSA-TV (7) CBS; Pearson; 7/13/55-Early '56

SAN ANGELO—
► KTXL-TV (8) CBS, NBC, ABC; Venard; 43,112; $200

SAN ANTONIO—
► KCOR-TV (41) O'Connell
► KENS-TV (5) CBS, ABC, DuM; Free & Peters; 280,759; N; $700
► WOAI-TV (4) NBC, ABC; Petry; 285,784, N, LL, LS, LF; $700
Mission Telecasting Corp. (12) Initial Decision 6/16/55

SWEETWATER†—
KPAR-TV (12) CBS; Branham; 8/26/53-Unknown

TEMPLE (WACO)—
► KCEN-TV (6) NBC; Hollingbery; 138,626; N; $300

TEXARKANA (ALSO TEXARKANA, ARK.)—
► KCMC-TV (6) CBS, ABC, NBC (per program basis); Venard; 161,520; N; $260

B•T TELESTATUS

TYLER—
► KLTV (7) NBC, ABC, CBS, DuM; Pearson; 102,957; $250
KETX (19) See footnote

WACO (TEMPLE)—
► KANG-TV (34) CBS; Raymer; 56,798; $150
► KWTX-TV (10) ABC; Pearson; 113,905; N; $200

WESLACO† (BROWNSVILLE, HARLINGEN, McALLEN)—
► KRGV-TV (5) NBC; Pearson; 74,698 (plus 8,000 Mexican coverage); $200

WICHITA FALLS—
► KFDX-TV (3) NBC, ABC; Raymer; 104,930; N; $300
► KWFT-TV (6) CBS; Hoag-Blair; 104,680; $250

UTAH

SALT LAKE CITY—
► KSL-TV (5) CBS; CBS Spot Sls.; 195,700; N; $575
► KTVT (4) NBC; Katz; 183,000; N; $600
► KUTV (2) ABC; Hollingbery; 191,200; N; $450

VERMONT

BURLINGTON—
► WCAX-TV (3) CBS; Weed; 135,109; $300

VIRGINIA

BRISTOL†—
Appalachian Broadcasting Corp. (5) Initial Decision 2/1/55

DANVILLE†—
WBTM-TV (24) See footnote

HAMPTON (NORFOLK)—
► WVEC-TV (15) NBC; Avery-Knodel; 165,000; N; $350

HARRISONBURG—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson; 125,984; $200

LYNCHBURG—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 225,000; N; $300 (film)

NEWPORT NEWS—
WACH-TV (33) See footnote

NORFOLK—
► WTAR-TV (3) CBS, ABC, DuM; Petry; 378,425; N; $875
► WTOV-TV (27) 210,000; McGillvra; $180
► WVEC-TV (15) See Hampton
Beachview Bcstg. Corp. (10) Initial Decision 12/23/54

PETERSBURG—
► WXEX-TV (8) See Richmond

RICHMOND—
► WTVR (6) ABC, CBS; Blair; 500,517; N, LF, LS; $875
► WXEX-TV (8) NBC; Forjoe; 421,835; N, LF, LS;
WRVA-TV (12) 12/2/55-4/1/56
WOTV (29) 12/2/53-Unknown

ROANOKE—
► WDBJ-TV (7) CBS; Free & Peters
► WSLS-TV (10) ABC, NBC; Avery-Knodel; 391,780; N, LF, LS; $600

WASHINGTON

BELLINGHAM—
► KVOS-TV (12) CBS; Forjoe; 211,891; $300

EPHRATA†—
KBAS-TV (43) 5/4/55-Unknown

PASCO—
► KEPR-TV (19) 57,750 (satellite of KIMA-TV Yakima)

SEATTLE (TACOMA)—
► KCTS (*9)
► KING-TV (5) ABC; Blair; 484,810; N, LF, LS; $900
► KOMO-TV (4) NBC; NBC Spot Sls.; 484,810; N; LF, LS; $950
► KTNT-TV (11) CBS, DuM; Weed; 484,810; N; $900
► KTVW (13) Hollingbery; 484,810; $425
Queen City Bcstg. Co. (7) Initial Decision 4/5/55

SPOKANE—
► KHQ-TV (6) NBC; Katz; 157,129; N, LF, LS; $550
► KREM-TV (2) ABC; Petry; 157,129; N, LF, LS; $350
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 155,914; $525

VANCOUVER†—
KVAN-TV (21) Bolling; 9/25/53-Unknown

YAKIMA—
► KIMA-TV (29) CBS, ABC, NBC; Weed; 60,400; $400
KRSM (23) 3/30/55-Unknown

WEST VIRGINIA

BLUEFIELD—
► WHIS-TV (6) NBC; Katz; 184,851; N; $250

CHARLESTON—
► WCHS-TV (8) CBS; Branham; 402,584; N, LF, LS; $550
WKNA-TV (49) See footnote

CLARKSBURG†—
WBLK-TV (12) Branham; 2/17/54-Spring '56

FAIRMONT†—
WJPB-TV (35) See footnote

HUNTINGTON—
► WHTN-TV (13) ABC, DuM; Petry; 203,000; N; $450
► WSAZ-TV (3) NBC; Katz; 616,573; N, LF, LS; $800

OAK HILL (BECKLEY)†—
► WOAY-TV (4) ABC; Pearson; 357,230; $200

PARKERSBURG—
► WTAP (15) NBC, ABC, CBS, DuM; Pearson; 35,902; $150

WHEELING (STEUBENVILLE, OHIO)—
► WTRF-TV (7) NBC, ABC; Hollingbery; 313,400; N; $450
► WSTV-TV (9) See Steubenville, Ohio
WLTV (51) 2/11/53-Unknown

WISCONSIN

EAU CLAIRE—
► WEAU-TV (13) NBC, ABC; Hollingbery; 82,373; $200

GREEN BAY—
► WBAY-TV (2) CBS; Weed; 235,000; $400
► WFRV-TV (5) ABC, CBS, DuM; Headley-Reed; 239,340; N; $300
► WMBV-TV (11) See Marinette

LA CROSSE—
► WKBT (8) NBC, CBS, ABC; H-R; 110,000; $300

MADISON—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 126,750; N; $250
► WMTV (33) ABC, NBC; Bolling; 125,000; $280
Radio Wisconsin Inc. (3) 12/7/55-Unknown

MARINETTE (GREEN BAY)—
► WMBV-TV (11) NBC, ABC; Venard; 211,440; $250

MILWAUKEE—
► WISN-TV (12) ABC, DuM; Petry; 700,000; N, LF, LS; $800
► WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 781,222; N, LL, LF, LS; $1,150
► WXIX (19) CBS, CBS Spot Sls.; 398,255; N; $800
WCAN-TV (25) See footnote
WFOX-TV (31) 5/4/55-Unknown

SUPERIOR (DULUTH, MINN.)—
► WDSM-TV (6) NBC; Free & Peters; 123,000; $325
► KDAL-TV (3) See Duluth, Minn.

WAUSAU—
► WSAU-TV (7) CBS, NBC; ABC, DuM (per program basis); Meeker; 81,700; $250

WHITEFISH BAY†—
WITI-TV (6) 6/29/55-Unknown

WYOMING

CHEYENNE—
► KFBC-TV (5) CBS, ABC, NBC, DuM; Hollingbery; 46,100; $150

ALASKA

ANCHORAGE†—
► KENI-TV (2) ABC, NBC; Fletcher, N. Y., Day, Seattle; 18,300; $150
► KTVA (11) CBS, DuM; Alaska Radio-Tv Sls.; 20,000; $150

FAIRBANKS†—
► KFAR-TV (2) NBC, ABC; Fletcher, Day; 6,500; $100
► KTVF (11) CBS; Alaska Radio-Tv Sls.; 6,500; $135

JUNEAU†
Alaska Broadcasting System Inc. (8) 11/2/55-Unknown

HAWAII

HILO†—
► KHBC-TV (9) Satellite of KGMB-TV Honolulu

HONOLULU†—
► KGMB-TV (9) CBS; Free & Peters; 89,500 (includes Hilo and Wailuku satellites); $300
► KONA (2) NBC; NBC Spot Sls.; 78,500; $405
► KULA-TV (4) ABC; Young; 78,500; $300

WAILUKU†—
► KMAU (3) Satellite of KGMB-TV Honolulu
KMVI-TV (12) 5/25/55—Unknown

PUERTO RICO

MAYAGUEZ†—
WORA-TV (5) CBS; 1/27/55-Unknown

SAN JUAN†—
► WAPA-TV (4) ABC, NBC; Caribbean Networks; 95,000; $200
► WKAQ-TV (2) CBS; Inter-American; 65,000; $300
WIPR-TV (*6) 2/2/55-Unknown

CANADA

BARRIE, ONT.—
► CKVR-TV (3)

BRANDON, MAN.†—
► CKX-TV (5) CBC; All-Canada, Weed; 9,952; $170

CALGARY, ALTA.—
► CHCT-TV (2) CBC, ABC, CBS, NBC; All-Canada, Weed; 33,500; $250

EDMONTON, ALTA.†—
► CFRN-TV (3) CBC; Radio Rep., Young, Oakes; 35,000; $260

HALIFAX, N. S.†—
► CBHT (3) CBC, CBS; 26,000; $220

HAMILTON, ONT.—
► CHCH-TV (11) CBC; All-Canada, Young; 437,404; $450

KINGSTON, ONT.—
► CKWS-TV (11) CBC; All-Canada; $50,000; $250

KITCHENER, ONT.—
► CKCO-TV (13) CBC; Hardy, Hunt, Weed; 258,330; $350

LETHBRIDGE, ALTA.—
► CJLH-TV (7) CBC; All-Canada, Weed; 6,000; $160

LONDON, ONT.—
► CFPL-TV (10) CBC, ABC, CBS, NBC, DuM; All-Canada, Weed; 128,000; $370

MONCTON, N.B.—
► CKCW-TV (2) CBC; Stovin; 23,000; $200

MONTREAL, QUE.—
► CBFT (2) CBC French; CBC; 337,000; $900
► CBMT (6) CBC; CBC; 220,000; $680

OTTAWA, ONT.—
► CBOFT (9) CBC; 42,000; $230
► CBOT (4) CBC; CBC; 79,000; $320

PETERBOROUGH, ONT.—
► CHEX-TV (12) CBC; All-Canada, Weed; 42,000; $230

PORT ARTHUR, ONT.†—
► CFPA-TV (2) CBC; All-Canada, Weed; 8,500; $170

QUEBEC CITY, QUE.—
► CFCM-TV (4) CBC; Hardy, Hunt, Weed; 30,000; $350

REGINA, SASK.†—
► CKCK-TV (2) CBC, CBS, ABC; All-Canada, Weed; 20,000; $230

RIMOUSKI, QUE.†—
► CJBR-TV (3) CBC; Stovin, Young; 17,000; $200

ST. JOHN, N. B.†—
► CHSJ-TV (4) CBC; All-Canada, Weed; 35,000; $250

ST. JOHN'S, NFLD.—
► CJON-TV (6) CBC, CBS, NBC, ABC; All-Canada, Weed; 9,500; $200

SASKATOON, SASK.†—
► CFQC-TV (8) CBC, ABC, CBS, NBC; Radio Rep.; 15,000; $230

SAULT STE. MARIE, ONT.†—
► CJIC-TV (2) CBC; All-Canada, Weed; 10,600; $170

SUDBURY, ONT.—
► CKSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed; 18,103; $200

SYDNEY, N. S.†—
► CJCB-TV (4) CBC; All-Canada, Weed; 23,690; $240

TORONTO, ONT.—
► CBLT (9) CBC, ABC, CBS, NBC, DuM; CBC; 440,000; $950

VANCOUVER, B. C.†—
► CBUT (2) CBC; CBC; 142,000; $500

WINDSOR, ONT. (DETROIT, MICH.)—
► CKLW-TV (9) CBC, DuM; Young; 1,496,000; $450

WINNIPEG, MAN.†—
► CBWT (4) CBC; CBC; 69,000; $320

MEXICO

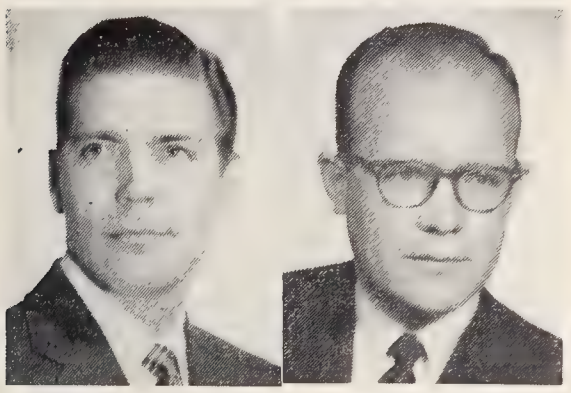
JUAREZ† (EL PASO, TEX.)—
► XEJ-TV (5) National Times Sales; Oakes; 69,158; $240

TIJUANA† (SAN DIEGO)—
► XETV (6) Weed; 324,558; $500

The following stations have suspended regular operations but have not turned in CP's: WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; WPFA-TV Pensacola, Fla.; WQXI-TV Atlanta, Ga.; WOKA (TV) Macon, Ga.; WRAY-TV Princeton, Ind.; KGTV (TV) Des Moines, Iowa; WKLO-TV Louisville, Ky.; WWOR-TV Worcester, Mass.; WLAM-TV Lewiston, Me.; WPMT (TV) Portland, Me.; WFTV Duluth, Minn.; WCOC-TV Meridian, Miss.; WFPG-TV Atlantic City, N. J.; WRTV (TV) Asbury Park, N. J.; WTRI (TV) Albany, N. Y.; WTVE (TV) Elmira, N. Y.; WQMC (TV) Charlotte, N. C.; WIFE (TV) Dayton, Ohio; KTVQ (TV) Oklahoma City, Okla.; KCEB (TV) Tulsa, Okla.; WFMZ-TV Allentown, Pa.; WLBR-TV Lebanon, Pa.; WKST-TV New Castle, Pa.; WKJF-TV Pittsburgh, Pa.; WEEU-TV Reading, Pa.; WNET (TV) Providence, R. I.; KNUZ-TV Houston, Tex.; KETX (TV) Tyler, Tex.; WBTM-TV Danville, Va.; WACH-TV Newport News, Va.; WKNA-TV Charleston, W. Va.; WJPB-TV Fairmont, W. Va.; WCAN-TV Milwaukee.

[*Stations continues from page 66*]

Charles Black, T. W. Thuman Head WILD Birmingham, Ala.



MR. BLACK MR. THUMAN

APPOINTMENT of a management team to direct operations of WILD Birmingham, Ala., was announced last week by Sherwood R. Gordon, president of Gordon Broadcasting Co., which recently purchased the station.

Charles A. Black, vice president of the company, which also operates WSAI-AM-FM, Cincinnati, Ohio, has assumed the chief executive position at WILD as managing director. He will have overall responsibility for all phases of operation at WILD.

Thomas W. Thuman, formerly national sales manager for Gordon, has been named a company vice president and director of sales at the Birmingham station.

WCBS New York Billings Up 7% Over Last Year

FOR THE THIRD consecutive year, gross billings and new business at WCBS New York were higher than in the previous year, according to Carl Ward, general manager, and Henry Untermeyer, sales manager. In a yearend statement they reported gross billings 7% over 1954 and new business up 10%.

Mr. Untermeyer said prospects are bright for 1956, with nine sponsors already having signed 52-week contracts and Shell Oil having renewed sponsorship of the *Herman Hickman Sports Show* on the station for the third year. The 52-week sponsors include National Dairy Products Corp., Shulton Inc., Esso Standard Oil, Sterling Drug, Continental Baking Co., Slenderella, American Safety Razor Co., Franklin Savings Bank and Sheffield Farms. Thirteen other advertisers, Mr. Untermeyer said, have signed for participations in various programs on a less than 52-week basis.

McGannon Urges Selectivity In Choosing Children's Fare

PARENTS should exercise "selective tuning" for their children, and young people should "use television for the value it can offer"—as a supplement to, not a substitute for, such other activities as physical exercise, studies, sports, and reading of literature.

This view was advanced by Donald H. McGannon, president of Westinghouse Broadcasting Co., in an address Tuesday before some 700 fathers and youngsters of the Boston Rotary Club.

Parents and broadcasters "have a joint responsibility to the children we serve," he said. Broadcasters strive "to present regularly and consistently good material that will not only feed the adventuresome spirit and the imagination of youth but programs also which will contribute to their education and development."

Mr. McGannon also saw educational tv as "a principal element of the schoolroom of tomorrow," and urged his listeners to give WGBH-TV Boston, educational station, "not only your further support but your interest in (its) day-by-day activities."

WBC operates, among other stations, WBZ-AM-TV Boston.

Ga. Stations Combine In Sales

IN A STATEMENT being released today (Monday) Lewis H. Avery, president of Avery-Knodel Inc., station representative firm, emphasized that beginning yesterday (Sunday), the Georgia "big five" group of radio stations—WGST Atlanta, WGAC Augusta, WRBL Columbus, WMAZ Macon and WTOC Savannah—are being sold to spot advertisers in "combination." Mr. Avery said A-K salesmen are presenting the group to agencies and advertisers by means of a "brief easel presentation." The group, according to Mr. Avery, has a standard metropolitan area coverage of eight out of Georgia's 159 counties accounting for more than one-half of all retail sales transacted in the state.

Blair Switches to KHQ-TV

J. BIRNEY BLAIR, with KHQ Spokane for almost a decade, has been named sales manager of KHQ-TV. The appointment was effective Dec. 31. Mr. Blair succeeds John Pindell, who became local sales manager of KING-TV Seattle.

1955 Billings Increase 15% At WRCA-AM-TV New York

YEAR-END statement released last week by Hamilton Shea, NBC vice president in charge of WRCA-AM-TV New York, revealed that the station's billings in 1955 increased by 15% over those in 1954.

Mr. Shea said that WRCA-TV showed an increase of 18% in 1955 over 1954 and WRCA an 8% rise for the same period. He attributed the rise in business of the stations primarily to a growing pattern of year-round advertising by sponsors who heretofore had participated in seasonal buying.

WRCA-TV leads all other local New York tv stations in color programming, Mr. Shea claimed, pointing out that the last 19 minutes of *Jinx's Diary* and Tex Antoine's *Uncle Wethbee* weather forecast, both carried on a Monday-Friday basis, are presented in color regularly.

Free & Peters Makes King Assistant Vice President

PROMOTION of Lon A. King to the newly-created post of assistant vice president at Free & Peters Inc., New York, station representatives, was announced last week by the company. Mr. King will specialize in station promotion and also will work closely with H. Preston Peters, president; Russel Woodward, executive vice president, radio, and Lloyd Griffin, vice president, television.

The company also announced that John P. Haskell has been named to the New York sales staff as television account executive. Mr. Haskell was with WTOP-TV Washington.

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REMOTE CONTROL SYSTEM

MEETS FCC REQUIREMENTS OF SINGLE TRANSMITTER STATIONS

Here's a new, reliable system with sufficient capacity to meet FCC requirements for single transmitter stations. Engineered with the same quality components and workmanship as more elaborate Rust systems, its simplicity of design minimizes installation and maintenance work. Thousands of dollars can be saved annually with this economical remote control. Why not investigate the possibility for *your* station?

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MANCHESTER, N.H.



MODEL 108 SERIES E

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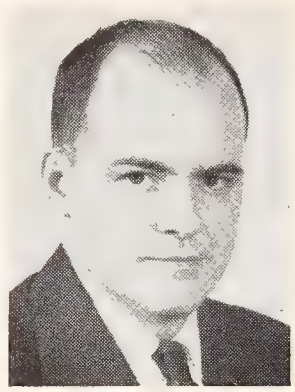
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BASIC NBC AFFILIATE
WORLD'S FIRST RADIO STATION
Owned and Operated by THE DETROIT NEWS
National Representatives: FREE & PETERS, INC.

BMI
"According to the Record"
Continuities for February
A daily almanac . . . each a five-minute program packed with information about the important happenings throughout the world.
February's "*According to the Record*" includes stories about Abraham Lincoln's birthday, P. T. Barnum and his animals, Queen Elizabeth, II, George Washington's Birthday and other significant and entertaining highlights and sidelights of the years past.
BMI's "*According to the Record*" package contains a full month's supply of continuities . . . Highly commercial . . . Now in its 11th successful year.
For sample scripts please write to Station Service Department
BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

Campbell Handles N. Y. Sales For Three Storer Stations

DONALD P. CAMPBELL, tv account executive, Edward Petry & Co., New York, national station representatives, has been appointed New York sales executive for three of the Storer stations — WSPD - TV Toledo, WGBS-TV Miami and KPTV (TV) Portland, Ore., Tom Harker, vice president and national sales director, Storer Broadcasting Co., announced last Tuesday.


MR. CAMPBELL

In his sales and promotion capacity with the three Storer stations, Mr. Campbell will work with both The Katz Agency and NBC-TV Spot Sales.

REPRESENTATIVE APPOINTMENTS

WDCL Tarpon Springs, Fla., names Thomas F. Clark Inc., N. Y., national representative.

WGH Norfolk, Va., appoints Forjoe & Co., N. Y.

KJR Seattle, Wash., and **KXL Portland, Ore.,** of Mt. Rainier Radio & Tv Bcstg. Co., name The Branham Co., Chicago, eastern national representative, and McGavren-Quinn Co., S. F., for San Francisco and Los Angeles representation.

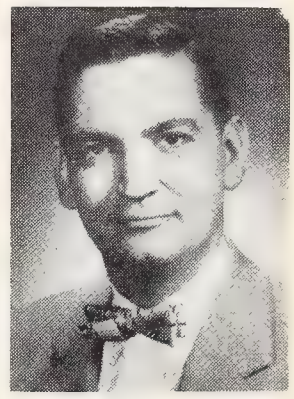
STATION PEOPLE

Nelson Alquist, formerly control room supervisor, WMCT (TV) Memphis, Tenn., appointed chief engineer, KBTV (TV) Denver.


MR. ALQUIST

Joseph S. Sample, formerly vice president, media director, Dancer - Fitzgerald - Sample Inc., Chicago, named president, KOOK - AM - TV Billings, Mont., replacing **C. L. Crist,** retired.

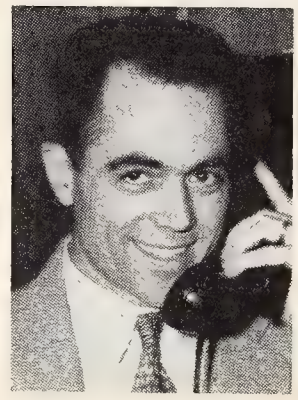
Robert W. Cessna, manager, WALM Albion, Mich., appointed manager of WABJ Adrian, Mich. He has been in radio 10 years.


MR. CESSNA

J. McCarthy Miller, commercial manager, WSPB Sarasota, Fla., named general manager of WDCL Tarpon Springs, Fla. **Richard Buckingham** appointed station news editor.

Doug Bell, formerly continuity director, WSOC Charlotte, N. C., appointed program manager that station, succeeding **Armand Bodie,** resigned. **Dick Curlee** will assume Mr. Bell's former duties. **P. L Herrington** appointed sales representative.

Eugene Phelps, engineering supervisor, KPTV (TV) Portland, Ore., promoted to chief engineer, succeeding **William McAlister,** resigned. Mr. Phelps has been with KPTV since it started telecasting three years ago.


MR. PHELPS

Bob Love, formerly on engineering staff, KMJ Fresno, Calif., to KBIF Fresno, as chief engineer, replacing Robert Ulrich, resigned.

Jim Caldwell, radio program director, WAVE Louisville, Ky., also assumes promotion management of WAVE-AM-TV, succeeding **Charles Hill,** resigned to become advertising manager of General Plywood Corp., Louisville. **Harry Lockhart,** music director, WAVE-AM-TV, adds radio production managership to his present duties.


MR. CALDWELL


MR. LOCKHART

Larry U. Kindle, chief announcer, KFYR-AM-TV Bismarck, N. D., appointed television program director.

John J. Corrigan, announcing and special events staff, KXOK St. Louis, appointed director of publicity and promotion, replacing **Frank Doyle,** resigned.

Mrs. Ben Potter, wife of president of WHBF-AM-FM-TV Rock Island, Ill., died Dec. 13.

Arnold A. Kohn, technical staff, KRON-TV San Francisco, died Dec. 1, following an illness.

John Vrba, vice president in charge of sales, KTTV (TV) Los Angeles, father of girl, Dec. 12.

Anita Gordon, musical star, KTLA (TV) Los Angeles, mother of twin girls, Patricia Ann and Vickie Lynn, Dec. 9.

Color Radio in Texas

"COLOR RADIO" comes to Dallas tomorrow (Tuesday) when KLIF begins its "color" broadcasts. KLIF officials described the process as "the newest entertainment miracle" but declined to divulge technical details. Martha Hyer, Hollywood starlet, was selected by the station as "Miss Color Radio of 1956" and received an award in connection with the station's plans.

Kintner Reports 45% Rise in ABC Billings

Network president says that tv operation makes greater increase than other two in citing reasons for big gain.

AN INCREASE of nearly 45% in gross billings in 1955 over the previous year at ABC-TV is being reported today (Monday) by Robert E. Kintner, ABC president.

In his year-end statement, Mr. Kintner asserted that this increase was (1) "a greater percentage increase than any other television network" and (2) a "trend" that will continue in the new year. Mr. Kintner marshalled data on station lineups, program audience and ratings, program hours carried on stations, plus new shows, to illustrate his statement that ABC-TV "closed substantially the gap between us and the other two major networks."

The network head said ABC last year marked the midpoint of its "five-year plan of growth and expansion with achievements and programs that speak for themselves." The plan, described by Mr. Kintner, emerged from the creation in February 1953 of American Broadcasting-Paramount Theatre's Inc., ABC's parent company.

Radio network gains, he said, included revitalization of the night-time schedule highlighted by the *New Sounds For You* concept; strengthening of the morning block by introducing Walt Disney's third ABC entry, *Magic Kingdom;* follow through of ABC Radio's segmented selling plan that attracted new advertisers and returned others; debut of *It's Time,* five minute, new feature type capsule programs in the week-end schedule, and "continued success" of regular news programs, including *Texaco News Reporter.*

In addition to the gross billing increase, other ABC-TV gains claimed by Mr. Kintner: a 43% rise in "average audience" for tv programs, "a gain greater than that of any other television network;" more than doubling in the ratings of time periods programmed commercially from the network on affiliated stations in 1955; debut of Mr. Disney's *Mickey Mouse Club* in daytime programming and the expansion in 1956 of this schedule to include the *Afternoon Film Festival,* and "improved affiliate relationships with 11 stations signing exclusively with ABC and 10 others increasing their power."

Mr. Kintner said that in 1955, "to further improve our affiliate situation, ABC submitted a plan to the FCC which in our opinion is a complete solution to the problem of television allocations."

Big Future

ABC is "certain that radio has a bigger and broader future than ever before," Robert E. Kintner, ABC president, said Wednesday. Mr. Kintner was interviewed during the "Let's Visit" segment on ABC Radio's *New Sounds For You* nighttime show (7:30-10 p.m. EST), which was described by the network president as an example of the "more intimate means of communication to the listener."

"We want to be able to turn to radio just as we glance at our wristwatches easily, wherever we are. We want information from our radio, information that is brief and to the point and exciting. And this kind of personalized radio can give us not only news, but spiritual and individual guidance," Mr. Kintner said.

While making programs "highly personal," ABC Radio also is attempting to provide "regularly scheduled programs. . . . For while radio has now given all of us tremendous freedom of movement, we want to be able to pinpoint our listening as well," he said.

ABC Radio Shifts News To Bolster Listenership

ABC Radio news realigned three of its news commentary programs yesterday (Sunday) in a move to bolster its weekend listenership. *Paul Harvey News,* heard from 9-9:15 p.m. EST, moved back to the 6:15-6:30 p.m. slot, preempting *Ted Malone's Lifetime Living,* which moved to the 9:15-9:30 p.m. slot. Latter time period was vacated by *Overseas Assignment,* which last night began to occupy 9-9:15 p.m. period.

Of the three shows, two are sustaining, while Mr. Harvey's program is sponsored by Bankers Life & Casualty Co., through Grant, Schwenck & Baker Inc., Chicago.

Networks, Stations On Top of Flood News

NETWORK coverage of floods that struck northern California and other western areas in the past fortnight was immediate and extensive. Activity reported to B•T included:

ABC Radio claimed to be the first network in getting reports of the floods out of the Pacific Northwest and to listeners. Use was made of a ham operator whose on-the-spot reports were handled through KIEM-TV Eureka, Calif., and KBES-TV Medford, Ore. His accounts pictured the situation at Eureka where communications had been interrupted. The report subsequently was inserted into ABC Radio evening news shows.

ABC Radio's coverage included on-the-scene interviewing in the disaster area on the day of the Marysville evacuation, of Army officials in Reno, Nev., and of helicopter pilots who covered the scene from the air. Flood victims also were interviewed for first-hand reports.

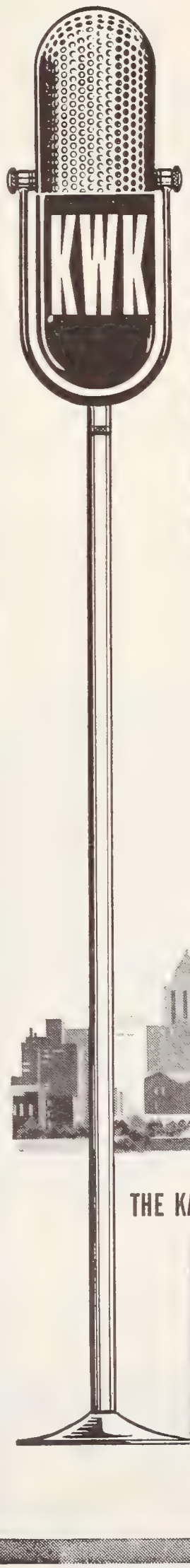
NBC-TV and NBC-Radio inserted on-the-scene flood reports on regular news shows, particularly the morning *World News Roundup* and the evening *News of the World* programs on NBC Radio and *News Caravan* on NBC-TV and made some use of the *Today* and *Tonight* shows for special films and/or filmclips.

Among the newsmen taking part in coverage for the network were Webb Russell of KGW Portland, Ore.; Ed Arnow and Charlie Stanyan, both in San Francisco; Clyde Peterson at Reno, and Walter Cole at Boise, Idaho. Among the reports aired by NBC Radio was a statement by Gov. Goodwin Knight of California.

Radio and tv stations in northern California played dramatic roles in the disaster.

Three of the stations told B•T of their activities during the catastrophe:

After the flood inundated the studios and transmitter of KXOB Stockton (Mutual-Don Lee affiliate), another Stockton station, KGDM (a CBS affiliate), gave its unfortunate neighbor —without charge—alternating half hours so that KXOB could continue broadcasting all of its local programs. KGDM stayed on the air "solidly day and night, working with all disaster and flood control officials, and giving



ED WILSON
GIL NEWSOME
TOM DAILEY
DAVE ALLEN

SELL

ST. LOUIS

When you use these outstanding disc jockeys you get results from your advertising dollars! . . .



Represented Nationally by

THE KATZ AGENCY, INC.

KWK

eye-witness first hand coverage of the flood. . . ."

The standby emergency generator at KRON-TV San Francisco kept that station on the air for almost three hours Dec. 18 when the "worst storm in 30 years" hit the bay area. Although the press reported that roofs were blown off, cars overturned, store windows shattered and families evacuated from flooded areas, the emergency power kept pumping the channel 4 signal with only minor interruptions.

KPIX (TV) San Francisco came through with extensive news coverage when it sent out on an around-the-clock basis newsreel camera and still shot crews to disaster areas. Some of the exclusive film and tape recordings that resulted were flown back to the station, and KPIX schedules were interrupted for the bulletins, newsreels and recordings that were amassed.

Playwright Kingsley Signs Exclusive Pact With CBS-TV

PULITZER PRIZE winning playwright Sidney Kingsley has been signed by CBS-TV. The contract, negotiated for Mr. Kingsley by his attorney, Arnold M. Grant, provides the network with his exclusive services as a producer, writer and director for five years.

Announcement of the acquisition of Mr. Kingsley's services was made Wednesday by Mr. Grant and Hubbell Robinson Jr., vice president in charge of CBS-TV programs. Mr. Kingsley's contract was effective yesterday (Sunday). Under terms of the agreement, he will create a number of special productions for CBS-TV. He already has begun work on a new CBS-TV series.

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Year-End Review Shows CBS-TV Gross Gain 30%

Roundup claims more business in first 10 months of 1955 than all of 1954, addition of 15 affiliates, points up color programming growth and lists network highlights during the year just ended.

GROSS BILLINGS of CBS-TV increased 30% in 1955 over the preceding year, with advertisers investing more with the network in the first 10 months of the year than in all of 1954, according to a year-end summary of CBS-TV activities.

In its review released last week, CBS-TV also claimed the 10-month spending by advertisers on the network to be more than national advertisers spent in an entire year in any single advertising medium. (In 1954, CBS-TV and NBC-TV individually had outstripped *Life* magazine as the single, leading advertising medium revenue gainer.)

During the year, CBS-TV said, the network's operating stations increased by 15 to 217. Programming gains included the popular success of the regular half-hour series, *The $64,000 Question,* the 90-minute *Judy Garland Show,* the addition of such comedy, drama and children's shows as the respective *You'll Never Get Rich, Ford Star Jubilee* and *Captain Kangaroo.* News and public affairs' program innovations included *Let's Take a Trip, Look Up and Live* (religious workshop sessions) and the expanded *See It Now* series. Spot activity coverage was increased nearly five times over 1954, the network claimed.

The network noted that in January CBS-TV became the first network to join Television Bureau of Advertising. During the year, Chevrolet Motor Div. of General Motors Corp. marked a first regular appearance in daytime tv by any major representative of the auto industry when it bought into the *Garry Moore Show* and J. P. Stevens & Co. (textiles) became a sponsor of *Omnibus,* in what was claimed to be the first time a major network tv series was sponsored by a leading fabric manufacturer.

CBS-TV listed these clients as having been new to television: Sterns Nurseries, Seven-Up Co., Serta Assoc. Inc., The Maybelline Co., Larsen Co., Ideal Toy Co. and CBS-Hytron. Those previously in tv but which joined CBS-TV during the year: Armour & Co., Curtiss Candy Co., The Dow Chemical Co., The Elgin National Watch Co., Gerber Products Co., Lewis-Howe Co., Mullins Mfg. Corp., Ralston Purina Co., Rexall Drug Co., A. E. Staley Mfg. Co., United States Steel Corp. and Wesson Oil & Snowdrift Sales Co.

Other CBS-TV events during the year: Approval by FCC of CBS-TV purchase of WOKY-TV Milwaukee (call letters changed to WXIX [TV]); purchase of WGTH-TV Hartford, Conn., from General Teleradio Inc., subject to FCC approval; introduction of an extended program service plan (to assist affiliates in solving programming problems in smaller market areas); accreditation by the Soviet government of Daniel L. Schorr as permanent CBS news correspondent in Moscow; CBS Newsfilm was named in May to supply filmed news coverage of North and South America and the Far East to Independent Television News Ltd., England (British commercial tv company handling news); emergence of sports coverage as a year-round operation on the network with nearly 70 different major sports events being covered; continuance of two regular color programs on the network in the spring, *Best of Broadway* and *Shower of Stars,* and in the fall, *Shower, Ford Star Jubilee,* a new 90-minute monthly color series, *Red Skelton Show* and *Gene Autry Show,* both weekly programs.

In addition, the network telecast various regular programs in color on a single time basis and during the summer altered its Studio 72, New York color facility, to increase the staging area 2,000 sq. ft. while installing portable seating for the audience.

Three Join ABC Radio

ABC RADIO's addition of two midwestern and one southern affiliate has been reported by Ed DeGray, ABC Radio station relations manager. KIOA Des Moines, owned and operated by Farm & Home Radio Inc. (which also operates KMMJ Grand Island, Neb.), affiliated Dec. 24. KIOA operates with 10 kw daytime and 5 kw nighttime on 940 kc. Other stations: WHBQ Memphis, with 5 kw daytime and 1 kw nighttime on 560 kc, joining Jan. 2, and WBEX Chillicothe, Ohio, with 250 w on 1490 kc rejoining ABC Jan. 15 after two years operation as independent.

KHAD-TV Joins NBC

ADDITION of KHAD-TV Laredo, Tex., as an optional NBC-TV affiliate, effective yesterday (Sunday), was announced last week by Harry Bannister, NBC vice president in charge of station relations. KHAD-TV (ch. 8), which is owned by the Vidicon Industries of America, is included in the NBC Program Extension Plan (PEP).

NETWORK PEOPLE

Fred Freed, writer-producer of *This Is New York* and *Eye On New York* on WCBS-AM-TV New York, appointed script editor, NBC-TV's *Home* show, effective Jan. 2. He succeeeds Senior Editor **Al Morgan,** who has taken leave to write screen play of his novel, "The Great Man."

Irving R. Levine, NBC news' Moscow correspondent, first Western non-Communist radio newsman to be given permanent accreditation by U.S.S.R. since 1948, returns to N. Y. this month for a brief visit. He is expected to leave Russia about Jan. 11.



"I find that listening to KRIZ Phoenix develops my savoir faire."

FOLSOM LOOKS AHEAD, SAYS RCA EXPECTS TO SELL OVER 200,000 COLOR SETS IN '56

RCA president sees color receiver production in first half of this year doubling output of last six months of 1955. Included in review of last year is report that 13 million consumer purchases of radio sets brought sets-in-use total to more than 125 million.

RCA expects to sell upwards of 200,000 color receivers in 1956 when retail sales of color sets may account for as much as $175 million, according to Frank M. Folsom, RCA president.

In a year-end statement Friday, Mr. Folsom reviewed RCA's past accomplishments and the outlook for the year ahead. His confidence in color progress echoed that of Brig. Gen. David Sarnoff who had indicated a first billion - dollar year in sales for RCA [B•T, Dec. 26, 1955].



MR. FOLSOM

Mr. Folsom said that RCA plans to produce about twice as many color receivers in the first half of 1956 as were produced in the last half of the year just ended. Noting increases in color programming, Mr. Folsom said that "color entertainment is ample to warrant the volume purchase of color tv receivers by the public" and that public preference "appears destined to boost color television into the status of a 'billion dollar baby' well ahead of expectations."

Mr. Folsom said that "trends and yardsticks" in the nation's business point for the year ahead "one of the greatest quality markets in history" for most segments of American industry, including radio-tv and electronics.

He said that in 1955 the electronics industry set an all-time record of $11 billion in sales and that his forecast of a "bright" outlook was based on customer preference for quality products bringing higher-priced items as merchandise leaders; of color tv's expected expansion; the biggest Christmas retail business in history with buying to carry over; impetus of large-scale orders already in the hands of manufacturers; new products and production techniques; prospects for continued high-level employment and personal income, and an expanding economy that stimulates higher standards of living.

Repeating Gen. Sarnoff's measure of RCA sales at the billion-dollar level for 1955, Mr. Folsom predicted that in 10 years, RCA's business will be "at least two billion dollars a year."

Mr. Folsom said the electronics industry will grow more rapidly than most other industries with the value of electronics in 1964 more than tripling its 1950 value while the gross national product may not have quite doubled. Although reasons for the growth, he said, are many, two facts are increased population creating new or bigger markets and new and improved electronic products.

Areas in which outstanding sales volume in 1956 may be expected, he said, are black-and-white and color receivers, industrial tv, tv transmitting equipment, electronic tubes and components, microwave relay systems, radio sets, phonographs, high fidelity instruments, records and military electronic apparatus. A record dollar volume should be attained in service operations (installation, maintenance as well as replacement), he said.

The RCA president said that monochrome tv receiver production last year set an all-time record of 8.3 million units or nearly $2 billion in retail value. Of this amount, said Mr. Folsom, RCA Victor tv division made and sold more than 1 million. The year 1956, Mr. Folsom said, will be "the first big year of color production and sales, pointing to mass output and lower prices—color will be an important part of our sales and profit picture—while we will continue to produce whatever quantity of black-and-white receivers necessary to satisfy public demand."

Heavy sales of radio in 1955 was cited in the Folsom report, which noted consumer purchases of approximately 13 million receivers "bringing to more than 125 million the number of sets in use." High fidelity industry sales reached an estimated $50 million, Mr. Folsom said. The record industry's outlook was also good to Mr. Folsom who saw RCA Victor's price reductions of a year ago this month as having had "striking impact on the industry. The yearend backlog of government orders with RCA he placed at about $275 million with a total of $220 million in government contracts completed during the year. Foreign market sales should be bright, Mr. Folsom noted, specifically emphasizing sales of tv and microwave systems."

Raytheon Plans Big Campaign To Sell New Color Receivers

RAYTHEON Mfg. Co. last week announced plans to launch a concerted "city-by-city, market-by-market" drive this month in behalf of its new 21-inch color receivers.

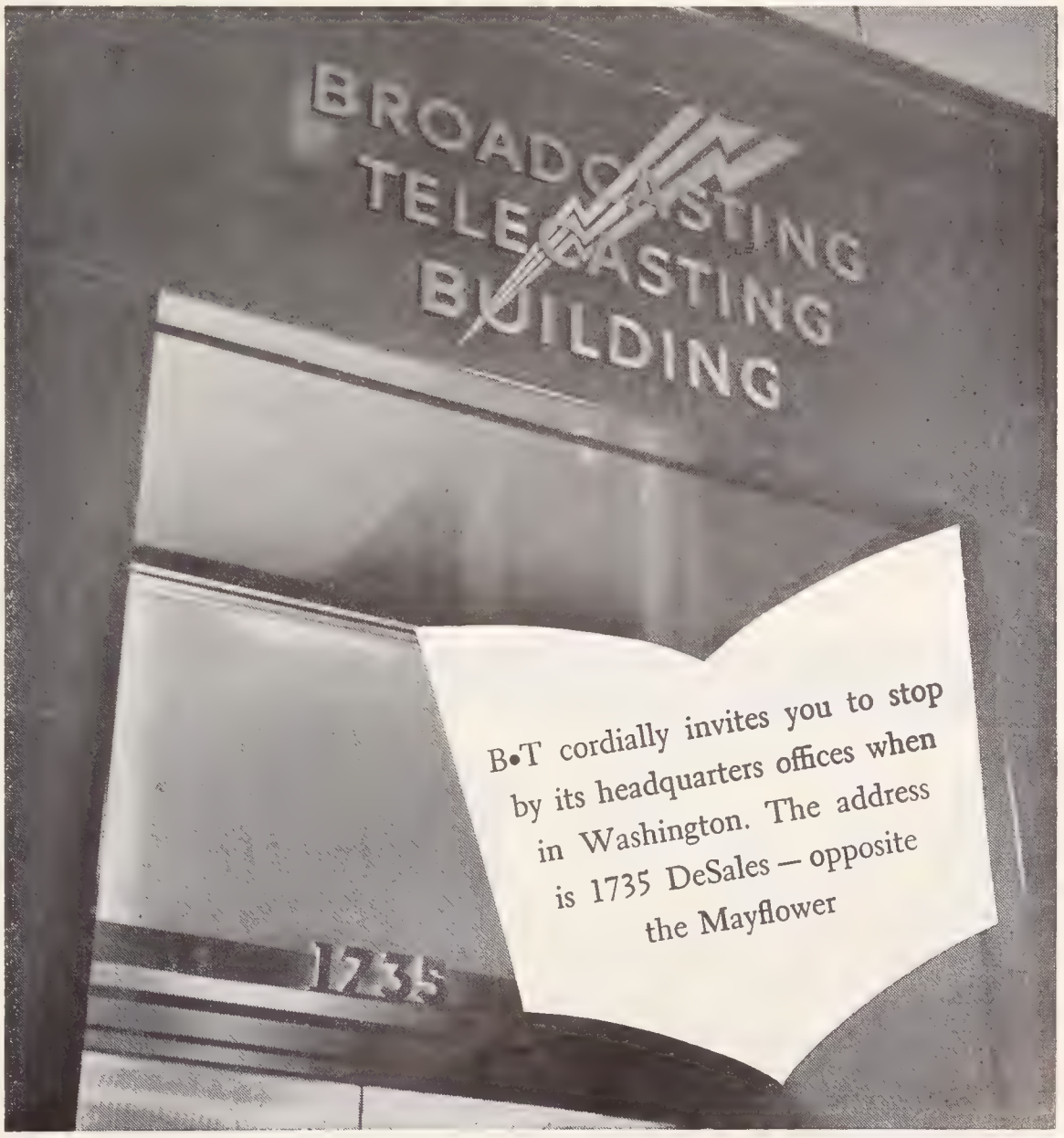
Anticipating industry-wide sales of 300,000 sets in 1956, Henry F. Argento, vice president and general manager of the firm's tv-radio operations, promised "old-time, hard-hitting salesmanship" to market the receiver, stressing simplicity of operation as the theme. He scored "the impression" that color tv "won't work unless an engineer stands over it with a screwdriver."

Mr. Argento declined to reveal Raytheon's current color tv unit production rate or what the new sales drive would require in terms of future units. He noted that Raytheon has been turning out color sets for two years—graduating from the 15½-inch models (with 12½ picture) through 19-inch types to the 21-inch sets last August. Raytheon makes its own picture tubes as well as other tubes and components.

Raytheon's agency is Henry M. Hempstead Co.

RCA Ships Tv Equipment To WBTV (TV), WSPA-TV

RCA REPORTED shipment Thursday of a 12-bay antenna to WSPA-TV Spartanburg, S. C., (ch. 7) and a live color camera chain to WBTV (TV) Charlotte, N. C. (ch. 3), shipped Dec. 19.



Color, Monochrome Sales Equal by 1958—Abrams

COLOR and black-and-white television set sales will be approximately equal by 1958, about 500,000 color sets will be produced in 1956, rising to 1.5 million in 1957 and 3 million in 1958, Benjamin F. Abrams, president, Emerson Radio and Phonograph Corp., Jersey City, predicted at a news conference held last week in New York.

Mr. Abrams forecast color tv set prices at from $400-500 in 1957 and about $300 in 1958. Sales of black-and-white sets, he continued, will level off in 1956-57 and approximate those of color sets by 1958. He estimated Emerson will produce about 25-35,000 color sets in 1956.

Later last week, on Thursday, Mr. Abrams presided at a national meeting in Jersey City of the company's sales executives and field representatives, and presented a new line of radio, television, phonograph and air conditioning units. Included in the new line was a portable transistor radio with a claimed battery life of 1,500 hours; a 21-inch color receiver consolette to supplement Emerson's color console model, and a new air conditioner, called the "Electronic Germ-Killer," which reduces airborne bacteria in a room to "insignificant numbers," and has the usual cooling and ventilating functions.

Mr. Abrams told the meeting that company sales in 1955 increased 10% over 1954 and estimated that net profits would be 30% over those of 1954.

Alves Promotion Announced By General Electric Co.

PROMOTION of Mario Alves from manager of quality control for broadcast equipment of the General Electric Co. to manager of manufacturing for the department was announced last week by Paul L. Chamberlain, general manager for broadcast equipment. In his new post, Mr. Alves will be responsible for the manufacture of GE's line of radio and tv station transmitting equipment.

Mr. Alves joined GE at Schenectady in 1949 in the company's test program and in 1951 he was assigned to the Knolls Atomic Power Lab. as an operations specialist, subsequently becoming supervisor of engineering. He was transferred to Electronics Park in 1953 as a general foreman, and in 1954 was appointed manager of quality control.

Raytheon Drives for Motel Tv

RAYTHEON MFG. Co. is launching a full-scale three-month drive this week to install tv receivers in the country's motels, hotels and institutions, it was announced by Henry F. Argento, vice president and general manager of tv-radio operations. As part of the campaign, distributors will be given bonuses based on the number of sets they sell. Prime target, according to Mr. Argento, is the nation's 56,000 motel owners.

Tarzian Quotes Prospects, Price of Scatter Equipment

SARKES TARZIAN Inc. has announced that forward scatter equipment for 2,000 mc can be obtainable in five to ten months at an aggregate cost of $42,000-$52,000. According to Biagio Presti, Tarzian sales manager, a one kilowatt transmitter and two receivers would cost from $30,000 to $40,000. Transmitting and receiving, 28-ft. parabolas, including tower or ground mounts, will cost an additional $12,000, he said. These figures are tentative, Mr. Presti declared. He also said he is fairly certain the equipment will handle a six mc tv signal.

The forward scatter method of long distance relay utilizes the "scatter" effect of vhf and uhf signals from the ionosphere and troposphere. The system requires high powered transmissions and large, high gain, narrow beam receiving and transmitting antennas [B•T, Nov. 21].

DuMont, Canadian Firm Sign

CONSUMMATION of a patent agreement between DuMont Television & Electronics Ltd., the company's Canadian subsidiary, and Canadian Aviation Electronics Ltd., Montreal, was announced last week by Ernest A. Marx, director of the Allen B. DuMont Labs' International Div., and vice president of DuMont Television & Electronics Ltd.

Under the agreement, Canadian Aviation Electronics has been appointed administrator and licensing agent in Canada for all DuMont's Canadian patents, covering the manufacture and sale in Canada of cathode-ray tubes, television transmitters, and electronic instruments and other electronic products. Mr. Marx said that CAE has been and will continue to be an exclusive licensee in Canada for the manufacture and sale of DuMont television receivers under the trade mark of "IAE-DUMONT."

DuMont Names Patten

REAR ADM. Stanley F. Patten (ret.), vice president and director of Allen B. DuMont Labs, has been elected treasurer, succeeding Paul Raibourn of Paramount Pictures who continues as a director of the DuMont organization. The post is an additional office for Adm. Patten.

RCA Plans Marine Expansion

RCA plans to expand its operations in the field of marine radio communications, manufacturing, marketing and servicing to "fill the needs of increasing numbers of customers," it was announced last week by Frank Folsom, RCA president. Mr. Folsom said that if the FCC approves, the marine radio traffic operations of Radiomarine Corp., a service of RCA, will be transferred to RCA Communications Inc.

FT&R Seeks Selenium

FEDERAL TELEPHONE & RADIO Co., Clifton, N. J., division of IT&T, has announced it has launched a campaign to reclaim selenium, a material that is "badly needed" for radio, tv and power rectifiers. Company is advertising to its customers, pointing out that Federal will pay for every used selenium rectifier which is returned for salvage.

Columbia Names Greenspon

HERBERT M. GREENSPON, director of manufacturing and technical operations, Columbia Records Inc., New York, has been named vice president in charge of manufacturing, Columbia's president, James B. Conkling, announced last week. A veteran of 20 years with the firm, Mr. Greenspon will be responsible for all recording and order service functions as well as for Columbia's entire record manufacturing operations both here and abroad.

Tube Replacements Predicted

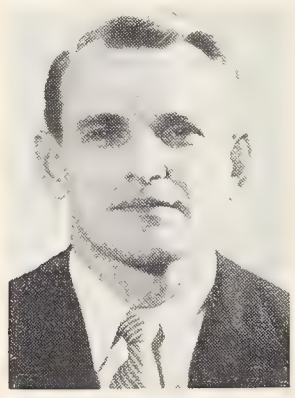
TV SET OWNERS will spend $300 million in 1956 for picture tube replacement for more than six million receivers, according to J. M. Lang, general manager of General Electric Co.'s Tube Dept., Schenectady.

Basing his prediction on "normal replacement statistics," Mr. Lang also said he expected more than 150 million of the smaller vacuum tubes in tv and radio sets to be sold this year.

MANUFACTURING PEOPLE

Fred Lieberman, formerly vice president, general manager, Jerrold-Ohio Inc., subsidiary of Jerrold Electronics Corp., Philadelphia, appointed sales manager in charge of subsidiary and branch sales operations of Jerrold Electronics.

Joel E. Cole, former general manager and chief engineer, WJMA Orange, Va., appointed sales engineer for Florida and southeastern territory, Gates Radio Co., Quincy, Ill.



MR. COLE

Herman W. Leitzow, domestic sales manager, Schering Corp. (pharmaceuticals), Bloomfield, N. J., elected vice president of company.

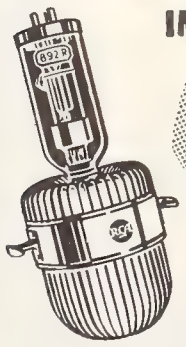
Wallace F. Baker appointed assistant general sales manager, Westinghouse Electronic Tube Div., Elmira, N. Y.

Edward W. Stack, Stack Electronics, Binghamton, N. Y., to CBS-Hytron Sales Corp., as salesman, southern California sales district.

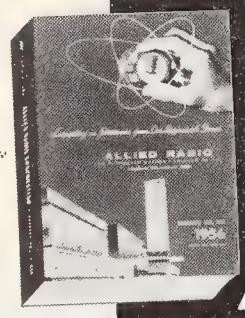
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IMMEDIATE DELIVERY ON

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Chicago 80
Phone: HAymarket 1-6800

—PROGRAMS & PROMOTIONS—

GETS EARLY BOWL START

WKZO-TV KALAMAZOO, Mich., weeks ago conducted a "Rosebowl Special" flight to Pasadena, Calif., preparing for today's Mich. State U.-UCLA football coverage. Len Colby, WKZO sports director, and Al Reddick, member of his staff, filmed and taped behind-scenes shots to be included in four quarter-hour, one 60-minute tv program and 10 quarter-hour radio stanzas. Today (Monday) the staff went into action on the field in MSU's hotel and at parties and celebrations.

STATION LAUNCHES SAFETY DRIVE

WRCA-AM-TV NEW YORK, is launching a "Fire-Away" safety campaign this week in cooperation with the New York City Fire Dept. Utilizing their special events staff, the two stations will send radio reporters and tv camera crews along with fire trucks to fires while stressing to the viewing and listening audiences the causes behind each fire. Stations also will air saturation spot campaigns to back up the special events programs.

BETTE DAVIS DEBUT SET

ACTRESS BETTE DAVIS will make her tv debut Feb. 25 when she will star in the *General Electric Theatre* on CBS-TV, 9-9:30 p.m. EST. A spokesman for the program said Miss Davis joins the ranks of such stars as Jane Wyman, Joan Crawford, Joseph Cotten and Alan Ladd for whom the *GE Theatre* was their first tv vehicle.

WJIM-AM-TV HOLIDAY LIGHTS

CHRISTMAS ANGELS hovered over the facade of the WJIM-AM-TV Lansing, Mich. Country House studios in a special 45 by 25 ft. holiday display designed by Valerie Clarebout, English lighting artist known for her New York Christmas displays. The station telecast the lighting ceremonies, attracting an audience of several thousand to the display made up of 600 flickering bee lights with 20,000 watts of floodlight power.

KCOH CHOOSES NEGRO QUEEN

ETHEL BANKS of Houston, Tex., has a new title, Miss KCOH, as a result of a recent KCOH Houston contest seeking the city's most attractive Negro girl. Ten thousand spectators attended the contest which was held in conjunction with a program featuring musicians Count Basie, George Shearing, T-Bone Walker and Ruth Brown. Miss Banks' title and prizes were awarded by Count Basie.

GEIGER COUNTER FINDS GOLD

GEIGER COUNTER click was thought at first by Lawton, Okla., listeners to be static, but it turned out to be *Radio-Active,* KWSO's 1-4 p.m. program which uses the Geiger Counter to identify its mobile news and music. KSWO's broadcast radio is being praised for public service and is paying its way as well. Advertising is keyed to the weekly *Radio-Active* theme, with a new theme each week. During Fire Prevention Week the show was sold out to local fire insurance agents; garages and auto service people bought heavily around Safe Driving Day. If, as has been said, imitation is the sincerest form of radio, *Radio-Active* claims the compliment. There are eight other shows on area stations patterned after it, KSWO says.

FOR THE RECORD

Station Authorizations, Applications

(As Compiled by B • T)

December 21 through December 28

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization. STA—special temporary authorization.

Am and Fm Summary Through Dec. 28

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,814	2,795	217	223	268
Fm	536	527	51	19	3

FCC Commercial Station Authorizations As of November 30, 1955 *

	Am	Fm	Tv
Licensed (all on air)	2,791	520	145
Cps on air	17	16	332
Cps not on air	115	20	109
Total on air	2,808	536	477
Total authorized	2,923	556	586
Applications in hearing	164	3	164
New station requests	217	4	28
New station bids in hearing	103	0	111
Facilities change requests	140	5	41
Total applications pending	750	80	289
Licenses deleted in Nov.	1	4	0
Cps deleted in Nov.	1	0	3

*** Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary Through Dec. 28

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	341	100	441
Noncom. Educ. on air	13	5	18

Grants Since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	298	315	613[1]
Noncom. Educational	19	17	36[2]

Applications Filed Since April 14, 1952:

(When FCC ended Sept. 28, 1948-April 14, 1952 freeze on tv processing)

	New	Amend.	Vhf	Uhf	Total
Commercial	965	337	759	543	1,302[3]
Noncom. Educ.	59		32	27	59[4]
Total	1,024	337	791	570	1,361[5]

[1] 156 Cps (32 vhf, 124 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 34 already granted.
[5] Includes 642 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

ACTION BY FCC

Evansville, Ind.—Evansville Television Inc. granted vhf ch. 7 (174-180 mc); ERP 316 kw vis.; 158 kw aur.; ant. height above average terrain 607 ft., above ground 570 ft. Estimated construction cost $630,096, first year operating cost $450,000, revenue $480,000. Post office address 408 S.E. First St., Evansville. Studio and trans. location, Evansville. Geographic coordinates 37° 59′ 57″ N. Lat., 87° 37′ 06″ W. Long. Trans. DuMont, ant. RCA. Legal counsel Welch, Mott & Morgan, Washington, and Maurice R. Barnes, Washington. Consulting engineer, Vandivere, Cohen & Wearn, Washington. Principals include: Pres. **Rex Schepp** (45%), former majority owner of radio and tv properties in Phoenix, Ariz.; Vice Pres. **B. F. Schepp** (13.5%), optometrist; Secy.-Treas. **John W. Spencer** (7.5%), attorney, and **Freeman Keyes** (10%), 100% owner of Russel M. Seeds Co., advertising agency. Granted Dec. 21; announced Dec. 27.

APPLICATION

Hagaman, N. Y.—Hudson Valley Bcstg. Co., uhf ch. 29 (560-566 mc); ERP 247 kw vis., 125 kw aur.; ant. height above average terrain 696 ft., above ground 246 ft. Estimated construction cost $108,200, first year operating cost $49,500, revenue none. Post office address P. O. Box 4100, Albany, N. Y. Studio location, none at present. Trans. location, Glenville, N. Y. Geographic coordinates 42° 55′ 00″ N. Lat., 74° 02′ 35″ W. Long. Trans. and ant. GE. Legal counsel, Hogan & Hartson, Washington. Consulting engineer, Frank H. McIntosh & Assoc., Washington. Station is to be satellite operation of **WROW-TV Albany** and rebroadcast WROW-TV programming in its entirety. Filed Dec. 28.

APPLICATION AMENDED

Deadwood, S. D.—Heart of the Black Hills Stations application for new tv station amended re

ALLEN KANDER
AND COMPANY
Negotiator
FOR THE PURCHASE AND SALE
OF RADIO AND TELEVISION
STATIONS
1701 K St., N. W. • Washington 6, D. C., NA. 8-3233
Lincoln Building • New York 17, N. Y., MU. 7-4242
111 West Monroe • Chicago 3, Illinois, RA. 6-3688

partnership agreement, correct financial data, ant. data coordinates and other engineering data. Amended Dec. 21.

Existing Tv Stations . . .

APPLICATION

KTLV (TV) Portland, Ore.—Seeks mod of cp to change to 189 kw aur., change trans. location to N.W. Skyline Blvd. near Greenleaf Rd., near Portland and studio location to 1139 S.W. 13th Ave., Portland, and make equipment changes. Ant. height above average terrain 1,550 ft. Filed Dec. 22.

APPLICATIONS AMENDED

WAIQ (TV) Andalusia, Ala.—Amends application to specify changed trans. site (no change in description) change in coordinates only and make further ant. changes. Amended Dec. 28.

KKTV (TV) Colorado Springs, Colo.—Application amended to specify 316 kw vis., 158 kw aur. ERP, make further change in DA, cancel request for waiver of sec. 3.614 and amend request of waiver of sec. 3.685 (e) (1). Amended Dec. 28.

New Am Stations . . .

ACTIONS BY FCC

Indianapolis, Ind.—Rollins Bcstg. Inc. granted 1590 kc, 5 kw D. Post office address Moore Bldg., Rehoboth Beach, Del. Estimated construction cost $65,530, first year operating cost $74,000, revenue $100,000. Principals include Pres. **O. Wayne Rollins** (50%); Vice Pres. **John W. Rollins** (45%), and Treas. **Katherine E. Rollins** (5%). Rollins Bcstg. owns **WJWL Georgetown, Del., WRAP Norfolk, Va., WAMS Wilmington, Del., WBEE Harvey, Ill.,** and **WNJR Newark, N. J.** Granted Dec. 21.

Leesville, La.—Leesville Bcstg. Co. application for new am to operate on 1570 kc, 250 w D dismissed without prejudice. Sufficient showing has not been made that grant would not be in contravention of sec. 3.35 of multiple ownership rules in connection with **KDLA De Ridder, La.** Applicant had advised Commission that in event grant without hearing could not be made application be dismissed without prejudice to rights to reapply later. Action of Dec. 22.

Pendleton, Ore.—Umatilla Bcstg. Enterprises granted 1050 kc, 1 kw D. Post office address P. O. Box 706, Pendleton. Estimated construction cost $18,069, first year operating cost $48,000, revenue $55,000. Sole owner **John M. Carroll** deals in farm implements, appliances and general farm supplies. Granted Dec. 21.

Chambersburg, Pa.—James R. Reese Jr., granted 1590 kc 1 kw D. Post office address South Mountain, Pa. Estimated construction cost $12,635, first year operating cost $30,000, revenue $45,000. Mr. Reese is pastor and in charge of programming of **WCHA-FM Chambersburg.** Granted Dec. 21.

Abilene, Tex.—Key City Bcstg. Co. application for new am to operate on 1570 kc with 250 w D dismissed for lack of prosecution. Action Dec. 28.

APPLICATIONS

De Land, Fla.—De Land Broadcasters Inc., 1310 kc, 1 kw D. Post office address P. O. Box 101, Douglas, Ga. Estimated construction cost $17,050, first year operating cost $48,000, revenue $60,000. Principals include: Pres. **W. H. Martin** (16%), 52% owner of **WMEN Tallahassee, Fla.,** and 96.6% owner of applicant seeking new am in Lakeland, Fla.; Vice Pres. **C. A. Martin** (18%), insurance firm district manager, and Secy.-Treas. **B. F. J. Timm** (50%), 75% owner of **WMFS Chattanooga, Tenn.** sole owner of **WDMG Douglas,** and 45% owner of WMEN. Filed Dec. 22.

Wachula, Fla.—L. B. Meadows, 1590 kc, 500 w D. Post office address P. O. Box 445, Plant City, Fla. Estimated construction cost $9,835, first year operating cost $27,000, revenue $31,000. Mr. Meadows is minister. Filed Dec. 22.

Haynesville, La.—Charles Edward Ray, 1580 kc, 250 w, D. Post office address, 3678 Beckham Dr., Shreveport, La. Estimated construction cost $14,700, first year operating cost, $21,000, revenue, $26,000. Mr. Ray is 11.88% owner of Twin City Bcstg. Co. and Vox Inc. which are applicants for new am stations in, respectively, Shreveport and Baton Rouge, La. Filed Dec. 22.

Bay City, Mich.—Paul A. Brandt, 1250 kc, 500 w D. Post office address, 901 E. Maple St., Mt. Pleasant, Mich. Estimated construction cost, $20,130, first year operating cost, $65,000, revenue, $75,000. Mr. Brandt owns **WCEN Mt. Pleasant, WBFC Fremont, Mich.,** and is applicant for new station at West Branch, Mich. Filed Dec. 28.

Howell, Mich.—Livingston Bcstg. Co., 1350 kc, 500 w, D. Post office address, 406 E. Oliver St., Owosso, Mich. Estimated construction cost, $10,100, first year operating cost, $35,000, revenue, $40,000. Sole owner is **M. H. Wirth,** gen. manager of **WOAP Owosso, Mich.,** and 16.8% owner of **WALM Albion, Mich.** Filed Dec. 28.

Babylon, N. Y.—WGLI Inc., 1290 kc, 1 kw unl. Post office address Livingston at Madison Ave., Babylon. Estimated construction cost $54,512, first year operating cost $58,000, revenue $78,000. Principals are: Pres. **William H. Reuman** (30%), president of **WWRL-AM-FM Woodside, N. Y.;** vice Pres. **Benton R. Bartlett** (10%), WWRL chief engineer; Treas. **Fred Barr** (30%), WWRL program manager, and Secy. **Edith Dick** (30%), executive secy. of WWRL. Filed Dec. 22.

Abilene, Tex.—Key City Broadcasters, 1280 kc, 500 w D. Post office address P.O. Box 449, Abilene. Estimated construction cost $21,689, first year operating cost $84,000, revenue $78,000. Principals are **Howard Barrett** (50%), 20% owner of **KBST Big Spring, Tex.,** and 10% owner of **KBST-TV Big Spring** and **Robert H. Nash** (50%), former local sales manager of **KRBC-TV Abilene.** Filed Dec. 22.

APPLICATIONS AMENDED

Escondido, Calif.—F. M. Radio & Television Corp. application for new am to operate on 1510 kc, 5 kw unl. amended to change ant.-trans. and studio locations to Washington Ave. and Midway Dr., Escondido. Amended Dec. 21.

Lakeland, Fla.—Denver T. Brannen application for new am to operate on 1540 kc, 1 kw D amended to change to 1010 kc, 250 w. Amended Dec. 21.

Plant City, Fla.—R. E. Hughes application for cp to operate on 910 kc, 500 w D amended to change power to 5 kw, change trans.-studio and station location to Auburndale, Fla. Amended Dec. 21.

Salisbury, Md.—Elizabeth Evans and W. Courtney Evans application for cp to operate on 1320 kc, 500 w D amended to make changes in ant. system (decrease height). Amended Dec. 21.

Albuquerque, N. M.—Rex A. Tynes application for cp to operate on 1450 kc, 250 w unl. amended to change to 1580 kc, 1 kw D and change trans.-studio locations. Amended Dec. 21.

Part I Reprints

A RECAPITULATION of Part I of the FCC's rules relating to practice and procedure may be obtained by writing to the Superintendent of Documents, Washington, D. C., for the Dec. 23, 1955 issue of the *Federal Register* or by contacting the same office for reprints which will be available later. The compilation makes no major changes in Part I, but combines in a single edition the related rules and amendments as of Dec. 1, 1955. The recapitulation cannot be obtained from the Commission.

Existing Am Stations . . .

ACTIONS BY FCC

KAMD Camden, Ark.—Granted change from 1450 kc, 250 w unl. to 910 kc, 1 kw LS, 500 w N, DA-N with remote control of D operation from 647 California Ave., S.W., Camden. Granted Dec. 22.

WARU Peru, Ind.—Granted increase from 500 w to 1 kw, operating D on 1600 kc; engineering condition. Granted Dec. 22.

WCOG Greensboro, N. C.—Granted increase in D power from 1 kw to 5 kw with DA-2, operating on 1320 kc with 1 kw N. Granted Dec. 22.

APPLICATIONS

WDSP De Funiak Springs, Fla.—Seeks mod. of cp to change studio location and operate trans. by remote control. Filed Dec. 28.

WPGA West Point, Ga.—Seeks mod. of cp to change ant.-trans. and studio location. Filed Dec. 28.

KPST Preston, Idaho—Seeks cp to change hours from unl. to specified hours. Filed Dec. 28.

KANE New Iberia, La.—Seeks cp to change ant.-trans. location. Filed Dec. 28.

WEBB Dundalk, Md.—Seeks cp to increase power from 1 kw D to 5 kw D, make DA changes and change studio and station location from Dundalk, Md., to Baltimore. Filed Dec. 22.

KDLM Detroit Lakes, Minn.—Seeks cp to change from 1360 kc to 1340 kc, decrease power from 1 kw to 250 w and change hours from D to unl. Filed Dec. 21.

KODY North Platte, Neb.—Seeks cp to change from 1240 kc to 600 kc, change power from 250 w unl. to 1 kw D, 500 w N, install new equipment and change ant.-trans.-studio location. Filed Dec. 28.

WBLR Batesburg, S. C.—Seeks mod. of cp to change from 1410 kc to 1430 kc, increase power from 1 kw to 5 kw D and make equipment changes. Filed Dec. 28.

KWFB Weatherford, Tex.—Seeks mod. of cp to increase power from 250 w to 500 w, change ant.-trans.-studio location and change station location from Weatherford to Fort Worth, Tex. Filed Dec. 28.

WCHV Charlottesville, Va.—Seeks mod. of cp to increase D power from 1 kw to 5 kw and change from DA-N to DA-2. Filed Dec. 22.

KWIE Kennewick, Wash.—Seeks mod. of license to change station location from Kennewick, Wash., to Kennewick-Richland-Pasco, Wash., and establish second main studio in Desert Inn Hotel, Richland, Wash. Also requested waiver of sec. 3.30 (b) so as to establish third main studio in Pasco. Filed Dec. 28.

KITI Chehalis, Wash.—Seeks mod. of license to change station location from Chehalis, Wash., to Chehalis-Centralia, Wash., and establish second main studio at Lewis & Clark Hotel, Centralia. Filed Dec. 28.

WDUX Waupaca, Wis.—Seeks mod. of cp to increase power from 500 w D to 1 kw D. Filed Dec. 22.

PETITION

WHO Des Moines, Iowa—Petitions FCC to amend paragraphs 3 and 4, footnote 10 (b) to section 1.371 of rules so as to make said paragraphs to apply to Class 1A ch. as set forth. Announced Dec. 23,

Ownership Changes . . .

ACTIONS BY FCC

KVRC Arkadelphia, Ark.—Granted transfer of control to **William F. Deaton** and **John M. Riggle** for $34,949.20. Messrs. Deaton and Riggle are affiliated with station as executives. Granted Dec. 21.

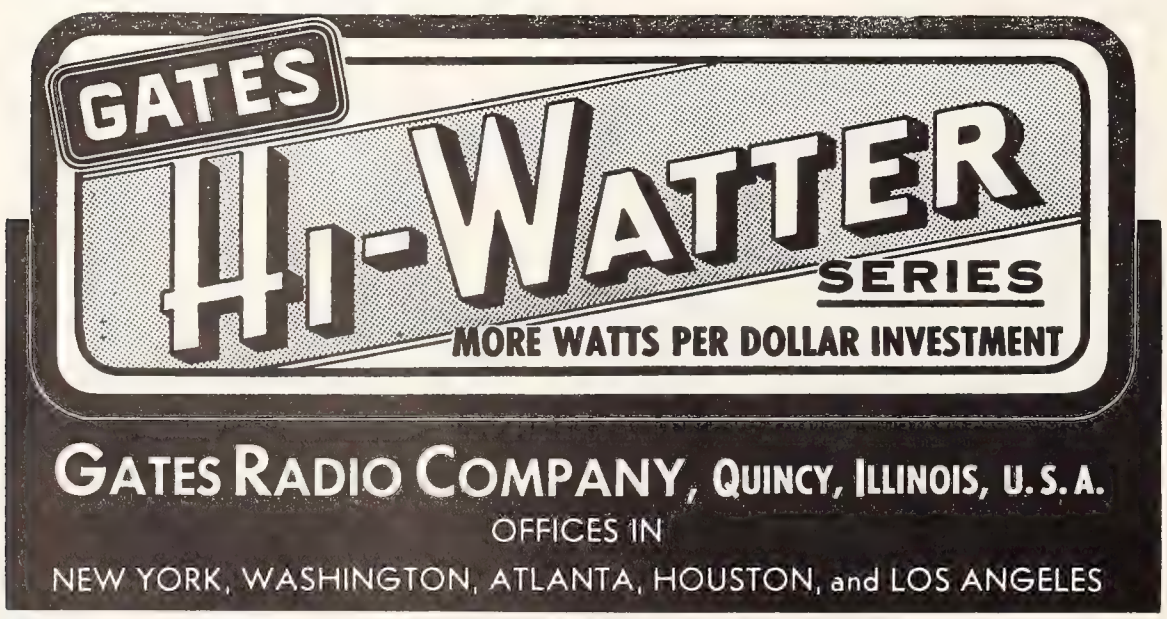
KXOC Chico, Calif.—Granted transfer of control to **Jack O. Gross** for $25,000 plus assumption of $52,750 in notes, plus $10,000 for agreement not to compete in Chico market in next five years. Mr. Gross is former owner of **KFMB-AM-FM-TV San Diego, Calif.** Granted Dec. 28.

KXO El Centro, Calif.—Granted transfer of control to Pres. **Riley R. Gibson** (23%), Vice Pres. **Marco Hanan** (16%), **A. L. Gale** (20%), Secy. **John E. Kearney** (19%), Treas. **Douglas E. Anderson** (9%) and **George A. McConnell** (9%), for $164,280. Mr. Gibson is former general manager of KXO. Mr. Hanan is former KXO sales manager. Mrs. Gale is housewife. Messrs. Anderson and McConnell own advertising agency. Mr. Kearney is hardware store owner. Granted Dec. 21.

WFOY St. Augustine, Fla.—Granted assignment of license to Ponce de Leon Bcstg. Co. for $60,000. Among the three principals is Pres. **John E. Bernhard Jr.** (100%), WFOY general manager. Granted Dec. 21.

WGLS Decatur, Ga.—Granted transfer of control to Republic Bcstg. System Inc. for $40,500. Principals include: Exec. Vice Pres. **Henry W. Lanham** (33%), former minority stockholder of

(Continues on page 87)



PROFESSIONAL CARDS

JANSKY & BAILEY INC.
Executive Offices
1735 De Sales St., N. W. ME. 8-5411
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 4-2414
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. MO. 3-3000
Laboratories Great Notch, N. J.
Member AFCCE

GEORGE C. DAVIS
501-514 Munsey Bldg. STerling 3-0111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
Member AFCCE

A. D. RING & ASSOCIATES
30 Years' Experience in Radio Engineering
Pennsylvania Bldg. Republic 7-2347
WASHINGTON 4, D. C.
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C.
Member AFCCE

Frank H. McIntosh & Assocs.
CONSULTING RADIO ENGINEERS
1216 WYATT BLDG.
WASHINGTON, D. C.
Metropolitan 8-4477
Member AFCCE

RUSSELL P. MAY
711 14th St., N. W. Sheraton Bldg.
Washington 5, D. C. REpublic 7-3984
Member AFCCE

WELDON & CARR
Consulting
Radio & Television
Engineers
Washington 6, D. C. Dallas, Texas
1001 Conn. Ave. 4212 S. Buckner Blvd.
Member AFCCE

PAGE, CREUTZ, STEEL & WALDSCHMITT, INC.
Communications Bldg.
710 14th St., N. W. Executive 3-5670
Washington 5, D. C.
303 White Henry Stuart Bldg.
Mutual 3280 Seattle 1, Washington
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Accredited Technical Institute Curricula
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Practical Broadcast, TV, Electronics engineering home study and residence courses. Write For Free Catalog, specify course.

SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 75,956* Readers
—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
* 1953 ARB Projected Readership Survey

THE ASSOCIATION OF CONSULTING COMMUNICATIONS ENGINEERS
Member AFCCE

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

Station manager for WSTR, Sturgis, Michigan, established 250 watt fulltime station. Prefer commercial and air experience. Start about January 23. Apply: E. H. Munn, Jr., Station WTVB, Coldwater, Michigan.

Experienced manager for new 1M watt daytimer 900kc. Third station in Mississippi's third market. Must have proven sales-management background. Complete charge. Want manager now to plan studios, equipment and build staff. Give complete details first letter. Enclose recent picture John T. Gibson, Delta-Democrat-Times, Greenville, Mississippi.

Salesmen

Salesman: Immediate opening. Experienced man or ambitious young man interested in sales. Present sales manager leaving for same job, larger market. This is two city market with 55,000 population, large rural and industrial territory. Chance for advancement, satisfactory salary-commission payment arrangement. Box 827E, B•T.

Three station company needs experienced radio salesman immediately in large Michigan market. Great potential to right man. Send detailed resume past experience, references, photo. Box 857E, B•T.

Salesman—If you are a top-notch producer with a proven record we want you. Good guaranteed draw plus 5 figure earnings with growing multiple operations in midwest. Please write fully. Box 874E, B•T.

Salemen . . . KAVE, Carlsbad, New Mexico wants energetic young salesman anouncer from southwest area. Draw account to start, then high straight commission.

New Mexico: 1000 watt Mutual affiliate needs experienced salesman. Salary plus commission. Write KICA, Box 111, Clovis, New Mexico.

Salesman, excellent opportunity for sober experienced salesman. Guarantee plus good list of active accounts. Opening created because of illness. Also need experienced copywriter capable of assuming complete responsibility of continuity department. Salary open. Contact Charles Palmquist, Radio Station WKTL, Kendallville, Indiana.

RADIO

Help Wanted—(Cont'd)

Announcers

Announcer: Pennsylvania station needs man with control board experience and potential for developing into air-personality. Good voice. Box 711E, B•T.

DJ with air personality—must have bright, friendly style—be able to sell and to read newscasts intelligently—no jive boys! Mature DJ who will give us a good show and top ratings in Michigan second market, Flint. Send tape, resume—if you're the man, we will discuss salary. Box 741E, B•T.

Start the New Year with a new job. KW Pa. ind. Needs afternoon P.D. Announcer-disc jockey and announcer, newsman to gather and assist news editor, Experience only. Send tape and qualifications to Box 791E, B•T.

If you have a bright, friendly compelling voice, if you play the kind of music people like, if you like to get up early, we offer you one of the greatest opportunities in the industry with one of the midwest's most progressive network affiliates. And, you'll have a chance to get your feet wet in tv . . . full power NBC-vhf. Write Box 839E, B•T.

Outstanding disc jockey for midwest station. Must have ability to sell on air. Give complete details and references. Box 848E, B•T.

Midwest independent, market over 100,000, seeking DJ with proven success record. Exceptional opportunity. Salary open. Send tape and full particulars to Box 856E, B•T.

If you are a personality and want to break into tv, we have the opportunity for you. Send complete info to Box 859E, B•T.

Deejay. Must have distinctive style, know his records, and be able to sell on the air. Give. complete resume of previous experience, salary expected and enclose snapshot. Don't send tape until requested. Box 872E, B•T.

Engineer-announcer. Combination position open. Contact Radio Station KCOW, Alliance, Nebraska.

Experienced announcer. Preference given college trained. Daytimer on 630. City of 12,000. Light hours but heavy commercial schedule. Salary open. No program director. Responsible to owner only. Send details KLEA, Lovington, New Mexico.

Wanted: Personality disc jockey announcer for news and music station. Send tape and full information to WDVH, P. O. Box 289, Gainesville, Florida.

DISC JOCKEYS—IMMEDIATE OPENINGS!

If you're interested in being with America's most "program-minded" radio group, send your tape. We're expanding again—adding WDGY, 50,000 watts, in Minneapolis, subject to FCC approval. Openings available immediately in all of our markets. We are particularly interested in disc jockeys with a smooth selling ability. If you have a personality identity such as singing, piano playing, voice characterizations, impersonations, etc., so much the better. If you're good we want to talk business. Every tape carefully auditioned, and promptly returned. (Be sure to include address *inside* box.) Send all tapes to: Todd Storz, President:

MID-CONTINENT BROADCASTING CO., OMAHA 2, NEBRASKA

KOWH Omaha — **WHB** Kansas City — **WTIX** New Orleans

RADIO

Help Wanted—(Cont'd)

Announcers

Combo announcer-engineer with emphasis on announcing. Immediate opening. Forward tape and full particulars to V. G. Balkcum, WGBR, Goldsboro, N. C.

Announcer-chief engineer. Emphasis announcing—New beautifully equipped 1000 watt-daytimer—immediate. Send resume, tape or call Bill Duke. Main 4-4908, WKDL, Clarksdale, Mississippi.

Wanted—top-flight announcer with first class ticket. No floaters desired. Preferably several years experience. Good pay. Excellent future to right man. Mail tape and information to Alvin Mullenax, PD., Station WSVA, Harrisonburg, Va.

Top-flight announcer with first class license for maior market. Network affiliate. Call or write Dale G. Moore. Community Network, Box 279, Montrose, Colorado.

Technical

Wanted: One radio engineer, first class license and one radio announcer with chance for television work. Must have experience. Beginning salary $80, 40 hour week. Two weeks paid vacation after one year, health and life insurance plan. Reply Box 866E, B•T.

Wanted: Chief engineer, combo announcer. $100.00 week. Rush resume. Box 867E, B•T.

Michigan. Immediate opening. 1st class engineer. Ralph Carpenter, WBCM, Bay City, Michigan.

WGVM, Greenville, Mississippi, has opening for experienced chief engineer-announcer. $80.00 weekly start, must be proficient both fields. No phone calls. Full details plus audition in first letter.

Engineer WINZ, Miami, fully qualified to operate 50 kw Doherty with 6 tower directional. Send complete resume to Rex Rand.

Programming-Production, Others

Experienced program director needed, with plenty of ideas, for No. 1 station in this market. Send full info immediately to Box 783, B•T.

Southwest station, number one in market needs a program director at $425 a month, a local newsman at $325 a month, two announcers with first phones at $350. If interested write immediately. Box 802E, B•T.

Program or production manager with experience and ability. Box 810E, B•T.

Copywriter with imagination to utilize production facilities in Michigan station. Needed immediately to replace writer returning to tv. Guy or gal. Box 843E, B•T.

Continuity writer for midwest. Male or female. Box 849E, B•T.

Promotion-publicity. Experienced in audience building for radio and tv. Must have successful experience in similar capacity, and be familiar with techniques that get results in increased ratings. This is not a sales promotion job. Salary commensurate with experience and ability. Tell all in first letter, including compensation expected. Box 873E, B•T.

Woman copywriter. Immediate opening with top-flight established station. Must take over complete copy writing department. Send sample copy to Jack Underwood, WIBM, Jackson, Michigan.

Charles W. Levene—Charles W. Asburn, please write James H. Rees, Union National Bank, Fayetteville, Tennessee, giving your current address.

Situations Wanted

Managerial

Manager-chief engineer available January. Prefer new enterprise in Florida. Consider other location or conditions. Top references, character and technical. Box 740E, B•T.

Commercial manager metropolitan station wants position as manager of local station in midwest. Excellent sales record and experience in every phase of station operation. Write Box 798E, B•T.

RADIO

Situations Wanted—(Cont'd)

Managerial

Station and sales manager. Twenty years experience-knowledge all phases. Box 836E, B•T.

General manager—new frequency? Want management station ready for airing. Top salesman, strong modern music, news programming. Excellent administrator. Currently sales manager. Box 851E, B•T.

Manage or sales manage your station, metropolitan market. Solid experience sales, production, technical and general manager. Box 876E, B•T.

Commercial manager or assistant. A producer and organizer. Can train and assist others. Not a desk operator. Experience in radio and tv in highly competitive market. Available soon. Box 877E, B•T.

Salesman

Ohio. Salesman, high calibre, experienced announcer, good voice. Emphasis on sales. First-class license. Box 870E, B•T.

Announcers

Experienced announcer. Top DJ, western or popular. Five years with same employer. First ticket. Box 796E, B•T.

Experienced announcer. Desires permanent position in Florida. Excellent background. Available now. Tape. Box 731E, B•T.

Announcer, DJ. 3 years experience, staff work, news. Box 835E, B•T.

Recent broadcasting school graduate. Good DJ, news, sports, board. Tape. Box 838E, B•T.

Country western DJ, musician-specialist. Experienced staff announcer. Third. Presently employed. Sincere, progressive stations only. Salary —talent. Box 841E, B•T.

Man, 22, radio school graduate, desires announcing experience, or job leading to announcing. Box 850E, B•T.

Experienced announcer, third class license. Wants to settle small station Georgia, Florida, Alabama. Box 861E, B•T.

Recent broadcasting school graduate. Good DJ, news, sports, board, tape. Box 868E, B•T.

Trained, experienced announcer, desires position New York State, New England. Box 869E, B•T.

Staff announcer, experienced in all phases of broadcasting, desires permanent position. Good voice, sincere worker. Prefer east. Will accept others. Box 879E, B•T.

Versatile DJ, sports, reliable vet, 3 years experience. Married. Pete Franklin, 73 Propp Avenue, Franklin Square, L.I., N.Y. Floral Park 2-6286.

Sports director—five years radio—play-by-play major sports. Also program director three years. Age 29, married, preference midwest—personal interview or tape—available January 1st. Tom Lawrence, 6267 Washington Boulevard, Indianapolis, Indiana. Phone GLendale 5651.

Announcer—two years experience. Available January. Phone 186-J. Lynn Kirby, Box 207, Bardwell, Kentucky.

Technical

Chief engineer-announcer—experienced 250 to 50 kw, degree, car, tv training. Box 746E, B•T.

Chief engineer available. All phases, eight years experience. Honest worker, administrative ability. Ham license, some announcing. Best references. Box 842E, B•T.

Chief engineer for twenty years, same five kw regional, desires change. Ability, personal habits, work and record will stand any inspection. West or midwest preferred. Box 847E, B•T.

Male, trained, two years experience. Samples on request. Go anywhere. Available January 1, Box 858E, B•T.

First phone engineer. 1½ years experience remotes and transmitters. 4 years electronics in U.S.N. Single, dependable, ambitious. Desire position in or near college city. Contact: Clark N. Buehler, Wilson, Kansas.

RADIO

Situations Wanted—(Cont'd)

Engineer, 6 years experience in am. Would like job in tv or radio on Gulf Coast or S. California. D. C. Kenney, 1708 Lucile, Wichita Falls, Texas. Phone 3-8990.

Production-Programming, Others

Punch Copywriter, young woman, seven years radio experience, wishes permanent position. Quality copy in bulk under pressure. Production my specialty. Box 845E, B•T.

Presently employed news director, seven years experienced, desires West Coast, bay area, available February 15th. Writing, announcing, programming experience. Want permanent position with possibilities. Box 852E, B•T.

TELEVISION

Help Wanted

Salesmen

Television sales. Aggressive, dependable salesman with or without television experience. This retail sales opening is an opportunity to work and advance in experience and income. You will make money if you work and make calls. Top network adjacencies to sell, excellent production facilities and a retail market which is rated high in Sales Management. Aggressive dependability, not flash, needed by southeastern station. Full details with photo needed, quick decision possible. Box 805E, B•T.

Regional sales. Opportunity is here, but you must come with us and earn your advancement. If you believe that there are never any good opportunities advertised because they're already filled, you have too much inertia for us. Rich area market, basic major network tv station in growing southeast. Regional sales and building contacts with national advertisers field officials, latter a must. Travel as needed. Incentive plan. Open now, reply accordingly include particulars and photo. Box 806E, B•T.

Experienced, aggressive television account executive wanted immediately for booming KBTV in booming mile high Denver. Unlimited opportunities for real producer. Box 844E, B•T

Great opportunity for persistent, aggressive salesman for selling successful television station products. Television sales and production experience important. Headquarters New York. Box 878E, B•T.

Announcers

Announcer seeking spot with established radio-television station. Salary plus talent opportunities. Hospitalization and free life insurance. Company paid pension plan. Send Personnel Dept., WSBT-TV, South Bend, 26. Tape and photograph.

Technical

Chief engineer for RCA equipped California vhf station. Send full resume first letter including photo and salary desired. Box 862E, B•T.

Experienced maintenance engineer, major midwest market, excellent salary. Box 865E, B•T.

Immediate openings. Transmitter engineer; studio engineer. Must be experienced. Mail complete resume. Chief Engineer, KOAT-TV, Albuquerque, New Mexico.

Young man with first class license to work in television. Contact Chief Engineer, WINK-TV, Fort Myers, Florida.

Production-Programming, Others

Wanted: Assistant promotion manager for major vhf station in leading eastern market. State age, qualifications, references, etc. All applications kept confidential. Box 837E, B•T.

Situations Wanted

Managerial

Sales executive with successful metropolitan tv station has reached peak position and earnings. Now seeking opportunity with progressive tv operation as station or commercial manager. Ten years successful sales and sales management experience. Mature, civic minded, family man with integrity and reputation for honesty. Box 863E, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Announcers

Experienced radio announcer desires transition to television, can offer: References, sincerity, a deep conviction in the medium and well received delivery. Available on two weeks' notice. Box 846E, B•T.

Technical

Experienced television studio engineer with 3 years tv maintenance experience would consider move for right offer. Married. Box 860E, B•T.

Programming-Production, Others

Producer-director . . . 6 years experience, 2 years major market. Have put three station on-the-air. Full particulars on request . . . prefer east. Minimum $125. Box 840E, B•T.

FOR SALE

Stations

Fm—multiplexing station, sale or lease. Best equipment, 35,000 watts. Biggest market to sell background music and programs to Chicagolands 6.5 million people. Write Was Corvine, 2707 North Drake, Chicago 47, Illinois.

Border state secondary market station, $50,000, half on terms. Paul H. Chapman, 84 Peachtree, Atlanta.

Southern top 100 market, asking price $125,000, terms. Paul H. Chapman, 84 Peachtree, Atlanta.

We offer excellent radio and tv buys throughout the United States. Ask for our free list. Jack L. Stoll & Associates, 4958 Melrose Avenue, Los Angeles 29, Calif.

West Coast 250w fulltime. Exclusive, gross $50,000. Only $15,000 down. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Eastern buyers should contact me for good sound deals in radio and tv stations. John Hanly, 1739 Connecticut, N.W., Washington, D. C.

Equipment

Frequency extension kit consisting of six high pressure nitrogen condensers, other related items. Material unused. Excellent condition. Sacrifice. Box 765E, B•T.

RCA switching console like brand new, capable of any kind programming, over 100 controls, 2 VU meters, patch panel. Photo on request. Box 853E, B•T.

(Continued on next page)

VALUABLE FRANCHISE FOR EXECUTIVE SALESMEN

Well rated concern national in scope. Advertising or intangible experience necessary. No investment or inventory. A business of your own with protected territory. Men must be of high caliber, educated, nice appearance, and experienced in calling on top management. Reference required. 95% renewal year after year. We have testimonial letters from over 80% of our customers. This is a startling new idea, but old enough to be proven. This is prestige advertising and Public Relations in its most palatable form. We are now setting up restricted territory. Our plan of pay is much better than a draw. If you can meet the requirements above and will conscientiously work for two years, your renewals will be enough to retire on. We pay you immediately although we bill customers monthly. Write RANDALL, Suite 100, BUSINESS DIGEST & FORECAST, 1724 20th St., N. W., Washington 9, D. C.

FOR SALE

Equipment

Equipment for sale—Have four 10-foot parabolic solid reflectors. Make reasonable offer. Frank Carman, KUTA, Salt Lake City, Utah.

PE-5A film camera channel (GE); PE-100A 16mm projector (GPL); PE-3C slide projector (GE); and other items. Never used! 50% off cost! Write Radio KXOA, Sacramento 15, California.

For Sale: 250 watt fm broadcast transmitter type BT-1-B with tubes and crystal to operate on 92.7 mc. Fm monitor type BM-1-A to match; all excellent condition. WLOE, Inc., Leaksville, N. C.

Console, studio control, meets am-fm broadcast specifications. Write for literature. U. S. Recording Co., 1121 Vermont Avenue, Washington 5, D. C.

Simplex tone generator, two crystal controlled frequencies, automatic timing, between 20kc and 75kc. 25 and 40kc crystals included. Don Larsen, 2526 N. Harlem, Elmwood, Illinois.

WANTED TO BUY

Stations

Stations wanted. Colorado, Texas, Oklahoma, Missouri, Arkansas, Kansas. Metropolitan stations especially desired. Ralph Erwin. Broker, 1443 South Trenton, Tulsa.

Equipment

Used lights: Key klieg—1500 to 2000, fill bucket—750 to 2500, or comparable. Box 864E, B•T.

Studio Zoomar or equivalent. Rear screen projector. Must be in good condition and realistically priced for cash. Box 871E, B•T.

Fairchild 523 studio disc cutting lathe, or Scully or equal. State condition and price. Box 875E, B•T.

Used rear screen projector. Must be in first class condition. Cash. WLEX-TV, Lexington, Kentucky.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 1-T, 821 19th Street, N.W., Washington, D.C.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W., 21st Street, Portland 9, Oregon.

FCC first class phone. After ten years successfully training men for their first class radiotelephone operators license, this same course is now available to you at home. Write the Don Martin School, Ext. Div., 1653 North Cherokee, Hollywood 28, California.

RADIO

Help Wanted

Salesmen

SALES ENGINEER

Gates has immediate opening for sales engineer to headquarter in Washington, D.C. office. Must be familiar with all broadcast activities in Washington area. Salary, bonus and travelling expenses. Send complete resume and photo to

Sales Manager
Gates Radio Company
Quincy, Illinois

RADIO

Help Wanted

Programming-Production, Others

TOP CONTINUITY JOB

Leading Ohio Indie wants Continuity Writer. Three years experience preferred. This is a professional writing job and your only responsibility will be to write hard-selling copy. You'll replace a pro who's been with us four years and is leaving for personal reasons. Salary open. Tell all first letter and enclose samples.

Box 880E, B•T

Situations Wanted

Managerial

Manager-Salesman For Hire

Present Account Executive for top station. Heavy on organization and sales. Always bill over $100,000. Not arm chair man, high pressure of fly-by-night. My accounts always renew. Family, college, 33, exp: Manager, commercial manager, large and small markets. Have first ticket. Have put station on air from ground up. Best references. Available for interview.

Box 854E, B•T

START YOUR NEW YEAR RIGHT...



CHICAGO TV PRODUCTION CLASS AT WORK

with professionally trained, well-qualified Personnel.

Call Northwest FIRST!

Classes in TV Production have just completed their training in each of our four schools' completely equipped studios. Highly trained adaptable people for all phases of TV production are now available in YOUR area.

Start your New Year right . . . personnel-wise.

Wire or call collect, John Birrel, Employment Counselor, for immediate details.

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CHICAGO, ILLINOIS. . . . . 540 N. Michigan Avenue DE 7-3836
WASHINGTON, D. C. . . . . 1627 K Street N. W. RE 7-0343

(Continues from page 82)

WBGE-AM-FM Atlanta, Ga., and Trinity Bcstg. Corp., licensee of **KLIF Dallas, KELP El Paso, WRIT Milwaukee**, and permittee of **KOKE-TV El Paso**. Granted Dec. 28.

KWHK Hutchinson, Kan.—Granted assignment of license to KWHK Inc. for $75,000. Principals are Pres. **John D. Hill** (40%), former merchandising-promotion director of **WISN Milwaukee, Wis.**; Vice Pres. **Frank A. Smith** (25%), badge and trophy supplier; Secy. **Alvarita Smith Hill** (10%), former continuity writer for **WLS Chicago**, and Treas. **Alva H. Smith** (25%), housewife. Granted Dec. 21.

WPLM North Plymouth, Mass.—Granted transfer of control (51 shares of 90 outstanding) to **John T. Campbell** for $10,200. Mr. Campbell is former commercial manager of WPLM. Granted Dec. 21.

KABQ Albuquerque, N. M.—Granted assignment of license to Duke City Bcstg. Corp. for $110,000. Principals are: Pres.-Treas. **Edward M. Sleighel** (60%), gen. manager of **WTRY Troy, N. Y.**; Vice Pres. **Nancy W. Sleighel** (39.6%), housewife, and Secy. **E. D. Johnston** (.4%), attorney. Granted Dec. 28.

WMSN Raleigh, N. C.—Granted assignment of license to Merchants & Farmers Radio Station WMSN Inc. for $8,000 plus other considerations. Pres. **B. H. Ingle Sr.** is 98% owner. Mr. Ingle owns WMSN and is partner in **WFVG Fuquay Springs, N. C.** Granted Dec. 28.

WTAM-AM-FM-WNBK (TV) Cleveland, Ohio; KYW-WPTZ (TV) Philadelphia—Granted assignment of Cleveland stations from **NBC** to **Westinghouse Bcstg. Co.** for WBC's Philadelphia stations. NBC additionally makes $3 million payment to WBC. Granted Dec. 28.

WSKI Montpelier, Vt.—Granted assignment of license to **Paul J. Perreault** for $60,000. Mr. Perreault and wife own mail order shoe firm; he is former manager of **WNBH New Bedford, Mass.** Granted Dec. 28.

WMTE Manistee, Mich.—Granted transfer of control to **James R. Sumbler** for $30,999.90. Mr. Sumbler, whose professional name is Jim Gray, is announcer for ABC, Chicago. Granted Dec. 21.

KFEQ-AM-TV St. Joseph, Mo.—Granted assignment of licenses to Midland Bcstg. Co. for $550,000. Principals are Pres. **Kenyon Brown** (33.3%), one-third owner **KWFT-AM-TV Wichita Falls, Tex.**, part owner of applicant seeking purchase of **KANS Wichita, Kan.**, one-third owner **KGLC Miami, Okla.**, and 49% owner **KBYE Oklahoma City**; Vice Pres. **Harry L. (Bing) Crosby Jr.** (33.3%), holds about 5.2% interest in KGLC; Vice Pres. **George L. Coleman** (33.3%), holds about 5.5% of KGLC, and Secy.-Treas. **Paul A. O'Bryan** (no stock), former minority owner **WNEW New York**. Granted Dec. 21.

KMIL Cameron, Tex.—Granted assignment of license to Milam County Bcstg. Service Ltd. for $15,000 plus assumption of $8,000 note. Principals include present owners **Milton F. Brown Jr.** (51%) and **E. Glenn Abercrombie** (15%). Others are: **N. L. Caperton** (10%), insurance, motor and gas-oil distributorship interests; **H. H. Coffield** (10%), 50% owner **KGKO Dallas**, and **Esther Belle White** (4%), office manager. Granted Dec. 21.

WACO Waco, Tex.—Granted assignment of license to Waco Bcstg. Corp. for $300,000. Principals are Pres. **Wendell Mayes** (40%), majority owner of **KBWD Brownwood, KNOW Austin**, 30% of **KSNY Snyder**, 20% of **KXOL Fort Worth**, all **Tex.**, and 50% owner of **KTOK Oklahoma City, Okla.**; Vice Pres. **C. C. Woodson** (40%), 50% owner KTOK 40% of KXOL and vice pres.-dir. of KBWD and **R. Lee Glasgow** (20%), owner of **KAND Corsicana, Tex.**, and WACO general manager. Granted Dec. 21.

APPLICATIONS

WSPC Anniston, Ala.—Seeks transfer of control to **S. B. Ingram** and **W. S. Weatherly** for $4,664. Messrs. Ingram and Weatherly are presently minority stcokholders in station. Filed Dec. 22.

WAPI-WAFM (FM)-WABT (TV) Birmingham, WHBS-AM-FM Huntsville, Ala.—Seeks transfer of control to Remoc Pub. Co. for $16.5 million plus assumption of $2.2 million in notes. Price includes *Birmingham News* and *Huntsville Times*; no breakdown of price was made. Remoc is directly owned by firms publishing *Portland* (Ore.) *Oregonian* and *Jersey City* (N. J.) *Journal* and indirectly owned by **Samuel I. Newhouse**, owner of 11 daily newspapers and interests in **WSYR-AM-FM-TV Syracuse, N. Y.; KOIN-AM-FM-TV Portland, Ore.; KWK-AM-TV St. Louis, Mo.; WGTO Haines City, Fla.; WTPA (TV) Harrisburg, Pa.** Filed Dec. 21.

KCHV Coachella, Calif.—Seeks assignment of license to Coachella Bcstg. Co. for $3,500. KCHV part owner **Edward W. Gorges** is sole owner of Coachella Bcstg. Filed Dec. 21.

KFTM Fort Morgan, Colo.—Seeks transfer of control to **Robert H. Dolph**, present 35.5% owner of KFTM, for $4,000. Mr. Dolph will own 61% of station after approval. Filed Dec. 22.

WMGR Bainbridge, Ga.—Seeks assignment of license to Decatur Bcstg. Co. for one-third interest in **WDVH Gainesville, Fla.**, together with deferred payment of $13,550, plus $2,583 equity and assumption of $13,500 in notes. Present part owner of station, **John A. Dowdy**, will hold 66.6% interest and new principal, **James D. Osteen**, grocer, will hold remainder. Filed Dec. 21.

WKAN Kankakee, Ill.—Seeks relinquishment of control by **Leslie C. Small** for $50,000. Mr. Small holds 50.16% of stock and will hold 39.05% after sale (to his sons, present minority stockholders). No one will hold as much as 50% interest. Filed Dec. 22.

WTAQ LaGrange, Ill.—Seeks assignment of license to S & S Bcstg. Co. for $90,000. **Charles F. Sebastian** and **Russell G. Salter**, each presently owning 40% of stock, will each hold 50% ownership after approval. Filed Dec. 21.

WICA-AM-TV Ashtabula, Ohio.—Seeks transfer of control to **D. C. Rowley**. Mr. Rowley, presently 50% owner of stations, is purchasing 2% of stock from 25% stockholder **Olive D. Rowley** for $900. Filed Dec. 21.

WJHL-AM-FM-TV Johnson City, Tenn.—Seeks transfer of control to WJHL Inc., station licensee, for $200,000. Presently held in trust is 45.4% of outstanding stock which is to be sold to WJHL Inc. and used as treasury stock. Members of Lancaster family, presently 45.4% stockholders, will control 83.3% of stations, because of fewer number of outstanding shares. Filed Dec. 22.

WORA-TV Mayaguez, P. R.—Seeks assignment of cp to **Supreme Bcstg. Co. of Puerto Rico**. Corporate change only; no change in control. Filed Dec. 28.

Hearing Cases . . .

FINAL DECISIONS

Fm Allocations—FCC amended its fm allocation plan, effective immediately, and (1) substituted ch. 233 for ch. 247 in Leaksville, N. C., and (2) substituted ch. 246 for ch. 235 in Greenville, S. C., placed ch. 271 in Clemsen, S. C., in lieu of ch. 246 and assigned ch. 235 in Greenville, Tenn. Action of Dec. 22.

Fm Hours of Operation—FCC amended sec. 3.261 of its rules to exempt fm stations from requirement of five hours daily broadcast operation on Sundays, effective Jan. 3, 1956, but retained present 36 hour weekly operating requirement. **WHOM-FM New York, N. Y.**, petitioner for such relief, urged that present rules work financial hardship on fm stations by requiring payment of overtime rates to personnel needed to operate station Sundays and is inequitable because am stations are so exempt. Action of Dec. 22.

KWKW Pasadena, Calif.—FCC dismissed protest and denied petition of **KWKW Pasadena** for reconsideration of Commission action of Nov. 3 in assigning call letters **KWOW Pomona, Calif.**, to Valley Bcstg. Co. Commission feels there is not sufficient likelihood of confusion to public. Action of Dec. 22.

West Point, Ga.—FCC (1) denied petition by **WRLD Lanett, Ala.-West Point, Ga.**, for reconsideration of Commission Nov. 23 order holding that papers constituting protest by WRLD to Oct. 19 grant (announced Oct. 20) to Confederate Radio Co. for new am station to operate on 910 kc, 500 w D in West Point, Ga., were not complete and in order to be tendered for filing and were in fact not tendered for filing until after 5 p.m. (official closing hour) on Nov. 21 and, accordingly, were given filing date of Nov. 22, and (2) dismissed Nov. 22 protest by WRLD to Confederate grant. Action Dec. 22.

Evansville, Ind.—FCC denied in its entirety joint petition by **WFIE (TV) Evansville, WEHT (TV) Henderson, Ky.**, and **WKLO-TV Louisville, Ky.**, relative to consolidation of Evansville, Ind., ch. 7 and Hatfield, Ind., ch. 9 comparative hearing proceedings with overall rule-making proceeding and to intervene in and stay said comparative hearing proceedings. Announced Dec. 27.

Evansville, Ind.—FCC granted application of Evansville Television Inc. for new tv to operate on ch. 7 in Evansville, Ind., with waiver of sec. 3.613 to permit location of main studio beyond corporate limits of Evansville and denying competing application of On the Air Inc. Announced Dec. 27.

OTHER ACTIONS

Tv Rule-making—On petition of Committee for Hometown Television Inc., Commission ordered time for filing reply comments in overall tv rule-making proceeding be extended from Jan. 6 to Jan. 20, 1956. Action of Dec. 28.

Florida—Joseph M. Ripley Inc., Jacksonville, Fla.; Raymac Inc., Palatka, Fla., and Radio Starke, Starke, Fla., designated for consolidated hearing for new am to operate D on 800 kc—Ripley with 500 w, Raymac with 1 kw, and Radio Starke with 250 w—and made **WJAT Swainsboro, Ga.**, party to proceeding. Action of Dec. 22.

WWCS Bremen, Ga.—FCC postponed effective date of its Nov. 2 grant of application of West Georgia Bcstg. Co. for new am, **WWCS Bremen**, to operate on 1440 kc, 500 w D, pending hearing on same to commence Jan. 23, 1956, and made **WLBB Carrollton Ga.**, which protested grant, party to proceeding. Action of Dec. 22.

WSOO Sault Ste. Marie, Mich.—FCC is advising station that application for renewal of license indicates necessity of hearing. Announced Dec. 21.

Long Branch, N. J.—Long Branch Bcstg. Co. designated for hearing application for new am to operate on 1410 kc, 500 w D in consolidated proceeding with Harold M. Gade, Eatontown, N. J., and Monmouth County Broadcasters, Long Branch, seeking same facilities. FCC enlarged issues and made **WGTH Hartford, Conn.**, and **WNJR Newark, N. J.**, parties to proceeding. Action of Dec. 22.

Clovis, N. M.—Video Independent Theatres and KICA Inc. have been designated for hearing re applications for new tvs to operate on ch. 12 in Clovis. Action Dec. 21.

WBUF-TV Buffalo, N. Y.—By supplemental memorandum, opinion and order FCC denied request of **WGR-TV Buffalo** for stay of Sept. 21 grant of transfer of **WBUF-TV Buffalo** to NBC. Nov. 4 FCC granted protest by WGR to this assignment but reserved decision on request for stay. Hearing on protest is scheduled for Jan. 4.

WNIA Cheektowaga, N. Y.—By order of Dec. 21 FCC granted petition by Niagara Bcstg. System for reconsideration of FCC Oct. 12 order (which denied petition to grant without hearing application for extension of time to construct **WNIA Cheektowago**) to extent of extending for 60 days time within which to complete construction of WNIA under outstanding cp.

WLBR-TV Lebanon, Pa.—FCC postponed effective date of Nov. 2 grant of transfer of control of **WLBR-TV Lebanon** to Triangle Publications Inc. pending hearing on same to commence Feb. 29, 1956; made **WHP-TV, WTPA (TV), WCMB-**

Full Year's Work

COMPLETE text of the FCC's 21st annual report for the fiscal year 1955 [B•T, Dec. 26, 1955] is now on sale by the Superintendent of Documents, Government Printing Office, Washington 25, D. C. The Commission does not make public distribution of the text, which sells for 50 cents. Besides covering the major happenings during the fiscal year, the 168-page report notes subsequent important developments.

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WHWL 1 KW—Nanticoke, Pa.

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TV Harrisburg, Pa., and **WHUM-TV Reading, Pa.**, who protested grant, parties to proceeding with burden of proof on protestants; denied petition in all other respects. Announced Dec. 28.

Savannah-Columbia, Tenn.—By memorandum opinion and order of Dec. 21, Commission (1) denied petition by its Broadcast Bureau to dismiss with prejudice application of Savannah Bcstg. Co. for new am to operate on 1280 kc, 1 kw D in Savannah and to remove from hearing application of Columbia-Mt. Pleasant & Spring Hill Radio Corp. for same facilities in Columbia; (2) denied Columbia's petition for reconsideration and grant of its application; (3) granted petition of Savannah and accepted late appearance, and (4) granted Columbia's request for enlargement of issues to determine whether Savannah's application was filed for purpose of delaying determination of Columbia request.

NARBA Notifications . . .

Notification of new Cuban radio stations, and of changes, modifications and deletions of existing stations, in accordance with Part III, Sec. F of North American Regional Broadcasting Agreement, Washington, D. C., 1950.

Cuban Change List No. 6 **Nov. 18, 1955**

630 kc

CMQ Habana, Habana—50 kw, unl., Class I-D.

740 kc

CMAB Pinar del Rio—5 kw, unl., Class II.

790 kc

CMCH Habana, Habana—10 kw, unl., Class III-E.

910 kc

New, Matanzas—250 w, unl., Class IV. Synchronized with CMCF.

970 kc

CMHZ Santa Clara, Las Villas—1 kw, unl., Class III. Provisional operation.

1150 kc

CMCM Habana, Habana—(vide: 1460 kc) (delete) 250 w unl., Class III. Effective March 26, 1955.

1200 kc

CMDD Bayamo, Oriente—250 w, unl., Class II. Effective Dec. 10, 1954.

1260 kc

CMDE Bayamo, Oriente—250 w, unl., Class IV

1290 kc

CMDC Holguin, Oriente—(vide: 1360 kc) 1 kw, unl., Class III.

1360 kc

CMBG Habana, Habana—(change in call letters) 250 w, unl., Class IV.

CMDC Holguin, Oriente—(PO: 1290 kc 1 kw) 1 kw D, 5 kw N, unl., Class III.

1460 kc

CMZ Habana (vide: 1560 kc)—(delete) 500 w, unl., Class III.

1490 kc

CMOX Habana—(change in call letters) 250 w, unl., Class IV.

1560 kc

CMZ Habana—(PO: 0.5 kw 1460 kc) 5 kw, unl., Class III.

1580 kc

CMJS Ciego de Avila Camaguey—(correction of error in call letters) 250 w, unl., Class II.

Cuban Change List No. 7 **Nov. 25, 1955**

680 kc

CMHN Cienfuegos, Las Villas—1 kw D, 500 w N. unl., Class II.

1280 kc

CMHA Santa Clara, Las Villas—1 kw, unl., Class III. Correction re power.

Routine Roundup . . .

December 21 Applications

ACCEPTED FOR FILING

Renewal of License

KRMS Osage Beach, Mo.

Remote Control

KOBE Las Cruces, N. M.

License to Cover Cp Returned

KFSC Denver, Colo.—Application for license to cover cp which authorized changed ant.-trans. location returned; improperly dated.

Cp

KRNW (FM) Boulder, Colo.—Seeks cp to replace cp (which authorized new fm station) which expired Dec. 6.

Modification of Cp

KBTM-TV Jonesboro, Ark.—Seeks mod. of cp (which authorized new tv station) for extension of completion date to July 1, 1956.

WQXI-TV Atlanta, Ga.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 17, 1956.

WCTV (TV) Thomasville, Ga.—Seeks mod. of cp (which authorized new tv station) to extend completion date to March 1, 1956.

WPTV (TV) Ashland, Ky.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 16, 1956.

WQXL-TV Louisville, Ky.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 16, 1956.

WNOP-TV Newport, Ky.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 16, 1956.

KSLA-TV Shreveport, La.—Seeks mod. of cp (which authorized new tv station) to extend completion date.

WNEM-TV Bay City, Mich.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Nov. 1. 1956.

WQXN-TV Cincinnati, Ohio—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 17, 1956.

WTVQ (TV) Pittsburgh, Pa.—Seeks mod. of cp (which authorized new tv station) to extend completion date.

KXYZ-TV Houston, Tex.—Seeks mod of cp (which authorized new tv station) to extend completion date.

December 22 Applications

ACCEPTED FOR FILING

License to Cover Cp

WTCB Flomaton, Ala.—Seeks license to cover cp which authorized new am station.

WJCD Seymour, Ind.—Seeks license to cover cp which authorized increased power.

WBVL Barbourville, Ky.—Seeks license to cover cp which authorized new am station.

WCME Brunswick, Me.—Seeks license to cover cp which authorized new am station and specify studio location.

KWRW Guthrie, Okla.—Resubmits application seeking license to cover cp which authorized new am station.

WFAR Farrell, Pa.—Seeks license to cover cp which authorized increased power.

WTRN Tyrone, Pa.—Seeks license to cover cp which authorized changed frequency and increased power.

Modification of Cp

KCOA (TV) Corona, Calif.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 16, 1956.

KBID-TV Fresno, Calif.—Seeks mod. of cp (which authorized new tv station) to extend completion date.

KBIC-TV Los Angeles, Calif.—Seeks mod. of cp (which authorized new tv station) to extend completion date.

WELI-TV New Haven, Conn.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 16, 1956.

WOBS-TV Jacksonville, Fla.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 16, 1956.

WMFL (TV) Miami, Fla.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 1, 1956.

WOPT (TV) Chicago, Ill.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 16, 1956.

WTLE (TV) Evanston, Ill.—Seeks mod. of cp (which authorized new tv station) to extend completion date.

WLAP-TV Lexington, Ky.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Sept. 1, 1956.

WMCN (TV) Grand Rapids, Mich.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Sept. 16, 1956.

WFTV (TV) Duluth, Minn.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 16, 1956.

WRTV (TV) Asbury Park, N. J.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 16, 1956.

WOCN (TV) Atlantic City, N. J.—Seeks mod. of cp (which authorized new tv station) to extend completion date.

WKDN-TV Camden, N. J.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 16, 1956.

WPTR-TV Albany, N. Y.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Aug. 1, 1956.

WINR-TV Binghamton, N. Y.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 15, 1956.

WHCU-TV Ithaca, N. Y.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Sept. 7, 1956.

WERE-TV Cleveland, Ohio—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 16, 1956.

WBNS-TV Columbus, Ohio—Seeks mod. of cp (which authorized changes in facilities of existing tv station) to extend completion date to April 18, 1956.

WTVG (TV) Mansfield, Ohio—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 16, 1956.

WAZL-TV Hazelton, Pa.—Seeks mod. of cp (which authorized new tv station) to extend completion date to June 16, 1956.

WACA-TV Camden, S. C.—Seeks mod. of cp

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(as mod. which authorized new tv station) to extend completion date.

WJHL-TV Johnson City, Tenn.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 29, 1956.

KEPR-TV Pasco, Wash.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 3, 1956.

KVAN-TV Vancouver, Wash.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 16, 1956.

KIMA-TV Yakima, Wash.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 20, 1956.

WLTV (TV) Wheeling, W. Va.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 16, 1956.

December 27 Decisions

ACTIONS ON MOTIONS

By Comr. Rosel H. Hyde

Broadcast Bureau—Granted petition for extension of time to Jan. 26, 1956, to file exceptions to examiner's initial decision re application of **WICU (TV) Erie.** Action Dec. 23.

By Comr. John C. Doerfer

Broadcast Bureau—Granted petition for extension of time to Jan. 17, 1956, to file exceptions to initial decision re application of **WPWR Laurel, Miss.** Action Dec. 21.

Broadcast Bureau—Granted petition for extension of time to Jan. 16, 1956, to file exceptions to initial decision re application of **KNBY Newport, Ark.** Action Dec. 20.

By Hearing Examiner Annie Neal Huntting

Broadcast Bureau—Granted motion for extension of time to Jan. 10, 1956, to file proposed findings of fact and conclusions of law re am applications of Miners Bcstg. Service Inc., Ambridge Pa., and Louis Rosenberg, Tarentum, Pa. Action Dec. 26.

By Hearing Examiner Herbert Sharfman

WHVR Hanover, Pa.—Granted petition for continuance of hearing from Jan. 3 to Jan. 9, 1956 and further conference previously scheduled for Dec. 19, is continued without date re am application of **WSUX Seaford, Del.** Action Dec. 15.

By Hearing Examiner H. Gifford Irion

Western Ohio Bcstg. Co. Greenville, Ohio—Granted petition for continuance of hearing re its am application for Jan. 3 to Feb. 1, 1956. Action Dec. 22.

The Delsea Broadcasters, Pitman-Glassboro, N. J.—Denied petition for leave to amend its am application; not specific in content. Action Dec. 20.

By Hearing Examiner Basil P. Cooper

New York-Massachusetts—Gave notice of prehearing conference Jan. 3, 1956 re am applications of Radio Herkimer, N. Y., **WBSM New Bedford, Mass.,** and **WBEC Pittsfield, Mass.** Action Dec. 21.

Northern Indiana Broadcasters Inc., South Bend, Ind.—Granted motion for extension of time from Dec. 16 to Dec. 19 for exchanging engineering exhibits in am proceeding re its application and that of St. Joseph Valley Bcstg. Corp., Mishawaka, Ind. Action Dec. 20.

By Hearing Examiner Thomas H. Donahue

Broadcast Bureau—Granted petition for removal from hearing and return to processing line of application of Henryetta Radio Co., Henryetta, Okla. Action Dec. 21.

By Hearing Examiner H. Gifford Irion

The Greenville Bcstg. Corp., Greenville, Ohio—Granted petition for leave to amend its am application so as to specify frequency of 930 kc with 500 w D, using DA. Application as amended is removed from hearing docket. Action Dec. 20.

December 28 Applications

Accepted for Filing

Modification of Cp

WJLD Homewood, Ala.—Seeks mod. of cp (as mod. which authorized ant. system changes) for extension of completion date.

WKLO-TV Louisville, Ky.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 16, 1956.

WJIM-TV Lansing, Mich.—Seeks mod. of cp (which authorized changes in facilities of existing tv station) to make slight ant. changes. Overall height above ground: 1,023 ft.

WPGC Morningside, Md.—Seeks mod. of cp (which authorized equipment changes) for extension of completion date.

KWEW Hobbs, N. M.—Seeks mod. of cp (which authorized equipment changes) for extension of completion date.

WTVN Columbus, Ohio—Seeks mod. of cp. (which authorized equipment change) for extension of completion date.

KFSA-TV Fort Smith, Ark.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 1, 1956.

WGBS-TV Miami, Fla.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 20, 1956.

KMVI-TV Wailuku, Hawaii—Seeks mod. of cp (which authorized new tv station) to extend completion date.

KGTV (TV) Des Moines, Iowa—Seeks mod. of cp (which authorized new tv station) to extend completion date.

KTVO (TV) Kirksville, Mo.—Seeks mod. of cp (which authorized new tv station) to extend completion date.

WNYC-TV New York—Seeks mod. of cp (which authorized new tv station for operation on noncommercial basis) to extend completion date to October 1956.

WEOL-TV Elyria, Ohio—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 16, 1956.

Remote Control

WNHC New Haven, Conn.; WWNC Asheville, N. C.

License to Cover Cp

KVCL Winnfield, La.—Seeks license to cover cp which authorized new am station.

WBFC Fremont, Mich.—Seeks license to cover cp which authorized increased power.

WJWG Conway, N. H.—Seeks license to cover cp which authorized new am station.

KGRT Las Cruces, N. M.—Seeks license to cover cp which authorized new am station.

License to Cover Cp Resubmitted

WAEB Allentown, Pa.—Resubmits application for license to cover cp which authorized changes in DA-D.

Broadcast Bureau Decisions

Actions of Dec. 21

WROV-FM Roanoke, Va.—Granted STA to remain silent to March 30, 1956.

KTTS-FM Springfield, Mo.—Granted mod. of cp to extend completion date to April 1, 1956.

WNYC-FM New York—Granted mod. of cp to extend completion date to Feb. 8, 1956.

KYNG Spokane, Wash.—Granted mod. of cp for extension of completion date to June 1, 1956.

KSLA (TV) Shreveport, La.—Granted extension of completion date to July 19, 1956.

WCTV (TV) Tallahassee, Fla.—Granted extension of completion date to July 16, 1956.

WDAM-TV Hattiesburg, Miss.—Granted extension of completion date to July 4, 1956.

WBNS-TV Columbus, Ohio—Granted extension of completion date to April 18, 1956.

WNEM-TV Bay City, Mich.—Granted extension of completion date to July 18, 1956.

WFBG-TV Altoona, Pa.—Granted change in studio location.

Actions of Dec. 22

WHFB-FM Benton Harbor, Mich.—Granted mod. of license to change location to Benton Harbor-St. Joseph, Mich.

WTAM-FM Cleveland, Ohio—Granted mod. of cp to extend completion date to Feb. 22, 1956.

KIMA-TV Yakima, Wash.—Granted extension of completion date to July 20, 1956.

WYCL Lincolnton, N. C.—Granted mod. of cp to change ant.-trans. location.

Memphis, Tenn.—Poinsett County Bcstg. Co. granted mod. of cp to change ant.-trans. location.

WPGC Morningside, Md.—Granted mod. of license to change studio location.

Actions of Dec. 23

WALB-TV Albany, Ga.—Granted extension of completion date to June 23, 1956.

KEPR-TV Yakima, Wash.—Granted extension of completion date to July 3.

By the Commission

Granted Renewal of License

WCOL-AM-FM Columbus, Ohio; WMRP Flint, Mich.; WCUE Akron, Ohio; WDOG Marine City, Mich.

UPCOMING

JANUARY

Jan. 5: NARTB Television Information Committee, NARTB Hdqrs., Washington.

Jan. 10: NARTB Employer-Employe Relations Committee, NARTB Hdqrs., Washington.

Jan. 12: Oklahoma Assn. of Broadcasters, Lawton.

Jan. 12: NARTB Tv Film Committee, NARTB Hdqrs., Washington.

Jan. 12-13: NARTB Radio Standards of Practice Committee, NARTB Hdqrs., Washington.

Jan. 16: National Appliance & Radio-Tv Dealers Assn. Convention, Chicago.

Jan. 19-21: South Carolina Broadcasters Assn. Annual Convention, Clemson House, Clemson.

Jan. 26-27: NARTB Code Review Board, San Francisco.

Jan. 30-31: NARTB Board Committee, San Marcos Hotel, Chandler, Ariz.

Jan. 30-31: British Columbia Assn. of Radio and Tv Broadcasters Annual Convention, Hotel Vancouver, Vancouver, B. C.

FEBRUARY

Feb. 1-3: NARTB Board of Directors, San Marcos Hotel, Chandler, Ariz.

Feb. 2: Sports Broadcasters Assn. Ninth Annual Dinner, Park-Sheraton Hotel, New York.

Feb. 2-3: Institute of Radio Engineers National Symposium on Microwave Techniques, Philadelphia.

Feb. 21: NARTB Conference of State Assn. Presidents, NARTB Hdqrs., Washington, D. C.

MARCH

March 10: Michigan State U. Dept. of Speech 11th Annual Radio-Tv Conference, East Lansing.

March 14-16: Assn. of National Advertisers Spring Meeting, The Homestead, Hot Springs, Va.

March 16: Connecticut Broadcasters Assn., Waverly Inn, Cheshire, Conn.

March 16: Ohio Assn. Radio & Tv Broadcasters, Hotel Statler, Cleveland.

March 19-22: Institute of Radio Engineers National Convention and Radio Engineering Show, Waldorf-Astoria, New York.

APRIL

April 11-13: Institute of Radio Engineers Seventh Region Technical Conference, Hotel Utah, Salt Lake City.

April 13-14: 10th Annual Spring Television Conference, sponsored by Cincinnati Section of the Institute of Radio Engineers, Cincinnati.

April 15-19: NARTB Annual Convention, Conrad Hilton Hotel, Chicago.

April 29-May 4: Society Motion Picture-Television Engineers Spring Convention, Hotel Statler, New York.

MAY

May 20-23: National Industrial Advertisers Assn. Annual Conference, Palmer House, Chicago.

JUNE

June 10-13: Advertising Federation of America, National Convention, Bellevue-Stratford Hotel, Philadelphia.

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Enigmas of 1956

ELIMINATING the election year ordeal, 1956 will have as its enigmas color television and allocations. There may be a number of collateral issues, like toll television and community antennas, but these are not likely to be resolved when major attention is focused upon the national elections, which now are won and lost on campaigns waged via the air.

No crystal ball is needed to divine broadcasting's basic status in the electioneering. Let a politician talk about prospects and he invariably mentions the role of television and of radio. Whether or not President Eisenhower seeks a second term, the spectrum will sag with the weight of political oratory. And if Ike runs, it's certain that television will replace the rear platform for the GOP. The Democrats, it can be vouchsafed, will demand and use an equal amount of time. There will be the usual charges and countercharges of favoritism and bias—all to be forgotten when the elections are over.

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There will be plenty of talk on Capitol Hill about broadcasting and the purported strictures in operations and shortcomings in regulation. The FCC will be lambasted and the networks taken to the cleaners, with or without justification. But, because it is an election year, nothing tangible will happen, except to get the FCC another special appropriation for its network study, which will barely get off the ground.

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Detroit Story; Keep It Clean . . .

UNFORTUNATE propaganda has been distributed in the guise of news stories about the strike which shut down all Detroit dailies Dec. 1.

Stories out of Detroit have been slanted to imply that retail sales suffered for lack of a place to advertise. These stories must be considered as the forerunners of an inevitable promotion campaign. The newspaper publishers are bound to pick at every statistical morsel in an effort to prove that newspapers are the only valid retail advertising medium and that without them a city's business goes to pot.

For the sake of the advertising business, we hope that the publishers will exercise restraint, for the truth is that the Detroit newspaper strike has proved only what is already known to all competent advertising men: that all media are useful and that the sudden elimination of any one causes uncomfortable dislocation in any community.

The plain fact is that pre-Christmas retail sales in Detroit held up well despite the absence of newspaper advertising. Detroit department store sales, according to the Federal Reserve Board, were even with sales throughout the Board's 7th District (Iowa, most of Michigan and Wisconsin, and parts of Indiana and Illinois) in the critical Dec. 12-17 week [B•T, Dec. 26, 1955].

Perhaps Detroit's sales would have been higher if the full impact of all advertising media had been available. Perhaps they would not. It is useless to argue in either direction.

There is nothing to be gained by newspapers, radio or television if any of them attempts, in a narrow, competitive sense, to use the Detroit incident as proof of the essentiality of one and the dispensability of others.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Instead of the usual medical drama tonight, our doctor will show you folks the correct way to carve a turkey."

The only lesson to be learned in Detroit is that in an age of complicated communications the removal of any basic medium leaves a gap. If radio or television had been taken from the scene, the gap would have been at least as large and the difficulty of filling it at least as perplexing.

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TO URGE restraint in the use of the Detroit newspaper strike as inter-media sales promotion is not to suggest that radio and television should in any way lessen their selling effort against newspapers.

Indeed this effort should be intensified, and particularly at a moment when the manufacturers of newsprint have inadvertently given radio and television an advantage.

Many of the important newspapers of the nation have been obliged, because of a shortage of paper, to ration advertising. The corollary to rationing of that kind can be expected to be a rise in newspaper advertising rates.

In such circumstances there will be a splendid opportunity for radio and television to invigorate their selling efforts among both the local and national accounts. The advertiser forced out of newspapers because of space shortages and rising prices will be an easier prospect for radio and tv. Once he turns to the broadcast media he can be persuaded to remain if broadcasters help him redesign his advertising to the new vehicles.

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Radio Is What You Make It

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This theory assumes that radio has reached a state of stability, that its capacity for expansion is no greater than that of all mature businesses. The assumption is probably correct, in terms of the present composition of the radio business.

But we would argue with Mr. Doherty to the extent of hoping that an enterprise which is scarcely more than 30 years old has not reached the settled habits of middle-age. Radio is advertising and show business and journalism and, indeed, something more than all of these. It will be as dynamic as its managers and workers make it.

Radio can rise above the curve of the U. S. business cycle if it is re-injected with the ingredients which created it. These ingredients are imagination, daring and faith.

Will you be in this picture?



Savannah's preferred channel station will go **On The Air February 1st.**

Write or phone now for choice availabilities.

It's 3 in Savannah

WSAV-TV

NBC CHANNEL THREE

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WSAV-TV

NBC
CHANNEL THREE

First
with
Live
Local
Color



in
Indianapolis
and in
Indiana

WFBM-TV

NBC

WFBM-TV INDIANAPOLIS

Represented Nationally by the Katz Agency

Affiliated with WFBM-Radio; WOOD AM & TV, Grand Rapids; WFDF, Flint; WTCN AM & TV, Minneapolis, St. Paul.

JANUARY 9, 1956

35c PER COPY

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FCC Investigators Visit CBS, NBC
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25TH year

THE NEWSWEEKLY OF RADIO AND TV



Two Television Pioneers—both leaders in

color telecasting–

Team-Up for an Exciting Future

The favorite television station in the Omaha market—KMTV—joined NBC on January 1. This new affiliation now provides KMTV with greater opportunities to pioneer in color television and to present a more exciting program lineup than ever before.

KMTV programming now includes all the outstanding NBC shows, the top ABC shows, and the locally produced KMTV shows that have been area favorites for years.

KMTV is the only station in the Omaha area equipped to telecast both network and local shows in full color. Because of this KMTV pioneering, Omaha viewers and advertisers are among the most color tv-conscious in the country.

In joining NBC, the nation's leading color television network, KMTV will be able to present a greatly expanded national and local color schedule to meet this growing color television enthusiasm.

In color and black and white, popular KMTV shows reach more people for you in the Omaha market—because of KMTV's 100,000 watts and low channel 3.

So talk to the television leader in Omaha. Contact KMTV or your Petry representative today.

COLOR TELEVISION CENTER

KMTV

CHANNEL 3

MAY BROADCASTING CO.

NBC-TV
ABC-TV

OMAHA

KMTV will present 95% of all the color TV shows seen in the Omaha area in January.

Represented by

Edward Petry & Co., Inc.

NEW YORK · CHICAGO · LOS ANGELES · DETROIT · ST. LOUIS · SAN FRANCISCO

THE SOUTH'S **FIRST** TV STATION
IS **RICHMOND'S ONLY** TV
STATION



Results are what advertisers expect and get from **BIG WTVR,** "The South's First Television Station". **ALL** of the **TOP TEN** PROGRAMS FROM ABC AND CBS, plus a line-up of time-tested local programs and personalities assures a vast and responsive audience amongst more than 500,000 TV set owners. In short **WTVR DOMINATES . . .** let us prove these facts in **RESULTS FOR YOU!**

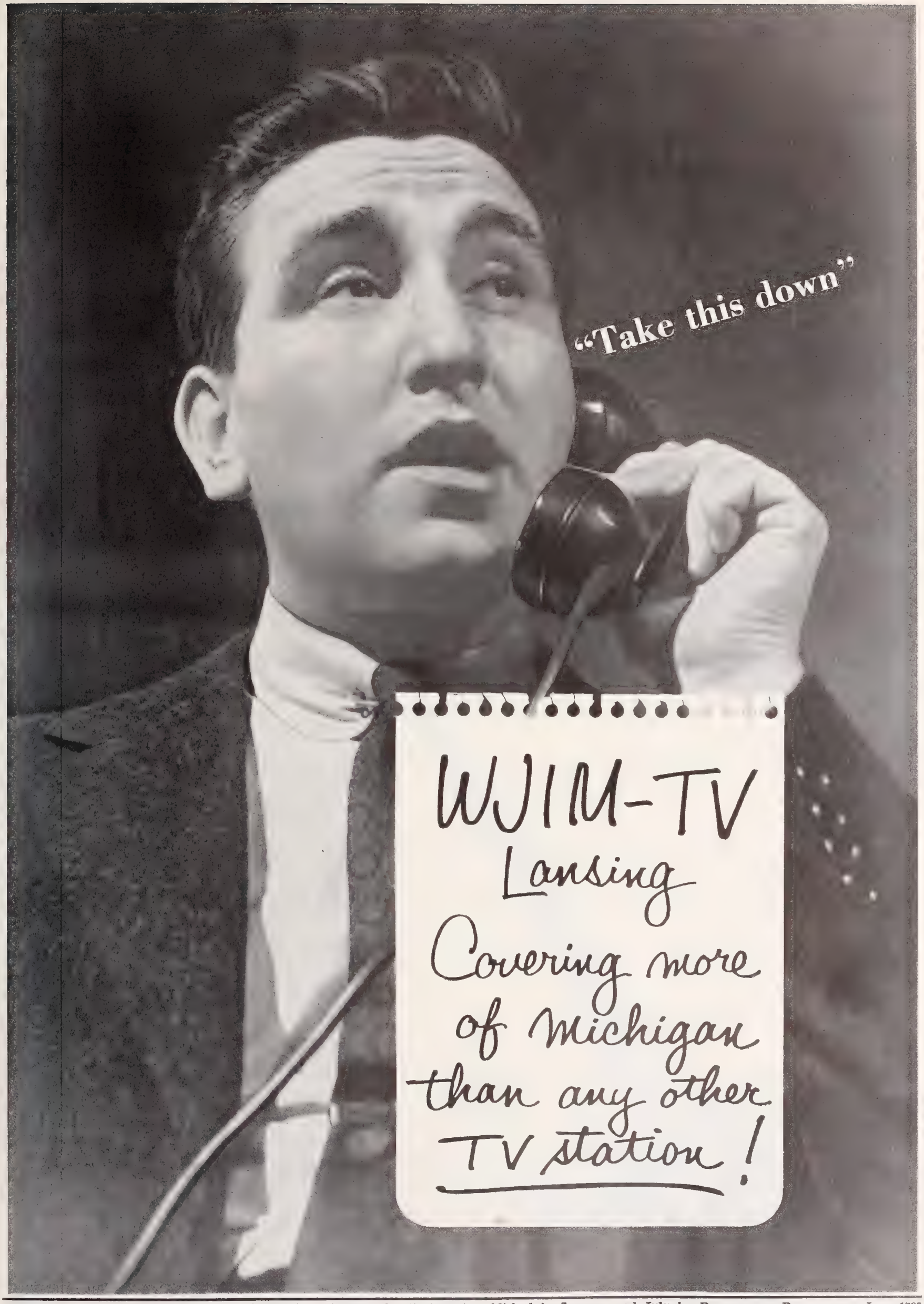
WMBG **AM** WCOD **FM** WTVR **TV**

First Stations of Virginia

A Service of HAVENS & MARTIN, INC.

WMBG represented by The Bolling Company
WTVR represented by Blair TV, Inc.

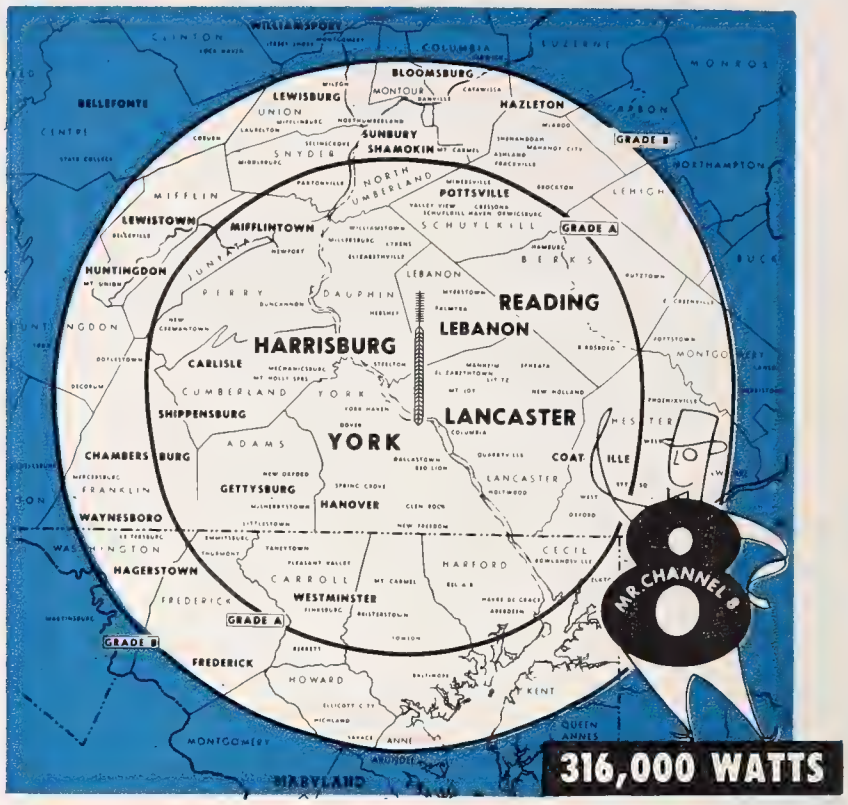




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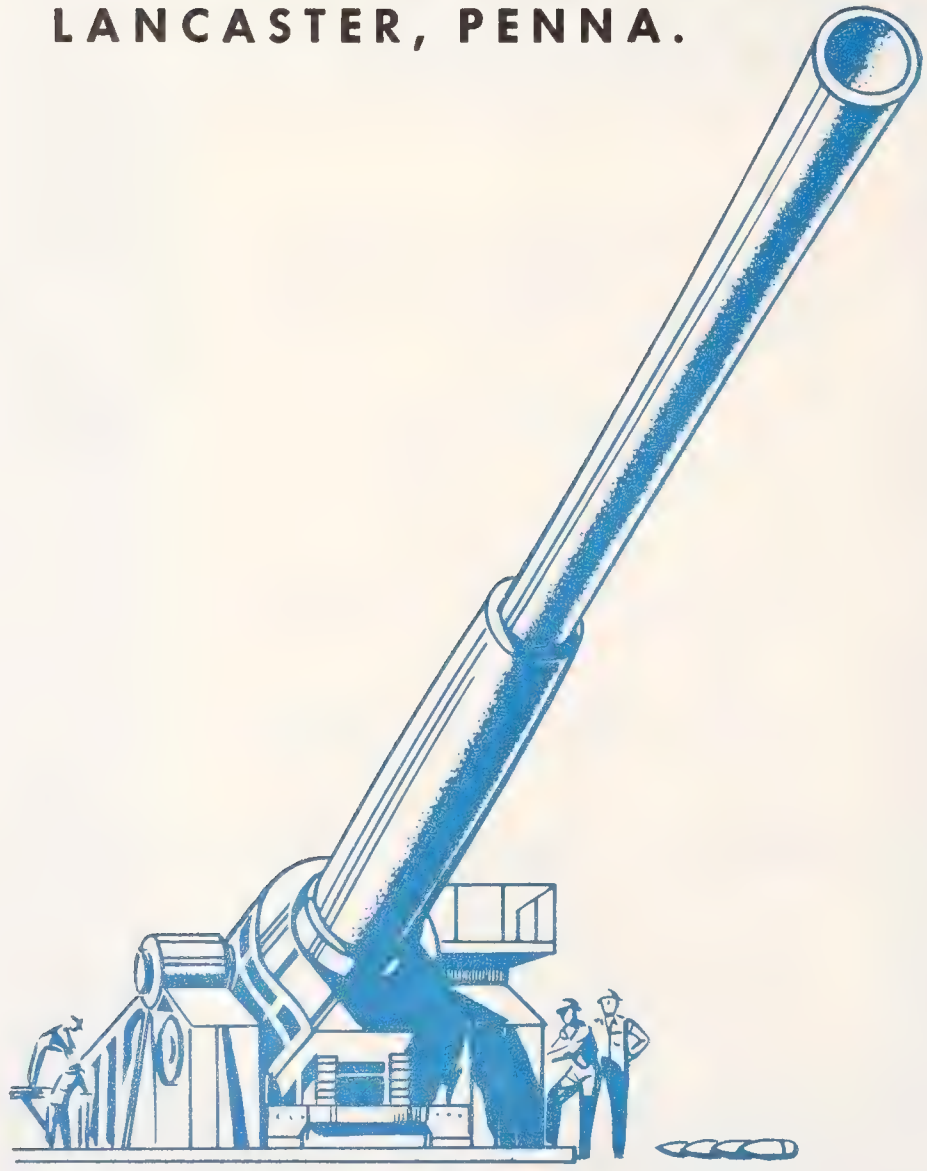
a
veritable
volley
of
sales

CHANNEL 8 MULTI-CITY MARKET



WGAL-TV

LANCASTER, PENNA.



NBC and CBS

Here's the market story you find LOADED with sales interest. It's the story of how 912,950 TV sets are influencing the buying habits of 3½ million shoppers with $5½ billion spending money in their pockets.

STEINMAN STATION

Clair McCollough, Pres.

Representatives:

MEEKER TV, INC.

New York — Los Angeles

Chicago — San Francisco

closed circuit®

FASTER ACTION • Radical revision in FCC procedures, whereby Commission would render oral decisions in hearing cases immediately after hearing argument, with written opinion to follow, will be suggested to FCC when it appears before Chairman Magnuson's Interstate Commerce Committee Jan. 17. Sen. Magnuson (D-Wash.) feels FCC could expedite its work by following this method, in general adhered to by some courts in issuing *per curiam* opinions (which are short and quick). Lag in deciding docket cases has provoked criticism, with pressures greatest between time cases heard and finally decided.

B•T

FCC this week is expected to receive from Chairman Magnuson, what amounts to informal bill of particulars on what committee expects in way of direct testimony when hearings begin Jan. 17 [*B•T, Jan. 2*]. *It's presumed committee will ask individual commissioners to tell where they stand on allocations proceedings, with emphasis on deintermixture; also status of various projects, including network investigation.*

B•T

SHORT CHANGE • CBS Radio has adopted as standard procedure letter of notification to its affiliates upon contract expiration whereby mutual six-month cancellation clause is made part of contract, rather than customary automatic two-year renewal. Practice began last September, it was learned. Radio contracts on all networks have been for two-year periods with negotiating period to begin six months prior to expiration. Tv contracts, on other hand, in many cases carry 90-day or six-month cancellation clauses, with no firm two-year affiliation.

B•T

QUALITY Radio Group lost 2 of its 25 member stations last week but was said to be hot on trail of first client. WFAA Dallas and KPRC Houston, having committed themselves to membership to first of this year, withdrew simultaneously from organization which was formed year ago to combat depressed radio network nighttime sales. Group was reported, at week's end, to be in strong position to make big sale to major national advertiser.

B•T

OIL OUTLOOK • Standard Oil Co. of New Jersey is considering sponsorship of new NBC-TV program, *Outlook*, slated to start Feb. 5 in 2-2:30 p.m. EST Sunday slot. Show will feature Chet Huntley, West Coast news analyst and commentator, being moved to New York by NBC-TV to do show. Veteran radio-tv newsman Huntley possibly may be groomed as NBC-TV's competition to nationally prominent CBS newscaster Edward R. Murrow, one of whose sponsors, incidentally, is American Oil Co. (Amoco).

IS Dr. Milton S. Eisenhower getting buildup? Political observers, searching for straws in GOP wind, comment about extent to which Dr. Eisenhower, President's brother and president of Penn State, is showing up in tv news clips these days. He has been constant companion of President at Key West. Early reports had Milton as probable second man on GOP ticket if Brother Ike decides not to run but now there's speculation that Milton may have Pennsylvania gubernatorial bee, irrespective of his big brother's decision.

B•T

IN FAMILY TV • BBDO will use closed circuit television—in one of first such occasions among agencies—to reach more of its office brass and staff in its annual interoffice meeting next month. Instead of transporting four or five executives from each office to New York for annual session, agency plans to bring in two or three from each, then have all other out-of-town executives and staffs gather at Sheraton hotels (BBDO client) in their respective cities to see and hear wind-up program tentatively scheduled Feb. 24 at 4-5 p.m., and featuring, from New York's Roosevelt Hotel meeting site, board chairman Bruce Barton, vice chairman Alex Osborn, president Ben Duffy, executive vice president and treasurer Fred Manchee, executive vice presidents C. H. Brower (in charge of creative services) and J. Davis Danforth (client relations), possibly others.

B•T

IN KEEPING with arrangement reached fortnight ago on closing of ch. 34 KANG-TV Waco, license of station last week was turned into FCC and its physical assets merged with vhf ch. 10 KWTX (TV) Waco, with latter carrying both its ABC and KANG-TV CBS schedules as of Jan. 1. Texas Broadcasting Co., licensee of vhf ch. 7 KTBC-AM-TV Austin, which also held KANG-TV license, has acquired 29% of KWTX-TV. Texas Broadcasting is headed by Mrs. Claudia T. Johnson, wife of Senate Majority Leader Lyndon B. Johnson [*B•T, Jan. 2*].

B•T

HOT AIR • Distributors of spicy *Confidential*, "expose" magazine which had recent brush with U. S. mails, are finding radio stations which accept their advertising. Current issue of bi-monthly publication was promoted in radio spots with copy which hinted darkly at such alleged goings-on as Walter Pidgeon's "wild party," what Clark Gable's first wife said and other articles in "the magazine that knows all and tells all." Spots usually run for day or two when magazine hits newsstands and are placed in as many as 50 cities.

LONG LINE rates currently are commanding attention of FCC, but not to exclusion of broadcast docket cases. Action on resolution adopted October of last year by National Assn. of Railroad & Utility Commissioners questioning disparity in telephone rates between intrastate and interstate points and urging "separation study" and to take into account adjustments based on plant investment and other factors, may come this week. Coaxial, microwave and radio networking tariffs are not directly involved in this proceeding but reportedly are on agenda, along with pending RCA Communications Inc. petition for new tariffs whereby teletype communications from anywhere in U. S. to overseas points would be at same rate paralleling tariffs for overseas telephone costs.

B•T

MORE SPECS • New 90-minute color spectacular series is being considered by NBC-TV for appearance next fall. Program series probably would be placed as latish Friday evening offering to be sold on participation basis similar to "color spread" sales method for "Sunday spectacular" now on network. Best guess to format: Dramatic plays.

B•T

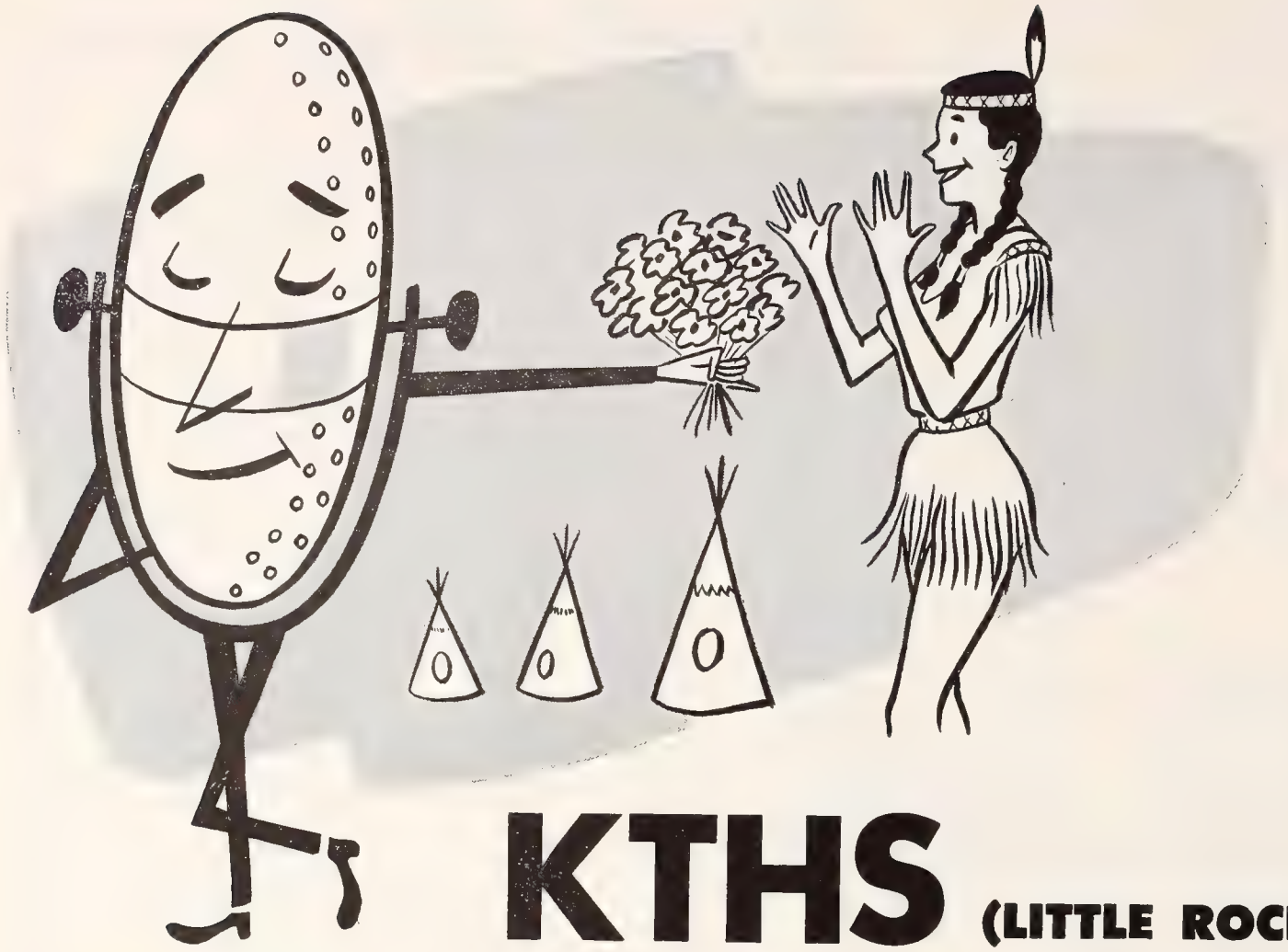
THERE'LL be new twist at annual Radio-Tv Correspondents Dinner scheduled Feb. 18 at Washington's Statler Hotel. President Eisenhower, not accepting social engagements because of illness, won't attend in person, but plans are in works to put him on program by remote control. This presumably would be filmed talk. Vice President Nixon is to be guest of honor.

B•T

WHAT TO WATCH • Still in quiet discussion stage at NARTB is idea designed to give public better understanding of programming. Considered at Television Information Committee meeting Thursday, plan would be based on tune-in primer as guide to good viewing, with suggestions to aid parents in regulating family tv habits. General discussion of tv station and network operations might be included, following pattern of booklets given airline passengers. Current criticism of tv leans more to commercials than programming.

B•T

PART of FCC network staff indoctrination by CBS and NBC in New York last week included behind scene tour of top tv productions. Greatest interest was evinced in Lou Cowan's $64,000 Question, *with Mr. Cowan himself handling personally-conducted tour. Three Commissioners and staff (see story, page 61) expressed amazement at amount of preparation and rehearsal involved in productions as well as size of organizations required to put on single show.*



KTHS (LITTLE ROCK)

EASILY COURTS POCAHONTAS, TOO!

KTHS is Basic CBS Radio for Little Rock—but with 50,000 watts, it also reaches hundreds of small towns and cities *throughout the State.*

KTHS does heap big job in *Pocahontas* (Ark.), for example. Only slightly under 4,000 souls there, it's true, but scores of other such communities combine to give KTHS interference-free daytime coverage of over 3-1/3 MILLION people!

Ask your Branham man for all the facts.



The Station KTHS Daytime primary (0.5MV/M) area has a population of 1,002,758 people, of whom over 100,000 do not receive primary daytime service from any other radio station . . . Our interference-free daytime coverage area has a population of 3,372,433.

KTHS 50,000 Watts CBS Radio

BROADCASTING FROM

LITTLE ROCK, ARKANSAS

Represented by The Branham Co.

Under Same Management as KWKH, Shreveport

Henry Clay, Executive Vice President
B. G. Robertson, General Manager

at deadline

Senate May Act This Week On 'Economic Protest' Revision

SENATE action may come this week on House-passed bill (HR 5614) to amend Sec. 309 (c) "economic protest" provisions of Communications Act. Senate Democratic policy committee Thursday cleared measure, held over on Senate calendar since end of first session of 84th Congress, for Senate action. (See editorial written earlier last week, page 122).

Senate Majority Leader Lyndon B. Johnson (D-Tex.) declared that Senate leadership "will feel at liberty to ask senators to consider" HR 5614 and half-dozen other bills when Senate meets this week. Senate plans to meet for brief session today (Mon.), Thursday and possibly one other day.

HR 5614 was left on Senate books last year [B•T, Aug. 8] after senatorial objections when bill was called on Senate consent calendar. Measure had passed House in "division vote" of 77-10 after hearing by Transportation & Communications Subcommittee of House Commerce Committee. Identical Senate measure (S 1648) had been heard by Communications Subcommittee of Senate Commerce Committee, followed by group's approval of House version already passed by latter body.

Prosposed amendment, one of major pieces of legislation requested by FCC in 84th Congress, would (1) allow FCC to determine if hearing is merited on protest of grant made without hearing; (2) give FCC greater freedom in modifying or adding issues for protest hearing and authority to sustain its own demurrer on issues which, even if proved true, do not warrant hearing, and (3) allow FCC to determine at its own discretion and in public interest whether grant should be stayed pending hearing's conclusion.

Geissinger New GOP Counsel For Probe of Tv Networks

WAYNE T. GEISSINGER, assistant chief counsel for Senate Commerce Committee, was designated Friday as Republican counsel for committee's investigation of tv networks and uhf-vhf troubles, taking over duties vacated by Robert L'Heureux, GOP counsel for the probe, whose move to the FCC as legislative liaison is impending (see story page 60).

Mr. Geissinger adds tv probe duties to present tasks as head minority counsel of committee. He was named for new duties after agreement between Sen. John W. Bricker (R-Ohio), ranking GOP member on committee, and Chairman Warren G. Magnuson (D-Wash.).

Mr. Geissinger said Friday that despite his position as assistant chief counsel for committee he wants it understood probe will be headed by Kenneth A. Cox, Seattle lawyer recently named by Chairman Magnuson as majority counsel for the probe [B•T, Dec. 23, 1955]. Mr. Cox has said, however, that Frank Pellegrini, chief committee counsel, will take over major share of probe duties until Mr. Cox becomes oriented to job.

Neither Mr. Geissinger nor Mr. Cox has had communications experience.

Mr. Geissinger, 45, joined committee March 25, 1955, after serving two years as consultant for now-defunct Committee on Intergovernmental Relations. From 1952-53 he was in private law practice in Washington, D. C., acting in 1952 as liaison for the Republic of Korea between the ROK Embassy and United Nations. In 1951 he was advisor to ROK President Syngman Rhee. Native of Columbus, Ohio, he was labor relations counsel for Ohio Contractors Assn. from 1948-51 and staff attorney for Ohio Mfrs. Assn. from 1936-48. He was lieutenant colonel in Air Force in World War II.

TAKING IT WITH YOU

MORE EVIDENCE of importance of television to politicians of all countries was seen last week when Brazilian President-Elect Juscelino Kubitschek, in this country on a short tour, spoke at National Press Club luncheon in Washington. Among swarm of journalists in president's party was cameraman from tv station TUPI Rio de Janeiro. His films were dispatched daily for showing on all Brazilian stations.

Slenderella Plans Boost In '56 Radio-Tv Spending

SLENDERELLA INTERNATIONAL (slenderizing firm) plans to spend in excess of $2.5 million in 1956 on advertising, much of it in broadcast media, compared to $1,270,000 in 1955, Larry Mack, president, said Friday following meeting to announce firm's expansion plans. He indicated spot radio-tv will be increased on basis that media were major factor in company's success for 1955.

Slenderella has renewed all spot radio programs in 27 markets (on which it spent $800,000 last year) and will add others. Company allocated $110,000 for spot tv last year. Broadcast media to be utilized in following new markets: Baltimore, Denver, Atlanta, Minneapolis, Seattle, Portland, Tacoma, New Orleans, Tulsa, Oklahoma City and San Antonio.

Slenderella has successfully used saturation campaigns calling for minimum of 25 weekly live participations and use of well-known local personalities, Mr. Mack noted.

New Calls In Philadelphia

NBC Friday requested FCC permission to change call letters of its newly acquired KYW-WPTZ (TV) Philadelphia to WRCV and WRCV-TV. Philadelphia stations were acquired in exchange with Westinghouse Broadcasting Co. Westinghouse received NBC's Cleveland outlets, WTAM-WNBK (TV), plus $3 million. Sale was approved fortnight ago [B•T, Jan. 2].

It's Official

ACQUISITION by CBS of Terrytoons Inc., New Rochelle, N. Y., confirmed Friday by network (see story page 31), with animated cartoons properties to be distributed by CBS-TV Films Sales. Terrytoon firm will be dissolved. Purchase price not disclosed, but estimated variously at from $3-5 million.

• BUSINESS BRIEFLY

SHEER MAGIC ON RADIO • Campana Sales Co., Batavia, Ill., appoints Wright, Campbell & Suitt Inc., Chicago, to handle special 13-week spot radio campaign, starting in February, for Sheer Magic liquid makeup. (Overall account handled by Grant Adv., Chicago.)

NL&B GETS WORTHINGTON • Worthington Corp. (air conditioners), N. Y., Friday appointed Needham Louis & Brorby, N. Y., as agency, effective March 15, and plans expansion of radio-tv co-op spot campaign shortly thereafter in South and Southwest. Account currently handled by James Thomas Chirurg Inc., N. Y.

TOLD IN TWO CITIES • Max Factor & Co., Hollywood, Calif., running special two-city, four-station radio spot campaign in Chicago and Detroit late this month for Sebb dandruff remover. Agency is Doyle Dane Bernbach, N. Y.

FILBERT'S BUYING • J. H. Filbert Co. (Mrs. Filbert's margarine), Baltimore, launching radio-tv spot campaign middle of January on leading local women's participation programs in eastern U. S., running 6-8 weeks. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

EX-LAX RESUMES • Ex-Lax Inc., N. Y., effective Jan. 16 resumes radio spot campaign for another 20 weeks. Warwick & Legler, N. Y., is agency.

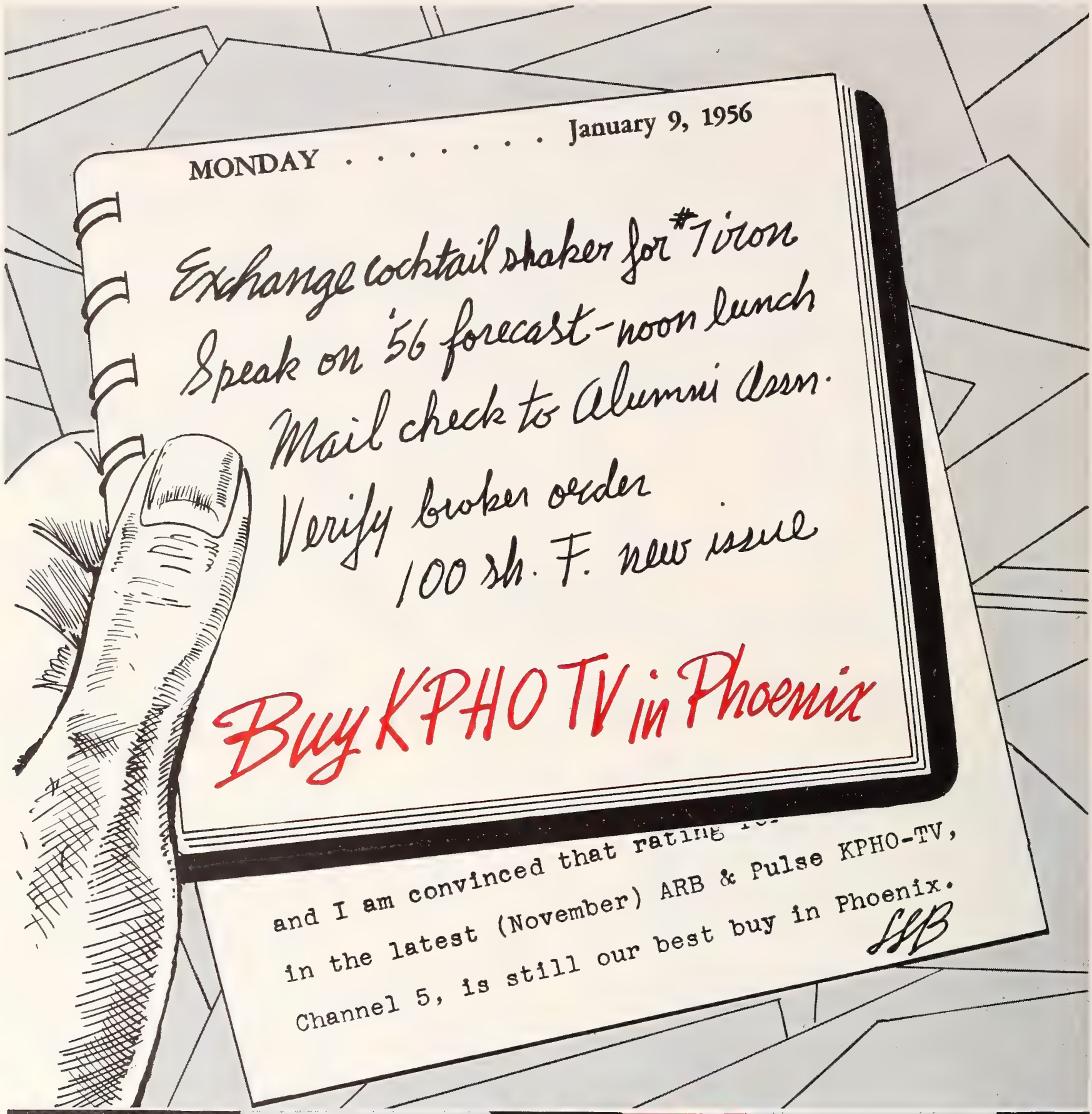
ERNIE'S SRO • NBC-TV reported ready to hang "sold out" sign on *Tennessee Ernie Show* (Mon.-Fri., 12-12:30 p.m. EST), with sale of Monday, 12:15-12:30 EST segment to Swift & Co., Chicago, through McCann-Erickson, N. Y. Fifty-two week sponsorship slated to start Jan. 23.

LEVER LOOKING • Lever Bros., N. Y., is understood casting about for tv program to sponsor on alternate weeks on network basis. Specifications: Show should be on network now, have high rating, good time spot.

SAFETY SPOTS • General Motors Acceptance Corp., Detroit, through Campbell-Ewald, N. Y., considering extending spot campaign, which includes drive-carefully warnings, safety rules and weather conditions, in as many as 50 radio markets. If budget is allocated for spot extension, starting date would be about May 25 with wind-up Sept. 10. Schedule runs over weekends, starting Friday and running through Monday morning.

COGITATING • Doeskin Products, N. Y., which recently appointed Harry B. Cohen, N. Y., as advertising agency, is understood considering sponsorship of women's radio shows on spot basis, effective mid-February.

ACRONIZE TESTING • Fine Chemicals Div. of American Cyanamid Co., N. Y., for new antibiotic powder, Acronize, launching first of several radio-tv spot campaigns in U. S. test markets late this month. New product retards growth of bacteria in freshly-killed poultry. Geare-Marston Inc., N. Y., is agency.



KANSAS CITY
KCMO RADIO 810 kc. CBS
KCMO TV Channel 5 CBS
SYRACUSE
WHEN RADIO 620 kc. ABC
WHEN TV Channel 8 CBS
PHOENIX
KPHO RADIO 910 kc. ABC
KPHO TV Channel 5
OMAHA
WOW RADIO 590 kc. CBS
WOW TV Channel 6 CBS

Represented by KATZ AGENCY INC. JOHN BLAIR & CO. BLAIR TV, INC.

MEREDITH *Radio and Television* STATIONS
affiliated with Better Homes and Gardens and Successful Farming magazines

at deadline

Elmira Newspaper Applies For Drop-In Ch. 9 There

APPLICATION for drop-in ch. 9 at Elmira, N. Y., filed with FCC Friday by *Elmira Star-Gazette* (Gannett newpaper interests). *Star-Gazette* listed estimated construction costs at $501,850, first year operating expenses at $480,000, expected revenue at $635,000.

In addition to broadcast holdings, Gannett Co. owns 12 newspapers, has majority interest in five others and minority interest in another.

WSYR-TV Syracuse last week petitioned FCC for rehearing and stay of Elmira drop-in, claiming assignment would be detrimental to uhf growth in southern New York and central Pennsylvania.

WBEJ Sold for $95,000

FCC Friday was asked to approve assignment of license of WBEJ Elizabethton, Tenn., from Robert W. Rounsaville and George M. Clark to WBEJ Inc. for $95,000. WBEJ operates on 1240 kc, 250 w and is MBS affiliate. Raymond C. Turrentine Jr. is WBEJ Inc. president. William R. Wagner is vice president-general manager. Mr. Rounsaville owns WQXI-AM-TV Atlanta, Ga.; WLOU-WQXL-TV Louisville, Ky.; WCIN-WQXN-TV Cincinnati; WMBM Miami Beach, Fla.; WBAC Cleveland, Tenn., and WWOK Charlotte, N.C.

Florida Am Grant Stayed

POSTPONEMENT of new am grant (1280 kc, 5 kw day) at DeFuniak Springs, Fla., to W. D. Douglass, announced Friday by FCC. In designating grant for hearing, Commission named WFNM DeFuniak Springs, which protested grant [B•T, Dec. 5, 1955], party to proceeding. WFNM questioned whether Mr. Douglass was financially able to build and operate proposed station, and whether by reason of alleged misrepresentations in his application he was of fit character to be licensee. Protest was hinged on probable economic injury to protestant and possible demise of one or both stations should second outlet begin operation in DeFuniak.

MCA-TV Drops Five, Adds One

MCA-TV Film Syndication Div. set to announce today (Mon.) that, in accordance with end of its agreement with various producers, it no longer will syndicate the following tv film series: *Counterpoint, Royal Playhouse, I Am the Law, Abbott & Costello* and *Where Were You?* Action was said to result from MCA-TV's preparations for acquiring new properties, one of which was announced as *Federal Men,* half-hour tv film series of 39 episodes.

WRVA-TV Appoints HR&P

WRVA-TV Richmond, Va., ch. 12 station now under construction, has appointed Harrington, Righter & Parsons as national representative, Barron Howard, vice president and general manager, said Friday. WRVA-TV's target date is early April.

LIT UP

SOUTH SIDE of Foshay Tower Bldg., Minneapolis, where KEYD-TV studio is located, was billboard spectacular over past weekend when various offices were lit up and shade either drawn or opened to spell out—in lights—station's call letters. KEYD-TV, which said Friday it expected lights to be seen for miles, celebrates its first birthday today (Monday).

Dry Goods Men Look Ahead To Increased Radio-Tv Use

RESULTS of survey to be released today (Mon.) at opening of National Retail Dry Goods Assn.'s 45th annual convention in New York reveal that 12% of nation's retailers plan increased use of radio as advertising medium in 1956, and 7% expanded use of tv. NRDGA noted that as in past years, newspapers will receive largest percentage of retail promotion dollar, with direct mail next.

First Buys for 'Kangaroo'

FIRST SPONSORS of *Captain Kangaroo* (CBS-TV, Mon.-Fri., 8-9 a.m. EST and Sat., 9:30-10:30 a.m. EST) announced Friday by William H. Hylan, CBS-TV vice president in charge of network sales. Nestle Chocolate (products and cookie mixes), through McCann-Erickson, New York, and Whitehall Pharmacal Co. (Kolynos toothpaste), via Grey Adv., New York, will sponsor individually two 5-minute segments weekly, starting Jan. 12 and Jan. 30, respectively.

At same time, network claimed program now was highest-rated weekday network show for that morning period. Kiddie program, which began Oct. 3, 1955, occupies second hour of *Morning Show,* and reportedly will receive additional cartoons under Terrytoons Inc. contract negotiated by CBS-TV (see story page 31).

RCA Color Tv Ad Drive On

COLORCAST of "Peter Pan" on NBC-TV today (Monday) will mark opening of extensive advertising campaign by RCA to introduce firm's first complete line of color tv receivers, J. M. Williams, manager of advertising and sales promotion, RCA Victor Television Div. announced Friday. Ad schedule includes network tv and radio shows sponsored by RCA: *Producers Showcase, Milton Berle Show, Martha Raye Show, Monitor, Your Radio Theatre, Truth or Consequences,* and *Dragnet.* Also included in first quarter campaigns are tv and radio commercials for use by local distributors and dealers.

Benton & Bowles in Detroit

BENTON & BOWLES Inc., New York, expected to announce opening of new Detroit office to service Studebaker-Packard Corp. account, headquartered there.

PEOPLE

RODOLFO A. CORREA, counsel, RCA Commercial Dept., which handles patent licensing activities, elected vice president, Brig. Gen. David Sarnoff, RCA board chairman, is announcing today (Mon.). In new post, Mr. Correa, with RCA since 1951, will report to Ewen C. Anderson, executive vice president, public relations, RCA. Mr. Correa served as counsel to Office of Defense Mobilization in Washington, D. C., for two years before joining RCA.

ROBERT E. LANG, director of Radio Free Europe, joins CBS News & Public Affairs as director of program sales, newly created post. Sig Mickelson, CBS vice president of news and public affairs, said Friday Mr. Lang, whose appointment was effective immediately, will act as liaison with sales departments of both CBS-TV and CBS Radio and will embark on "intensive sales development program" for news and public affairs.

VINCENT TUTCHING, president of Foote, Cone & Belding International since 1949, has joined McCann-Erickson Corp. (International) as vice president and account supervisor.

SAMUEL A. HARNED, BBDO vice president and director, resigned to open advertising consulting service, Samuel A. Harned Assoc., N. Y. Firm will act as consultant to four national accounts in addition to BBDO.

F. R. DEMMERLY, vice president and treasurer of former RCA Estate Appliance Corp., Hamilton, Ohio, appointed Friday as controller, RCA Victor Television Div. of RCA. Mr. Demmerly succeeds **G. K. BRYANT,** recently named operations manager of division.

BYINGTON F. COLVIG, WXIX (TV) Milwaukee sales staff, named director of sales promotion, CBS Television Spot Sales, N. Y.

EDWIN CAHN, manager of Los Angeles office of Pulse Inc., N. Y., promoted to director of Pulse Pacific activities. Prior to joining Pulse in July 1955, Mr. Cahn was West Coast manager for Avery-Knodel Inc., N. Y.

JO RANSON, WMGM New York publicity director, named to additional post of director of public service programs. With WMGM since 1946, he formerly was radio editor of *Brooklyn Eagle* and is author of several books on radio, tv and regional history as well as radio-tv instructor in Baruch School of Business & Public Administration, College of City of New York.

EDWARD J. MURPHY, member of traffic staff of radio-television department, N. W. Ayer & Son, N. Y., has moved to agency's radio-tv program production staff.

T. E. PEREYRA and **DUDLEY F. CATES** elected partners of Kidder, Peabody Inc., investment firm active in radio-tv station brokers field.

Don Lee Buys Phone Quiz

SALE of telephone quiz jackpot show, *Tune Test,* to Don Lee Broadcasting System to be announced today (Mon.) by Walter Schwimmer, president of Radio Features Inc. Series will start today on approximately 45 Don Lee stations as five-a-week, 25-minute strip, originating in Hollywood with Frank Evans as m.c., according to Mr. Schwimmer. Program also sold in 25 major and 16 secondary markets, he added.

the week in brief

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SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th issues: $3.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

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*Reg. U. S. Patent Office

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In Live Programming

KTLA

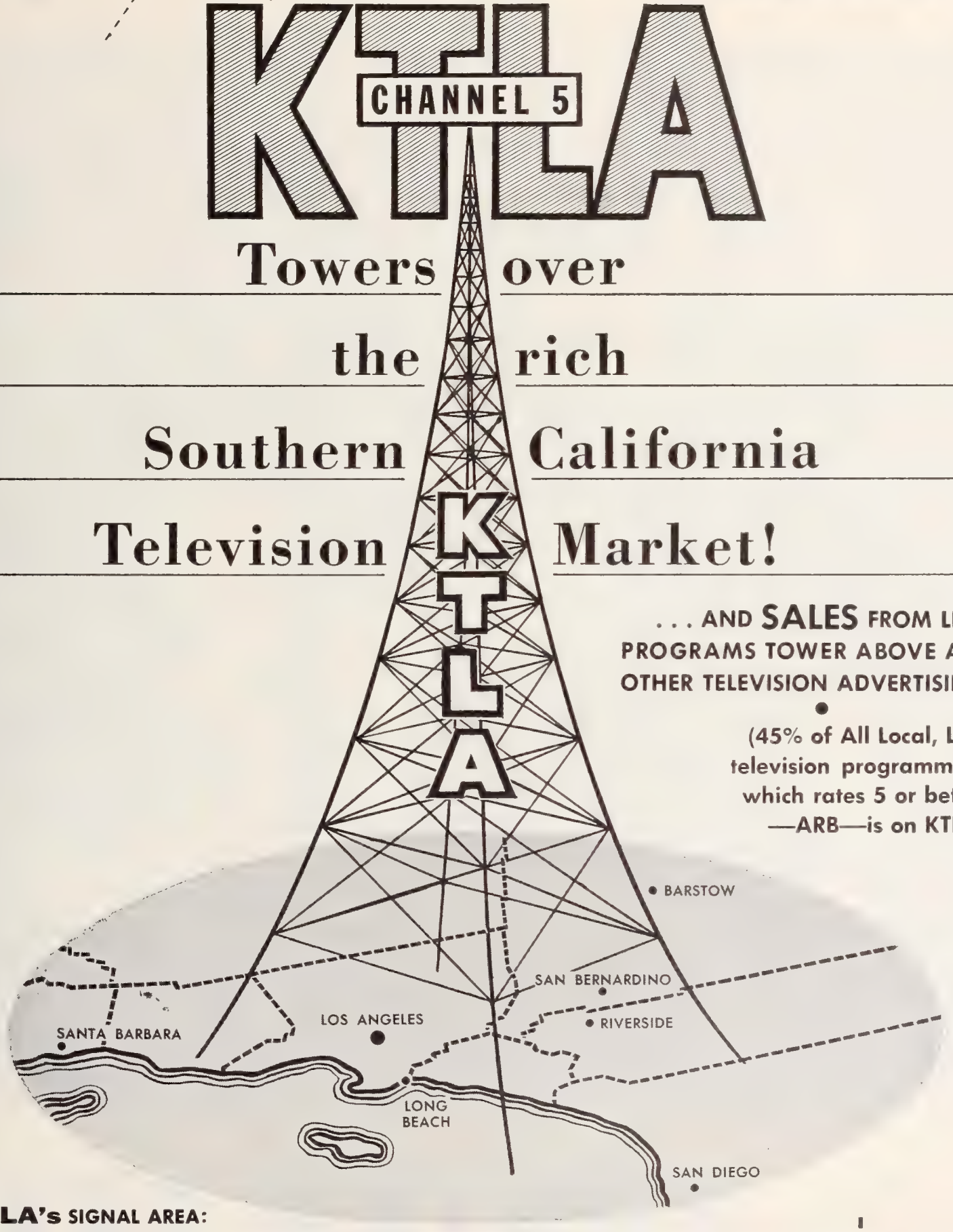
CHANNEL 5

Towers over the rich Southern California Television Market!

. . . AND **SALES** FROM LIVE PROGRAMS TOWER ABOVE ALL OTHER TELEVISION ADVERTISING

●

(45% of All Local, Live television programming which rates 5 or better —ARB—is on KTLA)



IN **KTLA's** SIGNAL AREA:

POPULATION 7,004,800 • RETAIL SALES $8,244,000,000 • TV SETS 2,200,000

7% of the nation's television homes can be reached by KTLA

Represented Nationally by PAUL H. RAYMER COMPANY

60 seconds is



EDWARD PETRY

NEW YORK CHICAGO ATLANT

all it takes

Since the beginning of time men feared and wondered at lightning flashes in the sky. Yet, in perhaps just 60 seconds of flying his kite, Benjamin Franklin established lightning as electrical disturbances in the atmosphere.

Today, to establish lightning sales-reaction for your products — electric blankets in the North — electric fans in the South — to move merchandise most anywhere . . . 60 seconds is all it takes on Spot Radio — and . . .

It costs *less* to reach more of your potential customers . . . whoever they are . . . wherever they might be . . . at the precise time and place of your choice.

60 seconds—or *less*—is all it takes to sell them with the right, bright buy—Spot Radio.

WSB	Alanta	NBC	WTAR	Norfolk	CBS
WFAA*	Dallas-Ft. Worth	NBC-ABC	WIP	Philadelphia	MBS
KOA	Denver	NBC	WRNL	Richmond	ABC
WIKK	Erie	NBC	KCRA	Sacramento	NBC
KPRC*	Houston	NBC	WOAI*	San Antonio	NBC
WJIM	Lansing	NBC-ABC	KFMB	San Diego	CBS
KARK	Little Rock	NBC	KGO	San Francisco	ABC
KABC	Los Angeles	ABC	KMA	Shenandoah (Iowa)	ABC
WISN	Milwaukee	CBS	KTBS	Shreveport	NBC
KSTP	Minneapolis-St. Paul	NBC	KVOO	Tulsa	NBC
WABC	New York	ABC	ABC	Pacific Radio Regional Network	

*Also represented as key stations of the TEXAS QUALITY NETWORK

& CO., INC.

DETROIT LOS ANGELES SAN FRANCISCO ST. LOUIS



CERTAIN THINGS STAND OUT ! !

Yes, some things are all-important to the advertiser . . . like the dynamic sell-power of the JOE FLOYD Stations . . . the two-market impact you get for your one smart buy . . . the spending power of these big multiple markets. What a terrific spot for you!

THE BIG TV COMBO

KELO



KDLO

78% of South Dakota, plus western Minnesota, northwestern Iowa

KELO TV

JOE FLOYD, *President*

Evans Nord, Gen. Mgr. Larry Bentson, V. P.

NBC PRIMARY

. . . and Joe reports SELL-OUT of Saturday and Sunday time on NBC's MONITOR (KELO Radio). For future spot availabilities contact:

H-R REPRESENTATIVES

QUEEN FOR A DAY

EVERYTHING about *Queen for a Day* comes over better on television than it did in 10 years on radio. And there's plenty to come over: emotion-filled faces of contestants, the array of gifts, regally—if briefly—dressed court attendants, and Jack Bailey, whose m.c. effervescence somehow seems more sincere when you see him.

The program is still filled with its tearjerking tricks. Contestants tell how they need whatever it takes to enable them to support their babies, mothers, husbands, invalid aunts, etc. And the saddest story wins on the applausemeter.

It's a better show on tv because its strong points, weak though they be as entertainment criteria, are visual. *Queen* brags it has given away $13 million in its radio career. It's no wonder the show is something less than sold out. Sponsors should pay when they can have valuable plugs free by presenting their products as prizes?

Production costs: Estimated minimum $25,000 per week.
Sponsored by Procter & Gamble Co. Mon.-Wed.-Fri. at 4:45-5 through Compton Adv. and Miles Labs at 4:45-5 on Thurs. through Geoffrey Wade. On NBC-TV, Mon.-Fri., 4:30-5 p.m. EST.
Producer: Howard Blake; director: Harry Mynatt.
Star: Jack Bailey; announcer: Gene Baker; fashion commentator: Jeanne Cagney.

YEARS OF CRISIS

THE STATE of the world at the end of 1955 and the title of the seventh annual installment of *Years of Crisis* were at opposite poles—or so this excellent news presentation made it appear. At year's end some reporters could find no major peril in their particular bailiwicks, reflecting the general world wide good-times that prevail.

CBS' staff of renowned reporters, with Edward R. Murrow channeling the discussion, gave a forceful, cogent picture of the international scene. Newsmen headquartered in London, Rome, Bonn, Africa, Asia, Paris, Moscow, and Washington, convened in New York to add color and perspective to the mosaic that was a year in the making.

Visually the telecast was not very much. Except for Mr. Sevareid's cigarette holder, Mr. Murrow's ever-tapping foot and the wrinkled brows of the participants the program would have been just as effective on radio only. Billowing smoke obscuring the scene was a silent testimonial to the country's tobacco producers.

Production costs: Estimated at $5,000.
Broadcast on CBS-TV, Sunday, Jan. 1, 4-5 p.m. EST, sustaining.
Chairman and chief commentator—Edward R. Murrow; CBS newsmen: Howard K. Smith, Bill Downs, Richard C. Hottelet, Alexander Kendrick, Robert Pierpoint, David Schoenbrun, Daniel Schorr and Eric Sevareid.
CBS News production supervised by John F. Day; executive producers: David Zellmer and Robert Skedgell; director: Don Hewitt.

AUNT JENNY

THE RETURN of *Aunt Jenny* and her "real life" stories to CBS weekday radio with her sponsor of 18 years must mean somebody missed her during the months she was off in 1955. There must be somebody who likes the same old hack-written melodrama, the same old organ effects and the inevitable "to be continued tomorrow."

But how many listeners are going to come back tomorrow for more of such poor writng as displayed in the opening story, "The Accused Innocent"? If an author has 11 episodes to tell a tale, as planned for this story, why does he resort to such cheap tricks as gossip to develop the character of his villain? In the light of her program material, Aunt Jenny deserves double credit for her commercials. They are appealing. Her opening broadcast was not.

Production costs: $5,000 per week.
Sponsored by Lever Bros. Co. (Spry shortening, Silver Dust and Breeze cleaning products) through Foote, Cone & Belding, N. Y. on CBS Radio, 2:45-3 p.m. EST, Mon.-Fri.
Producer and director: Robert Simpson; cast: Agnes Young as Aunt Jenny, Santos Ortega, Jim Coy, Katharine Ratt and others; announcer: Peter Thomas; organist-musical director: Dick Liebert; sound technician: Jimmy Dwan; author of "The Accused Innocent": David Karp.

DO YOU TRUST YOUR WIFE?

WITH THE ADVENT of *Do You Trust Your Wife?* Edgar Bergen makes his return to tv. The quiz program is emceed by Mr. Bergen and his wooden friends, of whom Charlie McCarthy is the most famous.

The new show has ignored the electronic gimmicks currently fashionable quiz-wise but has turned to the old magnetic force—money—or in this case how to keep more of the winnings. Winners may get up to a lifetime's supply of $100 bills at the rate of one per week and thus escape paying the higher taxes on a lump sum. They can presumably keep even more if they decide to collect their loot in a foreign country (while on a trip for instance).

Despite its title, *Do You Trust Your Wife?* is no analysis of marital fidelity; rather it is a matter of whether the husband thinks he can answer the next question or whether he wants to pass the buck to his spouse.

Aside from the filthy lucre aspect of the feature it has little more than the dry wit of Charlie & Co. to recommend it. Unless a new crop of quiz fanatics is bred, the show is destined to join the vast majority of moderately-popular shows of no special significance.

Production costs: Approximately $30,000.
Sponsored by Frigidaire Div., General Motors Corp., through Kudner Agency, on CBS-TV, Tues., 7:30-8 p.m. EST.
Star: Edgar Bergen, featuring Charlie McCarthy, Mortimer Snerd, Effie Klinker.
Producer: Don Fedderson; executive producer: Fred Henry; director: Jim Morgan; editorial supervisor: Herbert Hoffman; music: Frank Devol; announcer: Ed Reimers.

SEEN & HEARD

Bill Stern's year-end sports review on ABC Radio (Dec. 30, 1955, 9-9:25 p.m. EST) was somewhat of a disappointment in that it devoted too much time to a couple of sports—horseracing and boxing. In all fairness to Mr. Stern and ABC, it must be noted that 25 minutes is hardly sufficient time to give a comprehensive wrapup of the sports year. However, such things as interviews that could not be understood and took up valuable time should have been omitted in favor of more complete coverage of sports barely noted (college football) and others not mentioned at all (all other college sports, notably basketball).

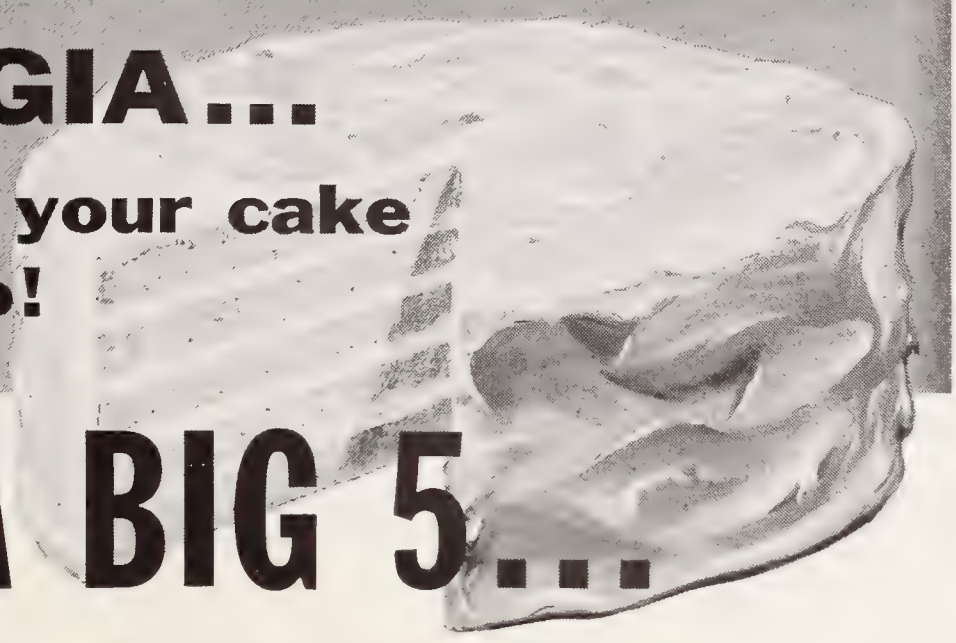
Mixed Utensils Dept.: Sam Balter, commenting during the final seconds of NBC-TV's Jan. 2 Rose Bowl football telecast: "It looks like UCLA came out of the frying pan into the melting pot."

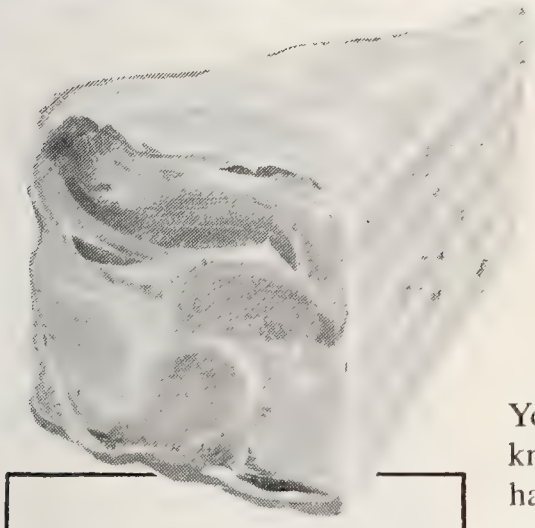
IN GEORGIA...

you can have your cake and eat it, too!

The

GEORGIA BIG 5...





Buy the GEORGIA BIG 5– get the added sales power of local merchandising support!

The sale you start with your spot is *clinched* by the point of sale merchandising support supplied by each *Georgia Big 5* station. In addition you can count on a full array of selling aids: trade calls by station personnel who are your dealers' *neighbors*... trade mailings and tune-in announcements. Your Avery-Knodel man will give you full details!

CHECK these important FACTS ABOUT GEORGIA

In the two year period ending 1954:

- ☐ **Georgia radio homes..... UP 22%**
- ☐ **Georgia population..... UP 17%**
- ☐ **Georgia automotive sales . UP 43%**
- ☐ **Georgia retail sales..... UP 13%**

Four good reasons why Georgia deserves deeper penetration than ever before... *deeper* penetration than *one-station coverage* can give! Ask for *all* the facts about the big new growth of Georgia!

the station group that gives you all the *practical advantages* of a network...*plus all the local impact of home-town programming!*

You know the *intense* listener loyalty that stations command *locally*. You know the *strong dealer influence* that stations wield *locally*. Now you can have these *local* advantages of five long-established stations...PLUS time-saving network economies—with the GEORGIA BIG 5! Five leading stations in one buy . . . involving only *one* bill.

The

GEORGIA BIG 5

is your *big Georgia buy*... more Georgia homes *at less cost per minute!*

The *Georgia Big 5* delivers 83%—yes 83% —of all Georgia radio homes! More Georgia homes—at less cost per minute—make the *Georgia Big 5* your big buy—your best buy—in the nearly $3 billion Georgia market.



WGST
Atlanta
5,000W ABC

WGAC
Augusta
5,000W ABC

MERCHANDISE SOLD VIA GEORGIA BIG 5 WGST WTOC WGAC WMAZ WRBL

WMAZ
Macon
10,000W CBS

WTOC
Savannah
5,000W CBS

WRBL Columbus 5,000W CBS

AVERY-KNODEL, Inc. National Representatives

MORE VIEWERS • MORE COVERAGE

...than any other



Here are FACTS from the November ARB for the metropolitan Oklahoma City area

DAYTIME

8 AM to 5 PM, Monday thru Friday

KWTV - 124 quarter hour segments
Station B - 49 quarter hour segments
Tie - 7 quarter hour segments
TOTAL 180

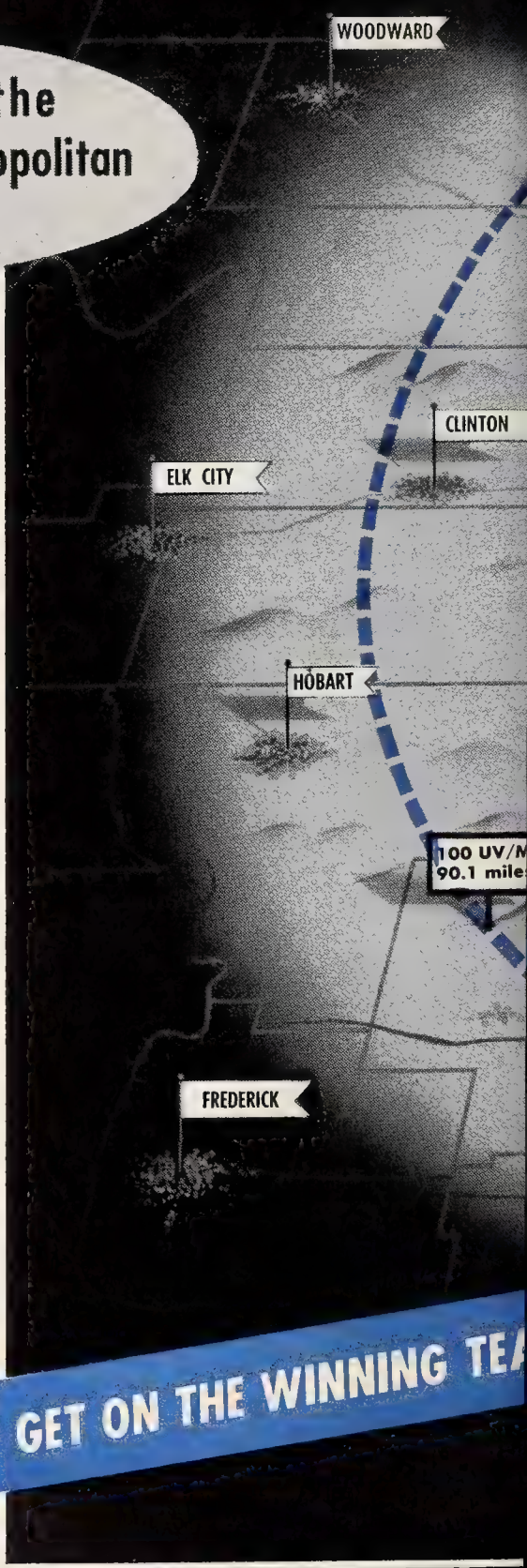
NIGHTTIME

Out of the top 30 weekly shows, KWTV leads in 18, including these top four:

$64,000 Question 57.9
I Love Lucy 52.1
Red Skelton 46.6
What's My Line 41.0

... AND IN ADDITION, KWTV has the -

- highest rated local daytime show - VIVIAN, HARRY AND EDDIE 9.8
- highest rated daytime network women's show - ART LINKLETTER..12.5
- highest rated daytime participation show - MY LITTLE MARGIE.....17.9
- highest rated children's network show - MICKEY MOUSE CLUB.....29.1
- highest rated children's participating show - RANGE RIDER.....16.3



Oklahoma City television station



kwtv

OKLAHOMA CITY

World's Tallest Man-Made Structure

CBS

EDGAR T. BELL, *Executive Vice President*
FRED L. VANCE, *Sales Manager*

Represented by **AVERY-KNODEL, INC.**



Greatest
gal
For ad lib sell

Forgot routine . . .
Signed up Nell!

BUT - not with
TELEPROMPTER SERVICE

That's why —
ADVERTISERS PREFER
TelePrompTer stations like

WGBS-TV
Channel 23
Miami

KPTV
Channel 27
Portland, Ore.

TELEPROMPTER SERVICE
Trademark registered U. S. Pat. No. 2833375 Other Patents Pending
TELEPROMPTER CORPORATION
300 W. 43 St., New York • JU 2-3800
LOS ANGELES CHICAGO WASHINGTON TORONTO

OPEN MIKE

Listening Post on Job

EDITOR:

In reply to John Hymes' letter in your Dec. 12th issue, the RTES [Radio-Television Executives Society] Listening Post is providing an increasingly effective service for executives in the broadcasting field who find themselves between jobs.

The Listening Post committee counsels and helps ease the problems described in your article, "They Tell Me I'm Too Good To Hire" [B•T, Nov. 28, 1955]. In addition, registered applicants are referred to job openings for which they qualify.

Our crying need is for more job openings. Everyone seeking radio and television personnel should make their requirements known to the Listening Post. We have a file of experienced candidates in management, sales, public relations, copywriting, production, etc. By using the Listening Post, employers will be helping themselves and their own in their industry.

Roger Pryor, Chairman
RTES Listening Post Committee
New York

Hi-Fi Monitors

EDITOR:

We thought you'd like to hear about a morale booster and novel innovation at our station. KLMR claims the distinction of being the only 1,000 watt station with high fidelity monitor speakers in the control room. One announcer said, "It's a pleasure to operate the board now."

Two woofers and one tweeter were installed in a cabinet and mounted above the control room glass window by Chief Engineer Dan Peluso. Cost the station about $20.00, [produced] amazing results with all speed recordings and its reproduction is so great that it even picks up surface scratches on tape playbacks!

It operates off the standard console amplifiers. No additional equipment needed, just a wooden box 17 inches high and four feet long. Two 12-inch Quam woofers, one Quam six-inch tweeter and one condenser provide hi-fi quality for console operators.

How many thousand watt stations can make this statement?

Dan Peluso, Chief Engineer
KLMR Lamar, Colo.

Unneeded Gift

EDITOR:

Fm radio didn't need the gift from the FCC, reported in the Dec. 26 B•T. Rather than reduced hours, as reflected in the elimination of Sunday broadcast requirements—we need more hours.

You can't build an audience with limited service. We run WRRN (FM) at a profit and we broadcast from 6 a.m. to 11:05 p.m. seven days a week, with Sunday sign-on at 8 a.m. We give service and programs people want and as a result 54% of Warren homes have fm radios.

We duplicate daytime WNAE programs; repeat news broadcasts (sports, national, local) forced back by early winter am sign-offs at the same time the year round (6-6:45 p.m.); broadcast local sports, professional baseball and football; and concert music.

One-man operation at the transmitter or remote control keeps expenses down and allows a profit of 30% on investment. However, with tv and cable interference, fm broadcasting provides the only decent listening, anyway. If necessary we would run fm at a loss just to give full time service to our community.

In areas of poor radio reception it is a joy to have even one good fm station to listen to. I would be satisfied to see all am stations replaced by fm stations.

A. David Potter, Jr., Gen. Mgr.
WNAE-WRRN (FM) Warren, Pa.

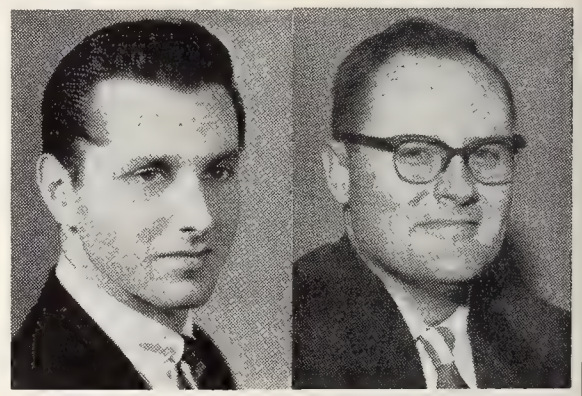
Mixed Pix

EDITOR:

Have just read the announcement concerning me in the Jan. 2nd issue of B•T, and would like to call to your attention the fact that the photograph used with the write-up is not mine.

Richard Lockman, Vice President
Emil Mogul Co.
New York

[EDITOR'S NOTE: Charge to similarity of names and general holiday short work-week production pressure the error which switched pictures of agency vice president Richard Lockman and WAVE Louisville radio production manager Harry Lockhart. Here they are, properly identified.]



MR. LOCKMAN MR. LOCKHART

MILESTONES

► BRYSON RASH, ABC Washington correspondent has celebrated his 30th year in broadcasting. In 1925, at the age of 12, he conducted a "Buster Brown" show on KMOX St. Louis. During his career he has been with KWK St. Louis, CBS in Washington, WLW Cincinnati, and NBC Washington. Mr. Rash, White House correspondent since 1941, covered the Executive Mansion for NBC until ABC was formed and has been with that network since. He does some news work on a local basis on WMAL-AM-FM-TV Washington.



MR. RASH

► WMIS Natchez, Miss., has celebrated its 15th anniversary.

► ABC-TV's *The Lone Ranger* will mark its 23d anniversary Jan. 10.

► WGAR Cleveland has observed its 25th birthday.

► KCRS Midland, Tex., has marked its 20th anniversary.

► WALTER E. PIPER Jr. has marked his 15th anniversary as contributing editor to WEEI Boston's *Country Journal* program.



THE PIED PIPER OF HOUSTON

KiTiRik—Channel 13's black magic mascat has enchanted the children of Houston, and changed the Houston market in less than a year. Houston has become Hamlin Town with the grateful parents joining the parade to KTRK TV.

October ARB shows our daytime combination of children's programs, films and family features frequently leading network competition. In the late afternoon more than 68% of the audience hears KiTiRik's "Piper's Tune" at 4:30 daily to lead into "Mickey Mouse Club" and the great new lineup of ABC family shows — Topper — Warner Brothers Presents — Disneyland — Lone Ranger — Rin Tin Tin — Wyatt Earp — Ozzie and Harriet. And KTRK TV still programs more sports for Dad each week. Good shows make good adjacencies. Call us or Blair-TV.

THE CHRONICLE STATION, CHANNEL 13 **KTRK-TV** P. O. BOX 12, HOUSTON 1, TEXAS — ABC BASIC

HOUSTON CONSOLIDATED TELEVISION CO., General Mgr., Willard E. Walbridge; Commercial Mgr., Bill Bennett

NATIONAL REPRESENTATIVES: BLAIR-TV, 150 E. 43rd St., New York 17, N. Y.





TARGET

In 1955 CBS Television achieved a nine-year objective: delivering the most popular programs to the largest audience at the lowest cost in all television.



Radio-Television

NOMINATIONS INVITED

Deadline Feb. 1, 1956

10. Radio or Television Newswriting: For a distinguished example of newswriting or commentary for radio or television; nominations consisting of either a partial or complete script, broadcast or telecast during the year.

Radio

11. Radio Reporting: For the most distinguished example of spot news reporting of a single news event, scheduled or unscheduled, broadcast by radio during the year; exhibits consisting of a typewritten summary and recordings or tapes, not exceeding fifteen minutes running time.

12. Public Service in Radio Journalism: For an outstanding example of public service by an individual radio station or network through radio journalism, the test being the worth of the public service, the effectiveness of the presentation by the station or network, and the unselfish or public-spirited motives, bearing in mind that the broadcasts must be journalistic in nature, not entertainment; commercially sponsored radio programs not being eligible unless produced and controlled by the broadcasting station; exhibits consisting of disc recordings (no tapes) and a typewritten summary mentioning running time of exhibit, not to exceed fifteen minutes.

Television

13. Television Reporting: For the most distinguished example of spot news reporting of a single news event, scheduled or unscheduled, broadcast by television during the year; exhibits consisting of typewritten summary and if available, a segment or summary of 16 mm. film or kinescope, not longer than fifteen minutes.

14. Public Service in Television Journalism: For an outstanding example of public service by an individual television station or network through television journalism, the test being the worth of the public service, the effectiveness of the presentation by the station or network, and the unselfish or public-spirited motives, bearing in mind that the broadcasts must be journalistic in nature and not entertainment; commercially sponsored programs not being eligible unless produced and controlled by the broadcasting station; entries consisting of a typewritten summary and if available, a segment or summary of 16 mm. film or kinescope, not longer than fifteen minutes.

Nomination blanks and further information may be secured by writing to:

Victor E. Bluedorn, Director

SIGMA DELTA CHI

35 E. Wacker Dr., Chicago 1

Peace Group Offers Awards

THE Institute for International Order, described as a non-profit organization for world peace, will offer $2,000 cash for the best local radio programs produced during the first six months of 1956 on the subject of "Action for Peace in Our Town." Eight prizes, ranging from $50 to $400, are to be presented for programs of any nature that fall within the purpose of the awards. The Institute also will award an equal amount to community organizations working with the winning stations. Details can be obtained from the organization at 11 W. 42nd St., New York 36.

AWARD SHORTS

Paul Harvey, ABC Radio newscaster, cited for his "faithful and courageous exposures of the dangers of Communism and subversion" by the American Legion.

Kay Neumann, conductor of *Kay's Kitchen,* KDKA-TV Pittsburgh, elected only woman member of Pittsburgh chapter of National Culinary Federation. At same time she was made honorary member of national body, marking third time organization has awarded honorary membership.

Charlie Roberts, KLZ-TV Denver, communicator on station's *Denver At Night* program, awarded honorary membership in Denver police department for show's regular beeper-phone check with police officials.

Ralph Renick, news director, WTVJ (TV) Miami, Fla., received 1955 Good Citizenship Award of Coral Gables Civitan Club for tv forum, *What's the Story.*

ABC-TV series, *Adventures of Ozzie and Harriet,* (Fri., 8-8:30 p.m. EST) received first annual Della Robbia Wreath Award from Boys' Republic of California, rehabilitation center. Award recognizes contributions to understanding of juvenile problems.

John B. Browning, vice president-general manager, WSPB Sarasota, Fla., awarded life membership in Sarasota Jaycees for interest in and contributions to organization.

WNAC-TV Boston received plaque award from Archbishop Richard J. Cushing of Boston Jan. 1 for regular Sunday mass telecast on WNAC-TV, marking first anniversary of televised mass.

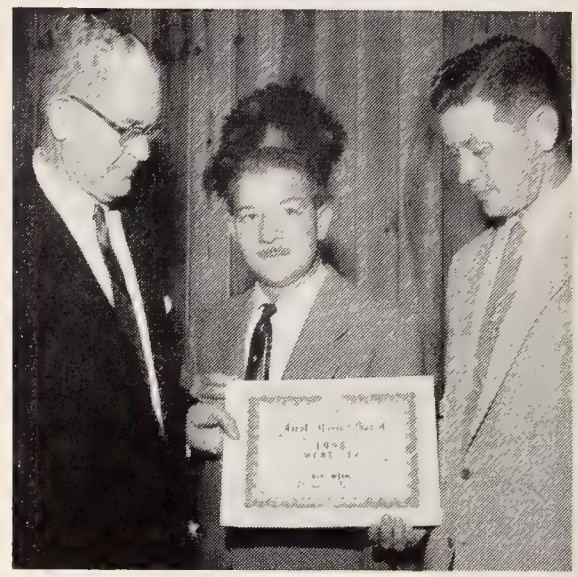
Dr. Frances Horwich, NBC-TV *Ding Dong School* personality, and **Walt Disney,** ABC-TV *Disneyland* and *Mickey Mouse Club* producer, received *Parent's Magazine* annual medal awards for "outstanding service to children during 1955."

WDOK Cleveland, Ohio, received certificate from Mayor's Committee for Employment of Handicapped for "outstanding public service in behalf of physically handicapped."

Jackie Gleason, CBS-TV personality, will receive annual humanitarianism award of City of Hope National Medical Center of Duarte, Calif., at testimonial dinner in New York Feb. 26. He is chairman of national citizens committee of City of Hope, which specializes in cancer, leukemia, tuberculosis and cardiac diseases.

WLEA Hornell, N. Y., awarded certificate of appreciation by 9313th Air Reserve Squadron, Elmira, N. Y., for support of Air Force Reserve program.

WJLK Asbury Park, N. J., presented silver bill clip and bracelet mementos of long service to seven air personalities: Mrs. Harriet Bross Nemeth, Mrs. Frank A. Hayes, Dr. Victor Knapp, G. Howard Scott, William D. Martin, James K. Allardice and Arthur Morris.



LEON McASKILL (l), publisher, *This Week* magazine, presents the first annual Award for Outstanding Showmanship to WGBS-TV Miami, owned by the Storer Broadcasting Co. Receiving the award for WGBS-TV are Bob Nashick (c), promotion manager, and Dick Sloan, sales manager.

Vivian Carter, disc jockey, WWCA Gary, Ind., honored by BMI at fourth annual awards dinner in New York for her record, "At My Front Door."

WFPG Atlantic City, N. J., received certificate of appreciation from 9327th Air Reserve Squadron for cooperation in Air Reserve activities.

KYW Philadelphia and **Jack Pearce,** station public affairs director, honored with plaque by Prisoners Family Welfare Assn. for station's 20th anniversary of broadcasting prisoners' Christmas concerts.

General Electric Co. Broadcast Equipment advertising section, Syracuse, N. Y., received "Joshua" plaque from match book industry for "distinguished use of match book advertising" during year-long campaign promoting GE color tv equipment. Campaign earlier won Best of Industry Direct Mail Award for 1955.

WMAQ Chicago and newsman **Len O'Connor** are recipients of merit awards from Chicago South Side Community Committee and American Correctional Assn. for juvenile delinquency documentary series, *They Talked to a Stranger.* Mr. O'Connor cited by U. S. Veterans of Foreign Wars, Dept. of Illinois, and Off-The-Street Club for same series.

Paul Winchell, ventriloquist on NBC-TV, cited by Mrs. Ivy Baker Priest, U. S. treasurer, for volunteer service in promotion of U. S. Savings Stamps and Bonds through Minute Man Patrol.

Drue Smith, WDEF-AM-TV Chattanooga, Tenn., given award of merit by Daughters of American Revolution for civic and patriotic coverage on her program.

WJR Detroit received a plaque from the Radio-Television Committee of the Detroit Commission on Community Relations as "the Detroit broadcaster which has done the outstanding public service job of 1955 in the field of human relations." **WJLB Detroit** and **WCAR Pontiac, Mich.,** also were cited by the Committee.

"Mobile Units*" are important . . .



*We ought to know . . . we have a custom built model that's an engineer's delight.

But in Louisville . . .

WHAS-TV Programming pays off!



"WHAS-TV NEWS"
6:15—6:30 P. M.
Monday through Friday
(Market's only daily newscast with exclusive local newsreel.)

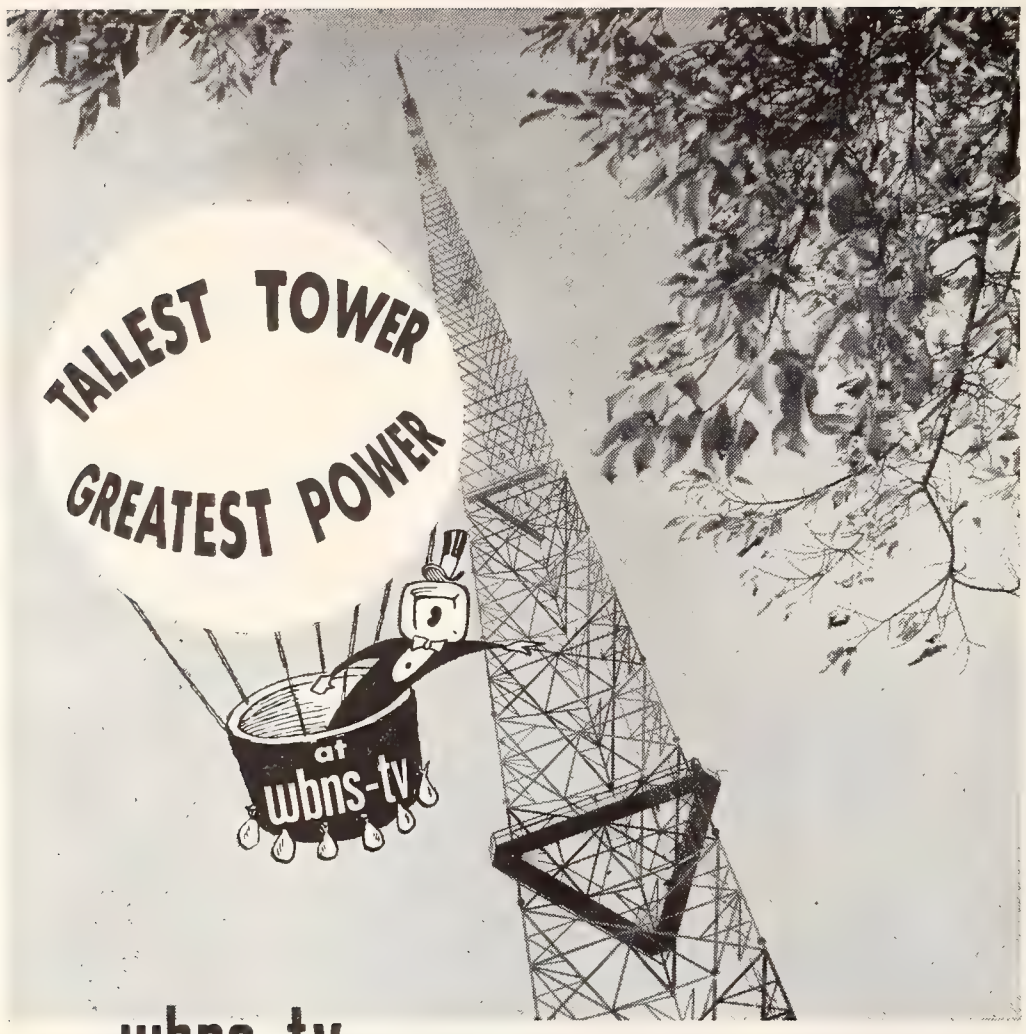
Are you participating?

VICTOR A. SHOLIS, *Director*
NEIL CLINE, *Station Mgr.*
Represented Nationally by Harrington, Righter & Parsons,
Associated with The Courier-Journal & The Louisville Times

316,000 WATTS
WHAS-TV
Channel 11
LOUISVILLE, KENTUCKY

BASIC CBS-TV Network

Your Sales Message Deserves
The Impact of Programming of Character



wbns-tv rises to even greater power with this striking new tower . . . the tallest structure in Central Ohio and the second tallest self-supporting tower in the United States.

This new antenna system gives **wbns-tv** the ultimate height needed to cover the vast surrounding Central Ohio Counties, enables **wbns-tv** to expand its coverage, and amplify the strength of the signal throughout the huge present coverage area.

The new tower, especially designed for **wbns-tv** and erected on the premises is 1549 feet above sea level. Overall height of the new system is 839 feet above ground.

Thus, the new antenna with its radiated power of 219,000 watts, provides the most highly satisfactory pattern and offers the greatest possible powerful reception.

wbns-tv

COLUMBUS, OHIO
CHANNEL 10

CBS-TV NETWORK — *Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High St.*

REPRESENTED BY BLAIR TV



MILTON KIEBLER

on all accounts

A BASIC AIM of Milton Lyman Kiebler, a vice president and media director of Benton & Bowles Inc., New York, during the 20 years he has spent with the agency has been to help the client get the most out of his advertising dollar.

As head of one of B&B's four media account groups, Mr. Kiebler operates as a self-confessed "double-headed, four-handed executive." With one head and two hands, he plans print media campaigns for such clients as Benton & Hedges (Philip Morris & Co.) and Continental Oil. Using the others he works with such tv shows as ABC-TV's *Down You Go* and *Ozzie and Harriet* for Western Union and Norwich Pharmacal Co., respectively.

The two heads are agreed, however, that both media have their own niches in advertising and that the cost is not half as important as the effect. Mr. Kiebler's "cost-and-effect" theory is best summed up in his disdain of the "cost-per-thousand" *modus operandi:* "Cheapness can't be equated with success. Were it so, we'd all be out of business to make room for an army of CPA's. You can't be strategical and analytical by keeping both eyes glued on the dollar mark."

Furthermore, Mr. Kiebler points at the "prohibitive" cost of tv as another factor in "making my job extremely tough. Launching a national tv campaign nowadays is tantamount to buying into the 'blue-chip' class. On the local level, tv does a helluva job with spots, but the mileage such a spot drive racks up can't make up for the loss in prestige and merchandising opportunities that you find in big network shows."

In the two decades he has been with B&B, Mr. Kiebler, who after graduation from the U. of Michigan (class of 1925) spent five years with Campbell-Ewald, Detroit, followed by another five years with Outdoor Service Inc., Chicago, has visited about every major market of 25,000 and more population in the 48 states. "My knowing the markets has been a tremendous blessing in a business that's so completely dependent on marketing."

The travels have meant an accumulation of transcontinental air miles and have given Mr. Kiebler little time to spend with his wife, the former Gertrude Feger, on their 8½ acres of peach, apple and pear orchards. Yet, from time-to-time, his Pundridge, N. Y., neighbors can hear him puttering among the trees on his "pride and joy," a new 6 h.p. Gravely tractor "which does just about everything except wake me up on Sundays."



Looking for coverage?...

look to wfmy-tv!

Make increased sales in the Prosperous Piedmont your New Years' resolution for 1956. And the best way to keep this resolution is with WFMY-TV . . . *basic* CBS for the entire Prosperous Piedmont section of North Carolina and southwest Virginia.

Telecasting with full 100,000 watts of power to more than 2 million people in this 46 county industrial gold-mine, WFMY-TV gives you coverage no other station dares claim. WFMY-TV is the *only* station that can spread your sales message over this entire $2.3 billion market.

To ring out the old, to bring in newer, even greater profits, call your H-R-P man today for the full story of WFMY-TV's coverage of the Prosperous Piedmont.

wfmy-tv
Channel 2
GREENSBORO, N. C.
Represented by
Harrington, Righter & Parsons, Inc.
New York — Chicago — San Francisco

CBS TELEVISION NETWORK
Now In Our Seventh Year

SOMETHING
BIG
IS ABOUT
TO HAPPEN
IN
WEST TEXAS



316,000 watts!
MOST POWERFUL TV IN WEST TEXAS
KDUB-TV
KDUB-AM WEST TEXAS' ONLY 24 HOUR RADIO
LUBBOCK, TEXAS
NATIONAL REPRESENTATIVES: THE BRANHAM COMPANY
President and Gen. Mgr., W. D. "DUB" ROGERS
National Sales Mgr. E. A. "Buzz" Hassett

our respects

to CYRUS HARRIS NATHAN



IT SEEMS a foregone conclusion in the trade that when Don Paul Nathanson initiated plans for a new agency, he engineered a lucky strike in the selection of his partner and co-owner to help guide the future course of North Adv. Inc.

Mr. Nathanson, who resigned as vice president of Weiss & Geller Inc., Chicago, opened the doors of North officially Dec. 1 with the bulk of Toni's advertising business.

The No. 2 man at North is Cyrus Harris Nathan, a youthful agency veteran who is credited, among other accomplishments, with devising the Lucky Strike tobacco auctioneer chant at Lord & Thomas nearly 20 years ago. With Mr. Nathanson at North, Mr. Nathan will be executive vice president.

Mr. Nathan previously was vice president and creative head on the Philip Morris account with Biow-Beirn-Toigo. He muses with a twinkle, "you know, every one of my agency associations has been with a former client." (When Mr. Nathan left Lord & Thomas to enter government service, he joined Sylvester (Pat) Weaver, his client and advertising manager of American Tobacco Co.; he left Foote, Cone & Belding because Ken Beirn, formerly his client at RCA, asked him to join his agency; and now he has joined Don Nathanson, former client, as advertising director of Toni Co.)

As a youth (he was born in Beirut, Lebanon, May 12, 1912) his main activity seemed to be travel. This was in line with the family pattern because Mr. Nathan's father was a member of the American Foreign Service, serving as American consul in Turkey, Italy, Mexico, and other diplomatic posts. At the age of five he moved with his family to Switzerland, then on to Palermo, Sicily, where he attended a Jesuit school, before finally coming to America.

In this country, young Cyrus attended the Chestnut Hill Academy at the age of 16 after a semester in a Lincoln (Neb.) high school. In 1930 he enrolled at the U. of Pennsylvania, serving as business chief of the college paper and majoring in political science. He was graduated with a Bachelor of Arts degree in 1934.

With an introduction supplied by his godfather, Cyrus Adler, Mr. Nathan obtained an interview with the immortal Albert Lasker, at Lord & Thomas—and was one of 10 college graduates selected for internships at the agency. He was assigned to help the account executive on the Schenley account.

It wasn't long before Cy Nathan came to the attention of the late Mr. Lasker when he offered a promotion idea for American Tobacco copy. He was promoted to assistant to the radio director on Lucky Strike when the *Hit Parade* was auditioned in April 1935. Mr. Nathan subsequently wrote scripts for the now well-established Lucky Strike program.

Cy Nathan was faced with the "important" decision of leaving the programming-writing end and going into contact and creative work. Serving first as an assistant account executive, he became the account executive on Lucky Strike radio and later on printed media. He remained at Lord & Thomas until 1942.

During the war years (1942-45) Mr. Nathan lent his talents to the staff of the Coordinator of Latin-American Affairs under Nelson Rockefeller, along with other L & T executives. He was dispatched to Chile, where he developed a number of programs designed to foster Chilean-American relations.

Upon his return, he joined Foote, Cone & Belding, and became widely known as an "idea man" for Emerson Foote. Within eight years he was elected vice president and member of the agency's plans committee in New York. He also handled the Pall Mall account (*Big Story* on radio) and worked on the Toni and Rheingold accounts. During the time he was account executive on Toni he first met Don Paul Nathanson.

In mid-1953 Mr. Nathan switched to Biow-Beirn-Toigo as a vice president and creative head on Philip Morris. He also put his creative talents to work on Procter & Gamble and other accounts.

Mr. Nathan will share with Mr. Nathanson the general responsibility for eight Toni products (Toni home permanent, Tip Toni, Prom home permanent, Tonette, Silver Curl, Spin curlers, Sofstyle curlers, Deep Magic lotion) with estimated overall billings approaching $10 million. North maintains offices at Room 1104 of the Merchandise Mart and part of its staff and mailing address at 430 N. Michigan Ave.

What makes a successful advertising campaign? Mr. Nathan says: "There are many logical and sensible advertising principles familiar to every agency man. Fundamentally it is the application of these basic rules on a day-to-day basis that helps you to build advertising that works. When a crystal clear central selling message has been defined, then that is the time to choose the media that is best suited to dramatize this message. Too many times the media is selected before the copy theme.

"Of the two, tv is certainly the glamour medium. On the other hand, in many cases, I have heard better selling messages on radio than I have seen used on tv. Using a medium to its full advantage is still the trick in our business."

Mr. Nathan and his wife, the former Maxine Gibney, have three children—Doris, 14, John 13 and Gibby 6. They live in the Chicago suburb of Winnetka. He collects old watches and is interested in photography.

3 Big Reasons Why

CHANNEL 3 MEMPHIS

has been worth waiting for!

1 At last viewers and advertisers alike are receiving the benefits of the choicest spot on the Memphis TV dial . . . *Channel 3,* WREC-TV . . . affording the ultimate in coverage and reception for the great $2 Billion Mid-South market.

2 *WREC-TV* brings to Channel 3 the standards of excellence and the "know-how" that have *consistently* kept WREC-Radio *Number 1* on Memphis radio survey after survey by Hooper, Pulse and S.A.M.S.!

3 With *WREC-TV* and *Channel 3* comes a full basic affiliation with the CBS Television Network. *No wonder, advertisers and viewers alike find Channel 3, WREC-TV, first choice in Memphis. See your Katz man soon!*

Operating with full power from an antenna which is the tallest man-made structure in the Mid-South.

WREC-TV

MEMPHIS, TENNESSEE

CBS TELEVISION

Represented Nationally by The Katz Agency

AMERICAN INTELLIGENCE AGENTS HELP SHAPE WORLD DESTINY

Espionage Agents, America's First Line of Defense

"SECRET AGENTS have molded our destiny," states the recent Funk & Wagnall publication, "War of Wits: Anatomy of Espionage and Intelligence."

Survival of any nation today, in the event of attack by an enemy power, may be directly in proportion to its advance "intelligence" or knowledge, of that enemy . . . disposition of land, sea and air power, hidden targets, weak points, concentration of physical resources, defenses, stamina of its people, intentions, plans, and capacities of its government.

The only way to stop another "Pearl Harbor" is to know when one is in the making – not at the moment when bombs drop, but before the enemy task force moves from the home base. The role of intelligence operations in preserving peace is spotlighted by former Deputy Head of Naval Intelligence, Admiral Ellis M. Zacharias. "A highly effective intelligence organization is an inescapable necessity as a preventative of war," he asserts. "Intelligence anticipates conflict . . . and . . . only intelligence makes possible a workable, fruitful diplomacy to prevent conflict."

Intelligence Saves Lives

One of hundreds of thrilling, dramatic example "intelligence" in action that have altered the pat history, occurred in the winter of 1942-3. When battle of the Atlantic was least encouraging for Allies, our agents reported new German experim on an awesome acoustic torpedo to be guided by sound of the target ship's propellers. Soon therea the survivors of a sunken U-boat were brough Washington. After patient interrogation, a yo American obtained from a German petty officer, blueprints for the torpedo. Defenses were devi The torpedo that the Germans thought would de the battle of the Atlantic proved almost comple ineffective.

Because of security reasons, the most daring ploits of our brave agents remain "top secret."

Espionage Expert Reveals Secrets Opens Formerly "Classified" Files



LADISLAS FARAGO
The man who penetrated the intelligence services of the World's Great Powers!

THE SECRET PAPERS and daring exploits of the master spies and renowned intelligence directors of our day are revealed in the newly opened files of Ladislas Farago, famous author and authority on international intelligence.

This former Chief Analyst in the Office of Naval Intelligence, who served as special Consultant to our Joint Chiefs of Staff, has a thorough knowledge of the skills and methods of espionage and has gathered a vast accumulation of actual experiences in this field. Under the now-famous "Colonel Bell" pseudonym, he headed the secret "Desk X" in the post-war American espionage in Europe.

In his wartime positions, Farago personally met, talked with and studied the work of the world's leading intelligence experts.

Concerning Farago's qualifications as a master of intelligence, an O.N.I. Lieutenant Commander said of him: "I know of no one who remotely approaches him as an expert . . ."

A few of the men who have "opened up" to him include these master spies of World Wars I and II: Captain Franz von Rintelen, Chief of German Sabotage in U.S.; Colonel George Sosnowski, Polish Intelligence; Sir Paul Dukes, British Secret Service . . . and others.

His many books are required reading in intelligence services of all great powers . . . "War of Wits," "The Riddle of Arabia," etc.

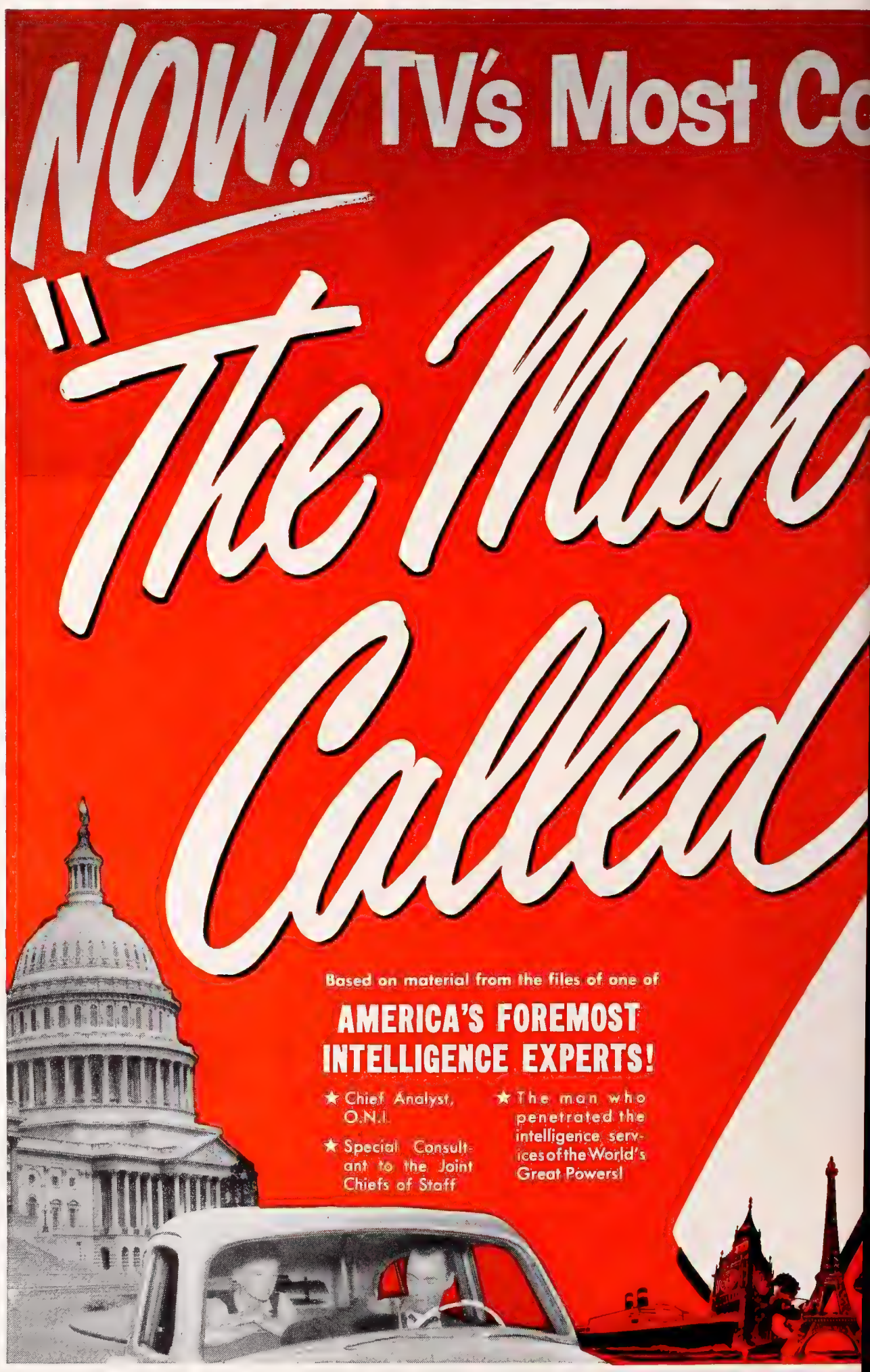
World Powers Spend Estimated $3 Billion Annually For "Intelligence"

THE HUGE EXPENDITURE by every nation for the international war of wits is concrete evidence that all are extremely aware of the need to know what is going on.

Once a year, on Budget Day in the House of Commons, the British Foreign and other Secret Services appropriations come to light. The 1954 figure of 3 million pounds, the highest in the history of British secret service, reveals only public funds alloted, whereas the bulk of Britain's intelligence budget comes from private sources.

Likewise, the budget of the U. S. Central Intelligence Agency is not known. Published estimates, however, run from $500 million to $800 million. The only allotment specifically designated for U. S. Army Intelligence is "Activity 2100" which includes "Activity 2131," secret intelligence. The $54,454.000.00 the U. S. Army requested for intelligence in the 1954-55 budget is but a fraction of C.I.A.'s top secret budget.

C.I.A. Director Allen Dulles estimates Russia's intelligence budget at two billion dollars annually for subversion alone, not including the cost of gathering information. *Advertisement*



C.I.A. VITAL TO U. S. POLICY MAKERS

Central Intelligence Agency Collects, Evaluates, "Classifies"

International Secrets for Our Government Leaders

THE C.I.A. operates all over the world. But how many agents does it have? Technical experts? Spy instructors? Card index machines? Or even janitors? Not even Congress knows.

The New York World-Telegram & Sun, in an exhaustive article on the C.I.A. which appeared October 1955, stated "Congress itself willed in 1947 that it should be kept in ignorance of practically everything about C.I.A. . . . for the obvious reason that even accidental revelation of any details . . . would be a 10-strike for foreign intelligence."

Created by the National Security Act in 1947, directly responsible to the National Security Council and through it, to the President, the Central Intelligence Agency, headed by Allen W. Dulles, is America's top-ranking intelligence operation.

It coordinates the activities of all other United States intelligence services . . . collecting, analyzing, interpreting it . . . and passing it on to the proper officials for action. C.I.A. is not a policy-making body.

The C.I.A. staff of 30,000 includes Americans specially trained for hazardous espionage missions all over the world . . . nationals of friendly powers . . . or natives of nations under the C.I.A.'s scrutiny. Their identities are top-secret.

Espionage Training Rigorous

The C.I.A. conducts special and rigorous training in all the arts of espionage: How to contact another agent on a street corner, how to throw a tracker off the trail, how to smuggle out reports reduced by microphotography to the size and guise of a period at the end of a sentence, how to kill silently if killing should ever become necessary to protect a vital mission, how to avoid being killed.

The college graduate who takes on a C.I.A. assignment is told at the outset that he is putting his life on the line. The C.I.A. sends many agents behind the Iron and Bamboo curtains. By no means all of them come back.

C.I.A.'s budget is not known . . . but a published estimate puts it up to $800,000,000 yearly . . . a fraction of the estimated Russian expenditure of $2,000,000,000 yearly for intelligence operations.

rful Man of Mystery!

Starring

BARRY SULLIVAN

As Master of International Intrigue

X DANGER is his constant companion!

X SECRECY is his way of life!

X THE WORLD is his field of operations!

★ ADVENTURE
★ INTRIGUE
★ SUSPENSE

ZIV Television

NEW YORK CINCINNATI CHICAGO HOLLYWOOD

SPY STORIES ALWAYS GREAT ENTERTAINMENT

TV Audiences Eager For Authentic, Documented TV Fare!

THE AMERICAN PUBLIC is becoming more and more discriminating in its selection of TV entertainment. It has learned to shun the phony fiction melodramas that are obviously the figments of some overly imaginative scriptwriters.

Today the average TV viewer's taste for dramatic entertainment has developed far beyond the "I'll watch anything as long as it's television" stage of some years ago. The most outstanding TV film series on the air today are based on authentic fact, technically supervised by experts . . . all featuring the adventures of great law-enforcement agencies in action.

This new era in television viewing is due in great part to the vast contributions made by the TV film producers, outstanding among whom is ZIV Television Programs, Inc. ZIV's "I Led 3 Lives," "Mr. District Attorney" and "Highway Patrol" are splendid examples of the type of authentic adventure shows that people are eager to watch.

Viewers want to see how their local, state and federal law enforcement agencies operate. MR. D. A. takes them behind the scene of local law enforcement agencies in action. HIGHWAY PATROL presents the experiences of state troopers in all 48 states. I LED 3 LIVES reveals experiences from the files of a counterspy for the F.B.I. Proof of the popularity of this type of entertainment is evident by the high audience ratings enjoyed weekly by these three top film programs in city after city.

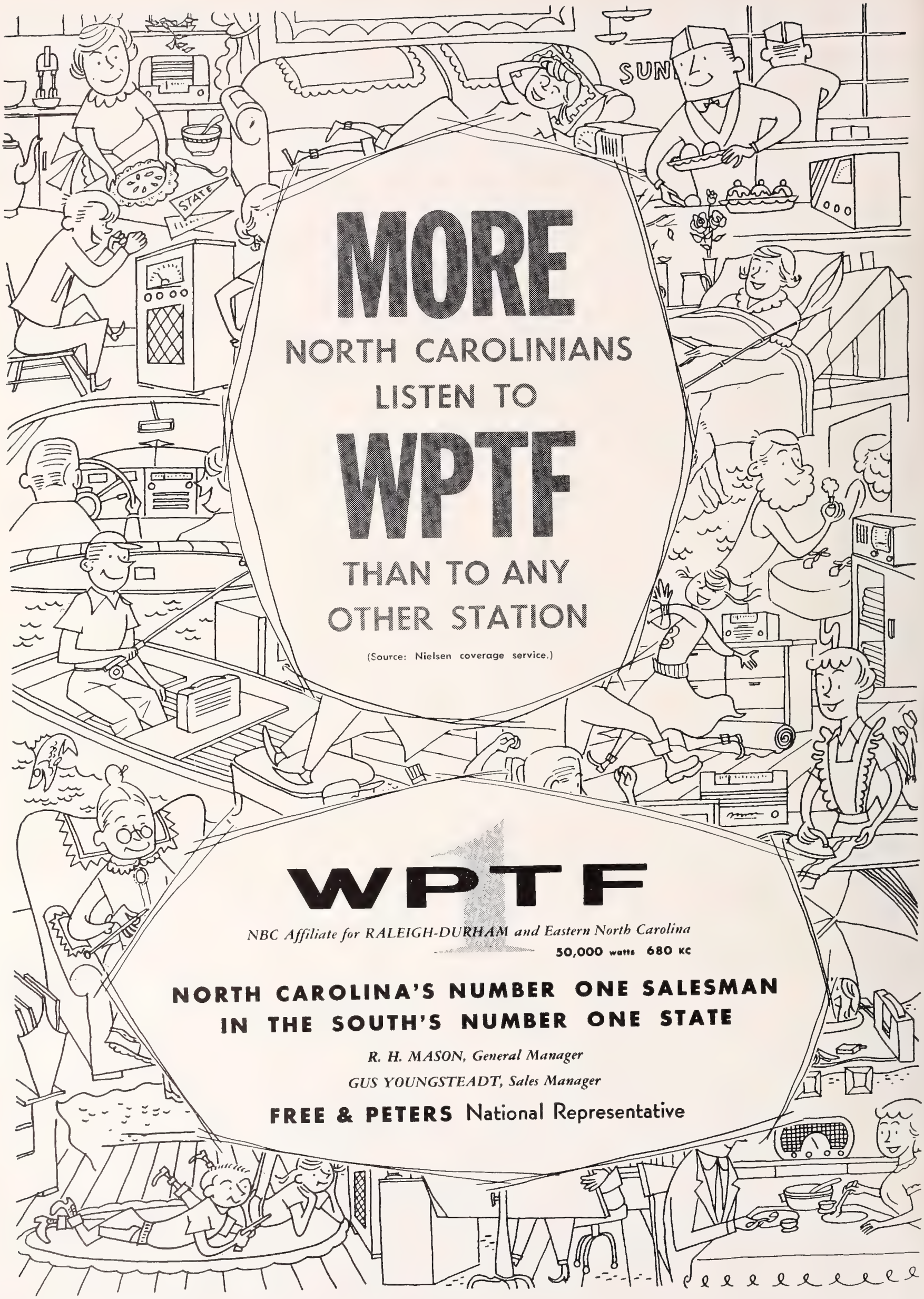
New TV Series Features International Law Enforcement

Now, in ZIV's newest "law enforcement" series "The Man Called X," the action is on a global basis. "The Man Called X" deals in authentic espionage and counter espionage activities in the world's capitals and the super-secret arenas of undercover diplomacy.

True-to-life spy stories have always had an irresistible attraction wherever presented . . . whether movies, books, radio, magazines or newspapers. For the first time advertisers can offer their customers TV entertainment dramatizing true spy stories based on material from the files of one of America's foremost intelligence experts.

Map-Making Data Vital

At present there are over 8,000 persons in the U. S. Army permanently engaged in this specialized intelligence activity. The Army's current annual expenditure for this vastly important phase of intelligence averages $40 million. *Adv.*



MORE

NORTH CAROLINIANS
LISTEN TO

WPTF

THAN TO ANY
OTHER STATION

(Source: Nielsen coverage service.)

WPTF

NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina

50,000 watts 680 KC

NORTH CAROLINA'S NUMBER ONE SALESMAN
IN THE SOUTH'S NUMBER ONE STATE

R. H. MASON, General Manager

GUS YOUNGSTEADT, Sales Manager

FREE & PETERS National Representative

BROADCASTING TELECASTING

January 9, 1956 Vol. 50, No. 2

MOTION PICTURE 'GOLD RUSH' TO FREE MANY FILMS FOR TV

UM&M TV Corp. buys Paramount shorts; CBS expected to complete momentarily deal with Terrytoons; National Telefilm Assoc. set to announce procurement of 30 features; Screen Gems compiling catalogue of 104 productions and announces $12 million budget.

THE motion picture industry's long-building "gold rush" on television was accelerated last week with these significant developments promising to free millions of feet of new product for tv stations, advertisers, and viewers:

• UM&M Tv Corp. announced the acquisition of Paramount Pictures' 1,600 short subjects library for about $3 million and reported it had "several million" in contracts before it had completed the purchase.

• CBS was expected to complete momentarily its negotiations with Terrytoons Inc. for outright purchase of the assets of the film animation company at a figure reported variously at $3 million to $5 million, paving the way for the network to become a threatrical as well as tv producer and distributor.

• National Telefilm Assoc. was set to announce over the weekend the procurement from various sources of 30 motion pictures for about $1.2 million to be released under the title of "TNT Package."

• Screen Gems Inc., in the midst of compiling a catalogue of 104 feature films for tv made available by its parent company, Columbia Pictures [AT DEADLINE, Jan. 2], announced its 1956-57 budget as a record $12 million, including new tv programs to be based on Columbia Pictures' literary properties.

An unusual twist to the rash of tv-motion picture activity was an announcement from RKO Teleradio Pictures Inc. that two completed RKO Radio Pictures productions, "The Conqueror" and "Jet Pilot," had been sold to Howard Hughes personally for $8 million in cash, plus an approximate additional $4 million to be paid out of Mr. Hughes' share of the proceeds from the distribution of the films, which will be handled by RKO Radio. Last July, Mr. Hughes sold RKO Radio Pictures, including studio facilities and its film library, to General Teleradio, which now is a division of RKO Teleradio Pictures, for $25 million. A few weeks ago, the RKO library of 740 feature films and 1,000 short subjects was sold to C & C Super Corp., New York, for $15.2 million [B•T, Jan. 2].

UM&M, under its contract with Paramount, may rent the short subjects library for television use throughout the world and for theatre showings outside the U. S. and Canada. The films, produced in black and white and color, have sound tracks in French, Italian, Spanish, German, Japanese and Portuguese, in addition to English. Charles Amory, UM&M Tv president, confirmed reports that the transaction had been financed through pre-selling contracts covering the down payments. He said the company has plans for a stock issue to raise additional finances.

The library includes Paramount's output produced and released through September 1950. Included in the library are packages of Betty Boop, Little Lulu, George Pal Puppetoons, Noveltoons and Screen Songs cartoons, in addition to a group of Robert Benchley comedies, Grantland Rice Sportlights and travelogues. The library also contains musical short subjects, featuring George Jessel, Ruth Etting, Bing Crosby, Eddie Cantor, Ethel Merman, Cab Calloway and Duke Ellington.

In addition to the immediate acquisition of the 1,600 short subjects, Mr. Amory said, UM&M Tv Corp. has been granted first option rights on any short subjects and cartoons Paramount pictures may produce and release to tv in the future.

UM&M Tv Corp., organized in 1953, is owned by three companies—Minot Tv, New York; United Film Service, Kansas City, and Motion Picture Advertising Service, New Orleans. The latter two organizations supply filmed advertising announcements for showing in theatres. Minot Tv, headed by Mr. Amory, is a tv film distribution company.

As part of its projected deal with Paul Terry, owner of Terrytoons Inc., New Rochelle, N. Y., CBS would acquire more than 1,100 cartoons, including "Mighty Mouse," "Heckle and Jeckle," "Dinky the Duck," and "Farmer Alfalfa," plus the merchandising rights to the characters.

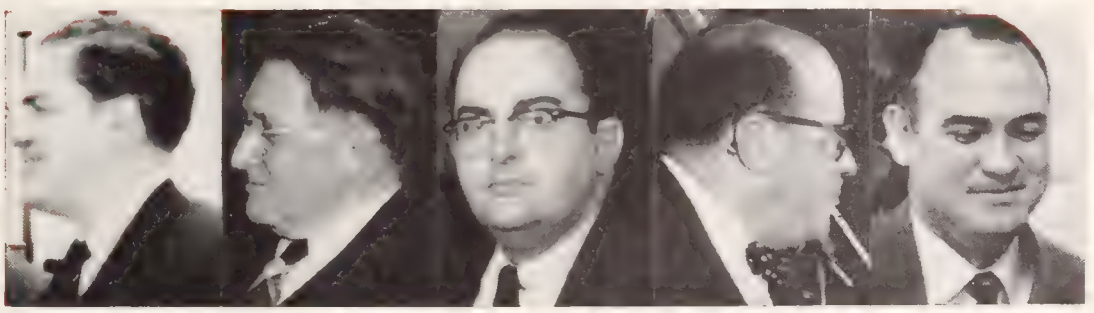
It was learned by B•T that CBS plans to use a portion of the cartoons on the *Captain Kangaroo* morning show and make the remainder available for syndication through CBS-TV Film Sales as 15-minute and half-hour cartoon series. The network also plans to use the Terrytoons studios as a production source for new cartoons to be offered to theatres as well as to television.

The package of 30 feature films, which National Telefilm Assoc. has assembled, was acquired from such diverse sources as Universal Pictures, independent producers Harry Popkin and Ilya Lopert, and several British and Italian producers. An NTA spokesman said the package will be offered to tv stations immediately, and pointed out that one sale to a mid-west tv station had been completed before NTA had made the films available officially.

The eight films from Universal are "Hellzapoppin," "The Boys From Syracuse," "Pardon My Sarong," "See My Lawyer," "The Ghost Catchers," "Butch Minds the Baby," "Crazy House," and "Tight Shoes." Other pictures include "Stranger on the Prowl," with Paul Muni and Joan Lorring; "Guest Wife," with Claudette Colbert and Don Ameche; "It's in the Bag," with Jack Benny, Fred Allen and Robert Benchley, and "Court Martial," with David Niven, still in theatrical release. In addition, NTA will put the remake of "Bill of Divorcement," with Adolph Menjou and Maureen O'Hara, into this package.

Screen Gems' plans were disclosed at a news conference in New York Thursday, at which a presentation, titled "The Screen Gems Story," was made before members of the trade press. Ralph Cohn, executive vice president, and John H. Mitchell, vice president in charge of sales, outlined an extensive 1956-57 pro-

PROSPECTORS IN THE 'GOLD RUSH'



AMORY TERRY LANDAU COHN O'NEIL

THESE MEN made this news last week in tv film dealings. Before completing purchase of Paramount shorts, UM&M Tv Corp. President Charles Amory said his firm has "several million" in distribution contracts. The CBS deal with Paul Terry for Terrytoons Inc. is expected to involve more than $3 million, and National Telefilm Assoc., of which Ely Landau is president, plans "TNT Package." Screen Gems Executive Vice President Ralph Cohn announced a record film budget, and Thomas F. O'Neil, president of RKO Teleradio Pictures, sold two films for $12 million.

duction budget, which Mr. Cohn believed would "run at least to $12 million and maybe more".

Mr. Cohn said the company plans to continue production on nine program series currently on television, and has "hopes" of producing 13 additional series. He explained that "pilot" films will be made on these latter series, and the company is "optimistic" about their prospects for appearing on tv. The new half-hour series planned by Screen Gems, he said, are *Circus Boy, The Criminal Code, You Can't Take It With You, I Shoot the News, Mystery Writer's Theatre, Emergency, The Web, Tales of the Bengal Lancers, Prowl Car, After Dark, The New York City Story,* and *Best Seller of the Week.*

Aside from these half-hour series, Mr. Cohn continued, Screen Gems plans to produce a series of 60- or 90-minute dramatic "spectacular" programs, based on properties owned by Columbia Pictures. As examples, he cited "The American Way," by George S. Kaufman and Moss Hart; "Valley Forge," by Maxwell Anderson; "The Secret Marriage," by Kathleen Norris; "With This Ring," by Laura Z. Hobson, and "Both Your Houses," by Maxwell Anderson.

Mr. Mitchell reported that he had received "about 75 telephone calls" from managers of tv stations throughout the country, asking for details about the Columbia Pictures library of 104 feature films, which will be released through Screen Gems. He told newsmen that it has not yet been determined which of Columbia's Pictures will be included in the library, but said an announcement would be made in a few weeks, including "a unique sales plan."

Printed material distributed by Screen Gems at the news conference listed the titles of six motion pictures which Columbia was to release to tv for one-time only national use. It was explained by Mr. Mitchell that the printed material was compiled before Columbia Pictures decided to make the 104 films available to tv, and officials did not have time to delete the titles. He said these films may or may not be in the Columbia tv package. The films are: "The Awful Truth," with Irene Dunne and Cary Grant; "You Were Never Lovelier," with Fred Astaire and Rita Hayworth; "Mr. Smith Goes to Washington," with Jean Arthur and James Stewart; "Cover Girl," with Rita Hayworth and Phil Silvers; "Here Comes Mr. Jordan," with Robert Montgomery and Claude Rains and a "A Song to Remember," with Paul Muni and Merle Oberon.

Mr. Cohn said there was no substance to a report that the Ford Motor Co. was negotiating with Screen Gems for ten motion pictures in the Columbia library for presentation as tv spectaculars.

The RKO Teleradio Pictures transaction, which appears to be a financial coup for that organization, was disclosed at a news conference in New York Thursday by Thomas F. O'Neil, president of the parent company and General Teleradio. On the basis of the eventual delivery of $15.2 million from C & C Super and the $12 million from Mr. Hughes, RKO Teleradio Pictures will more than recoup its $25 million investment in RKO Radio Pictures, not counting other considerations. These include its rights to exclusive first-run network or national showing in all domestic markets for 150 selected feature films from the RKO library and the exclusive tv rights to the entire library for the six markets where General Teleradio-owned stations are located.

Mr. O'Neil said the decision to sell "The Conqueror" and "Jet Pilot" was made to acquire cash funds to "plow back" into the production of motion pictures.

Mr. O'Neil reported that plans were being formulated for the sale of the RKO films on GT's owned stations, as well as for the national or network sale of the 150 films, but said he could give no details at this time. In reply to a question, Mr. O'Neil indicated that the operations of GT's film division would be curtailed under the current organizational structure.

He answered another question on the financial status of General Teleradio by pointing out that "the bookkeeping" in the overall structure of RKO Teleradio Pictures is "involved," but said that GT earned a net profit of about $5 million in 1955.

ADVERTISERS & AGENCIES

D'ARCY ADV. GETS PACKARD ACCOUNT

Auto manufacturer shifts $6 million budget from Ruthrauff & Ryan. On the other side of the ledger, D'Arcy loses the Bayuk cigars account to three other agencies.

PACKARD DIV. of Studebaker-Packard Corp. announced last week that it has appointed D'Arcy Adv. Inc., New York, St. Louis and Detroit, as its agency, effective April 1. Currently handled by Ruthrauff & Ryan Inc., Packard has an estimated advertising budget of more than $6 million, of which about one-third is spent in radio-tv. The account will be under direct control of Robert M. Ganger, D'Arcy chairman, and Frank C. Weber, vice president, located in New York; Tom Carpenter will supervise merchandising and creative work, also in New York, and Kent Lee will head up similar work in D'Arcy's new Detroit office. Packard alternates sponsorship with Studebaker of *Tv Readers Digest* on ABC-TV, Mondays, 8-8:30 p.m. EST.

Bayuk Cigars Inc., Philadelphia, which has been serviced by D'Arcy Adv., New York, for the past year, has named three new advertising agencies to handle its various brands, it was announced last week by Harry P. Wurman, president.

Agencies are Al Paul Lefton, New York & Philadelphia, for Phillies and Webster; Feigenbaum & Werman, Philadelphia, to continue handling of Royalists, and Greenshaw & Rush, Memphis, to service John Ruskin and Melba cigars.

The agency appointments were part of a Bayuk sales reorganization, and included promotion of E. Archie Mishkin to executive vice president, continuing as general manager, in addition to his other duties; Bernard Sless, promoted to assistant general sales manager, responsible for all sales and merchandising, and John P. McDonald continuing as branch general sales manager, responsible for sales in all factory branch operation.

Seven field sales managers were appointed, reporting to Mr. Sless. They are Wallace P. Wolf, eastern sales manager; Leo M. Tighe, Pennsylvania-New York; Edward Enners, northeastern; George P. Cummins, midwestern; Monte Folz Jr., midsouth; Hardin L. May, southwestern, and John McEwen, western. Ernest Freund was named director of sales promotion and merchandising, and Douglas Buchanan takes over as sales administrator.

Mr. Mishkin said the reorganization was in line with "Bayuk's determination to streamline every phase of sales, merchandising and advertising in 1956. Our immediate plans are for a vigorous campaign on all brands in as many markets as can be economically reached. We believe that this new program, under Mr. Sless' capable management, will help Bayuk reach new highs in sales volume during 1956."

Whitehall Names Bates

WHITEHALL Pharmacal Co., N. Y., has named Ted Bates Inc., N. Y., to handle the tv portion of Anacin and all media activity of Whitehall's Preparation H, effective April 1. Both accounts currently are handled by Biow-Beirn-Toigo Inc., N. Y.

JWT Gets Johnson Motors

J. WALTER THOMPSON Co., Chicago, has been appointed to handle the $1 million-plus advertising account of Johnson Motors, a division of Outboard Marine & Mfg. Co., it has been announced. The account was shifted effective Jan. 1 after 32 years with Lamport, Fox, Prell & Dolk, South Bend, Ind., which has completed the firm's advertising campaign for fiscal 1956, according to William Jonas, sales and advertising director.



DOUBLE handshakes are in order as Bankers Life & Casualty Co. of Chicago (White Cross Plan) signs a 26-week pact for weekly Paul Harvey news broadcasts on ABC Radio. Ernest M. Walker (seated), director of ABC Radio Central Div., extends congratulations to Mr. Harvey (l) and Frank Baker, vice president of Grant, Schwenck & Baker (which handles account), while Miss Betty Armstrong, the agency's media director, beams approval. Bankers is sponsoring the newscasts, Sun., 5:15-30 p.m., which began Jan. 1.

Dixie Agency Now Godwin

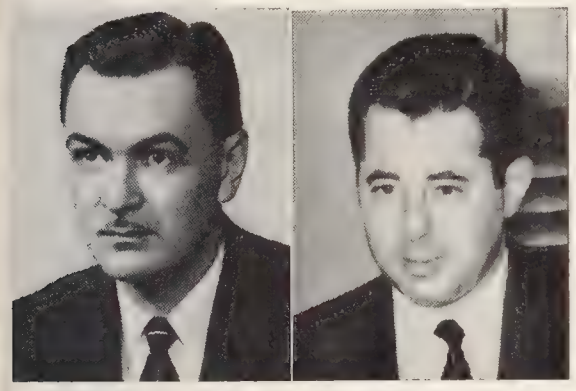
GODWIN Advertising Agency is the new name for Dixie Advertisers, Jackson, Miss., it has been announced by George W. and Eugenia B. Godwin, partner-owners.

The change in name, coming almost 19 years after the firm was founded, does not bring any change in ownership, management, address, personnel or policies, according to the Godwins. In addition to headquarters in Jackson, the firm has an office in New Orleans.

Bergmann, Lindquist To McCann-Erickson

TED BERGMANN, director of Allen B. DuMont Labs Electronicam Services, and Lansing Lindquist, vice president in charge of radio-tv, Ketchum, MacLeod & Grove, Pittsburgh, will join McCann-Erickson Inc., New York, next Monday as vice presidents and associate radio-tv directors [CLOSED CIRCUIT, Jan. 2], Terence Clyne, agency management director of tv-radio, announced Wednesday.

Both Mr. Bergmann and Mr. Lindquist held top-level broadcasting positions during World War II, Mr. Bergmann as second in command of SHAEF radio public relations under Gen. Eisenhower, and Mr. Lindquist as radio public relations officer for Gen. Douglas MacArthur in the Pacific. After the war, Mr. Lindquist joined Ketchum, MacLeod & Grove, supervising the agency's broadcasting activities for Westinghouse Electric Corp. (now a M-E client), while Mr. Bergmann joined DuMont Tv Network in the programming department, rising to managing director until the network ceased operation last year.



MR. LINDQUIST MR. BERGMANN

Three Buy on 'Film Festival'

SIGNING of Colgate-Palmolive Co., Glamorene Inc. and Lewis-Horne Co. for participations in ABC-TV's *Famous Film Festival* (Sun., 7:30-9 p.m. EST) was announced last week by Charles Abry, national sales manager of ABC-TV. Colgate-Palmolive Co. (dental cream), Jersey City, through Ted Bates & Co., New York, has bought one participation each week through March 25, starting Jan. 1; Glamorene Inc. (rug shampoo), New York, through Product Services Inc., New York, one participation weekly for 26 weeks, starting Feb. 5, and Lewis-Horne Co. (Tums), St. Louis, through Dancer-Fitzgerald-Sample, New York, four participations during January and February.

Inspection Invited

THIRTY-ONE categories of advertising agency forms have been collected by the League of Advertising Agencies and are available for examination by any qualified agency executive at League headquarters, 220 W. 42d St., New York. Among the printed forms in the League files are allocatable expense records, advertising space schedules, space record cards, client-agency contracts, conference reports, spot tv and radio broadcast orders, quotation and estimates and time sheets.

Detroit Sales Up 25% For Last Week of 1955

DEPARTMENT store sales in Detroit for the week ended Dec. 31 were 25% over the same 1954 week as the city's newspaper strike ended its first full month, according to figures supplied by the Federal Reserve Board.

The increase in newspaperless Detroit for the month of December was 14% over last year compared to 13% in the Seventh Federal Reserve District. For the entire United States, the December increase was 10%. The U. S. gain for the week ended Dec. 31 was 11%.

The Reserve Board found that Detroit department stores wound up the year with an increase of 13% over 1954 compared to 8% for the entire Seventh District. Detroit had the best 1955 record in the district. The board's summary of department store trends follows:

"Sales at Seventh District department stores during all 1955 exceeded previous year's figures by 8%. The gains ranged from 3% in Milwaukee to 13% in Detroit for whole year. District figures for week ending Dec. 31 topped year by 18%, reflecting in part the relatively depressed department store business in 1954 week (Dec. 31). For four weeks ending Dec. 31, district sales ran 13% ahead of same period last year."

Cantwell, Cooke, Mitchell Promoted By Compton Adv.

COMPTON Adv., New York, has elected John Cantwell, Paul Cooke and C. Stuart Mitchell, all account executives on Procter & Gamble, as vice presidents of the agency.

All three executives began their advertising careers at the agency. Mr. Cantwell joined Compton in 1949. Following three years in the merchandising department, he moved to the account division.

Mr. Cooke started in Compton's production department seven years ago and moved into the account group shortly thereafter.

Mr. Mitchell, with the agency 10 years, spent five years in research, was recalled by the Army for special assignment and then returned to Compton as a member of the account section.

Food, Toiletries Firms Add Morning Time on ABC Radio

TWO major food and one toiletries firms have increased their purchases on ABC Radio's morning programming block, Don Durgin, ABC Radio vice president, announced Thursday.

Bristol-Myers Co., currently sponsoring the *Breakfast Club* Wednesday and Friday, 9:55-10 a.m. EST for Cream deodorant, through Doherty, Clifford, Steers & Shenfield Inc., New York, and the Mon.-Wed.-Fri., 9:40-9:45 a.m. EST segment for Bufferin, through Young & Rubicam Inc., added the Monday, 9:55-10 a.m. EST slot to its Cream deodorant sponsorship, effective Jan. 2.

General Foods Corp., for Calumet, began sponsoring the Tues., 9:25-9:30 a.m. segment of *Breakfast Club* Jan. 3 in addition to its sponsorship of the Mon.-Fri., 9:45-9:50 a.m. *Breakfast Club* slots for Postum. Both products are handled through Young & Rubicam Inc., New York.

The Dromedary Co., division of Nabisco, already backing the Tuesday-Thursday, 10:30-10:45 a.m. segments of *When A Girl Marries,* has added the Wednesday portion of the same program to its schedule, through Ted Bates & Co., New York.

LATEST RATINGS

NIELSEN

Top Television Programs
Two Weeks Ending Dec. 10, 1955
Number of Tv Homes Reached (000)

(†) Total Audience

Rank		Rating
1.	64,000 Dollar Question (CBS)	16,171
2.	Ed Sullivan Show (CBS)	15,467
3.	I Love Lucy (CBS)	15,399
4.	Disneyland (ABC)	14,695
5.	Jack Benny Show (CBS)	14,359
6.	Dragnet (NBC)	12,749
7.	You Bet Your Life (NBC)	12,615
8.	December Bride (CBS)	12,380
9.	Calvalcade of Sports (NBC)	11,944
10.	Chevy Show (NBC)	11,910

(‡) Average Audience

1.	64,000 Dollar Question (CBS)	15,098
2.	I Love Lucy (CBS)	14,628
3.	Ed Sullivan Show (CBS)	12,883
	Jack Benny Show (CBS)	12,883
5.	Dragnet (NBC)	11,944
6.	Disneyland (ABC)	11,843
7.	You Bet Your Life (NBC)	11,608
8.	December Bride (CBS)	11,508
9.	The Millionaire (CBS)	11,105
	Ford Theater (NBC)	11,105

Percent of Tv Homes Reached*

† Total Audience

1.	64,000 Dollar Question (CBS)	50.5
2.	Ed Sullivan Show (CBS)	48.6
3.	I Love Lucy (CBS)	47.3
4.	Jack Benny Show (CBS)	45.6
5.	Disneyland (ABC)	45.4
6.	December Bride (CBS)	39.3
7.	Dragnet (NBC)	38.9
8.	You Bet Your Life (NBC)	38.6
9.	Cavalcade of Sports (NBC)	37.8
10.	The Millionaire (CBS)	37.8

‡ Average Audience

1.	64,000 Dollar Question (CBS)	47.2
2.	I Love Lucy (CBS)	44.9
3.	Jack Benny Show (CBS)	40.9
4.	Ed Sullivan Show (CBS)	40.5
5.	Disneyland (ABC)	36.6
	December Bride (CBS)	36.6
7.	Dragnet (NBC)	36.5
8.	You Bet Your Life (NBC)	35.6
9.	The Millionaire (NBC)	35.5
10.	I've Got a Secret (CBS)	34.8

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.
(‡) Homes reached during the average minute of the program.
* Percented ratings are based on TV homes within reach of station facilities used by each program.

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VIDEODEX

Top 10 Programs
Dec. 1-7, 1955

	Name of Program	Cities	Tv Homes %
1.	The $64,000 Question (CBS)	157	37.8
2.	I Love Lucy (CBS)	149	35.0
3.	Climax (CBS)	131	33.3
4.	Dragnet (NBC)	155	32.2
5.	George Gobel (NBC)	149	31.2
6.	Disneyland (ABC)	175	31.0
7.	Ed Sullivan Show (CBS)	147	30.9
8.	You Bet Your Life (NBC)	154	30.6
9.	Four Star Playhouse (CBS)	110	30.2
10.	Chevy Show (NBC)	144	30.0

	Name of Program	Cities	Tv Homes (000's)
1.	The $64,000 Question (CBS)	157	14,192
2.	I Love Lucy (CBS)	149	12,350
3.	Disneyland (ABC)	175	11,842
4.	Climax (CBS)	131	11,801
5.	Dragnet (NBC)	155	11,702
6.	Ed Sullivan Show (CBS)	147	11,286
7.	You Bet Your Life (NBC)	154	10,923
8.	George Gobel (NBC)	149	10,897
9.	December Bride (CBS)	169	10,679
10.	Chevy Show (NBC)	144	10,595

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Aerotrain Ads To Be Aired

NEW YORK CENTRAL will advertise its new lightweight aerotrain in broadcast and printed media this spring when the train begins regular passenger service between Chicago and Detroit.

The railroad plans to promote the passenger service in its radio and tv programs in both Chicago and Detroit, though advertising plans have not been worked out yet, according to Clifford Ramsdell, advertising director. Copy will stress the benefits of rail travel. Agency is J. Walter Thompson Co., New York.



COLORADO—SOUTH CAROLINA—VIRGINIA—WEST VIRGINIA

OFFICIAL tabulations of retail sales by counties for the calendar year 1954 are now being released by the U. S. Census Bureau. These preliminary data, subject to revision in the final report on the bureau's 1954 Census of Business, are the most reliable figures available on the amount of retail business in counties of the U. S. and are based on stores with paid employment that did a business of $2,500 or more in 1954.

Reports on Delaware, District of Columbia and Maryland were carried Nov. 21; Florida and North Carolina were in Nov. 28 B•T.

Sales include total receipts from customers after deduction of refunds or allowances for merchandise returned by customers. They include local and state sales taxes or federal excise taxes collected by the store directly from customers as well as gasoline, liquor, tobacco and other taxes paid by manufacturer or wholesaler and passed on to the retailer. The figures do not include retail sales by manufacturers, wholesalers, service units and others not primarily engaged in retail trade. They do, however, include retailers' service receipts, sales to industrial users and to other retailers.

Copies of complete reports for each state, covering counties and cities, can be obtained for 10 cents each or $4 for all reports, from Bureau of the Census, Washington 25, D. C.

COLORADO:

County	Total Sales all establishments ($1,000)	Food stores sales ($1,000)	Eating, drinking places sales ($1,000)	General merchandise group sales ($1,000)	Apparel, accessories stores sales ($1,000)	Furniture, home furnishings, appliance dealers sales ($1,000)	Automotive group sales ($1,000)	Gasoline service stations sales ($1,000)	Lumber, bldg. matls., hardware, farm equipment dealers sales ($1,000)	Drug stores, proprietary stores sales ($1,000)	Other retail stores sales ($1,000)	Nonstore retailers sales ($1,000)
Adams	38,105	8,062	3,389	830	1,463	1,287	6,070	6,196	5,207	2,343	2,672	586
Alamosa	11,798	2,619	714	2,209	242	397	2,302	1,066	1,236	390	499	124
Arapahoe	82,729	25,663	4,435	6,702	1,780	5,084	17,639	6,128	6,628	3,131	3,844	1,695
Archuleta	2,505	392	170	455	(D)	....	(D)	316	201	(D)	232	....
Baca	5,239	925	186	182	(D)	(D)	(D)	816	1,087	229	483	(D)
Bent	5,103	1,281	298	274	(D)	199	1,541	453	611	(D)	205	....
Boulder	57,053	13,024	3,648	2,716	3,697	3,297	10,386	4,832	7,306	2,260	5,486	401
Chaffee	8,938	1,996	859	467	258	407	2,104	982	1,050	223	592	....
Cheyenne	2,464	613	298	(D)	....	(D)	338	370	356	156	177	....
Clear Creek	4,304	643	1,222	282	(D)	144	953	533	(D)	144	(D)	....
Conejos	4,105	740	307	665	....	....	940	702	333	203	215	....
Costilla	1,652	159	46	629	(D)	....	....	248	(D)	(D)	134	....
Crowley	2,890	525	85	172	(D)	....	1,184	(D)	538	(D)	209	....
Custer	538	216	61	(D)	(D)	....	....	....	(D)	140	(D)	....
Delta	13,020	3,424	547	1,129	614	365	2,400	845	1,996	487	1,183	30
Denver County (coextensive with Denver city)	696,384	137,999	50,988	101,810	40,070	39,542	135,168	34,659	35,254	34,619	48,817	37,458
Dolores	1,121	(D)	174	....	....	....	(D)	(D)	220	(D)	44	....
Douglas	3,660	584	538	(D)	(D)	57	1,373	538	271	(D)	84	(D)
Eagle	2,775	815	226	126	(D)	(D)	(D)	274	223	172	474	....
Elbert	1,618	555	75	89	....	....	285	132	360	(D)	(D)	....
El Paso	134,087	26,870	10,684	9,769	9,382	8,100	22,294	10,972	16,840	5,435	12,265	1,476
Fremont	14,873	3,381	1,101	941	553	793	2,792	2,069	1,249	527	1,449	18
Garfield	13,961	2,678	1,441	1,044	488	270	3,268	1,203	1,999	646	(D)	(D)
Gilpin	835	112	332	....	....	(D)	....	124	(D)	(D)	141	....
Grand	5,482	895	991	385	(D,	80	836	658	774	400	(D)	....
Gunnison	5,704	1,319	544	287	277	302	784	1,015	(D)	(D)	256	....
Hinsdale	100	....	(D)	....	....	....	....	....	....	....	(D)	....
Huerfano	6,392	1,820	717	456	116	95	1,223	973	329	(D)	336	(D)
Jackson	1,584	(D)	207	(D)	....	....	(D)	192	123	(D)	68	....
Jefferson	70,220	25,108	5,042	1,902	762	2,389	15,540	5,520	5,727	3,189	4,585	456
Kiowa	3,221	948	203	227	39	....	(D)	760	514	101	(D)	....
Kit Carson	8,679	1,449	521	460	162	(D)	1,365	707	2,017	382	(D)	....
Lake	7,986	2,031	820	(D)	(D)	111	1,143	748	(D)	(D)	514	....
La Plata	20,058	4,452	1,101	1,654	717	952	4,486	1,803	2,496	604	1,731	62
Larimer	48,345	10,636	3,293	3,668	2,179	2,455	9,939	3,560	6,276	1,804	4,347	188
Las Animas	15,660	3,358	1,382	2,783	653	462	2,826	1,465	996	495	1,150	90
Lincoln	7,540	888	579	(D)	233	(D)	1,147	1,343	1,102	312	1,759	(D)
Logan	27,094	4,805	1,505	2,338	984	1,697	5,623	2,989	2,915	705	3,396	137
Mesa	53,004	11,263	2,692	4,423	2,242	3,075	11,320	3,183	8,134	1,630	4,800	242
Mineral	425	(D)	59	(D)	....	....	....	123	(D)	....	....	....
Moffat	8,186	1,779	959	464	241	(D)	1,045	802	1,127	262	(D)	....
Montezuma	13,159	2,622	962	1,418	237	318	4,197	1,166	1,280	484	303	172
Montrose	14,768	3,320	863	1,429	480	826	2,239	1,694	1,938	670	1,269	40
Morgan	27,478	5,686	1,919	1,512	1,055	1,410	5,363	2,117	5,872	1,005	1,517	22
Otero	23,214	6,521	1,628	2,136	1,235	1,311	3,957	1,735	2,667	804	878	342
Ouray	1,383	363	115	157	....	....	....	222	138	208	(D)	(D)
Park	1,525	293	320	317	....	....	(D)	289	....	(D)	(D)	....
Phillips	6,806	1,371	263	(D)	(D)	118	1,916	188	1,452	284	867	....
Pitkin	2,179	320	499	(D)	(D)	(D)	(D)	(D)	(D)	(D)	478	....
Prowers	15,971	2,960	1,200	1,097	595	(D)	3,471	2,271	2,495	625	795	(D)
Pueblo	97,606	25,590	7,255	9,243	6,282	6,144	19,920	5,526	6,995	2,840	6,451	1,360
Rio Blanco	4,734	1,191	245	(D)	(D)	....	1,122	352	799	268	430	....
Rio Grande	10,808	2,632	541	1,095	146	302	1,697	1,034	1,271	441	1,649	....
Routt	5,904	1,587	275	612	(D)	140	1,153	722	375	310	(D)	....
Saguache	2,725	447	(D)	250	(D)	....	725	430	428	189	82	....
San Juan	511	169	59	....	....	....	(D)	73	(D)	(D)	40	....
San Miguel	1,690	346	154	165	(D)	....	612	(D)	(D)	(D)	200	....
Sedgwick	6,536	1,116	349	627	(D)	263	1,770	268	1,591	193	(D)	....
Summit	969	117	440	(D)	....	....	....	203	....	(D)	(D)	(D)
Teller	1,848	627	302	24	(D)	34	(D)	243	105	178	161	....
Washington	6,028	1,344	246	576	(D)	133	820	520	1,526	249	(D)	....
Weld	70,353	14,286	3,853	4,784	3,498	3,971	13,464	5,506	9,895	1,991	8,943	162
Yuma	9,665	2,027	556	606	170	320	2,246	589	1,817	451	867	16
Colorado, total	1,725,297	379,374	124,732	178,772	81,991	87,865	336,216	124,906	158,251	74,361	133,485	45,344

D—Information withheld to avoid disclosure

SOUTH CAROLINA:

County	Total Sales all establishments ($1,000)	Food stores sales ($1,000)	Eating, drinking places sales ($1,000)	General merchandise group sales ($1,000)	Apparel, accessories stores sales ($1,000)	Furniture, home furnishings, appliance dealers sales ($1,000)	Automotive group sales ($1,000)	Gasoline service stations sales ($1,000)	Lumber, bldg. matls., hardware, farm equipment dealers sales ($1,000)	Drug stores, proprietary stores sales ($1,000)	Other retail stores sales ($1,000)	Nonstore retailers sales ($1,000)
Abbeville	11,066	2,822	479	863	366	543	2,417	1,224	723	628	941	60
Aiken	43,741	14,702	1,692	2,200	1,552	2,094	9,002	5,173	2,468	1,857	2,789	212
Allendale	6,536	1,698	447	474	(D)	218	(D)	1,131	583	182	540	47
Anderson	67,572	14,819	3,005	8,389	3,060	5,548	15,496	5,217	3,310	2,298	5,714	716
Bamberg	10,548	2,371	513	1,100	451	386	1,963	1,104	1,427	277	938	18
Barnwell	11,773	3,735	177	1,089	171	473	2,540	1,277	763	323	1,203	22
Beaufort	16,351	4,187	679	573	1,033	1,072	4,222	1,075	1,266	494	1,098	652
Berkeley	9,988	3,421	263	1,609	140	492	1,683	855	796	342	(D)	(D)
Calhoun	5,833	2,072	(D)	295	377	(D)	1,559	339	(D)	147	438	(D)

SOUTH CAROLINA—(Continued)

County	Total Sales all establishments ($1,000)	Food stores sales ($1,000)	Eating, drinking places sales ($1,000)	General merchandise group sales ($1,000)	Apparel, accessories stores sales ($1,000)	Furniture, home furnishings, appliance dealers sales ($1,000)	Automotive group sales ($1,000)	Gasoline service stations sales ($1,000)	Lumber, bldg. matls., hardware, farm equipment dealers sales ($1,000)	Drug stores, proprietary stores sales ($1,000)	Other retail stores sales ($1,000)	Nonstore retailers sales ($1,000)
Charleston	159,896	38,722	8,484	19,190	13,107	11,131	26,223	10,876	13,596	5,575	11,506	1,486
Cherokee	17,777	5,824	958	1,487	940	988	2,755	1,613	1,001	(D)	1,386	(D)
Chester	17,804	4,637	593	1,193	1,512	1,040	3,358	1,988	1,316	626	1,412	129
Chesterfield	17,906	4,345	547	1,573	764	453	4,718	2,062	1,221	555	1,646	22
Clarendon	12,321	3,674	491	1,594	205	199	2,682	1,285	876	308	983	24
Colleton	15,386	4,155	723	1,079	1,381	830	2,034	1,045	1,676	683	1,305	475
Darlington	31,119	8,622	1,137	4,323	1,215	1,313	5,573	2,108	2,327	853	3,339	309
Dillon	16,932	4,077	960	1,508	1,033	716	2,928	1,550	2,084	437	1,585	54
Dorchester	13,305	4,090	261	1,102	556	393	1,874	1,475	799	526	2,156	73
Edgefield	12,261	1,977	183	820	(D)	(D)	4,667	886	1,524	473	1,274	(D)
Fairfield	8,637	2,756	204	1,459	312	305	1,581	909	399	271	407	34
Florence	65,917	12,968	2,344	8,915	4,770	3,314	15,013	4,518	5,433	1,873	5,916	853
Georgetown	21,687	5,411	1,062	1,644	943	1,360	4,499	1,494	2,383	686	1,883	322
Greenville	173,668	39,287	6,918	26,009	10,243	11,329	33,344	13,697	12,635	5,237	12,625	2,344
Greenwood	33,326	8,767	1,397	3,372	2,425	2,348	6,308	2,543	2,297	1,140	2,360	369
Hampton	10,445	2,932	251	705	314	374	2,951	971	986	271	610	80
Horry	43,723	9,115	2,589	7,681	2,005	1,558	8,388	3,742	3,400	1,355	3,716	174
Jasper	6,313	1,663	323	300	114	257	(D)	848	661	143	(D)	61
Kershaw	19,553	5,669	859	2,236	577	967	3,959	1,954	1,658	723	899	52
Lancaster	23,442	6,856	794	2,503	1,437	1,730	6,192	1,446	784	547	993	160
Laurens	24,350	6,891	680	2,696	1,347	1,072	4,538	2,451	1,639	740	1,946	350
Lee	9,480	2,199	(D)	1,261	219	(D)	2,499	708	1,055	270	820	(D)
Lexington	30,636	8,329	978	1,645	942	1,459	5,481	4,741	3,519	788	1,842	912
McCormick	3,719	1,141	180	408	194	(D)	642	354	(D)	(D)	429	....
Marion	20,499	3,843	466	2,774	1,228	1,381	3,979	1,475	2,030	(D)	2,583	(D)
Marlboro	15,883	4,482	415	3,040	423	580	1,275	1,489	1,756	430	1,641	352
Newberry	19,543	5,214	439	2,145	1,188	981	3,932	1,682	1,198	698	1,948	118
Oconee	19,946	5,446	855	1,546	1,406	1,018	3,804	1,617	2,127	563	1,552	12
Orangeburg	42,604	11,748	1,578	3,982	2,502	2,240	8,014	3,936	2,978	1,303	3,686	637
Pickens	24,633	7,316	849	1,746	803	1,680	5,470	2,403	1,561	1,065	1,652	88
Richland	162,407	32,029	9,025	18,710	13,271	13,212	34,643	11,651	8,680	4,597	14,304	2,285
Saluda	5,497	1,294	182	723	116	344	1,289	669	284	161	435	....
Spartanburg	110,401	27,231	4,168	12,790	6,198	6,596	21,489	8,809	7,698	3,930	9,996	1,496
Sumter	39,346	10,476	1,117	4,145	3,362	2,910	6,276	3,679	3,770	1,077	2,389	145
Union	17,556	5,560	705	1,378	1,533	957	2,961	1,674	1,118	592	810	268
Williamsburg	20,616	4,704	208	2,633	892	1,465	4,130	1,877	1,500	384	2,812	11
York	48,514	12,857	2,124	4,326	2,933	3,417	8,679	3,795	4,137	1,488	4,561	197
South Carolina, total..	1,520,456	376,134	62,527	171,233	89,959	91,560	299,258	127,415	113,910	48,575	124,152	15,733

(D)—Withheld to avoid disclosure.

VIRGINIA:

Accomack	26,301	7,525	698	2,005	836	1,347	2,743	2,406	2,229	563	5,899	50
Albemarle	10,538	2,240	931	2,139	(D)	89	2,099	1,201	641	(D)	887	44
Alleghany	2,608	717	216	298	(D)	(D)	(D)	380	(D)	....	93	....
Amelia	3,345	246	(D)	612	....	129	539	515	(D)	(D)	987	(D)
Amherst	7,164	2,757	543	587	....	124	1,360	1,017	(D)	(D)	403	18
Appomattox	5,927	784	242	362	(D)	....	(D)	826	795	(D)	443	116
Arlington	180,658	43,700	14,187	36,213	10,259	7,843	29,049	10,286	8,587	9,558	10,424	552
Augusta	14,625	2,349	619	433	869	232	2,163	1,898	519	94	5,385	64
Bath	3,865	371	193	465	225	(D)	(D)	528	....	(D)	986	(D)
Bedford	16,067	4,397	600	1,714	387	350	3,603	1,380	1,310	(D)	(D)	120
Bland	2,376	854	(D)	272	....	12	940	172	....	....	68	(D)
Botetourt	6,932	1,904	459	946	(D)	167	1,223	1,115	310	(D)	600	20
Brunswick	10,537	1,659	238	2,214	279	(D)	2,384	754	1,434	215	1,176	(D)
Buchanan	13,562	3,084	432	2,516	423	1,004	3,017	1,126	279	450	1,052	179
Buckingham	5,377	637	325	1,468	(D)	....	663	740	212	(D)	(D)	....
Campbell	17,353	4,208	974	2,174	421	1,058	3,552	1,558	1,559	323	1,263	263
Caroline	7,995	1,178	846	1,381	85	(D)	1,441	2,308	327	(D)	212	....
Carroll	7,366	1,323	452	1,674	269	380	1,589	356	642	(D)	(D)	74
Charles City	539	390	(D)	(D)	....	....	....	....	....	....	....	....
Charlotte	5,246	526	343	1,213	(D)	....	1,534	827	(D)	(D)	443	....
Chesterfield	11,502	2,572	1,371	1,027	(D)	533	2,129	1,968	795	(D)	653	310
Clarke	7,411	3,501	294	516	(D)	(D)	(D)	658	789	245	824	....
Craig	1,444	368	(D)	308	....	(D)	322	124	(D)	....	(D)	....
Culpeper	14,142	2,860	630	1,175	564	587	1,910	859	1,324	445	3,586	202
Cumberland	1,962	674	221	627	(D)	....	(D)	206	....	(D)	113	....
Dickenson	7,333	1,879	361	1,527	115	366	1,765	411	301	(D)	(D)	....
Dinwiddie	6,415	812	404	3,322	....	(D)	(D)	738	497	(D)	229	(D)
Essex	8,098	820	268	865	139	(D)	2,174	773	2,189	(D)	(D)	(D)
Fairfax	54,458	15,963	3,710	1,482	1,159	712	10,224	7,375	5,971	2,613	3,947	1,302
Fauquier	17,507	3,482	775	1,510	479	433	2,785	1,474	2,735	450	3,332	52
Floyd	4,812	738	213	817	(D)	172	1,774	302	232	(D)	283	152
Fluvanna	2,378	425	82	941	....	(D)	(D)	261	(D)	(D)	46	(D)
Franklin	12,390	2,083	705	2,487	373	90	2,273	971	909	268	(D)	(D)
Frederick	8,356	1,312	988	824	(D)	(D)	1,130	2,012	998	(D)	554	(D)
Giles	13,440	3,256	569	1,329	245	547	3,669	1,008	1,285	538	885	109
Gloucester	8,339	2,171	200	1,489	130	378	1,689	875	632	(D)	561	(D)
Goochland	2,119	619	246	450	....	(D)	417	184	....	(D)	(D)	....
Grayson	5,640	988	156	1,479	527	329	789	691	232	176	273	....
Greene	1,994	233	(D)	470	....	....	(D)	179	....	....	236	....
Greensville	12,815	2,843	851	1,076	759	430	2,443	1,724	848	365	(D)	(D)
Halifax	22,310	4,187	512	2,505	1,509	1,706	5,621	1,907	1,390	693	2,212	68
Hanover	13,675	2,858	604	1,503	(D)	234	3,672	1,922	1,029	354	1,244	(D)
Henrico	22,647	8,378	1,879	598	(D)	1,011	3,569	3,200	1,495	1,430	(D)	214
Henry	15,711	4,722	884	754	252	801	2,455	1,558	(D)	210	(D)	274
Highland	1,306	104	(D)	275	....	(D)	200	428	....	....	(D)	....
Isle of Wight	9,504	2,000	280	765	(D)	166	2,168	1,059	1,209	(D)	1,449	24
James City	1,980	590	257	196	....	(D)	(D)	366	....	....	300	....
King and Queen	2,143	291	....	405	....	....	270	185	841	....	(D)	(D)
King George	3,102	906	232	542	....	(D)	759	584	(D)	(D)	(D)	....
King William	8,053	2,055	163	788	(D)	299	1,921	735	974	(D)	712	58
Lancaster	9,645	2,342	130	473	625	443	3,328	522	444	234	1,052	52
Lee	10,031	2,133	531	2,024	446	65	1,627	1,193	1,123	247	602	40
Loudoun	21,375	4,595	611	1,676	409	526	5,123	1,624	3,050	415	3,244	102
Louisa	7,890	1,450	169	954	....	256	1,772	449	433	236	(D)	(D)
Lunenburg	7,562	1,583	178	967	428	427	1,098	613	446	254	1,568	....
Madison	2,613	399	58	503	....	....	539	319	61	(D)	(D)	24
Mathews	4,446	857	144	649	(D)	296	1,201	282	(D)	(D)	612	24
Mecklenburg	26,871	4,520	1,079	2,952	1,126	982	6,970	3,874	2,200	675	2,267	226
Middlesex	5,226	1,535	169	822	....	203	778	375	354	(D)	(D)	28
Montgomery	21,645	5,808	1,354	1,396	615	873	4,314	1,903	1,960	697	2,677	48
Nansemond	6,436	1,819	469	473	260	314	(D)	1,227	1,096	(D)	262	(D)
Nelson	4,360	1,607	202	1,251	....	108	523	340	....	(D)	(D)	....

VIRGINIA—(Continued)

County	Total Sales all establishments ($1,000)	Food stores sales ($1,000)	Eating, drinking places sales ($1,000)	General merchandise group sales ($1,000)	Apparel, accessories stores sales ($1,000)	Furniture, home furnishings, appliance dealers sales ($1,000)	Automotive group sales ($1,000)	Gasoline service stations sales ($1,000)	Lumber, bldg. matls., hardware, farm equipment dealers sales ($1,000)	Drug stores, proprietary stores sales ($1,000)	Other retail stores sales ($1,000)	Nonstore retailers sales ($1,000)
New Kent	2,328	475	199	377	....	....	(D)	253	(D)	....	10	....
Norfolk	23,325	9,240	1,626	671	190	(D)	3,423	2,610	2,254	854	(D)	745
Northampton	14,362	4,978	549	1,482	766	298	1,991	1,392	455	489	1,938	24
Northumberland	4,868	1,051	91	814	(D)	(D)	(D)	482	(D)	122	945	96
Nottoway	14,346	2,981	941	1,175	786	613	2,997	981	837	558	2,439	38
Orange	11,956	2,625	371	1,479	(D)	503	2,513	946	1,354	408	1,660	(D)
Page	8,820	2,197	686	952	366	536	(D)	751	599	263	1,391	(D)
Patrick	5,746	1,087	206	1,164	(D)	174	1,638	535	477	(D)	228	....
Pittsylvania	18,359	3,590	596	3,450	416	271	3,186	3,420	2,055	359	768	248
Powhatan	3,165	396	(D)	508	(D)	(D)	1,464	402	(D)	....	(D)	....
Prince Edward	15,299	2,321	456	2,756	791	471	2,893	797	1,954	471	2,164	225
Prince George	4,491	1,472	593	360	58	646	(D)	762	48	....	(D)	202
Prince William	24,223	5,655	1,465	722	1,167	916	4,031	3,640	2,390	1,141	2,896	200
Princess Anne	21,464	6,888	3,490	999	420	293	2,512	2,203	3,159	450	1,012	38
Pulaski	20,441	5,330	1,174	1,605	(D)	857	(D)	2,132	1,318	617	1,175	(D)
Rappahannock	2,229	695	144	348	....	(D)	(D)	173	....	....	(D)	(D)
Richmond	12,945	1,137	406	1,152	231	498	4,991	512	791	(D)	(D)	74
Roanoke	23,505	6,299	2,252	905	531	773	5,267	3,232	1,499	631	1,756	360
Rockbridge	14,522	3,456	1,236	2,026	687	420	2,099	1,192	958	531	1,887	30
Rockingham	31,028	2,860	1,239	1,059	180	400	3,974	1,745	1,943	243	17,265	120
Russell	7,506	2,307	69	560	165	390	1,764	646	354	204	1,047	....
Scott	11,000	2,869	537	1,604	237	581	(D)	1,200	693	(D)	2,245	(D)
Shenandoah	17,785	2,867	746	1,577	163	586	2,963	1,829	1,754	597	4,017	686
Smyth	20,401	4,092	961	2,684	1,021	1,357	4,091	1,536	2,388	647	1,528	96
Southampton	18,519	4,362	564	2,539	470	612	3,664	2,101	1,686	493	1,938	90
Spotsylvania	2,682	475	188	802	....	....	....	500	(D)	....	(D)	....
Stafford	3,867	1,423	658	325	....	(D)	....	932	165	....	(D)	155
Surry	1,902	524	(D)	406	....	....	423	109	(D)	(D)	22	(D)
Sussex	8,592	1,632	422	1,034	(D)	172	1,615	1,006	1,317	(D)	954	(D)
Tazewell	26,162	8,031	1,139	3,345	922	969	4,895	1,866	1,475	844	2,652	24
Warren	14,279	3,443	962	1,229	843	611	2,761	1,070	878	456	1,957	69
Washington	18,607	4,485	1,257	1,043	442	376	3,093	2,356	2,027	(D)	3,031	(D)
Westmoreland	9,166	1,877	502	1,569	(D)	(D)	1,961	142	1,747	251	998	(D)
Wise	23,400	6,279	1,177	3,035	1,458	1,548	4,558	1,851	804	579	2,051	60
Wythe	17,175	3,426	926	2,311	316	440	3,437	1,745	1,334	392	2,753	95
York	7,855	1,515	557	605	(D)	86	1,713	810	(D)	(D)	664	100
INDEPENDENT CITIES												
Alexandria	119,456	38,845	5,924	9,390	6,228	3,873	28,038	6,898	6,881	5,080	6,881	1,418
Bristol	21,813	5,232	1,135	1,736	1,685	2,056	3,659	2,181	1,395	532	1,951	251
Buena Vista	4,891	1,318	370	305	103	(D)	1,422	550	(D)	(D)	415	....
Charlottesville	47,082	12,347	2,795	3,719	3,801	2,180	7,941	2,629	3,528	1,520	6,143	479
Clifton Forge	6,942	2,449	367	567	292	256	1,274	521	196	284	(D)	(D)
Colonial Heights	7,213	2,956	548	(D)	(D)	(D)	(D)	1,503	(D)	(D)	1,410	(D)
Covington	15,213	4,376	377	2,008	626	685	3,278	1,197	830	518	1,296	22
Danville	63,499	14,911	4,278	8,189	4,205	2,638	11,647	4,405	5,110	1,773	5,659	684
Falls Church	30,064	13,629	648	984	1,559	718	4,974	2,480	1,091	1,463	2,174	344
Fredericksburg	38,018	7,395	1,498	3,552	1,791	2,363	9,692	2,079	3,951	1,219	4,406	72
Hampton	52,075	16,419	3,622	2,625	2,351	2,288	12,237	3,649	2,845	1,489	4,248	302
Galax	11,385	2,498	444	663	504	973	3,303	349	1,240	(D)	1,090	(D)
Harrisonburg	29,397	3,039	868	3,057	1,737	1,693	5,563	1,556	2,340	839	8,427	278
Hopewell	17,609	5,053	667	848	1,074	998	3,776	1,029	1,573	(D)	(D)	190
Lynchburg	68,730	14,188	3,539	9,997	4,933	5,305	11,046	3,839	4,767	2,856	7,038	1,222
Martinsville	28,135	6,428	885	4,425	1,722	1,553	6,697	1,737	851	828	2,884	125
Newport News	88,264	16,117	4,711	13,397	8,407	8,776	17,116	3,928	4,492	2,496	8,413	411
Norfolk	324,537	69,888	24,082	44,167	35,233	22,936	52,964	15,768	9,761	10,951	32,475	6,312
Norton	7,085	1,549	358	403	635	438	2,202	498	(D)	216	(D)	....
Petersburg	54,759	13,053	2,584	3,631	4,849	2,576	11,562	3,195	3,300	2,147	6,621	1,241
Portsmouth	96,980	23,344	6,790	11,982	9,035	6,983	16,996	4,963	3,628	2,820	10,186	253
Radford	10,956	2,150	290	1,205	421	823	3,651	799	617	484	(D)	(D)
Richmond	387,285	80,440	21,902	78,172	24,990	17,345	55,156	20,851	16,972	12,621	47,274	11,562
Roanoke	130,547	26,038	6,595	15,929	13,358	8,254	21,644	6,690	5,626	4,751	16,644	5,018
South Norfolk	17,237	4,728	736	449	(D)	122	(D)	1,077	957	588	(D)	53
Staunton	28,350	5,694	1,037	3,338	1,656	1,463	6,863	2,301	2,060	986	2,738	214
Suffolk	27,428	6,275	824	3,348	3,233	1,860	4,909	1,779	1,175	974	2,920	131
Virginia Beach	18,667	5,287	2,187	979	773	612	4,142	1,070	(D)	801	(D)	356
Warwick	24,220	9,717	1,745	991	403	1,219	3,284	3,069	301	1,009	2,238	244
Waynesboro	19,440	3,918	864	1,274	551	865	6,509	1,464	1,462	529	1,730	274
Williamsburg	13,935	3,304	1,750	(D)	351	290	2,800	894	715	(D)	1,369	(D)
Winchester	36,484	5,174	1,884	3,379	2,577	1,071	7,376	2,464	5,238	897	6,047	377
Virginia, total	3,113,438	725,286	179,189	390,249	179,754	147,721	574,659	232,122	195,758	102,524	344,473	41,748

(D)—Withheld to avoid disclosure.

WEST VIRGINIA:

Barbour	7,276	2,201	300	914	126	321	1,536	871	162	189	656	....
Berkeley	25,021	6,701	1,301	1,958	1,831	896	4,226	2,003	2,034	938	2,916	217
Boone	16,564	5,434	812	2,074	1,206	621	3,254	1,298	853	(D)	(D)	66
Braxton	8,469	1,918	452	1,371	176	472	1,835	757	854	157	(D)	(D)
Brooke	16,551	4,327	1,042	759	589	642	4,719	1,330	1,997	365	641	140
Cabell	123,060	27,434	6,873	16,047	10,270	7,713	19,805	6,039	10,257	3,830	8,481	6,311
Calhoun	2,659	612	97	859	(D)	(D)	409	96	158	(D)	121	(D)
Clay	3,549	1,207	182	1,123	(D)	(D)	(D)	500	....	(D)	214	(D)
Doddridge	3,625	1,152	51	160	(D)	182	(D)	277	262	(D)	284	(D)
Fayette	42,705	13,572	1,796	6,754	1,938	2,104	8,076	3,307	1,129	1,036	2,931	62
Gilmer	2,910	734	96	852	(D)	(D)	(D)	279	277	(D)	157	....
Grant	5,144	1,010	413	541	(D)	137	1,246	603	45	177	875	(D)
Greenbrier	28,038	6,315	1,506	3,804	1,194	949	4,797	2,810	1,289	647	4,454	273
Hampshire	6,770	1,352	224	316	(D)	68	2,060	328	519	(D)	1,693	(D)
Hancock	24,280	5,178	2,800	(D)	2,089	1,816	2,783	1,978	2,766	821	1,810	(D)
Hardy	7,100	961	306	897	(D)	(D)	1,328	293	259	99	2,823	....
Harrison	72,703	18,126	3,592	8,541	6,098	3,444	12,711	4,923	5,353	3,188	6,064	663
Jackson	8,192	1,819	388	1,074	162	307	1,741	824	793	116	968	....
Jefferson	14,307	3,511	791	2,004	578	478	2,289	1,147	1,070	300	1,889	250
Kanawha	249,333	63,156	14,538	39,673	15,747	12,254	49,081	14,974	13,960	7,210	16,057	2,683
Lewis	11,501	3,036	507	1,212	879	(D)	2,179	840	651	393	1,023	(D)
Lincoln	7,099	1,672	604	2,204	(D)	192	1,352	767	(D)	(D)	(D)	(D)
Logan	38,471	11,607	1,960	5,977	2,274	2,019	6,900	2,952	1,619	995	1,760	408
McDowell	52,537	16,136	2,151	13,748	1,861	2,258	8,690	3,456	790	875	2,435	137
Marion	54,500	15,762	2,407	7,210	3,235	3,002	8,547	3,860	3,706	1,438	4,206	1,127
Marshall	19,104	7,141	1,642	1,128	787	738	2,841	1,516	1,435	596	1,246	34
Mason	11,459	3,556	657	886	719	505	1,783	717	1,311	326	941	58
Mercer	59,859	14,691	2,958	7,767	4,690	3,046	10,899	5,174	2,505	1,696	5,889	544

86.1% SATURATION

According to latest figures available (county by county) in the recent Television Magazine Market Book, the total set count of WHIO-TV..... **511,310**

Families in area..... **593,200**

Population..... **1,970,000**

The 1104 ft. tower, Maximum power, covered 37 counties; 26 Ohio, 11 Indiana

Retail sales for this area..... **$2,161,341,000**

See George P. Hollingbery!



CHANNEL 7 DAYTON, OHIO

ONE OF AMERICA'S GREAT AREA STATIONS

*1955 Consumer Markets
**June, 1955 Pulse Report

whio-tv
CBS

316 KW

That's maximum power

in the rich market of

RICHMOND

Petersburg and Central Virginia

In addition to top power, WXEX-TV has maximum tower height —1049 ft. above sea level; and 943 ft. above average terrain . . . more than 100 ft. higher than any station in this market. WXEX-TV is the basic NBC-TV station; and there are 415,835 TV families in its coverage area. Let your Forjoe man give you all the details about this great buy.

WXEX-TV

Tom Tinsley, President Irvin G. Abeloff, Vice-President

Represented by Forjoe & Co.

WEST VIRGINIA—(Continued)

County	Total Sales all establishments ($1,000)	Food stores sales ($1,000)	Eating, drinking places sales ($1,000)	General merchandise group sales ($1,000)	Apparel, accessories stores sales ($1,000)	Furniture, home furnishings, appliance dealers sales ($1,000)	Automotive group sales ($1,000)	Gasoline service stations sales ($1,000)	Lumber, bldg. matls., hardware, farm equipment dealers sales ($1,000)	Drug stores, proprietary stores sales ($1,000)	Other retail stores sales ($1,000)	Nonstore retailers sales ($1,000)
Mineral	12,076	3,202	670	1,273	686	960	2,266	1,052	456	386	1,061	64
Mingo	31,940	7,978	1,036	5,009	2,018	1,727	5,689	1,595	2,063	(D)	3,843	(D)
Monongalia	43,669	11,774	2,238	5,962	3,511	1,941	7,366	3,280	2,251	1,386	3,803	157
Monroe	5,033	955	57	455	108	187	2,056	409	286	(D)	(D)	46
Morgan	3,604	1,059	339	(D)	(D)	(D)	(D)	360	636	(D)	490	....
Nicholas	13,816	3,988	568	2,462	757	666	2,294	1,339	1,169	193	362	18
Ohio	104,101	18,428	8,258	24,200	9,401	7,604	13,690	4,139	5,172	2,555	6,760	3,894
Pendleton	3,444	351	123	435	....	(D)	1,466	273	(D)	75	(D)	(D)
Pleasants	4,600	1,233	250	288	(D)	301	978	352	479	175	(D)	....
Pocahontas	5,937	1,505	220	1,056	87	283	947	647	(D)	(D)	1,106	(D)
Preston	12,242	3,519	659	1,701	(D)	233	2,448	1,193	935	340	(D)	....
Putnam	9,146	2,295	865	1,499	(D)	172	1,819	1,255	855	(D)	218	(D)
Raleigh	50,926	14,802	2,255	9,401	2,831	1,612	8,543	4,477	2,030	1,251	3,104	620
Randolph	18,727	4,243	937	3,712	769	1,107	3,597	1,479	859	443	1,555	26
Ritchie	5,630	1,304	343	1,026	31	263	1,513	433	261	157	287	12
Roane	7,497	1,970	400	1,158	122	476	1,764	495	226	247	625	14
Summers	9,330	2,656	436	1,142	653	429	2,074	630	521	(D)	539	(D)
Taylor	10,111	3,053	549	876	373	578	1,833	737	766	(D)	917	(D)
Tucker	4,019	1,326	159	265	(D)	130	1,265	297	(D)	(D)	336	....
Tyler	5,959	2,254	(D)	700	209	212	960	531	268	(D)	493	....
Upshur	11,806	2,977	628	1,028	591	504	2,863	1,357	831	311	662	54
Wayne	11,922	4,192	1,007	1,162	116	697	2,797	1,122	149	197	290	193
Webster	7,064	2,525	284	1,404	97	(D)	1,091	764	250	(D)	434	66
Wetzel	13,930	3,656	979	1,127	653	592	3,482	942	1,732	289	445	33
Wirt	1,157	28	(D)	536	....	(D)	(D)	232	....	(D)	103	(D)
Wood	61,667	15,116	3,480	11,495	4,188	3,946	9,531	3,791	3,258	1,846	4,344	672
Wyoming	18,628	5,335	437	5,650	349	690	3,803	1,006	465	303	590	....
West Virginia, total	1,410,767	362,045	77,886	217,108	85,132	70,739	253,273	98,106	82,458	38,008	106,374	19,638

(D)—Withheld to avoid disclosure.

TELEVISION GAIN SHOWN IN KNOX REEVES' CHART

Minneapolis advertising agency uses Nielsen reports to point out video increase of 24 seconds each day in the battle for listening leadership.

EVERY 24-hour turn of the clock, television gains 24 seconds on radio in the battle for listening leadership in the American home. And those 24 seconds add up to two hours a year.

These and other figures are revealed in a chart kept since January 1949 by Knox Reeves Advertising, Minneapolis. The chart is compiled from monthly reports released by the A. C. Nielsen Co. and the agency claims that it is the only one in existence. The chart shows the per cent of total U. S. homes using radio and television by hours of the day. Figures are taken only from those homes having both radio and television.

The chart is used in keeping pace with the race for audiences between radio and tv. It gives the agency, as well as the sponsor, a graphic picture of the trends, when to buy tv time, when to buy radio time, what time of day to buy and what months are best for reaching the desired audience.

Among the Knox Reeves findings:

Radio still leads tv in the 6 a.m. to 3 p.m. period, but tv leads from then to midnight, gaining the lead in the 3-5 p.m. period during 1955. All times used in keeping the agency chart are Eastern Standard.

Tv gained its first lead over radio in the summer of 1951, winning the after 10 p.m. period. By 1952, radio had lost out after 8 p.m.; in 1953 after 7 p.m.; 1954 saw radio's lead slip to 5 p.m., and even more ground was lost during 1955.

All of which leads tv people to believe that during 1956 tv may gain the lead at 1 p.m., if the video medium keeps up its two-hour-a-year gain over radio. Right now, tv's best hour during the period led by radio is between noon and 1 p.m.

The chart also shows that tv's audience fluctuates more than radio's between winter and summer. From 9-10 p.m. (tv's strongest hour) the audience drops from 47½% in February to 30% in July. Radio, on the other hand, has a seasonal drop of only 3% (19 to 16%) from 1 to 2 p.m., its strongest hour.



WINNER of second place in the Pulse prediction contest sponsored by KMA Shenandoah, Iowa, is William J. O'Donnell (l), a vice president at BBDO's New York office, who receives his award—a check for $100—from Edward Petry & Co. salesman Ed Rohn. Mr. O'Donnell guessed that KMA's highest rating would be 16.5, and the Pulse survey revealed it was 16.6. Five third place winners received turkeys, and 25 other runnerups were awarded with gifts of cheese.

Whitehall 'Quiz Kids' Sponsor

WHITEHALL Pharmacal Co., New York, will sponsor *Quiz Kids*, which replaces *Wanted* this Thursday (10:30-11 p.m. EST) on CBS-TV, marking a return of the program to the airwaves. One of the first radio successes of producer Louis G. Cowan (creator of *The $64,000 Question* on CBS-TV), the *Quiz Kids* went off the air in 1953 after a 13-year stay. The new program will feature Clifton Fadiman as m.c. with youngsters on the panel ranging in age from six to 14. Biow-Beirn-Toigo Inc., New York, is the agency.

Sylvania Buys 32 Spots In NBC 'Matinee Theatre'

SYLVANIA ELECTRIC PRODUCTS Inc. has signed with NBC-TV as a participating sponsor in *NBC Matinee Theatre*, the firm announced Thursday. Contract calls for 32 participations (90-seconds each) starting Jan. 19 and spread over the year with an option to purchase more time. Further participation depends on the initial buy, a Sylvania spokesman said. J. Walter Thompson Co., New York, is the agency.

According to Frank J. Healy, vice president-operations, in charge of Sylvania's lighting division, only photolamp products will be featured in the firm's commercials, which will be produced in color. These products also will continue to receive heavy emphasis on the Sylvania sponsored *Beat The Clock* on CBS-TV, he said.

Another Sylvania official, George C. Connor, general sales manager for the firm's photolamps, said that Sylvania hoped to reach three segments of the photolamp market; women, the younger age group and those persons who work evenings and thus do not watch nighttime tv.

Pringle to FC&B Plans Post

WILLIAM J. PRINGLE, vice president and director of Foote, Cone & Belding, has been named chairman of the plans board for the western offices of the agency. Mr. Pringle will headquarter in Los Angeles and be in charge of the agency's creative activities on behalf of 25 clients who do business with the Los Angeles, San Francisco and Houston offices. The new chairman was a vice president of FC&B's predecessor agency, Lord & Thomas (joining L&T in 1928), and has held the same position with FC&B since its inception in 1943.

Rollins Dies Outside Office

CARLE E. ROLLINS, 65, secretary and account executive with J. M. Mathes, New York advertising agency, died Tuesday of an apparent heart attack in the street outside his office. Mr. Rollins had been with Mathes since 1933, and from 1920 until 1933 was an account executive in the New York office of N. W. Ayer & Son Inc.



NEEDHAM, LOUIS & BRORBY Inc., Chicago agency, has completed its move to the top three business floors of the city's new skyscraper, the Prudential Bldg. On hand for the keys presentation are (l to r): Maurice H. Needham, agency president and board chairman; John J. Louis, chairman of NL&B plans board, senior vice president, director and station owner; Melvin Brorby, senior vice president and director, and James Rutherford, vice president, Prudential Insurance Co. of America.

Tele-Census Gives Results Of Semi-Annual Poll in L. A.

A TOTAL of 19.4% of 2,500 representative tv set owners in Los Angeles have a "great" interest in owning a color television set, 43.2% are "lukewarm" toward having such a receiver, and 37.4% have a "small" interest in possessing one.

These are among the findings in Tele-Census No. 14 in the California city, conducted semi-annually by college students and their instructors.

The survey found that 64.5% of those polled are generally familiar with pay-as-you-see television, whereas 25.4% were not familiar, and 10.1% were "not sure." A total of 65.9% thought the FCC should approve it, and 20.6% thought the Commission should deny it. Other answers constituted 13.5% of the responses to this question.

Adv. Club to Hear Davis

HAL DAVIS, vice president in charge of promotion, Kenyon & Eckhardt, New York, will speak at a meeting of Metropolitan Adv. Men's Club, to be held Jan. 12 at the Sky Room, 165 W. 57th St., New York. Mr. Davis' topic will be "How Dramatic Is Your Marketing?"

Hartman Handles Hartz

HARTZ MOUNTAIN Products (pet foods), New York, has assumed alternate sponsorship of ABC-TV's *Super Circus,* along with Roto Broil Corp. of America (electric rotisseries) and Chunky Chocolate Co., both New York. Hartz account is handled by George H. Hartman Co., Chicago. The B•T Dec. 19, 1955 issue incorrectly reported Hartz's agency as Friend-Krieger & Rader Inc., New York.

BUSINESS

Jacoby-Bender Inc. (watch bands), Woodside, N. Y., joins Phillips Jones Corp. (Van Heusen shirts), N. Y., and Anson Inc. (jewelry), Providence, R. I., as alternate sponsor of ABC-TV's *Stop the Music* (Thursday, 8:30-9 p.m. EST), starting Jan. 5. All three accounts are grouped under Quality Goods Mfrs. and are handled through Grey Adv. Inc., N. Y.

Kasser Distillers Products Corp. (King's wine), Philadelphia, has renewed sponsorship of CBS-TV Film Sales Inc.'s *The Whistler* in five Pennsylvania markets: Altoona, Lancaster, Philadelphia, Pittsburgh and Scranton/Wilkes-Barre. Feigenbaum & Wermen Inc., Philadelphia, is agency.

AGENCY APPOINTMENTS

Hoffman Beverage Co., Newark, subsidiary of Pabst Brewing Co., Chicago, appoints Grey Adv. Inc., N. Y., effective March 1. Account currently is serviced by Warwick & Legler Inc., N. Y., which earlier this fall lost Pabst beer account to Leo Burnett Inc., Chicago.

Boston Sausage & Provision Co. names Ingalls-Miniter Co., Boston, for Honor Maid smoked meats and pork products.

Charles Antell Inc., Baltimore, Md., appoints Cayton Inc., N. Y., for hair tonic for men.

Burshere Sales Corp. and **Remington Assoc.** (toiletries and weight reducers), New York, appoint the Blaine-Thompson Co., N. Y., for such products as Ferguson's Formula 71, weight-reducing chewing gum, Kreem-O-Life hair conditioner and Arty-Nail nail building kits.

Gordon Baking Co. (Silvercup bread), Detroit, appoints Cunningham & Walsh.

Campana Sales Co. (Solitair cake makeup, Sheer Magic liquid, Magic Touch cream), Batavia, Ill., appoints Grant Adv. Inc., Chicago, for those products. Erwin, Wasey & Co. will continue to handle Italian Balm and Ayds vitamin candy.

Crescent Industries Inc. (phonograph, tape recorder manufacturer), Chicago, names Gourfain-Cobb Adv. Agency, Chicago. Herbert Baker Adv., Chicago, formerly handled account.

Bremner-Davis Phonics (home training courses for children), Wilmette, Ill., appoints Grant, Schwenck & Baker Inc., Chicago. Radio will be used.

South Pacific Airlines, S. F., names Charles P. Johnson Co., S. F. advertising agency.

Mercedes-Benz Distributors Inc. (automobiles), N. Y., appoints Robert W. Orr & Assoc., N. Y.,

COLORCASTING

Advance Schedule Of Network Color Shows

(All times EST)

CBS-TV

Jan. 14 (7-7:30 p.m.) *Gene Autry Show,* William Wrigley Jr. Co. through Ruthrauff & Ryan (also Jan. 21, 28).

Jan. 14 (9:30-11 p.m.) *Ford Star Jubilee,* "Blithe Spirit," Ford Motor Co. through J. Walter Thompson.

Jan. 19 (8:30-9:30 p.m.) *Shower of Stars,* Chrysler Corp. through McCann-Erickson.

Jan. 24 (9:30-10 p.m.) *Red Skelton Show,* **S. C. Johnson & Son through Needham, Louis & Brorby, and Pet Milk Co. through Gardner Adv. on alternate weeks** (also Jan. 31).

NBC-TV

Jan. 9-13 (5:30-6 p.m.) *Howdy Doody,* participating sponsors (also Jan. 16-20, 23-27, 30-31).

Jan. 9 (7:30-9:30 p.m.) *Producers' Showcase,* "Peter Pan," Ford through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey.

Jan. 10 (8-9 p.m.) *Milton Berle Show,* **Sunbeam Corp. through Perrin-Paus Co., and RCA and Whirlpool Corp. through Kenyon & Eckhardt.**

Jan. 11-13 (3-4 p.m.) *Matinee,* participating sponsors (also Jan. 16-20, 23-27).

Jan. 15 (3:30-5:30 p.m.) *NBC Opera,* "Magic Flute," sustaining.

Jan. 21 (9-10:30 p.m.) *Max Liebman Presents* "Paris in the Springtime," Oldsmobile Div. of General Motors through D. P. Brother.

Jan. 29 (3:30-4 p.m.) *Zoo Parade,* Mutual of Omaha, through Bozell & Jacobs.

Jan. 29 (7:30-9 p.m.) *Sunday Spectacular,* "Beverly Hills Story," participating sponsors.

Jan. 30 (7:30-9:30 p.m.) *Producers' Showcase,* "Festival of Music." Ford Motor Co., through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey.

Jan. 31 (8-9 p.m.) *Milton Berle Show,* Sunbeam Corp. through Perrin-Paus, and RCA and Whirlpool Corp. through Kenyon & Eckhardt.

[Note: This schedule will be corrected to press time of each issue of B•T]

Notice of Appointment by

WSUN

RADIO & TELEVISION STATIONS

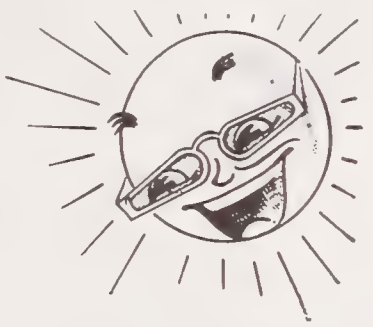
(Florida's 2nd largest market • Tampa-St. Petersburg)

of

VENARD, RINTOUL & McCONNELL INC.

as **NATIONAL REPRESENTATIVES**

effective JANUARY 2, 1956



WSUN-TV Channel 38
ABC NETWORK 257,000 WATTS!
Only TV Station in Tampa—St. Petersburg for 21 months—100% Conversion.

Bernard (Barney) L. Kobres
Sales Manager, Television

WSUN—RADIO—620 KC
5,000 WATTS
Covers 33 of Florida's 66 Counties

Vera New
Sales Manager, Radio

CHARLES L. KELLY, *General Manager*

Southeastern Representative: JAMES S. AYERS, Atlanta, Georgia



PHOTO BY FLOYD WINTERS FRONT PAGED BY THE SAN FRANCISCO EXAMINER



CHRISTMAS-1955

The first drops fell harmlessly, even pleasantly, on Sunday, December 11. As the rain continued, it was "Christmas shopping as usual," trees to be trimmed, toys and dolls to be anticipated. What are a few drops of rain to Santa Claus?

By mid-week the storm became a threat
in heavier rainfall, melting snows, rising rivers.
By week's end the threat became a reality.

But tragedy is news. On Sunday, December 18,
KPIX sent newsreel camera and still photo crews into
the potential flood zones from the Bay Area to Yuba City.
Wherever flood waters rose, KPIX cameras were on the job.

By chartered plane and car, films were rushed almost hourly to San Francisco. From thousands of feet of film, scores of still shots, the most newsworthy were chosen and rushed on the air within hours of their taking.

In over a hundred break-ins, in thousands of dollars worth of pre-emptions, with descriptions and interviews taped on the spot, KPIX told a pictorial story of disaster as it has never before been told on television, rallying the secure citizens of Northern California to rescue and to aid.

In this tragic California Christmas lay the opportunity for television's finest hours. Only KPIX
took fullest advantage of them.

CBS kpix CHANNEL 5
SAN FRANCISCO, CALIFORNIA
Represented by the Katz Agency

WESTINGHOUSE BROADCASTING COMPANY, INC.

for tv advertising. Stephen Goerl & Assoc. continues to handle other media for firm.

Amalie Div., L. Sonneborn Sons Inc. (Pennsylvania motor oils, greases, lubricants), Franklin, Pa., names Clifford A. Kroening Inc., Cleveland, Ohio.

J. A. Wright & Co. (silver cleaner), Keene, N. H., names Warwick & Legler, N. Y., effective Feb. 1.

Carac Corp. (garden concentrates), Freeport, L. I., appoints C. M. Johnson & Assoc., Bethpage, L. I.

John F. Long Co., Phoenix, Ariz., firm developing Maryvale, planned community, names Adv. Counselors of Ariz.

Dad's Root Beer Co., Chicago, appoints The Martin Co., Adv., that city.

Victor Borge's Vibo Farms, Southbury, Conn., names Blaine-Thompson Co., N. Y., for advertising, promotion and merchandise of frozen Rock Cornish pullets, pheasant, guinea hen, and geese products.

A&A SHORTS

League of Advertising Agencies announces reorganization of Speakers Bureau. Business and civic groups desiring free services of speaker in advertising field may send requests to Julian Rogers at the league, 200 W. 42d St., New York 36.

Advertising Research Foundation, N. Y., elected Guild, Bascom & Bonfigli Inc., San Francisco, and Tucker Wayne & Co., Atlanta, as new subscribers.

Rippey, Henderson, Kostka & Co., Denver, now in larger offices in penthouse of Sherman Plaza.

A&A PEOPLE

West Gillingham, formerly account executive, W. B. Doner Adv. Agency, Detroit, appointed executive vice president, Ralph Sharp Adv. Inc., Detroit.

Joseph F. Beck, vice president and treasurer of Scheideler & Beck Inc. (formerly Scheideler, Beck & Werner Inc.), N. Y., elected executive vice president of the agency, succeeding **Paul Werner,** resigned.

John O. Bozell, account executive, Bozell & Jacobs Inc., Omaha, Neb., elected vice president.

Joe H. Serkowich, account executive, Aubrey, Finley, Marley & Hodgson Inc., Chicago, elected a vice president.

Garrick M. Taylor, copy chief and treasurer, elected vice president and **John T. Newmark** appointed director of merchandising and market research at Goodkind, Joice & Morgan, Chicago.

Harry D. Barger, account executive, Wherry, Baker & Tilden, Chicago, elected vice president.

Frank V. Bridge, assistant general sales manager, Buick Motor Div., General Motors Corp., appointed general sales manager of GMC's Pontiac Motor Div.

Wallace R. MacDonald, assistant manager, BBDO International Div., N. Y., transferred to BBDO's Atlanta office, to direct advertising for Schaefer Beer in Florida market.

Francis H. Horan, director and general counsel, Liggett & Myers Tobacco Co., N. Y., elected a vice president.

Albert J. Meyers, assistant account executive, Schwimmer & Scott Inc., Chicago, appointed media director.

Gerard L. Brant, assistant executive director, Tea Council of U. S. A. Inc., N. Y., appointed acting executive director. He succeeds **Anthony Hyde,** who has been appointed staff vice president in charge of planning and development for McCann-Erickson Inc., N. Y.

Jean Finegan, former account executive, Benton & Bowles Inc., N. Y., appointed advertising and publicity manager for Fairmont Foods Co., Omaha, Neb.

Lawrence Wisser, formerly vice president and creative director, Storm and Klein Inc., N. Y., which merged with Emil Mogul Co. Inc., N. Y., Jan. 3, appointed copy chief for Mogul Co.

William Graves, assistant advertising and promotion manager, Cannon Mills Inc., N. Y., and **Harold Josephs,** freelance artist, to Grey Adv.



WM. RICHARD LATTA, president, Latta & Co. advertising agency, Los Angeles, signs for his client, Southern California Plastering Institute, to sponsor *Baxter Ward and the News* on KCOP (TV) Los Angeles. Standing (l to r) Jack Heintz, vice president-general manager, KCOP; Dan Miller, KCOP account executive handling the Latta sale; newscaster Ward, and William Metcalfe, Latta & Co.



LUKE WALTON (c), the first employe of WISH Indianapolis and now head of his own advertising agency, signs a 52-week contract for his client, Abels Auto Co., Indianapolis, to sponsor *San Francisco Beat* on WISH-TV. He joined WISH when the station first went on the air in 1941 and was a sportscaster for the combined radio-tv operation until resigning Dec. 1, 1955, to form the Luke Walton Advertising Agency. With Mr. Walton are Bob Ohleyer (l), sales manager, and Howard Bunnell, account executive.

Inc., N. Y., as contact account executive and art director, respectively.

Thomas B. Grimshaw, formerly with BBDO, to Ted Bates, N. Y., as account executive.

Kenneth Ellis, BBDO, N. Y., appointed account group supervisor for Rexall Proprietaries Div. of Rexall Drug Co., Los Angeles.

C. Wesley Quinn, account executive, WFLA-TV Tampa, to account staff, Phyllis Lacey Adv., same city.

William L. Rindfuss, copy director, Young & Rubicam Inc., Chicago, returned to agency's N. Y. office as associate copy director.

Betty Dumbauld, Meredith Pub. Co., and **Ruth Larson,** International Minerals & Chemical Corp., Chicago, to Needham, Louis & Brorby Inc., Chicago, as librarian and assistant librarian, respectively.

Robert F. Carney, chairman of board, Foote, Cone & Belding, N. Y., will head the advertising division in Legal Aid Society's 1956 drive for funds.

Robert W. Barron, production manager, Robert Yarnell Ritchie Productions, to radio-tv program production dept., N. W. Ayer & Son, N. Y., and **M. Jane Blair,** formerly of Jack & Heintz Inc., Cleveland manufacturing firm, to production dept., agency's Philadelphia office.

Marj Walker, formerly west coast representative, Dreyfus & Delynn, to Kennedy, Walker & Wooten, Los Angeles, as publicity director.

Havis Medwick, business manager, radio-tv department, Ruthrauff & Ryan, N. Y., will teach business management of radio-tv program production at New York U. during spring semester. Course will cover timebuying, casting, talent rates, budgets, talent, program and facilities contracts.

Frederick Norman Polangin, 42, Ted Bates Inc., N. Y., executive on the CBS-Columbia tv set account, died Jan. 3 at National Institute of Health, Bethesda, Md., after long illness.



No. 1

IN WORCESTER*

New England's Third Largest Market

YEAR AFTER YEAR, YOUR BEST COST PER THOUSAND BUY!

Once again, proof of independent WNEB's consistent leadership in listening audience! Thru WNEB's volume discounts, you can saturate this tremendous market at surprisingly little cost. Get the full details!

* PULSE WORCESTER AREA REPORT—OCT., NOV., 1955



WORCESTER
MASSACHUSETTS

Represented by: THE BOLLING COMPANY, INC.

What does it take to make friends out of viewers?

Getting people to turn a dial to a television program is one thing. Getting those people to feeling that the station they tuned to is a friend . . . that the station can be counted on for truth, honesty, for the fulfillment of their needs and expectations is what brings a station close to its viewers. It is this audience-conscious station policy, this constant search to provide the finest in news and entertainment for the people of its area, that converts viewers into friends for a television station.

Such is the wonderful, wonderful relationship that exists between WMCT, Memphis . . . and its friends.

Such is the bond of sincere good will, deep loyalty, and confidence that has been built between WMCT, Memphis and its friends, the people who make up its vast audience of more than 400,000 homes.

This great friendship did not come about overnight.

It has been a steady-building thing, a mutual feeling of good will that has developed since the inception of WMCT's parent station WMC Radio, back in 1923. For ever since that time, WMC and WMCT have constantly pioneered for the best interest of its listeners and viewers. Practically everything new in electronics has first found its way to Memphis and the Mid-South through WMC and WMCT. It has pioneered in FM. It has pioneered in TV. It was the first TV station in Memphis, originating early in 1948. For six years it was the **only** TV station in Memphis. When color was first developed, WMCT, for almost 18 months, was the only television station equipped to transmit color. Soon, live color cameras will be made available to broadcast local color programs through WMCT. WMCT is the only TV station in Memphis with its own developing and printing facilities. This completely modern equipment makes it possible to telecast news within a few minutes after that news has been filmed on the spot.

Every improvement to render a better service for its friends, every modern broadcasting and telecasting device was brought and is being brought to the Memphis audience through WMC and WMCT.

It's important to take this opportunity to list the reasons **why** this great friendship exists between station and viewers, in order that Time Buyers, Account Executives, yes and Clients, themselves, might know just how a station becomes a part of the very lives of the people it serves, and with what great degree of responsibility a station views its obligations to its viewers. It would have been easy (and relatively inexpensive) to provide a push-button and turn-table type of service. While a great num-

ber of viewers would have been won that way, WMCT felt a greater need to provide a complete telecasting service for its friends. For that reason WMCT's Farm Program is a vehicle that has won literally thousands upon thousands of friends for the station. Derek Rooke, WMCT's Farm Director, covers scores of counties in his Station Wagon weekly, gathering news and views of farmers with the sole object in view of providing a more all-inclusive farm service. Mr. Rooke's sound-on-film camera captures interviews with farmers, themselves, and on each program he brings to the viewers a complete area weather report. He provides the means for the WMCT farm audience to see people they know, friends in their own community, on television. That service has built a warm friendship among farmers . . . a friendship that means something to the viewer.

WMCT is the **only** television station in Memphis with such complete farm information and facilities to serve the farmers.

Complete mobile equipment enables WMCT to pick up local programs, sports events, and programs originating outside of our studios that are of special civic interest to the people of the community.

CHILDREN? Programs like Trent Wood's Storyland do **more** than provide entertainment. They provide a means for the station to have children in this area become part of the broadcasts themselves.

WOMEN'S PROGRAMS? WMCT maintains a full-time women's director, Cathy Bauby, who designs and custom-tailors her show to the needs and interests of women throughout WMCT's territory. Furthermore, WMCT's Homemaker program, with Carolyn Godman, receives thousands of pieces of mail a month, testifying to the tremendous interest the show inspires among home-makers.

Management, and members of the station personnel, have always given fully of their time and talent to every worthwhile civic and community project in Memphis and the Mid-South. Production Executives have produced, directed, narrated and filmed features for the Red Cross, Community Chest, Fire Department, City Beautiful, Traffic Department and practically every major activity of civic betterment. Management has long been active in the field of Broadcasting, holding many important committee posts in national organizations. Recently WMCT received the Sylvania Award and the Freedom Foundation Award for the excellence of its locally produced programs in the public interest.

The same integrity that has characterized The Commercial Appeal for the past century in its service to the public, has been maintained by WMC and WMCT.

So, day after day, month after month, as its viewers realize and accept these contributions to their well-being, they have developed this deep and unspoken appreciation for the station. Actually, it is a strong and durable friendship, built on the solid ground of consideration for every segment of the people who make up the great Memphis territory. For the years ahead, WMCT pledges a continuance of the policies that have built these friendships. This is a great public trust, this business of telecasting; and those of you who are interested in converting these friends into your customers, can be sure WMCT in Memphis will continue having the finest in entertainment, the important events of each day, and the best in local talent, all keyed to the needs and best interests of its viewers.

Thus, can our friends become your friends.

THE 10 TOP FILMS IN 10 MAJOR MARKETS

AS RATED BY ARB IN NOVEMBER

FROM the monthly audience surveys of American Research Bureau, B•T each month lists the 10 top rated syndicated film programs in 10 major markets, selected to represent all parts of the country with various degrees of competition. Despite all precautions, occasional errors will occur in these tables, due to use of the same program name for both a syndicated and a network series and the practice of some stations of substituting local titles (such as [advertiser] Theatre) for real program names.

NEW YORK — SEVEN-STATION MARKET

1.	Highway Patrol (Ziv)	Mon.	7:00	WRCA-TV	11.5
2.	Superman (Flamingo)	Mon.	6:00	WRCA-TV	12.8
3.	Guy Lombardo (MCA-TV)	Thurs.	7:00	WRCA-TV	12.4
4.	Waterfront (MCA-TV)	Tues.	7:30	WABD	12.3
5.	Science Fiction Theatre (Ziv)	Fri.	7:00	WRCA-TV	11.0
6.	Death Valley Days (McC.-Erick'n.)	Wed.	7:00	WRCA-TV	10.4
7.	D. Fairbanks Presents (ABC Film)	Wed.	10:30	WRCA-TV	10.2
	Amos 'n' Andy (CBS Film)	Sun.	2:00	WCBS-TV	10.2
9.	Great Gildersleeve (NBC Film)	Tues.	7:00	WRCA-TV	10.1
10.	The Goldbergs (Guild)	Thurs.	7:30	WABD	9.6

LOS ANGELES — SEVEN-STATION MARKET

1.	Waterfront (MCA-TV)	Tues.	7:30	KTTV	18.8
2.	Superman (Flamingo)	Sat.	7:00	KTTV	17.8
3.	Confidential File (Guild)	Sun.	9:30	KTTV	17.2
4.	Life with Father (CBS Film)	Fri.	7:00	KNXT	16.0
	Susie (TPA)	Sat.	8:00	KTTV	16.0
6.	Badge 714 (NBC Film)	Sat.	7:30	KTTV	15.5
7.	Death Valley Days (McC.-Erick'n.)	Sat.	7:00	KRCA	14.3
	Amos 'n' Andy (CBS Film)	Sun.	5:30	KNXT	14.3
9.	Life of Riley (NBC Film)	Mon.	8:30	KTTV	12.9
10.	Science Fiction Theatre (Ziv)	Tues.	8:00	KTTV	12.6

MINNEAPOLIS-ST. PAUL — FOUR-STATION MARKET

1.	Hopalong Cassidy (NBC Film)	Sat.	6:00	WCCO-TV	23.4
2.	Confidential File (Guild)	Sat.	10:00	WCCO-TV	22.2
3.	Highway Patrol (Ziv)	Thurs.	10:00	WCCO-TV	16.7
4.	Wild Bill Hickok (Flamingo)	Sat.	5:30	WCCO-TV	16.4
5.	I Led Three Lives (Ziv)	Tues.	9:30	KSTP-TV	16.1
6.	Sherlock Holmes (UM & M)	Sun.	9:30	KSTP-TV	15.9
7.	Badge 714 (NBC Film)	Mon.	9:30	KSTP-TV	15.3
8.	Studio 57 (MCA-TV)	Wed.	9:30	KSTP-TV	13.7
9.	Buffalo Bill Jr. (CBS Film)	Sat.	11:30	WCCO-TV	12.3
10.	Follow That Man (MCA-TV)	Fri.	10:30	KSTP-TV	11.9

SEATTLE-TACOMA — FOUR-STATION MARKET

1.	Life of Riley (NBC Film)	Thurs.	7:30	KING-TV	36.4
2.	Waterfront (MCA-TV)	Fri.	8:30	KOMO-TV	28.6
3.	Annie Oakley (CBS Film)	Fri.	6:00	KING-TV	28.5
4.	Badge 714 (NBC Film)	Fri.	9:30	KING-TV	28.0
5.	Wild Bill Hickok (Flamingo)	Thurs.	6:00	KING-TV	25.2
6.	Superman (Flamingo)	Tues.	6:00	KING-TV	24.7
7.	Mr. District Attorney (Ziv)	Fri.	9:00	KING-TV	23.2
8.	Cisco Kid (Ziv)	Sun.	6:00	KOMO-TV	20.6
9.	Liberace (Guild)	Mon.	7:30	KING-TV	20.5
10.	Western Marshal (NBC Film)	Wed.	6:00	KING-TV	19.5

CHICAGO — FOUR-STATION MARKET

1.	Mayor of the Town (MCA-TV)	Sat.	10:00	WNBQ	25.3
2.	Science Fiction Theatre (Ziv)	Sat.	10:30	WNBQ	20.2
3.	Cisco Kid (Ziv)	Sun.	5:00	WBKB	17.0
4.	Highway Patrol (Ziv)	Thurs.	9:00	WBKB	16.6
5.	Racket Squad (ABC Film)	Tues.	8:30	WGN-TV	16.5
6.	Studio 57 (MCA-TV)	Tues.	10:00	WBKB	15.6
7.	Superman (Flamingo)	Sat.	5:00	WBKB	15.3
8.	Badge 714 (NBC Film)	Tues.	8:00	WGN-TV	14.9
9.	Gene Autry (CBS Film)	Sat.	6:00	WBBM	12.5
10.	Liberace (Guild)	Wed.	9:30	WGN-TV	11.8

WASHINGTON — FOUR-STATION MARKET

1.	Superman (Flamingo)	Tues.	7:00	WRC-TV	21.4
2.	Wild Bill Hickok (Flamingo)	Thurs.	7:00	WRC-TV	17.6
3.	Badge 714 (NBC Film)	Fri.	7:00	WRC-TV	17.3
4.	Amos 'n' Andy (CBS Film)	Tues.	7:30	WTOP-TV	16.2
5.	Annie Oakley (CBS Film)	Fri.	7:00	WTOP-TV	16.1
6.	Little Rascals (Interstate)	Wed.	7:00	WRC-TV	15.7
7.	Waterfront (MCA-TV)	Tues.	10:30	WTOP-TV	13.8
8.	Ramar of the Jungle (TPA)	Wed.	7:00	WTOP-TV	13.3
9.	Grand Ole Opry (Flamingo)	Sat.	8:00	WMAL-TV	12.9
10.	Science Fiction Theatre (Ziv)	Sun.	6:00	WMAL-TV	12.5

ATLANTA — THREE-STATION MARKET

1.	Superman (Flamingo)	Wed.	7:00	WSB-TV	32.1
2.	Amos 'n' Andy (CBS Film)	Sun.	7:00	WAGA-TV	26.1
3.	Kit Carson (MCA-TV)	Tues.	6:00	WLWA	21.6
4.	Buffalo Bill Jr. (CBS Film)	Wed.	6:00	WLWA	20.2
	Waterfront (MCA-TV)	Fri.	7:00	WAGA-TV	20.2
6.	Annie Oakley (CBS Film)	Mon.	6:00	WLWA	20.0
7.	Grand Ole Opry (Flamingo)	Sat.	7:00	WAGA-TV	19.8
8.	I Led Three Lives (Ziv)	Tues.	7:00	WSB-TV	19.0
9.	Wild Bill Hickok (Flamingo)	Thurs.	6:00	WLWA	18.9
10.	Racket Squad (ABC Film)	Sun.	7:00	WSB-TV	17.7

CLEVELAND — THREE-STATION MARKET

1.	Waterfront (MCA-TV)	Wed.	7:00	WNBK	24.7
2.	Annie Oakley (CBS Film)	Sat.	6:30	WXEL	23.3
3.	Range Rider (CBS Film)	Sun.	7:00	WEWS	20.7
4.	Secret Journal (MCA-TV)	Fri.	9:00	WEWS	16.6
5.	Death Valley Days (McC.-Erick'n.)	Tues.	7:00	WXEL	16.3
6.	Passport to Danger (ABC Film)	Tues.	10:30	WXEL	16.1
7.	Follow That Man (MCA-TV)	Fri.	10:30	WEWS	15.7
8.	Amos 'n' Andy (CBS Film)	Fri.	7:00	WNBK	15.6
9.	Badge 714 (NBC Film)	Fri.	7:00	WXEL	14.6
10.	Hopalong Cassidy (NBC Film)	Sat.	6:00	WXEL	14.2

BOSTON — TWO-STATION MARKET

1.	Range Rider (CBS Film)	Sun.	7:00	WBZ-TV	31.1
2.	Superman (Flamingo)	Fri.	6:30	WNAC-TV	26.9
3.	I Led Three Lives (Ziv)	Mon.	7:00	WNAC-TV	26.6
4.	Mr. District Attorney (Ziv)	Tues.	10:30	WNAC-TV	24.1
5.	Wild Bill Hickok (Flamingo)	Tues.	6:30	WNAC-TV	23.1
6.	Boston Blackie (Ziv)	Fri.	10:30	WNAC-TV	23.0
7.	Waterfront (MCA-TV)	Sun.	7:00	WNAC-TV	22.7
8.	Man Behind the Badge (MCA-TV)	Sun.	10:30	WNAC-TV	21.5
9.	Patti Page (GAC)	Fri.	7:15	WNAC-TV	21.0
10.	Badge 714 (NBC Film)	Wed.	6:30	WNAC-TV	18.8

DAYTON — TWO-STATION MARKET

1.	Annie Oakley (CBS Film)	Fri.	6:00	WLWD	32.3
2.	Kit Carson (MCA-TV)	Sun.	6:00	WLWD	31.5
	Highway Patrol (Ziv)	Tues.	9:00	WHIO-TV	31.5
4.	Man Behind the Badge (MCA-TV)	Fri.	10:30	WHIO-TV	30.7
	Waterfront (MCA-TV)	Sat.	7:00	WHIO-TV	30.7
6.	Range Rider (CBS Film)	Mon.	6:00	WLWD	27.2
7.	Hopalong Cassidy (NBC Film)	Sat.	6:00	WHIO-TV	26.6
8.	City Detective (MCA-TV)	Tues.	7:30	WHIO-TV	26.4
9.	Wild Bill Hickok (Flamingo)	Thurs.	6:00	WLWD	25.5
10.	Gene Autry (CBS Film)	Thurs.	7:00	WHIO-TV	24.2

'Richard III' Color Film To Debut on NBC-TV

NBC-TV plans to telecast in color another British feature film import, "Richard III," produced by Sir Laurence Olivier in association with Sir Alexander Korda, before it is released for showing in U. S. theatres.

NBC agreed a few months ago to pay $500,000 for tv rights to the film which it will slot 2-5 p.m. EST on March 10. The Saturday afternoon period was picked in the hopes of easing the wav for sponsorship since time costs would be much lower then as compared with an original network intention to place the film on three hours of evening air time. In addition, NBC-TV had to consider the high costs of preemption of a three-hour time block in the evening.

This will be the second such venture by the network which last November programmed "The Constant Husband" also a Korda film, which starred Rex Harrison. As yet that picture has not been booked for U. S. theatres. "Richard III, has a star-sudded British cast: Sir Laurence, Sir John Gielgud, Sir Ralph Richardson and Sir Cedric Hardwicke.

Under the NBC-Korda arrangement, NBC reportedly will receive a maximum of $40,000 as its share in the theatrical receipts which accrue to the film's producers, once the feature is released to U. S. movie houses.

NBC had been reported last fall to have consummated an ownership pact with Joseph L. Mankiewicz, a major movie producer, with the network acquiring 50% interest [B•T, Nov. 14, 1955]. Terms of this arrangement were said to have included NBC financing of movies produced by Figaro Holding Co. (an independent firm operated by Mr. Mankiewicz).

CBS Newsfilm Report Shows 60 Station Coverage in '55

THE YEAR-END REPORT of 1955 activities issued last week by CBS Newsfilm highlighted expansion of the unit to the servicing of more than 60 stations throughout the world including 23 new outlets in the U. S. and four new markets abroad.

Subscribers outside the U. S., CBS Newsfilm said, cover stations in Japan, England, Colombia, Canada, Alaska, Cuba, Denmark, Hawaii, The Netherlands, Mexico, Puerto Rico, Sweden and Venezuela. The unit's more than 250 correspondents throughout the world sent in over 5,500 ft. of film daily, of which less than 500 ft. is selected for the daily news report and features, the news organization stated.

$40,000 Worth of Facts

CLAIMED to be one of the most expensive sets in tv history is a $40,000 replica of Los Angeles' new police administration building featured on NBC-TV's *Dragnet* series which began its fifth year Thursday night at its new time of 8:30-9 p.m. EST. Built by star-producer Jack Webb's Mark VII Ltd. Co. as a scale model of the new $8 million plus structure, the dummy building will show televiewers some of the police department's "new looks," including elevator buttons operated by heat instead of pressure, self-answering switchboards and closed-circuit tv for criminal identification. No gimmicks these—just the facts, ma'am.

KTTV HEAD OF PARADE

On New Year's Day, Southern California's great spectacle—The Tournament of Roses Parade—was televised by all 7 Los Angeles stations. It presented one of those rare occasions when *all* stations carried the same show at the same time—and five million viewers made their choice purely on the basis of *station* preference and *station* loyalty.

Here's what happened:

Station	ARB Rating*
KTTV	21.0
Channel B (local)	15.4
Channel C (network)	14.5
Channel D (network)	9.0
Channel E (local)	5.4
Channel F (local)	2.6
Channel G (network)	1.2

To the people who know the Los Angeles market, this dramatic demonstration of KTTV's local touch is no surprise. Put that local touch to work for you.

KTTV LOS ANGELES TIMES TELEVISION

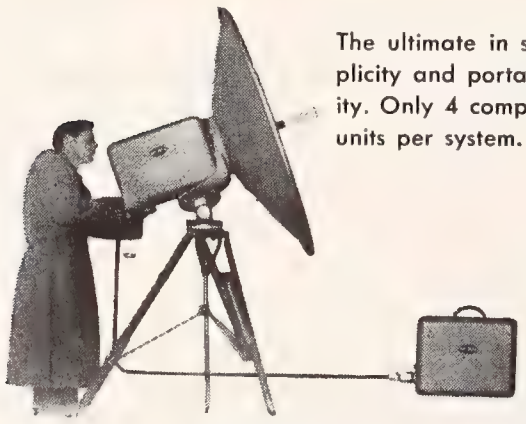
Represented by BLAIR-TV

*ARB 1650-call telephone coincidental, 9-11 A.M. PST

HERE ARE THE FACTS ABOUT TV MICROWAVE LINKS

Read this brief engineering report before you select this vital equipment

ITEM	Raytheon KTR-Series	Link "Q"	Link "S"	Link "T"
Available in both 100 mw and 1 watt for NTSC color?	YES	NO	NO	NO
Total number of tubes used?	59	87	72	68
Audio channel included in basic unit?	YES	NO	NO	NO
Color modification available for early monochrome models? Approximate cost (less shipping)	YES $350	YES $2,000	NO	NO
Field change of frequency, from 6,000 to 7,000 to 13,000 Mc.— without obsolescence?	YES	NO	NO	NO
Transmitter Monitor included?	YES	YES	NO	NO
Number of units for complete system?	4	5	5	6
Total weight of system (lbs.)	162	299	195	295



The ultimate in simplicity and portability. Only 4 compact units per system.

RAYTHEON

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THE RAYTHEON KTR-SERIES*

Reliable, low-cost Microwave Links

KTR-100A—7,000 Mc.
Color and monochrome with simultaneous program audio

KTR-100B—6,000, 7,000, 13,000 Mc. For field—sequential color transmission

KTR-100E—6,000 Mc.
For common-carrier band, color transmission with program audio

KTR-100F—13,000 Mc.
First link available for this band, color transmission with program audio

KTR-1000A—7,000 Mc.
Powerful, one watt output, color transmission with program audio

KTR-1000E—6,000 Mc.
One watt for common-carrier band, color transmission with program audio

**In use by leading TV stations throughout the U.S.A.—names on request.*

For complete information write Dept. 6120.

RAYTHEON MANUFACTURING COMPANY

Equipment Marketing Division, Waltham 54, Mass.

OUTDATED MASKS SAID TO MAR SOME TV FILMS

Studio aide says many producers are unknowingly letting product identification and credits extend outside edge of home television screen by using unsuitable equipment in shooting of commercials.

A CLAIM that many tv producers unknowingly are using out-of-date masks to frame the shooting of their commercials and films—thereby causing product identification and credits to extend outside the edge of the home tv screen—has been made by Sol Dolgin, assistant to the president, Roland Reed-Gross Krasne Tv Commercials, California Studios, Hollywood.

Mr. Dolgin told B•T that the industry has failed to modernize its camera technique to meet the demands of the greater proportion of rectangular viewing tubes now in home receivers and as a result the sponsor is not getting his entire message across. He explained that the standard mask still used in tv filming was designed to fit the older round viewing tubes, which were considerably covered at each edge by the set maker to effect a rectangular screen.

When a commercial filmed for the old round screen is received on the newer rectangular tube, now in the majority, a good share of it is not visible because of the changed proportions, he said. "Often the viewer thinks his set needs adjusting when he can't get quite all of the picture," he explained, "but really what is wrong is that the film was made under an old-fashioned standard of masking that no longer applies."

Roland Reed-Gross Krasne cameramen have been alerted to film commercials well within the new proportions, he said. This new policy also is designed to meet the additional problem of varied projection standards in use among tv stations, he explained. "The projectionist always wants to avoid blank spots along the edge of his picture, so he crops off even more, and at each station it is different."

A Growing Problem

Dick Feiner, the company's vice president in charge of distribution, said he hoped the tv film industry would cooperate to solve the overlap problem, which he felt was becoming more noticeable even in live production. He said the sponsor is entitled to his full money's worth of commercial delivered in the viewer's home, not just on the film itself.

Mark Armistead, a major rental supplier of television film cameras in Hollywood, told B•T his firm became concerned about the masking problem three years ago and spent six months of research on the subject but could not convince the industry a change was necessary. He said the view finders of his cameras have been modified to show both the standard theatre scale and the proper tv proportion. It costs $200 to modify each camera, he said.

W. F. Kelley, managing director of Motion Picture Research Council, explained the picture-area issue has been under study for many years and a compromise mask was agreed upon several years ago and adopted by the American Standards Assn. last year. He admitted it was based on the round-tube concept, but said producers usually are aware of the differences in station projection standards and variances in the home receiver screen, hence are "conservative" in their filming to take care of them. Mr. Kelley said three concepts are employed in describing picture area: projection area, useful action area and useful insert area.

He acknowledged that the variations of practice in filming and projection are difficult to resolve in any compromise standard, but said the other big problem is what the set owner does to his viewing area through adjusting of the various controls. That is a factor that is hard to standardize, he indicated.

Tv Into Books

BECAUSE of continuing demand for scripts of its *Science in Action* tv series, originating at KRON-TV San Francisco and distributed nationally by Television Programs of America, California Academy of Sciences is publishing a series of illustrated books based on the programs. First volume, titled "Science in Action" TV Library, is due off the press Jan. 15; second volume, April 15. Books are published for Academy by Merlin Press, New York, will sell for $3.50 each.

Five Account Executives Appointed in TPA Expansion

ADDITION of five account executives to the sales staff of Television Programs of America, New York, was announced last week by Michael M. Sillerman, executive vice president, as part of an expansion program.

New staff members are Bennet H. Korn, formerly sales executive for Du Mont-owned television stations, assigned to TPA's newly-created New York City division; Francis A. O'Driscoll, previously eastern and central sales manager for Official Films, who will have a roving assignment for TPA; Dave Baylor, formerly vice president of KCSJ-AM-TV Pueblo, Colo., assigned to the Cleveland territory; Walt Plant, formerly manager of the Horace Heidt orchestra, assigned to cover the Northwest, and David Willis, most recently with Ziv Television Programs, appointed TPA's Detroit representative.

Roach Predicts Record Year For Tv Film Studios in '56

WITH more than $9 million of tv film production scheduled and $4 million more in the planning stage, Hal Roach Jr. sees a record year in 1956 for Hal Roach Studios, Hollywood.

Plans have been approved for construction of two new sound stages to augment the seven now in use at Roach. The stepped up production activity, which includes the production of seven series and preparations to film five new properties, will result in a 25% increase in personnel, Mr. Roach said.

He expects to see two definite trends during 1956: (1) The entrenchment of the one-hour dramatic anthology on film, which will demand a completely different technique and will come close to the feature-length movie. (2) Acceptance of film shows for daytime programming, with two and three hour programming on film becoming a reality.

Selznick Movie to NTA

NATIONAL TELEFILM Assoc., New York, has announced it has acquired "Intermezzo," starring Ingrid Bergman and the late Leslie Howard, from David O. Selznick, raising the number of Selznick feature films purchased by NTA to 11.

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THE *Bowling With the Champs* film series is being carried on WTMJ-TV Milwaukee by A. W. Ryan, Oldsmobile dealer of that city. At the contract signing are (seated) A. W. Ryan (l), head of the automobile concern, and Neale V. Bakke, WTMJ-AM-TV sales manager. Standing (l to r) are Thomas Croke, account executive of Dayton, Johnson & Hacker Agency; Fred Kress, secretary of the Milwaukee and Wisconsin Bowling Proprietors' Assn.; Blaine Walsh, WTMJ-TV sports announcer on the program, and William Tulloch, WTMJ-TV account executive.

Ginsburg Leaves Studio Films

NORMAN S. GINSBURG resigned as director of advertising and sales promotion for Studio Films Inc., New York, last Friday, and will announce future plans after his return from a brief vacation. Studio Films has not named a successor to Mr. Ginsburg, who joined the company in 1954 after service as manager of advertising and promotion for the DuMont Television Network and with Mutual's promotion department.

FILM SALES

Cheryl Tv Corp., L. A., sold feature package in 18 markets during December.

Sherwin-Williams Co. (paints) and **Dominion Rubber Co.,** both Toronto, have bought MCA-TV's *Dr. Hudson's Secret Journal* tv film series in 15 Canadian markets. Starting in March, series will be carried on CBC stations in Halifax, Toronto, Kensington, London, Ottawa, Sudbury, Winnipeg, Regina, Saskatoon, Calgary, Edmonton, Vancouver, St. John, Montreal and Moncton. Series currently is set in more than 150 markets in U. S. and Canada.

National Telefilm Assoc., N. Y., reports its three Christmas films, *Lamb in the Manger, Man's Heritage* and *Christmas Carols,* were sold to 152 tv stations for showing during holiday season.

Associated Artists Productions, N. Y., reports sale of 28 feature films from company's "Movieland" package to WBZ-TV Boston for showing on station's new feature film period on Sunday afternoon.

FILM PRODUCTION

Parsonnet & Wheeler Inc., Long Island City, N. Y., has signed Ted Mills, executive producer at NBC-TV, to create new half-hour tv film program, tentatively titled *Reporter's Playhouse,* which will be prepared in association with *True* magazine. Mr. Mills retains his association with NBC-TV.

FILM DISTRIBUTION

Veterans of Foreign Wars announces distribution of 26-minute motion picture, "The Magic Bond," to television stations in advance of National VFW Week, Jan. 22-28.

New York-owned WNYC film unit is offering to stations its latest half-hour documentary film, "Our Senior Citizens," which outlines problems of the aged and how New York City is meeting their needs. Film, being presented on N. Y. commercial tv stations, will be made available for showings on stations across country and for screenings by welfare, civic and fraternal organizations.

Columbia U.'s Center for Mass Communications, N. Y., will distribute free series of eight documentaries on U. S. Social Security program to radio stations on request. Distribution, scheduled to start Jan. 1, will be handled by Social Security Administration district offices throughout U. S. Series, produced by Columbia U. and titled *At the Crossroads,* will star Faye Emerson and will feature Charles I. Schottland, Commissioner of Social Security, as closing speaker.

Hollywood Television Service Inc., N. Hollywood, announces release Feb. 1 of 13 new 26½-minute subjects, *The Adventures of Dr. Fu Manchu,* available for local, regional or national sponsorship. Series is based on Sax Rohmer stories, directed by William Witney and Franklin Adreon and produced by Morton W. Scott.

Studio Films Inc., N. Y., is making available to tv stations 130 Studio Telescriptions musical films in Kodachrome color, leasing them as library for unlimited use. Firm also leases 1,100 musical films in black and white.

United World Films, N. Y., subsidiary of Universal-International, is making available to stations 10-minute color film tracing birth and

growth of American Stock Exchange. Film is edited version of 22-minute film, "Behind the Ticker Tape," produced by United World Films for release to theatres and non-commercial exhibitors.

Princeton Film Center Inc., Princeton, N. J., has produced "Faster Than You Think," 13½-minute narrated film about jet engine for Westinghouse Electric Corp. Company says film is available for tv.

National Telefilm Assoc., N. Y., offers local tv stations quarter-hour film, titled "Washington at Valley Forge," for showing before or on Washington's birthday.

National Telefilm Assoc., N. Y., is offering stations library of seven five-minute tv film series, totalling 366 episodes. Program titles are: *Health and Happiness, Amy Vanderbilt's Etiquette, Baby Care, Household Hints, Design for Living, Payman's Call to Prayer* and *M.D.*

N. Y. State Dept. of Commerce announces availability of several hundred 16mm sound fiilms for free loan to businesses, schools, civic and service organizations. 1955-56 *Film Library Catalogue* also contains list of films cleared for N. Y. tv stations and is available from department at 122 State St., Albany 7.

FILM RANDOM SHOTS

Tomoda Productions chosen as new name for Outpost Productions, company filming *Frontier* series at Hal Roach Studios.

Les Lear Productions Corp., Chicago, opening new Hollywood office as an adjunct to Hotel Sherman, Chicago, headquarters. New quarters will be located at ABC Hollywood studios, 1539 N. Vine St.

FILM PEOPLE

David Shattuck, treasurer, Technicolor Motion Picture Corp., named treasurer of Technicolor Inc.

Roger Kay, television and legitimate theatre producer-director, signed to directorial contract by Screen Gems Inc., Hollywood.

Robert Firestone, film editor, Transfilm Inc., N. Y., and **Evelyn Diamond,** animation artist, Famous Studios, N. Y., married, Jan. 1.



NEW to WMCT-TV Memphis, Tenn., is NBC Film Div.'s *Badge 714.* Signing a contract for the syndicated program, which began on the station last week, is Russ Bramblet, general manager of Bramblet-Lane Pontiac Dealers, Memphis, with Cris Noell (l), WMCT-TV account executive, and Earl Moreland, station manager.

—PROGRAM SERVICES—

34 TVS IN 29 CITIES LINKED BY BELL IN '55

AT&T subsidiary reports it now connects 391 stations in 262 communities for television service, cities expansion in color service. Blue note: it says rates fail to cover costs and provide adequate return.

NETWORK SERVICE was extended to 34 additional stations and 29 cities in the U. S. during the past year, bringing the total to 391 tv outlets in 262 U. S. cities now linked by more than 70,000 channel miles of Bell System facilities.

An even greater expansion was realized in color network tv with 51 stations and 33 cities equipped for color transmission in 1955, bringing the total color link to 190 stations in 134 cities via 51,000 channel miles.

These figures were disclosed last week in a special 1955 summary by the Long Lines Dept. of American Telephone & Telegraph Co.

At the same time, the department released a new booklet entitled, "The Bell System and Television," which presents various facts and figures on the Bell Telephone System's role in tv.

Among the data:

• "Bell System now has about $250 million invested in plant and equipment used solely for tv network service—an amount roughly equal to the total investment of the television industry in broadcasting stations." This figure, it was explained, includes investment in local channel facilities, and, the Bell System estimated, amounts to about $700,000 for each tv station connected.

• "With minor changes, the 1948 rates have continued in use," although the Bell System claimed that "they still are not sufficient to cover all the costs of the service and provide an adequate return on the money invested in television service."

• In 1954, the Bell System's return on its investment in tv network facilities was 3% compared with the 6% earned on its total capital devoted to other services. Commenting on the eight hour daily minimum service period, Bell said it had predicated an adequate return on investment on the attainment of 16 hours a day usage. In 1954, it said, the average daily usage was "just over 12 hours."

• In 1954, latest year in which breakdowns were made available, 30% of 69,000 channel miles then provided was coaxial cable and 70% radio relay compared to 3,600 channel miles in 1948 when 77% was coaxial cable and only 23% radio relay.

Long Lines noted that the World Series as well as a number of football games were telecast in color for the first time. The Bell System reported an increase in the use of closed-circuit tv with the largest inter-city hookup provided for the Marciano-Moore title fight when 133 outlets in 90 cities received the telecast.

Sales Executives to Watch Consumer Interviews on Tv

MORE than 1,000 sales executives will "eavesdrop" on typical interviews of consumers based on case studies in a closed circuit tv session held at an American Management Assn. conference meeting Feb. 6-8 at the Hotel Statler in New York, during which AMA will focus at-

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tention on motivational research.

Explored will be the questions of what makes consumers buy certain products and what the sales executive can learn through actually watching point of sale purchases.

In one of the meetings, the role of advertising will be examined by a speakers group including Vergil D. Reed, vice president, J. Walter Thompson Co., New York, and Ray A. Rich, vice president of Philco Corp.'s Appliance Div., Philadelphia.

PROGRAM SERVICE SHORTS

Charles Michelson Inc., N. Y., has released two new transcribed radio series, *The Clock* and *Famous Jury Trials,* based on dramatic shows formerly heard on networks. Each includes 52 half-hour programs accommodating five commercials.

Upjohn Co. (pharmaceuticals), Kalamazoo, Mich., will bring medical "bedside instruction" beginning Jan. 18 to nation's physicians via closed circuit tv from Tufts U. School of Medicine, New England Medical Center and Boston's City Hospital. More than 50 major cities will be connected for initial telecast from Boston which is being arranged for Upjohn by William Douglas McAdams Inc., N. Y.

RCA Thesaurus reports following stations have signed for its radio transcription library service: WJPF Herrin, Ill.; WMEG Eau Gallie, Fla.; WWST Wooster, Ohio; WNDU Notre Dame, Ind.; KBON Omaha, Neb.; WKJF-FM Pittsburgh; WMTR Morristown, N. J., and KWEW Hobbs, N. M. Also being offered by RCA subsidiary: *Frank Luther Fun Show,* planned for flexible broadcast use in segments of 5, 10, 15, 30 or 60 minutes. Show features songs, jokes, stories, limericks, jingles and other material.

Texture-Flex Div., Chester Rakeman Scenic Studios Inc., N. Y., has issued catalog showing uses of Texture-Flex composition materials for dramatic backgrounds and displays. Catalog shows lightweight simulations of wood, stone, brick, hedges, etc., made from Texture-Flex, which comes in sheet form or already molded into stage-set parts.

Sesac Inc. has added choral-music publishing organization of Max T. and Beatrice P. Krone to its roster of Sesac publisher affiliates. Also new to Sesac are Chantry Music Press Ltd., Fremont, Ohio, and C. Albert Scholin & Sons Inc., St. Louis.

French Government Tourist Office, N. Y., is offering on free loan to tv stations eight slides showing Paris and French provinces. Slides are 3¼x4 in. for rear screen projection. Inquiries may be addressed to office at 610 5th Ave.

Roy Rogers Enterprises and **Dale Evans Enterprizes** have moved headquarters from Hollywood to Beverly Hills, Calif., at 357 N. Canon Dr. They share premises with Osborne & Ward, business management firm representing Mr. Rogers and Miss Evans.

PROGRAM SERVICE PEOPLE

William E. Fox Jr., television and radio station relations representative for ASCAP, appointed district manager of society's Chicago office. **Martin Meltzer** appointed supervisor of central division's St. Louis headquarters and offices in Chicago, Minneapolis and Des Moines.

AGENDA SET UP FOR RTES SERIES

Timebuying and selling seminars to resume Jan. 17 in New York. FCC's Lee will discuss 'The FCC Looks at Commercial Broadcasting' as feature of Feb. 21 session.

SECOND series in the Radio & Television Executives Society's 1955-56 timebuying and selling seminar, to open Jan. 17, will feature panelists and speakers who are high-ranking authorities in their respective specialized fields, RTES officials reported last week. Subjects for the eight weekly luncheon sessions range from rating services to program trends, agency timebuying concepts and the FCC's views on commercial broadcasting.

Launched a year ago by RTES and expanded this season, the seminar project was designed for the benefit of both timebuyers and salesmen, and has attracted substantial audiences. In the current seminar the first series of sessions, which ended last month, was intended primarily for "new recruits" in timebuying and selling and accordingly dealt with subjects of general knowledge and interest. The second series is designed to cover "advanced, specialized and controversial subjects of concern to timebuyers and sellers."

FCC Comr. Robert E. Lee will discuss "The FCC Looks at Commercial Broadcasting" at the Feb. 21. session.

The complete agenda and participants for the series, worked up under the direction of a committee headed by co-chairmen Mary L. McKenna, WNEW New York, and Frank E. Pellegrin, H-R Representatives, are as follows: (to be held at New York's Shelton Hotel, with luncheons at 12:15 p.m. and seminar sessions from 1 to 2 p.m.);

Jan. 17—Radio Rating Services. Panelists: James Knipe, president, C. E. Hooper Inc.; Dr. Sydney Roslow, director, The Pulse, and E. P. H. James, vice president, A. C. Nielsen Co.

Jan. 24—Television Rating Services. Panelists: James Seiler, president, American Research Bureau; Dr. Sydney Roslow, director, TelePulse, and George Blechta, vice president, A. C. Nielsen Co.

Jan. 31—What's With Spot? Panelists: David Mahoney, president, David J. Mahoney Inc.; Robert Eastman, executive vice president, John Blair & Co., and Volney F. Righter, vice president, Harrington, Righter & Parsons.

Feb. 7—Motivation Research in Radio and Television. Speaker: Lester Frankel, vice president, Alfred Politz Research Inc.

Feb. 14—Network Program Trends: *Monitor* vs. Segmentation Concepts. Panelists: Arthur Hull Hayes, president, CBS Radio Network, and Charles T. Ayres, vice president in charge of the NBC Radio Network.

Feb. 21—The FCC Looks at Commercial Broadcasting. Speaker: Comr. Robert E. Lee.

Feb. 28—The Proposed National TelePrompTer Network. Panelists: Irving B. Kahn, president, Herbert W. Hobler, sales vice president, and Hubert J. Schlafly, engineering vice president, TelePrompTer Corp.

March 6—The All-Media Buyer vs. the Timebuying Specialist. Panelists: William E. Matthews, executive assistant to the director of media relations, Young & Rubicam, and Arthur Pardoll, director of broadcast media, Foote Cone & Belding.

AGAIN...UP-TO-DATE FIGURES AND MAPS ON

RADIO & TELEVISION COVERAGE

To give you the facts and figures you need to *prove* the effective coverage of your station or network, A. C. Nielsen is now launching Nielsen Coverage Service No. 2 (NCS No. 2). Here, in concise, easy-to-use forms are the facts that will make it possible for you to answer such questions as:

How big is your station's 1956 market—how many homes are there in the area; how many have radio; how many have TV?

How many families currently listen to your station or network?

In what counties or groups of counties are these families located?

How frequently do these families listen or view, and how loyal are they to your station?

How effective is your competition—how well are other radio and TV stations serving your home market?

How does radio and TV ownership in your territory compare with other areas in the U.S. ...by number and type of sets owned...by their location in the home...in the car?

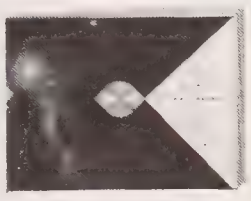
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(Daytime • Monday through Friday • Sign On—5:00 p.m.)

(Nighttime • Sunday through Saturday • 6:30 p.m. - 10:30 p.m.)







KPRC-TV FIRST IN HOUSTON HIT PARADE

with 17 of 20 top nighttime shows (October AND November ARB—1955)

KPRC-TV

HOUSTON

CHANNEL 2

1.	George Gobel	KPRC-TV
2.	Hit Parade	KPRC-TV
3.	Robert Montgomery	KPRC-TV
4.	Medic	KPRC-TV
5.	$64,000 Question	Station C
6.	Lux Video Theatre	KPRC-TV
7.	Waterfront	KPRC-TV
8.	Truth or Consequences	KPRC-TV
9.	Life of Riley	KPRC-TV
10.	Great Gildersleeve	KPRC-TV
11.	This Is Your Life	KPRC-TV
12.	Disneyland	Station B
13.	Father Knows Best	KPRC-TV
14.	People Are Funny	KPRC-TV
15.	Fireside Theatre	KPRC-TV
16.	Caesar's Hour	KPRC-TV
17.	Ford Theatre	KPRC-TV
18.	Perry Como	KPRC-TV
19.	City Detective	KPRC-TV
20.	Wyatt Earp	Station B

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NARTB Group to Study Revision of Radio Code

REVISION of the NARTB Standards of Practice, designed to develop an identifying symbol for subscribing radio stations and possibly add enforcement devices, will be considered at Thursday-Friday meetings to be held this week at NARTB Washington headquarters.

Walter E. Wagstaff, KIDO Boise, Idaho, committee chairman, will act Thursday as head of a special implementation subcommittee. The full standards committee will meet Friday. Serving on the subcommittee are Carleton Brown, WTVL Waterville, Me.; Cliff Gill, KBIG Avalon, Calif., and Worth Kramer, WJR Detroit. They also are members of the full committee, along with Ralph Evans, WOC Davenport, Iowa; Paul Fry, KBON Omaha, Neb.; William B. McGrath, WHDH Boston, and Cecil Woodland, WEJL Scranton, Pa.

The Employer-Employe Relations Committee will meet Tuesday, with Chairman Leslie C. Johnson, WHBF-TV Rock Island, Ill., presiding. The meeting will be held at the Mayflower Hotel, Washington. Other committee members are Herbert Evans, Peoples Broadcasting Corp., Columbus; Philip G. Lasky, KPIX (TV) San Francisco; Ben Ludy, WIBW-TV Topeka, Kan.; Herbert R. Ohrt, KGLO-TV Mason City, Ia.; S. R. Sague, WSRS Cleveland Heights, Ohio; Calvin J. Smith, KFAC Los Angeles; C. L. Thomas, KXOK St. Louis; Donald W. Thornburgh, WCAU-TV Philadelphia; Mortimer Weinbach, ABC; William Fitts, CBS; William Regan, MBS, and B. Lowell Jacobsen, NBC.

A meeting of the Television Film Committee will be held Thursday at NARTB headquarters. Members are Harold P. See, KRON-TV San Francisco, chairman; Paul Adanti, WHEN-TV Syracuse; Joseph L. Floyd, KELO-TV Sioux Falls, S. D.; Elaine Phillips, WSPD-TV Toledo; Irving Rosenhaus, WATV (TV) Newark, N. J., and Raymond Welpott, WRGB (TV) Schenectady, N. Y.

Quarterly NARTB Magazine Favored at Committee Meet

A QUARTERLY MAGAZINE reviewing social, educational, economic and technical news of the television industry, designed to serve as a promotion journal for viewer reading, would be published by NARTB under a plan favored Thursday by the association's Television Information Committee. Jack Harris, KPRC-TV Houston, is committee chairman.

The initial issue would run 5,000 copies, with member stations ordering additional copies for local distribution, under the plan. The recommendation goes to the NARTB Television Board at its Feb. 1 meeting. Background articles and facts about tv programs, plus reprints of published material dealing with the medium, would be included.

President Harold E. Fellows and Edward H. Bronson, director of tv code affairs, reported to the committee on rising importance of the code. Mr. Fellows said Joseph M. Sitrick, publicity-information manager, will work with the tv code staff in developing a wider effort to inform the public about code operation and self-regulation. The committee felt the code is the best answer to tv program critics.

Attending the meeting, besides Chairman Harris, were Gordon Gray, WOR-TV New York; Payson Hall, Meredith stations; C. Howard Lane, KOIN-TV Portland, Ore.; Donald H. McGannon, Westinghouse Broadcasting Co.; D. Lennox Murdoch, KSL-TV Salt Lake City; Sydney Eiges, NBC-TV New York; Charles J. Oppenheim, CBS-TV New York. Absent were Charles Crutchfield, WBTV (TV) Charlotte, N. C..; D. L. Provost, WBAL-TV Baltimore; A. L. Seton, ABC-TV, and George B. Storer Jr., Storer Broadcasting Co. Representing NARTB's staff, besides Messrs. Fellows, Bronson and Sitrick, were Thad H. Brown, tv vice president; Vincent T. Wasilewski, government relations manager; Robert K. Richards, consultant, and Dan W. Shields, assistant to Mr. Bronson.

Folsom Represents Media For National Laugh Week

FRANK FOLSOM, RCA president, will represent the radio-tv industry on the advisory committee of the National Laugh Foundation of the National Assn. of Gagwriters along with 20 other business executives during the organization's observance of the 11th annual National Laugh Week, April 2-8.

Mr. Folsom will be joined by such radio-tv veterans as Jimmy Durante, Harry Hershfield, producer John Guedel, sportscaster Herman Hickman and gagwriters Jay Burton and Stan Dreben.

The organization, which sponsors the Comedy Workshop in New York, training ground for radio-tv gagwriters, also will conduct a special poll among its members for the top comedian and comedienne of the year. (Last year's winners were George Gobel and Judy Holliday).

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Call for Candidates

THE CALL has gone out to new eligibles for Radio's Old Timers—an organization made up largely of manufacturers and distributors, similar to that for broadcasters (Radio Pioneers). Those who will record 20 years of industry activity in 1956 are being asked to join the group in time for a special reception to be held during the 1956 Electronic Parts Distributors Show in Chicago in May. Officers of Radio's Old Timers are Charley Golenpaul, Aerovox Corp., president, and Sam Poncher, Newark Electric Co., secretary.

35 Radio Stations Join Texas Assn. Promotion

LATEST figures show that 35 radio stations (excluding Dallas, Ft. Worth and Houston, and including one in Colorado) have ordered materials prepared by the Texas Assn. of Broadcasters for a statewide radio promotion during 1956. The plan was outlined during the TAB meeting last November [B•T, Nov. 21, 1955].

The seven Dallas stations have joined forces to promote the program during the first nine months of 1956 [B•T, Dec. 26, 1955]. The 35 stations to order materials include:

KRBC and KWKC Abilene, KVLF Alpine, KBUD Athens, KNOW and KVET Austin, KDSX Denison, KURV Edinburg, KGAF Gainesville, KGVL Greenville, KPET Lamesa, KLTI Longview, KTRE Lufkin, KMHT Marshall, KGNB New Braunfels, KPLT Paris, KPAC Port Arthur, KRFD Rosenberg, KENS, KITE, KMAC, KONO, KTSA and WOAI, all San Antonio, KRRV Sherman, KSNY Snyder, KSST Sulphur Springs, KCMC Texarkana, KVOU Uvalde, WACO Waco, KTRN Wichita Falls, KIMP Mt. Pleasant, KIUN Pecos and KVFC Cortez, Colo.

Sweeney to Address Ad Club

KEVIN B. SWEENEY, president of Radio Advertising Bureau Inc., will speak before the Advertising Club of Philadelphia Thursday at a luncheon meeting at the Adelphia Hotel in that city. In his talk, "The Un-Siamese Twins," Mr. Sweeney will discuss the current relationship between radio and television.

Electronics Industry Plans National Electrical Week

THE first National Electrical Week, sponsored by the National Electrical Mfg. Assn., National Appliance and Radio-Tv Dealers Assn., Edison Electric Institute and other organizations representing electric utilities and industries, will run from Feb. 5 to Feb. 11 ending on the birthday of Thomas A. Edison.

In revealing the week's plans, Merrill E. Skinner, vice president, Union Electric Co., St. Louis, and chairman of the National Electrical Week committee, said, "this is the first gigantic public celebration undertaking of the third largest U. S. industry . . . designed to bring home to Americans the vast importance of electricity and its many uses," and urged cooperation of radio-tv manufacturers and broadcast media executives in making this first celebration a success. He said data on how the radio-tv industry may take part in the week-long celebration can be obtained from Arthur W. Hooper, executive director, National Assn. of Electrical Distributors, 290 Madison Ave., New York 17.

Clothing Retailers Will See Special RCA-NBC Color Pitch

WEDNESDAY afternoon's session of the National Retail Dry Goods Assn. four-day convention, which starts today (Monday) at the Hotel Statler, New York, will be devoted to an RCA-NBC color tv presentation.

The closed circuit telecast, titled "Wide Wide Window" and featuring Arlene Francis, will demonstrate how color tv can be used profitably in merchandising and advertising by top retail merchants in the country. Speaking before and after the demonstration will be Frank M. Folsom, RCA president, and Robert A. Seidel, executive vice president of RCA Consumer Products.

Also planned for the NRDGA's 45th annual convention is an open forum discussion Thursday afternoon on the subject of "Getting the Most of the Display and the Radio Dollar," which is expected to deal mainly with use of radio within stores.

IRE Plans Oklahoma Meet

EIGHTH Annual Southwestern Regional Institute of Radio Engineers' Conference and Electronics Show has been scheduled for Feb. 9-11 at Oklahoma City.



Here's pulling power in a market where per-family effective buying incomes exceed the national average by $1,187.00 each year*. A CBS-TV primary affiliate, KOSA-TV offers adjacencies with top-rated shows beamed at the high-income working class in and around Texas' fastest-growing city. It's the heart of the nation's biggest oilfield.

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*KOSA-TV coverage per-family effective buying income:	$6,461.00
National average per-family effective buying income:	5,274.00
	1,187.00

Sales Management Report, May 10, 1955

Representatives: John E. Pearson • Television, Inc.

L'HEUREUX MOVE TO FCC POST IMPENDING

Republican counsel for Senate's network probe is headed for assignment as FCC legislative liaison.

ROBERT L'HEUREUX, Republican counsel for the Senate Interstate & Foreign Commerce Committee's investigation of tv networks and uhf-vhf troubles, last week was ready to move over to the FCC as legislative liaison, but the transfer was being held up while the Commission sought for a way to give him a salary substantially equivalent to his present one.



MR. L'HEUREUX

Mr. L'Heureux' transfer to the FCC to become liaison between that agency and Capitol Hill was being held up while the FCC sought a means to give him a Civil Service grade (GS-16) which would be only $700 less than the present $13,600 he receives as a top-salaried counsel on the Senate committee. The FCC has no GS-16 vacancy at present and is conferring with Civil Service Commission officials for creation of that grade within the FCC.

The impending move of Mr. L'Heureux to the FCC comes in a matter of days before the Senate Commerce Committee begins hearings, Jan. 17. Members of the FCC itself are scheduled to be first on the witness stand.

Committee Chairman Warren G. Magnuson (D-Wash.) only three weeks ago [B•T, Dec. 26, 1955] named Kenneth A. Cox, a Seattle attorney, as majority counsel for the probe, filling a vacancy created several months ago by the resignation of Sidney Davis.

Mr. L'Heureux' services were requested by FCC Chairman George C. McConnaughey, acting upon recommendations made last summer by a Senate Appropriations subcommittee. Technically, Mr. L'Heureux' status will be that of administrative assistant to Chairman McConnaughey—a position provided for in the Communications Act—but he would be assigned legislative liaison functions.

The appointment is not to be confused with that of executive director or "expediting officer" of the FCC, advocated by Chairman McConnaughey and now involved in intermural controversy.

Mr. L'Heureux said last week he was "glad to round out my experience with service in the executive branch of government." All his previous government service has been in the legislative branch.

The FCC's authority for creating the new legislative liaison position comes from a report last summer by the Senate Appropriations Committee's Independent Offices Subcommittee, also headed by Sen. Magnuson.

The appropriations group, in approving a $6,870,000 fiscal 1956 budget for the FCC last summer, recommended that the FCC and other regulatory commissions "maintain a closer liaison with the Congress." The report said the Senate group "has noted with concern a steady deterioration of the relationship between the quasi-judicial, quasi-legislative boards and commissions and the Congress." These agencies, the report said, are "arms of the Congress" and therefore should maintain closer liaison with the legislative body.

Such liaison, the report said, should not be concerned primarily with presentation of testimony on pending legislation, but rather with performance of the dual service of keeping the Congress informed of the work of the respective agencies and to provide a "convenient source" where congressmen may secure prompt answers to inquiries from constituents for information, copies of decisions or rulings. The liaison officer, the report added, also could keep his agency up-to-date on legislation and congressional activity affecting that agency and serve as a personal contact with congressmen and the various committees.

To Commerce Committee in '53

Mr. L'Heureux originally joined the staff of the Senate Commerce Committee at the beginning of the 83rd Congress in 1953, becoming chief committee counsel under chairmanship of the late Sen. Charles Tobey (R-N.H.). Mr. L'Heureux, also from New Hampshire, previously had served as chief counsel of the Senate Banking & Currency Committee. He also has served as counsel to the Joint Congressional Committee on Defense Production.

Upon Sen. Tobey's death in 1953 [B•T, July 27, 1953], Mr. L'Heureux became counsel for the Senate Commerce Committee's Business & Consumer Interests Subcommittee, and remained on the parent committee, when Democrats won control of the 84th Congress, to perform various committee jobs in behalf of GOP members.

As GOP counsel for the tv investigation, he succeeded Robert F. Jones, Washington radio-tv lawyer and former Ohio congressman and FCC member. Mr. Jones joined the committee in the summer of 1954 under the chairmanship of Sen. John W. Bricker (R-Ohio) and resigned after submitting a progress report [B•T, Feb. 21, 1955].

Mr. L'Heureux is a graduate of St. Anselm's College, Manchester, N. H. (1934) and the Georgetown U. (D. C.) Law School (1938). He holds master's degrees from Georgetown U. and George Washington U. (D. C.) and a Litt. B from the U. of Montreal.

Education Group Approves Joint Operation Request

REQUEST by WJPB-TV Fairmont, W. Va., for FCC rule-making which would change educational ch. 5 at Weston, W. Va., to a joint educational-commercial channel has received support from an educational group. WJPB-TV has suspended operation on uhf ch. 35.

The West Virginia Research Center Inc., which by its charter is authorized to operate and promote an educational tv station, asked the Commission to rule favorably on WJPB-TV's request. The center had protested WJPB-TV's original petition to have ch. 5 designated as commercial.

J. Patrick Beacom, president of WJPB-TV, amended the petition to specify joint educational-commercial operation. Mr. Beacom's operational plans in the amended petition will be in the best interests of area residents, the Center said. When the educational-commercial channel is ready for operation, the Center said it expected to be ready to provide educational programs.

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BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 13

Bristol, Va.-Tenn., ch. 5; Canton, Ohio, ch. 29; Chattanooga, Tenn., ch. 3; Corpus Christi, Tex., ch. 10; Fresno, Calif., ch. 12; Knoxville, Tenn., ch. 10; Miami, Fla., ch. 7; Miami, Fla., ch. 10; Norfolk-Portsmouth, Va., ch. 10; Omaha, Neb., ch. 7; Peoria, Ill., ch. 8; Seattle, Wash., ch. 7; Springfield, Ill., ch. 2.

AWAITING ORAL ARGUMENT: 11

Boston, Mass., ch. 5; Charlotte, N. C., ch. 9; Hartford, Conn., ch. 3; Indianapolis, Ind., ch. 13; Jacksonville, Fla., ch. 12; New Orleans, La., ch. 4; Orlando, Fla., ch. 9; Paducah, Ky., ch. 6; Raleigh, N. C., ch. 5; San Antonio, Tex., ch. 12; St. Louis, Mo., ch. 11.

AWAITING INITIAL DECISION: 4

Buffalo, N. Y., ch. 7; Hatfield, Ind. (Owensboro, Ky.), ch. 9; McKeesport, Pa. (Pittsburgh), ch. 4; San Francisco-Oakland, Calif., ch. 2.

IN HEARING: 11

Beaumont-Port Arthur, Tex., ch. 4; Biloxi, Miss., ch. 13; Caguas, P. R., ch. 11; Cheboygan, Mich., ch. 4; Clovis, N. M., ch. 12; Elmira, N.Y., ch. 18; Mayaguez, P.R., ch. 3; Onondaga-Parma, Mich., ch. 10; Pittsburgh, Pa., ch. 11; Sacramento, Calif., ch. 7; Toledo, Ohio, ch. 11.

McConnaughey Sets Talk

FCC Chmn. George C. McConnaughey will be a featured speaker at the annual dinner of the Sports Broadcasters Assn. to be held in New York Feb. 3. SBA will present awards to personalities prominent in the field of sports.

BARROW'S FCC PROBE TEAM VISITS NBC, CBS FOR 'CRAM' COURSE; ABC, MBS IN PLANS

Commission's investigation committee takes two-day preliminary indoctrination course with NBC, CBS executives to find what makes networks tick. The 11-man group also plans sessions with ABC, Mutual, but dates have not been set.

FIRST phase of an intensive cram course in the operation of television and radio networks was completed last Friday by FCC's network investigating committee and its special staff headed by Dean Roscoe L. Barrow.

For two days the "class," indoctrinating itself in the fundamentals of networking preliminary to investigating the networks, listened to—and asked questions of—top CBS Inc., CBS Radio and CBS-TV executives in virtually all phases of network operation, then moved on to NBC for a similar two-day indoctrination there.

The cram course is slated for completion with similar visits to ABC and Mutual in the near future. Exact dates have not been disclosed.

The FCC group included three of the four members who comprise the network investigating committee, four FCC staff executives, and 11 members of the special investigating staff under Dean Barrow, of the U. of Cincinnati.

CBS Inc. President Frank Stanton, Staff Vice President Richard S. Salant, Washington Vice President Ralph Hardy, CBS Radio President Arthur Hull Hayes, and CBS-TV President J. L. Van Volkenburg topped the CBS participants in the meetings, held Tuesday and Wednesday. In the NBC sessions, held Thursday and Friday, that network's group was headed by Board Chairman Sylvester L. (Pat) Weaver Jr., President Robert W. Sarnoff, Tv Network Vice President Thomas A. McAvity, and Radio Network Vice President Charles T. Ayres.

Dean Barrow and two of his staff members also edged in a brief, previously unscheduled visit at ABC. Making a last-minute appointment, he and Hyman H. Goldin, chief of the FCC Economics Div., Broadcast Bureau, and James B. Sheridan, also of the Economics Div., conferred at ABC late Wednesday afternoon with Ernest Lee Jahncke Jr., vice president and assistant to the president, and Mrs. Geraldine B. Zorbaugh, secretary and general counsel.

In the course of the discussions, it was learned, the FCC contingent submitted a list of topics on which ABC was asked to supply information. The list reportedly dealt with two major subjects—programming (why programs are dropped or added, etc.) and affiliation contracts. No "deadline" was set for submission of this material.

ABC, which long has emphasized the theme of "parity" with other networks, reportedly felt it should be accorded "parity" with CBS and NBC in the matter of FCC "indoctrination visits" too—that it was just as much entitled as the other networks to be heard by the

DON'T OVERLOOK THE FACTS

13 Keep watching this space for more revealing facts!

12 Single cathode-ray tube with well-known video circuits permits easy simple maintenance using standard components.

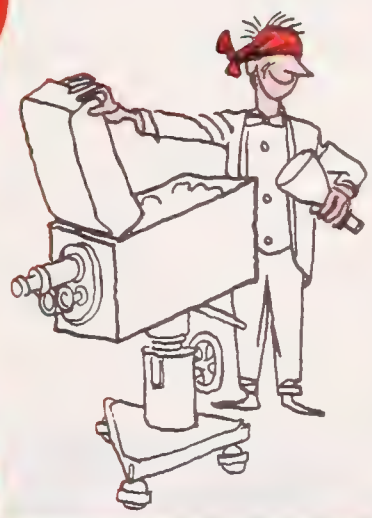
11 NO LENGTHY WARM-UP
10 ELIMINATE WIND-TUNNELS
9 NO BURN-IN
8 NO SPECIAL MAKE-UP
7 PERFECT CAMERA-MATCH
6 COMPACT CAMERA
5 NO REGISTRATION PROBLEMS
4 CUTS MANPOWER IN HALF
3 NO HOT LIGHTS
2 TUBE COST approx. 2c per hour
1 COLOR AT MONOCHROME COST

Fact Number 12 for the VITASCAN color TV system

12

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Commission committee and its staff on fundamentals and problems of networking. Subsequently, B•T confirmed that Dean Barrow and his full staff, and presumably members of the Commission committee, intend to return to New York in the near future for indoctrination sessions with ABC officials and also with Mutual.

The FCC committeemen on hand for last week's sessions were Comrs. Rosel H. Hyde, Robert T. Bartley, and John C. Doerfer. Comr. Hyde returned to Washington for the Wednesday session of the Commission but then rejoined Comrs. Bartley and Doerfer and the staff for the NBC sessions. Chairman George C. McConnaughey, fourth committeeman, did not attend the meetings.

FCC staff executives who participated, apart from the special investigating staff, included Broadcast Bureau Chief Edward F. Kenehan and Common Carrier Bureau Chief Harold C. Cowgill; General Counsel Warren E. Baker, and Associate General Counsel J. Smith Henley. Messrs. Kenehan and Cowgill attended both the CBS and NBC sessions; Mr. Baker attended those at CBS and Mr. Henley those at NBC.

The "clinic" at CBS included, on opening day, a three-hour session with Vice President Salant, who is coordinating the network inquiry and congressional study activities for his company. Mr. Salant reportedly laid much of the groundwork for the indoctrination program (which also included, among other things, the watching of tv programs in rehearsal).

Key executives gave talks outlining the functions and complexities of their respective areas of operation. These included Sig Mickelson, CBS Inc. vice president in charge of news and public affairs; CBS President Hayes; Hubbell Robinson Jr., network programs vice president; William H. Hylan, network sales vice president; William B. Lodge, CBS-TV vice president in charge of engineering; Edward P. Shurick, CBS-TV national director of station relations; Oscar Katz, CBS-TV research director; John P. Cowden, operations director, CBS-TV advertising and sales promotion department; Henry Grossman, CBS-TV director of operations, and Herbert A. Carlborg, CBS-TV director of editing.

Wednesday afternoon's meeting included a panel session in which key executives answered questions of the commissioners and investigating staff for almost three hours. Others who served on the "panel" included Julius F. Brauner, CBS Inc. secretary; Sidney Alexander, CBS Inc. economic advisor; Merle S. Jones, vice president in charge of owned television stations and general services; W. Spencer Harrison, CBS-TV vice president in charge of legal and business affairs; Edward L. Saxe, CBS-TV vice president and assistant to the president; William J. Flynn, CBS-TV comptroller; Charles J. Oppenheim, CBS-TV director of information services, and producer Lou Cowan.

Messrs. Stanton, Hardy, Salant, Hayes, and Van Volkenburg figured in virtually all sessions with the FCC group during the CBS visit, it was understood.

The agenda for Thursday's opening session at NBC called for a morning session in which NBC's history, its organizational set-up and its economics were discussed by a group including John M. Clifford, administrative vice president; Joseph V. Heffernan, financial vice president; Hugh M. Beville Jr., director of research and planning; George Matson, controller, and Lowell Jacobson, personnel director. After a luncheon at which Board Chairman Weaver was host, the group received fill-ins on programming and sales operations by Mr. McAvity, vice president in charge of the network; Richard A. R. Pinkham, vice president in charge of tv network programs; Mort Werner, NBC-TV vice president for national programs, and Matthew J. Culligan, NBC-TV vice president and national sales director.

Friday morning was to be devoted to radio, and, following a luncheon with President Sarnoff as host, the FCC delegation was to wind up the week's activities with a session on color tv to be led by Mr. Sarnoff.

David Adams, staff vice president, and Charles R. Denny, vice president in charge of NBC owned stations and NBC Spot Sales, are principal coordinators, under Chairman Weaver and President Sarnoff, of NBC's activities in connection with the FCC and congressional inquiries.

Speakers at Friday morning's radio session included Messrs. Ayres, Adams, Denny, Heffernan, Matson, and Beville, and Harry Bannister, station relations vice president; Thomas E. Ervin, vice president and general attorney, and Frank M. Russell, Washington vice president.

Members of the FCC special investigating staff on hand included, in addition to Dean Barrow and Messrs. Goldin and Sheridan, the following: Dr. Louis Mayo, executive secretary; A. P. Bryant, attorney; Dr. J. W. Markham, economist; Edward Eadeh, veteran network executive who is serving as industry consultant; Dr. Warren Baum, economist; J. F. Tierney, attorney; Harry J. Nichols, advertising consultant, and Peter Gerlando, economist. Another member, Dr. Charles H. Sandage, chairman of the advertising department of the U. of Illinois, was absent because of illness.



One million big-framed Kansas beef cattle spent the summer grazing the Bluestem, the nation's richest pasture area. Now these choice steers are on their way to market, where they'll bring $200 apiece! That's $200,000,000 into the pockets of Kansas Farmers . . . cash to be converted into cars, tractors, appliances, food, drugs—**and your product!**

In Kansas the farmer (with an income of $8,830* after taxes!) is your best customer. Sell him with the radio station he listens to most—WIBW.†

* Consumer Markets, 1955 † Kansas Radio Audience, 1954

"See Your Capper Man" WIBW CBS RADIO

Rep: Capper Publications, Inc.

TOPEKA, KANSAS

Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV in Topeka
KCKN in Kansas City

SERVING A MARKET 52% ABOVE THE U. S. AVERAGE

GRANT OF BOSTON'S CH. 5 PROPOSED

Examiner recommends vhf authorization to Greater Boston Tv Corp. and denial of the four competing applications.

GREATER BOSTON Tv Corp., one of five competing applicants for ch. 5 at Boston, last week was recommended for the grant in an initial decision by FCC Chief Hearing Examiner James D. Cunningham. Mr. Cunningham denied the competing applications of WHDH Inc. (WHDH-AM-FM, Boston *Herald* and *Traveler*), Post Publishing Co. (WCOP-AM-FM, Boston *Post*), Massachusetts Bay Telecasters Inc. and Allen B. DuMont Labs.

The preferred applicant is comprised of 36 stockholders, four of whom hold minority interest (20.9% aggregate) in the Pilgrim Broadcasting Co. (WORL Boston). Arthur D. Cronin, insurance and other interests, is Greater Boston president.

The hearing was spiced considerably when Al Capp, creator of the "L'il Abner" cartoon series and minority stockholder in Massachusetts Bay Telecasters, was cross-examined by counsel for the competing applicants on a report that he had sold pornographic drawings when he was in the fourth grade [B•T, Dec. 6, 1954]. The issue stemmed from a story in a 1947 *New Yorker* written by E. J. Kahn Jr., which alleged that Mr. Capp, while in the fourth grade in a Brooklyn public school, sold indecent pictures to his fellow students. Mr. Capp scoffed at Mr. Kahn's story, calling it "very funny" but "hardly accurate."

Mr. Capp was also questioned about reports that his cartoons contained hidden bits of lewd humor directed to a secret audience. Referred to by counsel were a report of a New York State legislative inquiry into comic books which introduced "L'il Abner" strips as evidence of "semi-hidden pornography" and a story in *Confidential* magazine titled "The Secret Sex Life of L'il Abner." The New York State committee was duped by "forgeries," Mr. Capp said; *Confidential*, Mr. Capp called ". . . a filthy magazine."

DuMont: 'Stranger to Boston'

In his initial decision, Mr. Cunningham decided on Greater Boston after eliminating the other candidates one by one. While recognizing that DuMont had far more tv experience than any of the other applicants, Mr. Cunningham said that its "far-flung business interests" work against it in competition with qualified local groups. DuMont, he said, "may be regarded as strangers to Boston."

Militating against a grant to WHDH Inc., Mr. Cunningham stated, was its lack of a proposal for national network affiliation. Also, a grant to WHDH would place five news media within its control and would not be in keeping with the FCC's policy on diversification of communications media, Mr. Cunningham concluded.

Examiner Cunningham again invoked the diversification policy in eliminating the *Post* application. He noted that a grant to the *Post* group would give it four instrumentalities for disseminating news and views in the same area.

Of the remaining two applicants—Greater Boston and Massachusetts Bay—Mr. Cunningham found only a narrow area of preference between them. It was likely, he conjectured, that either one would provide a suitable tv service for the Boston area. But the superior broadcast experience of Greater Boston's proposed general manager, as against the lack of broadcast experience of the proposed head of Massachusetts Bay operations, would give more assurance that Greater Boston would serve the needs of the community. From a standpoint of conducting the necessary day-to-day tv broadcast operation, Mr. Cunningham concluded, it would appear that more "reliance may be placed in the proposed managerial staff of Greater Boston . . ."

FCC Grants Four New Ams

FOUR new am stations were granted by the FCC in actions of last week while another application was dismissed at the request of the applicant.

Construction permits awarded were:

• Charlotte, Mich.—Eaton County Broadcasting Co., 1390 kc, 1 kw daytime.

• Coos Bay, Ore.—Coos County Broadcasters, 1420 kc, 1 kw day. Sole owner of the permittee is Harold C. Singleton, vice president-52% stockholder in KTEL Walla Walla, Wash., secretary-treasurer-9.9% partner in KGAL Lebanon, Ore., and owner of KRTV Hillsboro, Ore.

• Tyler, Tex.—Tyler Broadcasting Corp., 690 kc, 250 w day. Owner Thomas B. Moseley is director of sales and contract negotiations for the Continental Electronics Mfg. Co. of Dallas, Tex.

• Shelton, Wash.—Mason County Broadcasting Co., 920 kc, 500 w daytime.

The application of Radio Douglas Inc. for a new am at Douglas, Ga., on 1450 kc, 250 w unlimited, was dismissed at the request of Radio Douglas.

WMAZ

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AVERY-KNODEL, INC.

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National Representative

Your Avery-Knodel man is now prepared to give you the documented *facts* you should have before preparing your next spot schedule:

FACTS about the growing importance of the Middle Georgia market.

FACTS which document how WMAZ successfully solves problems arising from current distribution and sales factors in Metropolitan Macon itself.

FACTS that show why it takes WMAZ to give you *full, intensive coverage* of the vital Middle Georgia area.

FACTS that show how WMAZ *dominates* the audience in the rich, growing area it serves.

Ask your Avery-Knodel man for the *facts* . . . and you'll put WMAZ to work for you!

WMAZ Macon 10,000W 940 KC CBS

member of the

MERCHANDISE SOLD VIA GEORGIA BIG 5 WGAC WRBL WMAZ WTOC WSFT

Two Uhfs Ask Court Stay Evansville Ch. 7 Grant

THIRD APPEAL against a vhf grant in an all-uhf market was filed with the FCC last week. Involved is the Commission's grant of ch. 7 at Evansville, Ind., to Evansville Tv Inc. [B•T, Jan. 2]. Asking the U. S. Court of Appeals in Washington for a stay of the Evansville grant were ch. 50 WEHT (TV) and ch. 62 WFIE (TV), both Evansville, and now suspended ch. 21 WKLO-TV Louisville, Ky.

The appeal follows those of ch. 22 KVDO-TV Corpus Christi, Tex., against the grant of ch. 6 to KRIS there [B•T, Dec. 12, 1955], and two Madison, Wis., uhfs (ch. 27 WKOW-TV and ch. 33 WMTV [TV]) against the grant of ch. 3 at Madison to WISC [B•T, Dec. 19, 1955].

In the Evansville case, as in its predecessors, Comrs. Hyde and Bartley dissented because they felt Commission action was inconsistent with the call for comments on proposed overall allocations changes.

The sentiments of Comrs. Hyde and Bartley were echoed by the three stations appealing the Evansville grant. The FCC, presently having proposed solutions to the allocations problem under study, "should not take action which forecloses adoption of any proposals it is not yet ready to reject," the stations said.

Argument on the Corpus Christi, Madison and Evansville appeals for stays of vhf grants to their respective cities will be held in Washington Thursday.

KHTV (TV) Grant Postponed Pending FCC Hearing Jan. 23

PROMPTED by the protest of KLIX-AM-TV Idaho Falls, Idaho, against the grant of ch. 13 KHTV (TV) in the same city, FCC last week postponed the new tv authorization pending the outcome of a Jan. 23 hearing.

In setting the hearing, the Commission made KLIX-AM-TV party to the proceedings and stipulated that the burden of proof was on the protestant. KLIX-AM-TV had alleged that the programming plans of KHTV, which plans to operate as a partial satellite of KIDO-TV Boise, are "unrealistic" and contain inconsistencies [B•T, Dec. 9, 1955]. Protestant claimed that another station in the market would divide the available revenue to the extent that KLIX-TV would have to cut back service or quit entirely. KLIX-AM-TV further charged it would not be in the public interest to permit a satellite-type operation to jeopardize the existence of a true local outlet.

KHTV was authorized Nov. 9, 1955, to Magic Valley Tv Corp., which is 60% owned by KIDO Inc. (KIDO-AM-TV) and 40% owned by Radio Broadcasting Corp. of Idaho (KTFI-AM-TV Twin Falls).

KLIX-TV, on ch. 11, and KLIX are licensed to Southern Idaho Broadcasting & Television Corp.

WHOL Granted Authority To Operate Temporarily

WHOL Allentown, Pa., which the FCC had ordered off the air as of Jan. 15 [B•T, Jan. 2], last week was granted temporary authority by the FCC to operate until the Court of Appeals makes final disposition of the disputed grant of 1230 kc to Easton Publishing Co. *(Express,* WEEX-FM, WGLV [TV]).

WHOL, losing applicant for the Easton am facility, was upheld on appeal by the U. S. Court of Appeals, but the appellate court was subsequently reversed by the U. S. Supreme Court. On mandate from the high court, the Court of Appeals affirmed the Easton grant. Following the FCC order to cease operating, WHOL petitioned the appellate court for reconsideration of its decision.

By reason of the WHOL petition, the FCC said, an extended termination would be in order to comply with an FCC ruling in August 1953 which gave the station authority to operate "to a date 30 days subsequent to the final decision." Therefore, the FCC said, WHOL's termination date must be extended until 30 days after the court either denies the petition for stay or otherwise disposes of the appeal.

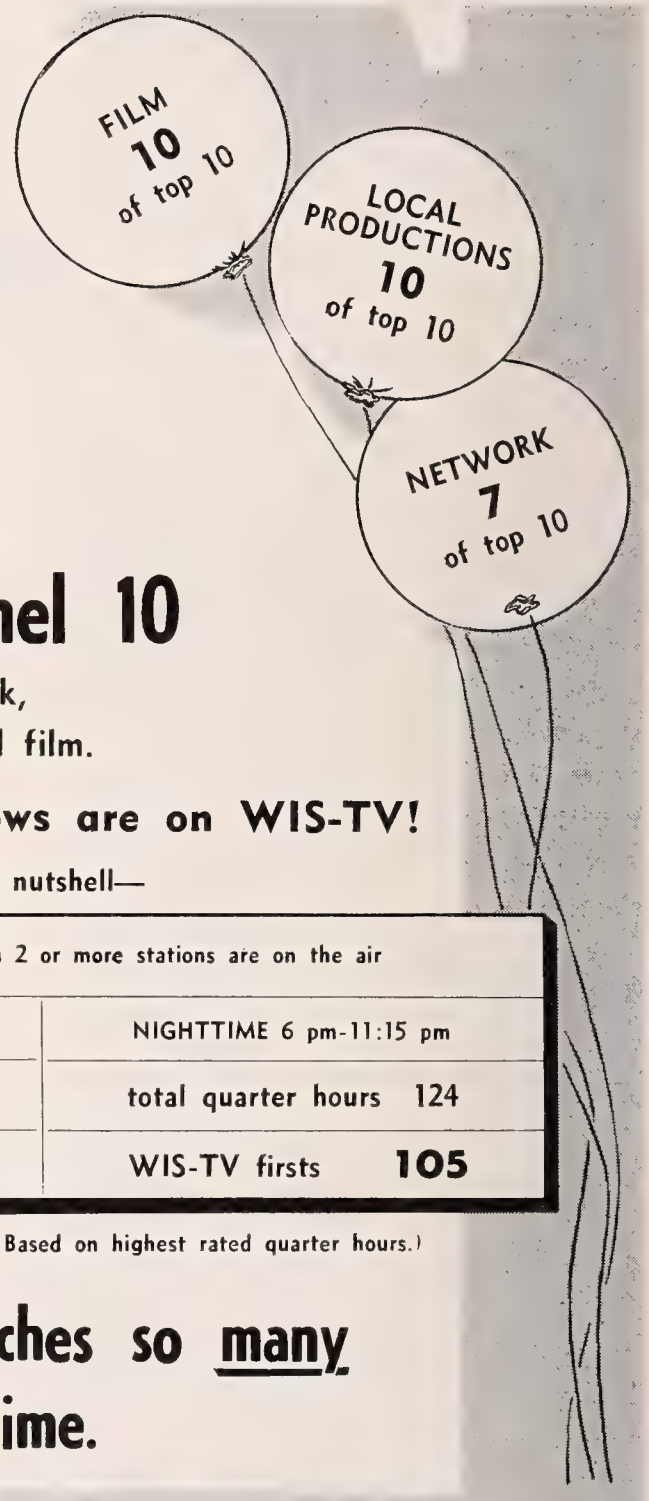
Favored for N. C. Radio

VALLEY BROADCASTING Co. last week was favored in a initial decision looking toward the grant of an am station to operate on 600 kc, 1 kw day in Murphy, N. C. Hearing Examiner Hugh B. Hutchison proposed denial of Cherokee Broadcasting Co.'s competing application.

"The most decisive factor" for Valley, Mr. Hutchison concluded, was that its operation would provide a first primary service to a substantially larger population (2,437 more people) than the Cherokee proposal. Valley's proposals for local control were favored over Cherokee's, which would enlist management from non-Murphy residents.

Both applicants were found to be substantially equal on all other pertinent issues.

tops in all 3



in Columbia, South Carolina

WIS-TV channel 10

dominates all 3 . . . network,
local productions, syndicated film.

29 of the top 36 shows are on WIS-TV!

here is WIS-TV's superiority in a nutshell—

Quarter hours during which 2 or more stations are on the air	
DAYTIME M-F 11:15 am-6 pm	NIGHTTIME 6 pm-11:15 pm
total quarter hours 135	total quarter hours 124
WIS-TV firsts **124**	WIS-TV firsts **105**

ARB Columbia, S. C., Nov. 13-19, 1955 (Based on highest rated quarter hours.)

Only WIS-TV reaches so many so much of the time.

NBC



for details
see your
FREE & PETERS man

President, G. Richard Shafto
Managing Director, Charles A. Batson

WIS-TV
CHANNEL 10
COLUMBIA, SOUTH CAROLINA



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TUBES FOR BROADCASTING

RADIO CORPORATION OF AMERICA

'Equal Time' Formula Given FCC Members

American Civil Liberties Union urges Commission to encourage radio-tv to voluntarily schedule programs to give 'fair representation' of a public figure's views.

A "FORMULA" to be applied to the vexing problem of "equal time" on radio-tv was forwarded last week by the American Civil Liberties Union.

ACLU documented its views in a lengthy statement sent Dec. 30 to all FCC members and released Wednesday in New York.

The Union proposed that the problem of answering attacks on radio-tv on public and private figures be solved by guaranteeing that overall program scheduling fairly represent the views of a public personality while providing "opportunity" for private persons to answer specific attacks.

In urging FCC to abandon its current concept of equal time, ACLU recommended that the Commission encourage broadcasters to voluntarily schedule programs to give a "fair representation" of a public figure's views.

ACLU said the problem of attacks on the airwaves was bound to come up this year because of the national elections, "even if there are special FCC regulations concerning political broadcasts."

The statement was approved by ACLU's board of directors. The organization said it has been studying the equal time situation since 1953, "when attacks on both public and private persons increased, as a result of congressional committee investigations into various phases of Communist activity."

ACLU 'Principles'

This is the way ACLU phrased the "principles" that it suggested stations apply voluntarily:

"In overall program scheduling, fair representation in time and talent should be given to all important views regarding a *public personality*, or any public matter with which he is specifically and distinctively related; but provision need not be made for him to make a specific reply to a specific attack, in 'equal time' or otherwise. Equitable opportunity—not necessarily 'equal time'—should be given to a *private personality* to make a specific reply to a specific attack.

"We believe that the only step which should be taken by the FCC to promote such voluntary application of those principles should be to *recommend* those principles to radio and television networks and stations, as a logical corollary of the fair representation policy on political candidates and controversial issues, which has been frequently enunciated by the Commission and which has come to be adopted and effectuated with considerable success by the industry."

FCC requires radio or tv stations which grant time to the representative of any political party to provide equal time and facilities to other qualified spokesmen of other parties. (The Communications Act provides that a station granting time to any candidate for public office must give equal opportunity to all other candidates.)

While there is nothing in this law which applies to individuals, broadcasters by practice allow equal time for a reply by an individual who has been attacked specifically on the airwaves.

ACLU in its statement cautioned FCC against "attempt to control by an ironclad code or rule book the day-to-day decisions of licensees regarding replies to personal attacks on public or private figures, instead of leaving the responsibility and discretion to the licensees." Reason, the ACLU said, is twofold: Governmental action would result in confusion since the argument could go on *ad infinitum* and licensees would resort to editing scripts in fear of being compelled to grant opportunities for reply.

Since a public personality voluntarily places himself in the "area of public discussion and controversy," ACLU could not see the need to afford "equal time" or "equal opportunity" in such cases since this creates "more problems than it would solve." On the other hand, ACLU thought the private personality cannot be protected in the same way as a public figure. It concluded that it was "reasonable" to ask that radio and tv specially provide that the individual have equitable opportunity to make a specific reply to a specific attack, reiterating that the avenue for this be voluntary application of principles rather than by law or by regulation.

The concept of "equal time" to reply to attacks "is almost inevitably invalid," ACLU said. "It may be impossible to answer in 30 minutes an accusation made in 10 seconds, or it may be possible to answer in five minutes an attack which took an hour to make." At the same time, ACLU said that in recommending "equitable opportunity" for a private personality to reply to a specific attack, it recognized "the problem of disparity in money, talent and prestige, which may be available to the attacker and defender respectively."

Hearing Begun, Postponed On WBUF-TV Sale Protest

HEARING on the protest of WGR-TV Buffalo against the sale of WBUF-TV there to NBC got underway last Wednesday only to be adjourned until Jan. 16 by FCC Hearing Examiner Jay A. Kyle. Mr. Kyle granted a request for continuance made by WGR-TV counsel Thomas N. Dowd, who said that additional time was needed to conduct further engineering studies.

Mr. Dowd also explained that two key witnesses were unable to appear at the hearing because of previous engagements. He referred to Westinghouse vice presidents Chris J. Witting and E. V. Huggins, who were subpoenaed by WGR-TV. In addition to Messrs. Witting and Huggins, WGR-TV requested issuance of subpoenas for Brig. Gen. David Sarnoff, RCA board chairman, and NBC officials Robert Sarnoff, Joseph Heffernan and Charles R. Denny.

WGR-TV, in protesting the WBUF-TV purchase, leveled charges that NBC had coerced —by threat of loss of its affiliation—Westinghouse into agreeing to swap its KYW and WPTZ (TV) Philadelphia for NBC's Cleveland stations (WTAM-WNBK [TV]) and $3 million. Last week the FCC, by a six-to-one vote, approved the Philadelphia-Cleveland exchange, presumably finding a lack of evidence to support WGR-TV's allegations.

NBC's purchase of ch. 17 WBUF-TV—its first uhf—was approved without hearing by the FCC last September, but later was designated for hearing on protest by WGR-TV [B•T, Nov. 7, 1955].

Minimum Age

PROPOSAL to set a minimum age for those seeking restricted radiotelephone operator's permits was advanced by the FCC last week. The Commission asked for comments on a proposed amendment to FCC rules, which would set 14 years as the minimum age limit for candidates for the restricted permit.

As there presently is no age minimum and no examination required for the restricted permit, the FCC said it often receives applications from youngsters. There is doubt, the Commission stated, whether children under 14 fully understand the significance of the permit or should assume the responsibilities of operating radio equipment.

The FCC set Feb. 20, 1956, as deadline for comments on the proposal. The suggested change would not prevent those under 14 from obtaining a third class operator permit—one step higher than the restricted classification—if they could pass the written examination.

FCC May Set Hearing On Philadelphia Tv Bid

PHILADELPHIA BROADCASTING Co., applicant for ch. 29 there, was informed by the FCC last week that a hearing on its application may be necessary.

In a MacFarland letter to the applicant, the Commission suggested that Theodore R. Hanff, president-57% stockholder, by reason of his participation in a controversial bridge-sale transaction, may lack the necessary financial and character qualifications to be a broadcast licensee.

Mr. Hanff was a member of a syndicate which acquired all the stock of companies owning two bridges between New Jersey and Pennsylvania. The syndicate sold the bridges to the Burlington (N. J.) County Bridge Commission, but the New Jersey governor and attorney general rescinded the sale.

The Supreme Court of New Jersey affirmed a trial court finding that the transaction was "fraught with fraud and corruption" and the purchase was accomplished illegally. The syndicate was ordered to pay to the bridge commission $3,050,347—the gross profits received from the sale.

As Mr. Hanff is liable under the judgment, and lacking proof that the judgment is not entitled to settlement, the FCC said it was unable to determine whether he was financially qualified to meet his obligations.

Trinity Files for New Am, Decides to Drop Dallas Uhf

TRINITY BROADCASTING Corp. last week filed an application with the FCC for a new am station to operate in Houston, Tex., and, in a separate request asked for cancellation of its permit for ch. 29 KLIF-TV Dallas. KLIF-TV, the fifth uhf station to call it quits within the past fortnight [B•T, Jan. 2], was granted a permit in 1953, but never went on the air.

Estimated construction cost of the proposed Houston station was set at $150,682 with first year operating expenses $264,000 and first year revenue listed at $250,000.

In a third document, Trinity asked the FCC for permission to change its name to McLendon Investment Corp. Gordon McLendon is president of the firm. Trinity also owns KELP-KOKE-TV El Paso, WRIT Milwaukee and KLIF-AM Dallas.

Six Reply to FCC Charges Of Imbalance in Programs

OF 17 Wisconsin-Illinois radio stations questioned by the FCC on purported imbalance in programming [B•T, Dec. 5, 1955], six had submitted replies to the FCC by last week. Each denied a lack of public service broadcasts and defended its program policy.

WEMP Milwaukee, Wis., said that its coverage area was heavily industrialized, the 16th ranking metropolitan area in the U. S., and that there was no need for agricultural programs. It can better serve its listeners by concentrating on other areas of programming, WEMP declared. WEMP, which emphasizes music, news and sports, carries regularly scheduled educational, religious and discussion programs in addition to its performance in public service, the station pointed out.

WBEV Beaver Dam, Wis., said that an employe making up its program schedule had committed errors of computation and analysis and failed to properly classify certain programs. Its revised program log was personally studied by its executive vice president, WBEV said, and would reflect the station's public service achievements and its compliance with FCC standards.

WOKW Sturgeon Bay, Wis., said that it was making certain changes in its schedule. The station said that it plans to add 30 minutes a week to discussion-type programs with an appropriate reduction in entertainment shows. Although many of its discussion programs have in the past been classified as miscellaneous, they will henceforth be included in their proper category, WOKW stated.

WHFC Cicero, Ill., claimed that it primarily is a foreign language station and many of its shows are of definite educational value although they fail to fall within the strict FCC definition of educational programs. The same applies to discussion-type shows, WHFC said. Negotiations are underway for a weekly, 15-minute educational show, WHFC added. Agriculture programs are not carried because there are no substantial groups in its coverage area who would be interested, WHFC said.

WIND Chicago defended its programming record and said its program schedule is substantially the same as it was in its 1952 application for renewal. The station pointed to its regularly scheduled religious, educational and discussion programs and 19 years of uninterrupted cooperation with the Chicago Board of Education in the presentation of educational programs. Its listeners are not interested in agricultural programs because other area stations carry extensive shows of that nature. By emphasizing other types of programs, WIND said, duplication of the services of other stations is avoided.

WAPL Appleton, Wis., submitted to the FCC a 13-page list of public service features carried by the station during the past three years. The record will indicate, WAPL said, that the station is dedicated to the needs of the agricultural, religious, educational and other groups in its coverage area.

Year-Old WTSN Grant Confirmed by Commission

THE JAN. 27, 1955, grant by the FCC to the Granite State Broadcasting Co. for a new am in Dover, N. H. (formerly WDNH, now WTSN) was confirmed last week by the Commission which simultaneously rejected economic, radiation overlap, and concentration of control protests lodged against the original action by WWNH Rochester, N. H., and WVDA Boston.

Granite principals' other radio interests include WKBR-AM-FM Manchester, WTSV-AM-FM Claremont and WTSL Hanover, all New Hampshire. Additionally, H. Scott Killgore, owner of WKXL Concord, N. H., and WARE Ware, Mass., has an option to buy 25% of WTSN. Granite State also operates a regional network in New Hampshire.

In its protest WWNH stated that in January 1954, it received 53% of its total local revenue from Dover advertisers (Dover is 10 miles from Rochester). This matter was not touched upon directly in the Commission's conclusions, but it was stated that the facts of a first primary service being brought to Dover and the limited area of overlap of the proposed station with existing stations were looked upon with favor by the Commission. The overlap of the presently operated Granite and Killgore stations was considered insubstantial and therefore the concentration of control question was considered not pertinent.

WTSN is to operate on 1270 kc, 5 kw unlimited; WWNH, owned by Strafford Broadcasting Corp., operates on 930 kc, 5 kw day, and WVDA, licensed to Vic Diehm Assoc. Inc., is on 1260 kc, 5 kw unlimited.



FCC Denies Reconsideration Of Tv Grant in Puerto Rico

PETITION of Hector Reichard, licensee of WABA Aguadilla, P. R., for reconsideration of an FCC grant of 1340 kc, 250 w to WGRF that city, was denied by the Commission last week.

WABA's allegations of "inaccuracies, misstatements and misleading entries" in the WGRF application were contradicted by supporting affidavits filed by WGRF in its refutation of the charges, the Commission ruled. WABA claimed that WGRF made misrepresentations as to ownership of certain property and as to its financial condition.

WABA further argued that all the sworn statements in WGRF's application were notarized by a relative of the applicants; under Puerto Rican law, WABA said, such notarization is invalid. The FCC pointed out that WGRF had submitted an amended application with a new notary, unrelated to his client. Under a U. S. Court of Appeals holding that "an initial failure to verify can be cured by a later verification," the Commission said WGRF's amended application was accepted.

Station Owner Rep. Hoffman Decides Not to Run Again

REP. RICHARD W. HOFFMAN (R-Ill.), owner and operator of WHFC-WEHS (FM) and grantee of WHFC-TV Chicago, revealed last week he does not plan to seek re-election for a fifth term in Congress.

In a telegram to the *Chicago Tribune*, Rep. Hoffman attributed his decision to withdraw from public life to a forthcoming second eye operation. He has been recovering from an operation on the other eye.

Rep. Hoffman entered the House in January 1949 and has served from the 81st Congress to the present 84th. He is a member of the House Interstate & Foreign Commerce Committee.

The Illinois Republican is president and 75% owner of WHFC Inc. WHFC-TV has been issued a grant for uhf ch. 26 but has set no target date for operation. Rep. Hoffman also is publisher of the tri-weeklies *Cicero Life, Berwyn Life, Stickney Life* and *Chicago Community Reporter*.

Voice Programming Increase During 1955 Shown in Report

THE Voice of America last year used "the newest and best techniques" of commercial radio to expand its overseas broadcasts, J. R. Poppele, chief of the U. S. Information Agency's broadcasting service, has reported.

In a year-end report to Theodore Streibert, USIA director, Mr. Poppele said the Voice gained new listeners throughout the world in 1955 by adding new programs and features to its daily broadcasts in 39 languages. Foreign television audiences also were increased as a result of a 65% rise in the number of tv receivers in the free world, he said.

The Voice added two new broadcasts to the European area, *Panorama—USA*, a one-hour program of music and features on American culture, and *Music—USA*, a two-hour disc jockey show of American popular and jazz music and interviews with musicians. Other Voice additions were *This Is America*, features about U. S. towns, cities and states; *Foreign Policy Review*, a weekly report on official U. S. statements about foreign affairs, and *Press Conference—USA*, a round-table discussion featuring congressmen and top government officials.

The Voice increased Iron and Bamboo Curtain broadcasts in the Armenian, Bulgarian, Lithuanian, Russian and Korean languages, and in the free world added the Cambodian language. Direct shortwave broadcasts to most Western European countries were discontinued and arrangements made with local stations and networks to carry VOA programs. Final work on VOA's new Washington studios was completed in September with installation of master control and recording control centers.

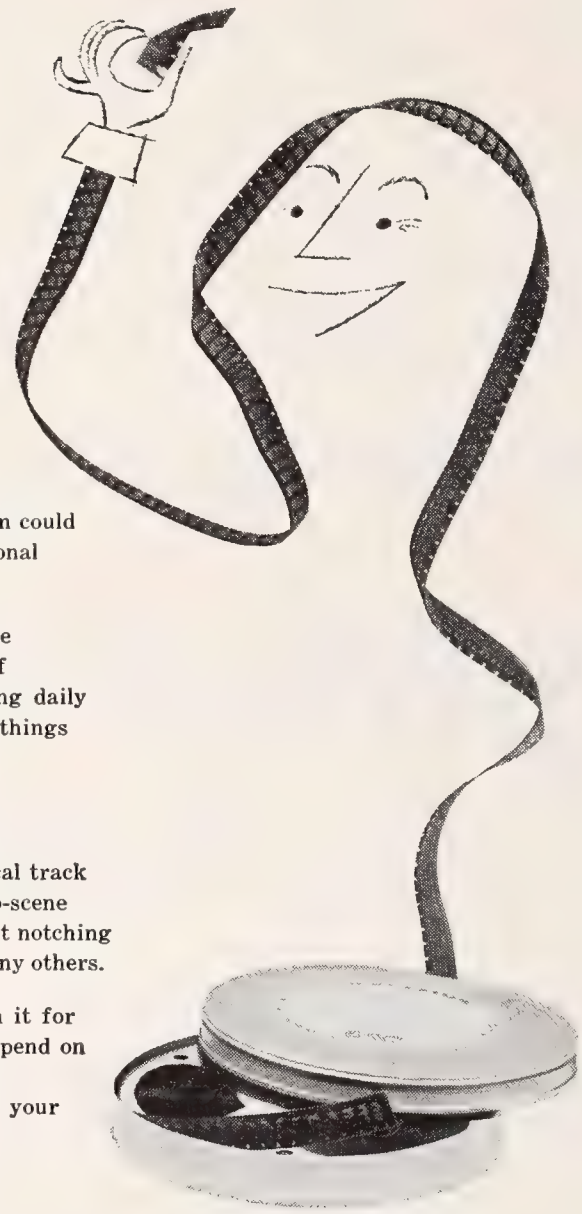
No Radio-Tv Witnesses Heard In Senate Red Investigation

THREE DAYS of hearings—on allegations of Communist infiltration of the press and radio-tv—were held last week by the Senate Internal Security Subcommittee in Washington, but at the end of the sessions no witness from the radio-tv media had appeared on the stand.

The subcommittee, headed by Sen. James O. Eastland (D-Miss.), heard several former newspapermen testify, and drew charges from the *New York Times* that the newspaper was being discriminated against for its editorial policies in the committee's questioning of three present and three former employes of the newspaper.

The Senate inquiry had been touted as a probe of Red infiltration in the radio and tv field and the press. The committee had announced that last week's open hearings and earlier closed hearings in New York were being held to develop testimony by CBS newsman Winston Burdett, who last June told the subcommittee he had belonged to the Communist Party in 1937-40, before he joined CBS.

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Tv Probe Plans Still On Despite Some Hitches

Sen. Magnuson reaffirms Jan. 17 starting date despite temporary personnel complication and delay in letter to FCC.

PLANS by the Senate Interstate & Foreign Commerce Committee to begin hearings Jan. 17 in its probe of tv networks and uhf-vhf troubles were unchanged last week, despite a few last minute hitches.

One of these was the resignation of Robert L'Heureux, Republican counsel for the investigation, to join the FCC as legislative liaison (see story, page 60). This leaves temporarily vacant the GOP counselship for the probe.

Another was a delay by Committee Chairman Warren G. Magnuson (D-Wash.) in approving a letter addressed to the FCC and drafted by the committee staff. The reason for Sen. Magnuson's delay in signing the letter was not officially explained, but was believed to be due in part to his preoccupation with other Senate business, including hearings last week by the committee's Aviation Subcommittee.

The letter in its first draft reportedly informed Chairman George C. McConnaughey and his fellow commissioners that they would be first on the witness stand and went into some detail concerning subjects on which they would be questioned. Sen. Magnuson had not signed the letter by late Friday.

Meanwhile, Kenneth A. Cox, Seattle lawyer appointed three weeks ago by Sen. Magnuson as Democratic counsel for the investigation, was to have arrived in Washington last Friday for his first close-up look at plans for the upcoming probe.

In an announcement, Sen. Magnuson reaffirmed plans to start the hearings Jan. 17. He said the committee hoped to have a progress report from a voluntary *ad hoc* committee of industry engineers, headed by Prof. Edward Bowles of Massachusetts Institute of Technology, in time for the hearings. But he said that group's final report, on allocations, is not expected for several months.

Hearing May Be Necessary On WIIC (TV) Application

APPLICATION filed by WWSW Inc. (WIIC [TV]), Pittsburgh for modification of its construction permit (ch. 11) to allow power and antenna height increases, change studio location and make other physical changes may require a hearing, the FCC indicated last week.

Hearing has already been ordered by the FCC on WWSW Inc.'s original grant for the ch. 11 facility, following a protest by ch. 16 WENS (TV), Pittsburgh. Crux of the hearing on the grant are financial qualifications, overlap considerations and whether WWSW Inc. has undergone ownership changes in violation of FCC rules.

Last week's action grows out of charges—also made by WENS—that WWSW Inc. had completed 85% of the construction on its studio before filing an application to change its location; that construction had been underway on tower height specifications in anticipation of its request for such increase, rather than under the terms of its outstanding construction permit.

WENS also charged that materials being used in studio construction belie applicant's stated intention to build less elaborate studios.

The FCC determined that WENS' allegations were sufficient to warrant a hearing.

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Direct Reading

Type 120-D Field Intensity Meter is a portable instrument for the measurement of a wide range of radio signal intensities in the broadcast band of 540 to 1600 kilocycles. Its range of sensitivity from 10 microvolts per meter to 10 volts per meter, makes it equally effective for interference studies at low signal strengths and for close-in measurements on high-power directional arrays.

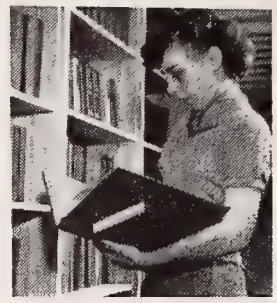
Accuracy of measurement is assured by a calibration method that compensates for variations in tube characteristics and for voltage variations in the self-contained battery power supply. Operation is simple and measurements can be made rapidly, for the meter is direct reading on all ranges and requires the use of no charts or multiplication factors. Since tubes are of the filament type, no warm up period is necessary before taking readings.

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TV DRAWS 'EM TO THE BOOKSHELF



AT FREQUENT intervals a cry is raised: tv tends to distract people from more intellectual pursuits such as reading. However, Emerson Greenway, director, The Free Library of Philadelphia, recently stated that tv programs appeared to be stimulating book demand. Asked for some examples, Mr. Greenway wrote B•T:

FOR specific instances where television has affected the reading of books in libraries, may I cite some of our experiences here in Philadelphia.

In the last few weeks we have had a run of Noel Coward materials which stemmed directly from the Mary Martin-Noel Coward show Oct. 30. The demand was so great that by the end of the week we had no Noel Coward material left on our shelves. A similar experience occurred last spring after Mary Martin's presentation of "Peter Pan." A heavy demand was created for the book throughout the entire library system. The same thing goes on every time we have a program on *Disneyland*, "Davy Crockett", *Twenty Thousand Leagues Under The Sea, Treasure Island*, "Wind in the Willows", to mention but a few.

Recently we have had a definite interest created by a tv show in a demand by children for material on Wyatt Earp, who is the starring character in a new western. It does seem that children are most apt to pursue information allied with tv shows they watch, and they are most vocal in informing the adult public and librarians about their heroes and particular interests.

It is not quite so easy to verify the relationship of tv with books and libraries when dealing with adults. Only rarely will an adult state that his request ties in with a tv show he saw. We can only surmise a connection on the basis of information requested and its timeliness with relation to the current tv program. For example, our social science and history department reported a substantial increase in demand for materials on Korea following the Edward R. Murrow show *See It Now* feature on Korea. It was quite evident that the persons requesting the information had no reading lists or class assignment incentive to stir them, although no mention was made that the program on Korea had been seen on tv.

It seems quite evident, too, that a tv show has supplied the motivation for a whole family's interest on a specific subject when grandmother, junior and father are all interested in the same title or subject. Likewise, the Murrow *Person to Person* show has created a demand for material about the people he interviews. Immediately after the interview with John Gunther, his books were in heavy demand. This may be a joint result of the publishing of the first new Gunther book in many years, but we know of at least one instance where the interest was directly traceable to tv.

Plays and dramatizations also bring people to the library: *Cyrano de Bergerac*, stories from F. Scott Fitzgerald, the dramatization of *I Led Three Lives* by Philbrick, to mention but a few.

The repeated requests for plays featured on the various playhouse series cannot be counted as coincidents. Sometimes the converse is true. Borrowers coming into branches immediately after the tv show, requesting copies of Chamberlain's *Tall Dark Man* were disappointed and surprised to learn that it was originally a tv show and that the book would be a little time getting to library shelves. The series last year featuring Basil Rathbone in *Sherlock Holmes* stories immediately cleared the library shelves of those mysteries. Likewise the current tv production of *Jamaica Inn* has already created a demand in the branches. It seems beyond doubt that the demand of our young people for an old H. G. Wells title *War of The Worlds* in the days immediately following the tv production was not just coincidence.

A little less difficult to determine is the impetus for the demand for *No Time for Sergeants*. It is on the best seller list, already a Broadway hit and a potential Hollywood production, but there was a noticeable increase in the demand for the book in the week immediately following the tv show.

We likewise have a real demand for nature books following not only the Disney productions but the *Zoo Parade*, the programs emanating from the American Museum of Natural History, among others.

Librarians realize only too well that probably not more than 25% of the population in the United States are readers. Certain television programs are not going to encourage non-readers to use books. However, we believe that the better television programs encourage good readers to explore new areas of reading, and for others to re-read old friends.

— PERSONNEL RELATIONS —

NABET, KOA-AM-TV Fail To Reach Contract Agreement

Strike against Denver stations heads into fourth week. Negotiations have been dropped, and management has begun hiring permanent replacements for strikers. Contract renewal is at issue.

THE STRIKE of NABET employes at KOA-AM-TV Denver moves into its fourth week today (Monday) following failure to reach an agreement on a new contract. The strike began Dec. 19.

Full operating schedules have been maintained. The station had notified NABET that "as of 10 a.m. Dec. 29 the company will begin hiring permanent replacements for those employes who have not reported for assignment to work." Negotiations had been dropped, with the company stating it was willing to resume discussions at any time.

William Grant, KOA president-general manager, in a letter to James H. Brown, NABET representative, said the two-year-old contract, which follows the NBC New York pattern, had been signed originally in an effort to get KOA-TV on the air and with the clear understanding a renewal would not be automatic.

Mr. Grant said KOA-AM-TV is handicapped by a 40% greater cost for technical services alone than its major Denver competitors due to higher pay, less flexibility and larger staffs, with union demands increasing the competitive disadvantage another 10%. He listed these points:

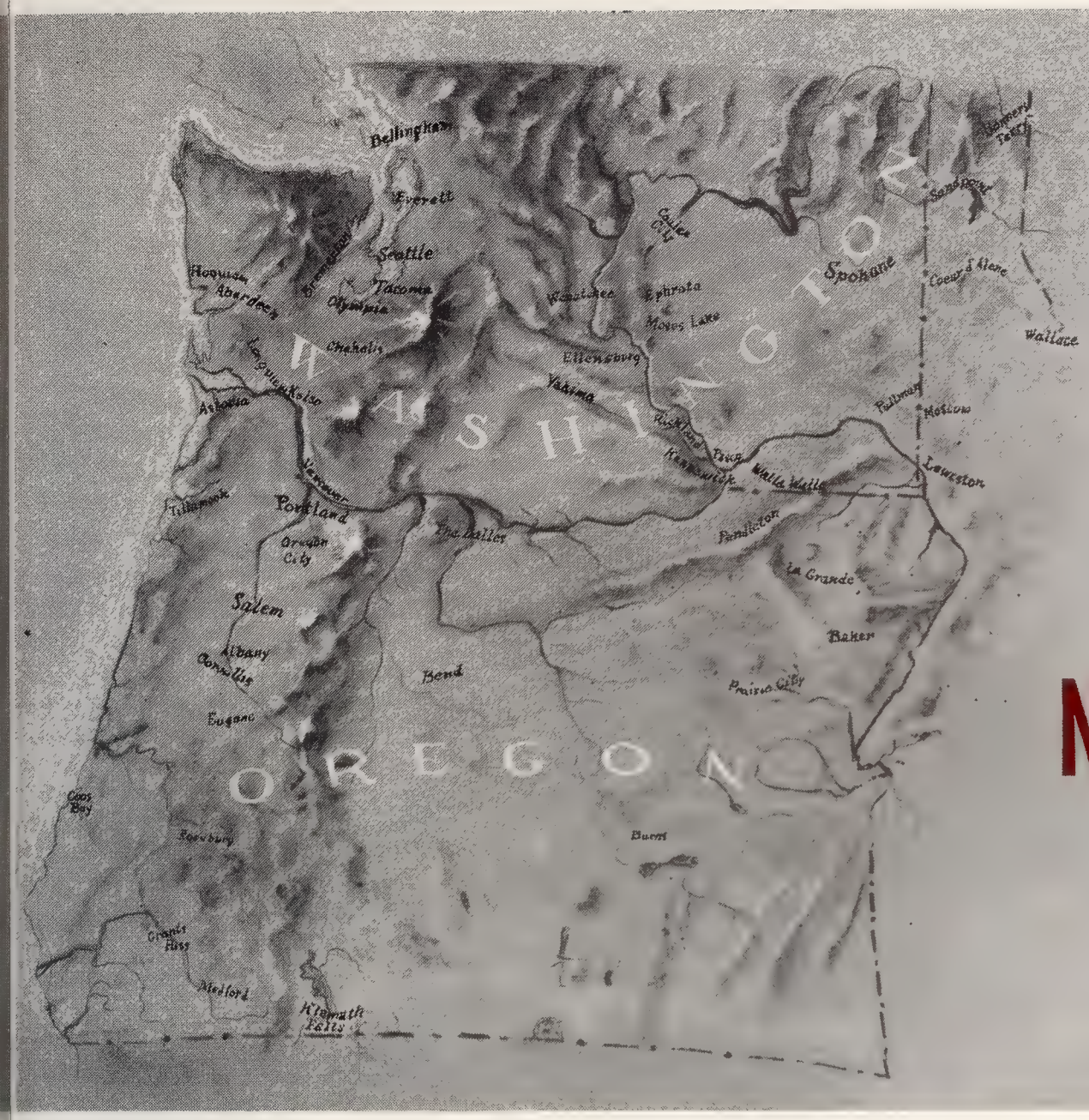
KOA has four NABET technicians getting $700 or more a month (the highest paid by any other local station is $542); only station where staff announcers may not write their own news; only station where chief engineer may not operate equipment; only station where newsmen may not take news pictures; only station where radio announcers may not play records and the only station where parttime engineers cannot be employed, even for special needs.

He wrote Mr. Brown that no pay will be reduced in a new contract and pay of other stations will be matched or in most cases exceeded. He voiced hope that any reduction in staff could be handled gradually and with the aid of normal turnover.

AFTRA Discusses Lowering Second-Run Kinescope Fees

AMERICAN Federation of Television and Radio Artists is negotiating with the television networks on a reduction of the union's second-run kinescope fees designed to make the use of live television more attractive to producers.

An AFTRA spokesman confirmed last week that the union is discussing this proposal with networks, but declined to give details. It is reported that AFTRA is considering lowering its second-run kinescope fees from the current 100% for talent to about 35%, approximately the second-run fees under Screen Actors Guild agreement covering talent on film. It is felt that AFTRA is planning this move to counteract the increasing use of film as against live programming on tv.



THE PACIFIC NORTHWEST

AMID SCENIC SPLENDOR, MODERN ECONOMY

By J. Frank Beatty

SOUTH of Seattle about a half-hour, airline riders sit atop one of the world's stunning spectacles—a panorama that blends the might of nature with the ingenuity and energy of mankind.

To the east is an unforgettable 150-mile row of five dazzling peaks whose melting snows turn the turbines that power the Pacific Northwest's industry. Mt. Rainier, rising 14,408 feet, is seen receding to the rear of a southbound United Airlines flight. Within easy window-view follow Mt. St. Helens, Mt. Adams and Mt. Hood. And with a little nose-pressing, Mt. Jefferson looms forward.

This scenic feast, partaken from a 16,000-foot vantage point, will whet the appetite for a spread of natural and man-made wonders available to an interested observer who will do a little seat-hopping around the stern lounge of a DC-6B.

The peaks to the east mark the Cascades, splitting Washington and Oregon into two north-south segments. They separate the wooded eastern slopes and arid valleys from the Puget Sound and Willamette troughs with their wide waterways and fertile fields.

To the west of the airway are the high Olympics, disappearing to the rear, and the fir-blanketed hills that reach finally to the Pacific Ocean.

With more nose-pressing, splotches of man-made minutiae can be spotted below. Along the Columbia River appear the twin cities of Longview and Kelso, with their mills; ahead looms Vancouver and its major industries. Westward the Columbia winds toward the Pacific, 100 miles distant; eastward 40 miles, also beyond sight, is Bonneville Dam, lowermost unit of the world's greatest hydroelectric harness. And then the spread of metropolitan Portland, reaching along both sides of the intersecting Willamette River just south of Vancouver.

EXPANDING MARKETS

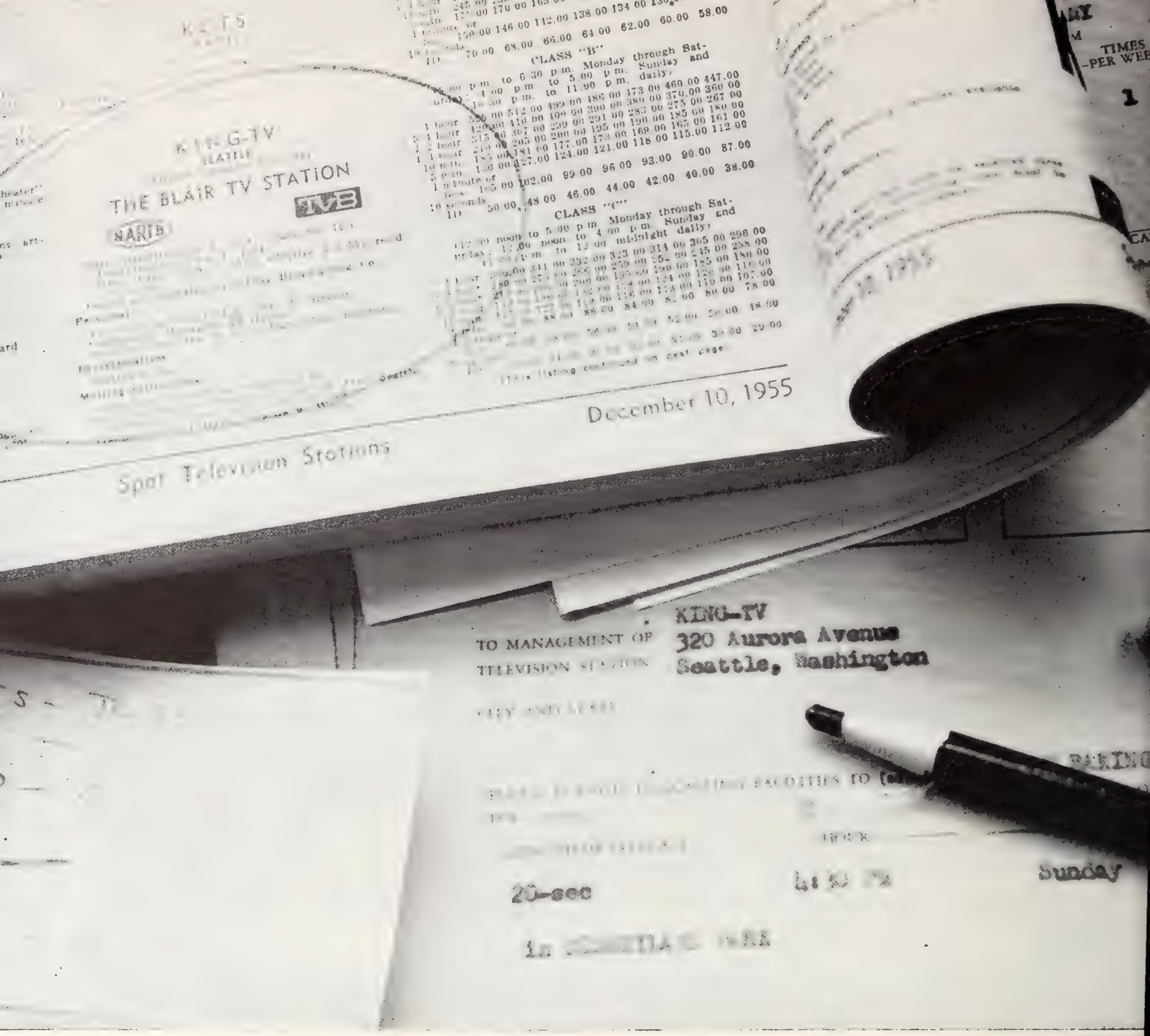
IN THIS, the fifth in a series of reports on the nation's changing market economy, B•T skips diagonally across the U. S. to explore a maturing frontier. Earlier articles by Mr. Beatty have explored The South (Nov. 15, 1954), Georgia (Dec. 27, 1954), The Carolinas (March 21, 1955) and The Mid-Gulf States (June 27, 1955).

Within minutes a modern air observer, passing over the economic center of a semi-isolated empire, will scan more earthly wonders than Lewis & Clark were able to cover in weeks as they slashed and paddled their way to the Northwest a century-and-a-half ago. He can see, too, the accumulated miracles of a modern economy that is outpacing much of the United States in growth and diversity.

The Pacific Northwest still has all the magnificence that Lewis & Clark described in their glowing reports—all, that is, but some of the trees and now, finally, replacements are starting to catch up with the inroads of loggers. It has all that, and more—hydroelectric generators, fine harbors, prosperous cities, lumber and aluminum plants, productive farms. And the inland deserts are sipping newly available waters to produce oversize crops.

In this land of abundance, the artificial political lines often depart from economic actuality. Washington and Oregon are logically divided over three-fourths of their boundary by the Columbia River.

The Pacific Northwest, reading from left to right, consists of the rainy coastal strip, with barely a dozen towns strung over a stretch of several hundred miles; the wooded and wet coastal hills, with the world's principal stores of Douglas firs; the Puget Sound, Willamette and neighboring valleys, densely settled and housing around two-thirds of the



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two-state population; the Cascades, reaching from Canada past Crater Lake to California; Washington's Columbia Basin and Oregon's Great Sand Desert, and finally, Spokane's Inland Empire, extending across northern Idaho into western Montana.

In the two-state area of 166,100 square miles are 4.2 million people, plus those in the contiguous market to the east. The growth has been so fast since pre-World War II that economists are having trouble catching up with their statistics. Two of every five residents have been there less than 15 years.

The Northwest's surging gain of 37% in population during the 1940-50 decade has settled down to a solid, normal rate of 17% for the 1950-60 decade while the Pacific Southwest states continue their war and postwar acceleration.

Is this bad? Or good?

The leading business analyst of the Northwest—Miner H. Baker, vice president-economist of Seattle-First National Bank—wisely refuses to go out on any hysterical prosperity limbs but he points to these solid elements in the area's economy:

• Federal spending is less than in the 40s, but it still feeds the three largest sets of pay envelopes—Boeing Airplane Co. (36,000 workers), Puget Sound Naval Works (14,000) and Hanford plutonium plant (over 9,000). They look good for many years.

• Most new industry is attracted by the local or regional markets for goods, with the area starting to feed off itself, though not like Southern California.

• Pipelines are bringing in Canadian oil; San Juan gas from Durango, Colo., is due this year and will tie into Canadian lines.

• Pulp and paper, natural semi-finished and finished products for this timber-studded country, are coming out of the mills at last, fortifying the raw lumber industries and offsetting in part the impact of 2,000-mile-plus freight charges.

• A new industry, wood chemistry, should enjoy its greatest growth in this logical land, with its timber, water and power resources plus conservation efforts.

• Over 40% of the nation's potential hydro power is in the Northwest. A somber comment by Mr. Baker: "Today it is not being developed rapidly enough." The Wenatchee Alcoa aluminum plant was the last major industry attracted by power.

• The new synthetics industry should find its basic ingredients in more abundance than any other area can offer. Cellophane, rayon and fertilizer are logical hopes for the future but there has been "a great deal more talk than fertilizer." A 330-mile Columbia channel from Pasco to the sea is now handling the largest barges. This low-cost transport will speed inland development.

• Wide expanses of desert land "will blossom when they are irrigated"; Columbia Basin will offer new production and new consumers.

• Unmatched tourist lures are bringing in $500 million a year; they're so superior that two-thirds of northwesterners take their vacations in their own land.

• There's water all around, with no shortage—a fortuitous resource that parched Californians would like to tap. Best of all, Nature replaces the supply every year.

• Alaska and the Orient are commerce builders, along with neighboring British Columbia and Alberta.

• Light metal and other electroprocessing industries will grow, if there's power enough.

• Exports of finished materials of many types, processed from local raw materials, are increasing as industrialization moves forward. They are going into both domestic and foreign markets.

• With oil coming in from Canada, huge refineries are appearing and the prospects are brighter for new petrochemical industries, producing hundreds of industrial and consumer products.

• Fisheries are below past catches, but serious conservation measures are expected to pay off in the future. Even so, the area supplies one-third of the U. S. fish supply.

These are key indicators of the 1956 Northwest economy—cold facts plus some promising potentials.

Mr. Baker put it this way: "As long as we have men with enterprise and vision it is impossible to say that an area is limited entirely by its raw materials or its markets or any other predictable factor. Nevertheless, removed as we are in this area from the major markets of the U. S., we must obviously depend to a great extent on developing our resources, or on unique products which can be transported at low cost.

"Therefore, we need an awareness of the resources we have and an alertness to opportunities for their future development."

In its semi-isolation, the Pacific Northwest recognizes that it must ship 2,000 miles to reach two-thirds of U. S. industry, whereas a plant in Ohio, for example, can reach the same market within 500 miles. Fortunately rail, freight, air and water transport are cutting down this separation in terms of time. The rate handicap remains but there are signs of relief at the Interstate Commerce Commission.

Principal ports in the Pacific Northwest are Seattle, Portland, Tacoma and Vancouver (Wash.), the last-named not to be confused with Vancouver, B. C. Rail rates are low for eastern commerce to be shipped abroad over the short great-circle route. Food and forest products account for 85% of exports. Imports, running half the value of out-going trade, include metal, metal manufacturers, copper, foods and beverages.

Expansion of the Far East and Alaska commerce is important to the region. Latin American trade avoids canal tolls and trade with Canada and Alaska is increasing. Large quantities of supplies are shipped out by the military. Alaska buys heavily of food, consumer goods and construction materials.

While the Pacific Northwest is handi-

WHERE MONEY GROWS ON TREES

ONE SUNNY AFTERNOON in late October, Mother Nature interrupted a drizzly week to stage a very special art exhibit for motorists wandering along State Highway 6 in the coastal range of northwest Oregon. On display was a garden of gaunt ghosts known regionally as "The Tillamook Burn."

Stretching over 20 miles, this eerie display consisted of countless millions of tall, ashen-white Douglas fir stumps, towering above an orange-yellow-brown-green setting provided by second-growth trees and assorted flora stained by autumnal influences.

The sickening scene, set off with the reddish rays of a setting sun, demonstrated two phenomena important to the Pacific Northwest—the destructive ferocity of natural forces and man's ability to recover from disaster. In a blazing two-day span back in 1933 a 360,000-acre area was denuded of enough fir to supply all of the nation's needs for a year.

Climaxing a century of flaming forest tragedies, Tillamook Burn helped convince public and private groups that timber resources must be protected from fire and from wasteful logging. A system of tree farms and logging techniques evolved. Already a third of Tillamook Burn has been replanted by helicopter and ground crews.

Oregon and Washington are first and second states in lumber output. They boast 26 million acres of soft, commercial Douglas fir and 20 million of Ponderosa pine. Fir is found in rainy coastal ranges, encouraged by up to 150 inches of rain a year and rolling summer fogs. Growth is fast, but it takes five to 10 decades to produce a commercially usable tree, compared to 10 or 15 years for a pine tree in the South. Ponderosa pine is gaining commercial favor. It is found east of the Cascade peaks.

Combined, the firs and pines provide raw material for finishing industries that add $1.5 billion annually to the value of fallen logs. Plywood output is 10 times that of pre-war days, with 100 plants turning out 4.9 billion square feet of fir sheets and hardwood. Pacific Northwest pulp output totaled 2.9 million tons last year and 2.8 million squares of red cedar shingles were produced.

Hardwood output is starting to bloom, and an exciting prospect centers around an entirely new industry, wood chemistry. Paper, container and kraft production are moving forward. A number of trade groups are promoting conservation and developing new methods as well as new products. They include West Coast Lumbermens Assn., Western Pine Assn., Industrial Forestry Assn., American Forest Products Industries and a new Northwest Hardwood Assn. They come up with such ideas as use of once-dumped sulphite, a fish-killer, for ethyl alcohol. Mills now get twice as much out of every fallen tree, using "everything but the breeze," as lumbermen often say.

Richard E. McArdle, U. S. Chief Forester, sees no early danger of an acute timber shortage but he's worried about the year 2000 when 275 million people may, the lumber industry hopes, need twice as much wood as the 1956 populace. It's nice to have customers, but lumbermen wish they would get a better break on freight rates, since two-thirds of consumer cost is based on transport and distribution.

5 REASONS WHY PORTLAND IS THE

Mr. Big No. 1



BARNEY KEEP *on "Keep Time," 6:00 to 9:00 a.m., Monday through Saturday.*

Mr. Big No. 2

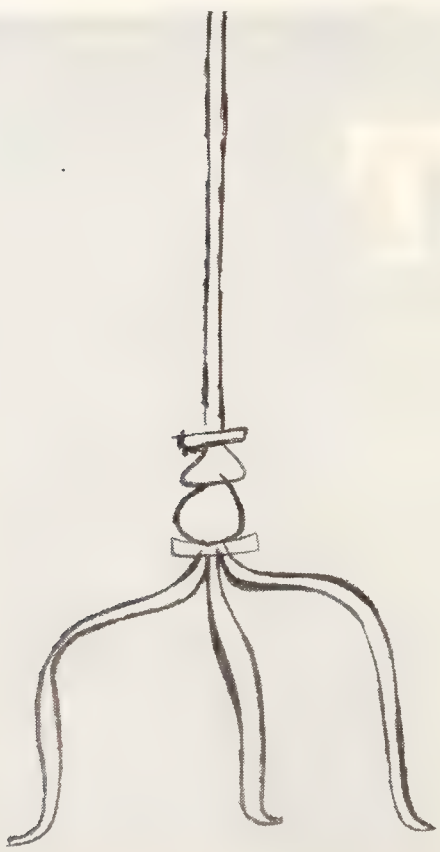


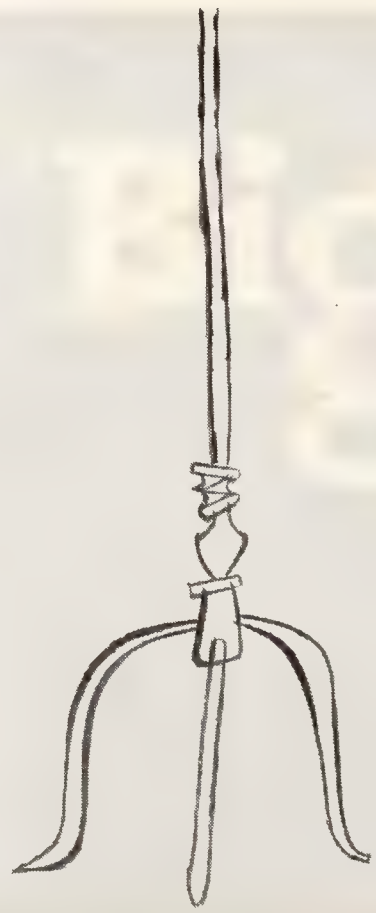
AL DAVIS *on "The Al Davis Show," 1:00 to 3:30 p.m., Monday through Saturday.*

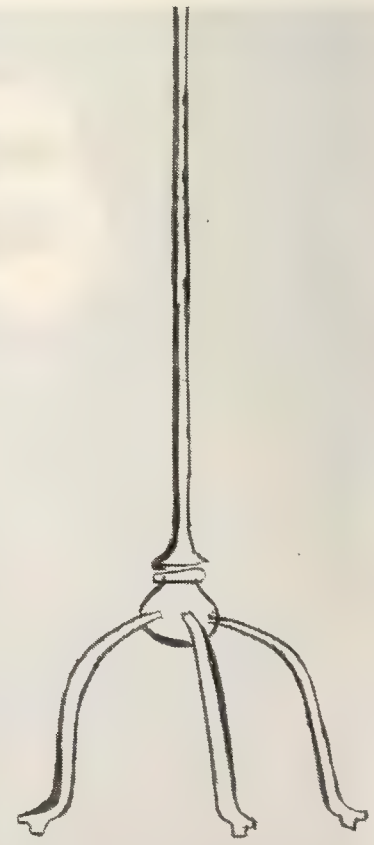
Mr. Big No. 3



BOB BLACKBURN *on "Take It Easy," 3:30 to 5:30 p.m., Monday through Saturday.*







BEST RADIO MARKET IN THE COUNTRY

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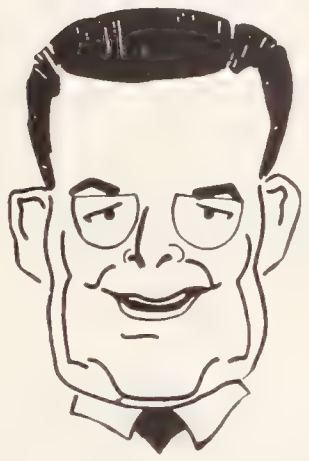
Of the 26 largest markets in the country, Portland has the highest radio-sets-in-use figure (Sponsor-Radio Basics-1955). The men shown here are the 5 big reasons. They're the top personality dj's in the Northwest.

The "Big 5" Musical Fare is tops for audience acceptance. They give music in variety, brief news often, and services the community likes, from safe-driving campaigns to lullaby music for the 2:00 A.M. feeding. They make KEX your best spot buy on the Pacific Coast.

KEX is the only 50,000-watter in Oregon. KEX is on the air 24 hours a day, so it's the station Portlanders depend on. It covers not only Portland, but a major part of the Pacific Northwest, reaching more people at lower cost per thousand than any other advertising medium.

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Mr. Big No. 5



AL PRIDDY *on "KEX Calling," 12 midnight to 6:00 a.m., Monday through Saturday.*



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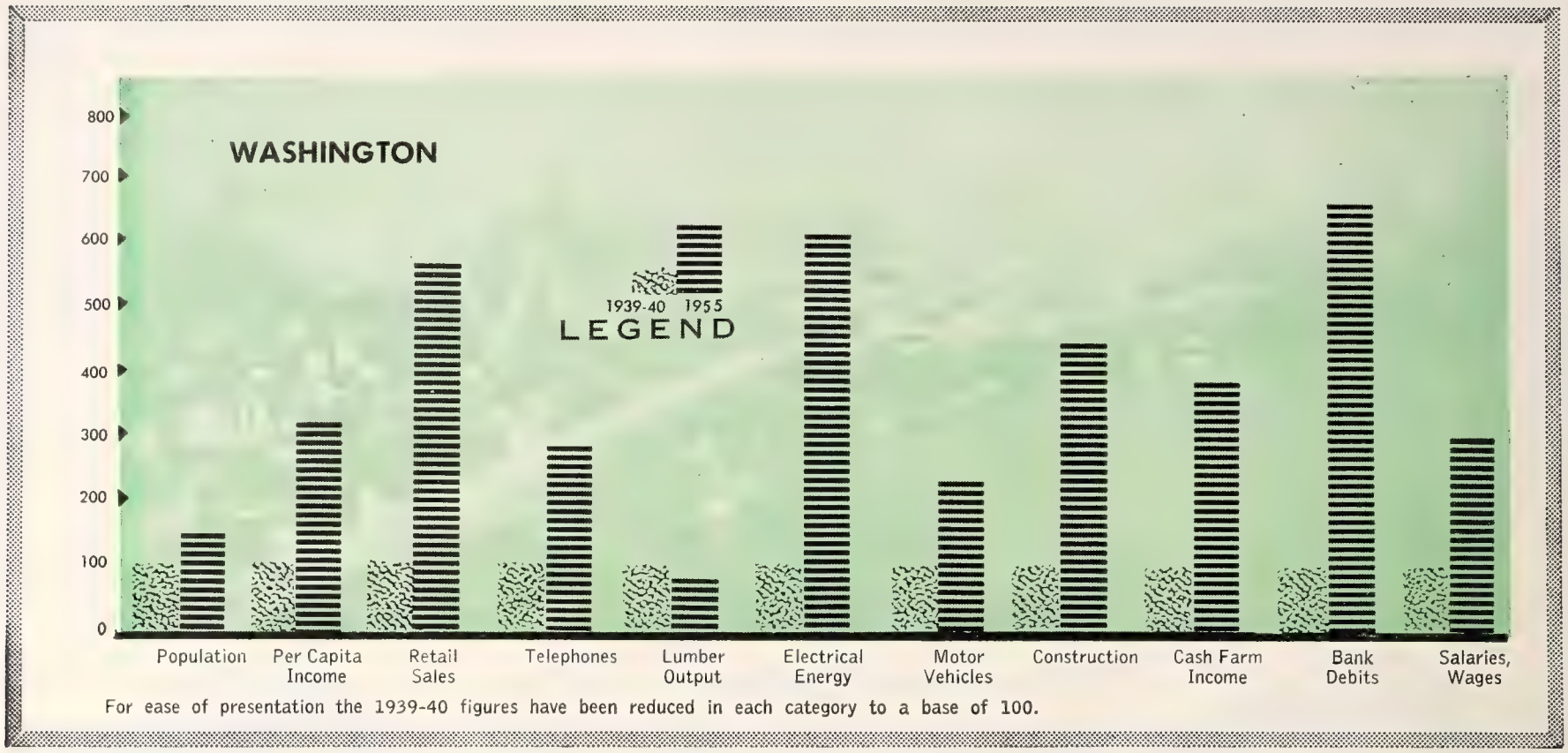
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PHILADELPHIA—KYW	**PHILADELPHIA**—WPTZ
PITTSBURGH—KDKA	**PITTSBURGH**—KDKA-TV
FORT WAYNE—WOWO	**SAN FRANCISCO**—KPIX
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capped by distance in the national economic race, it looks with satisfaction at such winning factors as the nation's biggest woodshed (one-third of the lumber supply); the largest powerhouse anywhere, providing cheap energy; plants that turn out a third of the nation's aluminum (half of this is now fabricated locally); minerals (half of U. S. phosphate); climate advantages, and well-watered fields.

Still a young economy that depends on extractive industries centered around land, sea, rivers and forests, it confidently expects to become by 1975 the most industrialized area west of the Mississippi (Southern California please note). Present handicaps are California's greater industrial diversity and ability to be its own market.

Concededly national defense, an up-and-down factor, is important to the Pacific Northwest. Yet, as Mr. Baker points out, only six of 41 major new industrial expansion projects in the last five years have been based primarily on defense.

The pipelines that come from Canadian oil fields now feed huge Washington refineries: Ferndale, $38 million plant, General Petroleum Corp.; Anacortes, $75 million, Shell; Tacoma, $10 million, U. S. Oil & Refining Co. Lacking its own oil and gas resources, the Pacific Northwest is preparing to supply new petrochemical industries with the piped-in varieties from Canada and the Rockies.

In agriculture the region boasts exceptional productivity and diversity and the only brand new farming land in the nation, the Columbia Basin irrigation project (see "Washington" chapter).

Industrial growth in this corner of the U. S. has been so fast that few realize there is less dependence on farm income than the rest of the nation except for New England and some of the Mid-East. Stated another way, industrial payrolls are more important to the area than all but the two eastern areas mentioned above and some of the counties bordering the Great Lakes.

With all the power development, it's natural that over 99% of the farms in Washington, Oregon and the Idaho panhandle are electrified, said Edison Electric Institute.

A true market appraisal of the Pacific Northwest must include northern Idaho and some of western Montana. They are part of the Spokane trading area (see "Spokane" chapter). The mountain barriers between northern and southern Idaho are severe and talk is frequently heard that the sections should be split into two states or merged into neighboring states. Idaho's power resources are important, with a new Hells Canyon private project on the Oregon-Idaho border delayed by legal blocks put up by advocates of a federal dam.

Unless the Pacific Northwest gets more power, its future may not follow optimistic patterns, many of the region's ardent supporters feel. The energy-packed rivers are there, awaiting development. Low-grade coal suitable for the new cyclone steam generators is near the surface. Atomic energy has a promising if hard-to-predict potential. And, finally, new 500,000-volt transmission techniques have been developed. They promise cheap transportation of energy over hundreds of miles—even up to 1,000 miles.

That, in brief, is the essence of an economic narrative—the transition of a frontier region into an integrated industrial, natural-resource and commercial market.

WASHINGTON

MOUNTAINOUS Washington has water almost everywhere, now that backed-up Roosevelt Lake is being piped into a 60-mile-wide sagebrush track known as the Columbia Basin project—"the biggest plastic surgery ever performed on the face of the earth," as Washingtonians like to say.

The Pacific Coast shore line starting at the mouth of the Columbia River extends northward 186 miles to Juan de Fuca Strait. There, at Cape Flattery, begins one of the nation's most erratic tidewater lines. It extends 2,846 miles, moving south to the base of Puget Sound at Olympia and wiggling its useful way northward past Tacoma and Seattle to the Canadian line beyond Bellingham. Thousands of capes, bays, inlets and islands fill the strait and sound, providing fine spots for harbors and habitations.

There's still more water on the state's perimeter—300 miles of Columbia River border separating Washington and Oregon plus hundreds of more miles as the river extends upstate to the Canadian border near Washington's northeastern corner. Of the in-state section of the river, 150 miles is separately identified as Roosevelt Lake. This body of water is behind mile-long Grand Coulee Dam.

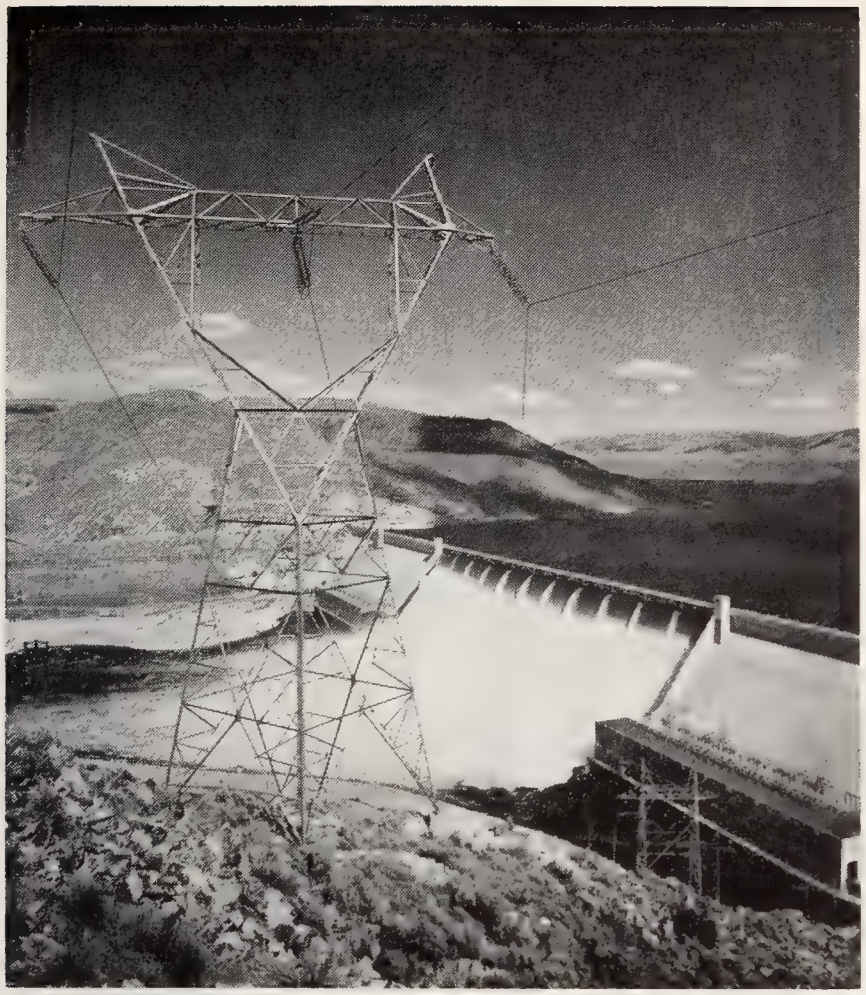
The strait, sound and river furnishes salmon and other fish, with Washington claiming to be the nation's No. 1 source of commercial fishing. The dammed-up water and 1,200 well-stocked lakes, plus smaller streams, provide recreational fishing in addition to the tidewater sport.

Washington's industry and commerce have thrived on these ample water resources, especially in the last decade-and-a-half. Its agriculture is distributed over four areas whose total output justifies these claims: "Fruit Bowl of the Nation"; No. 1 apple state (over one-fourth of U. S. total); second in sweet cherry, apricot and pear production; third in prunes; fifth in wheat (1955 production was 55.6 million bushels, down one-fourth from 1954 due to bad weather). And if anybody gets hungry for an extra nibble of wheat, Washington can point to enormous quantities stashed away in the holds of mothball ships at Olympia. Livestock and dairy output bolster the farm income, and Washington is feeling the farm pinch less than most states.

The opening of a new farm and industrial area in the dry Columbia Basin is sheer economic ecstasy.

This submarginal desert, once used for meagre dry-farming, covers an area of 2.5 million acres of which 1 million are suited to irrigation.

Right now the Columbia Basin program is half way through a 10-year schedule that will bring a hoped-for 6,400 farms totaling 600,000 acres under cultivation by 1961. Water now reaches about 200,000 acres. Every year 550 farms and 60,000 acres



POWER: Tumbling waters of the Columbia and its tributaries fall several thousand feet, turning powerful hydroelectric plants like Grand Coulee Dam, world's largest. Lake backs up over 150 miles.



ALUMINUM: Availability of low-cost power attracted the light-metal industry to the Northwest to meet World War II needs.



FRUIT: Hawaii-bound apples produced in Washington, the No. 1 apple state of the U. S. In turn, the Northwest buys sugar from Hawaii.



FARMING: Vast grain fields use modern tractors to produce record crops. Irrigation is opening desert and dry-farming areas to cultivation in Columbia Basin, using stored water from Grand Coulee.



WATERWAYS: Low-cost water transportation is expanding. This tug is towing a log raft in bay near Aberdeen, Wash.



AIR PRODUCTION: These eight-motor Boeing B-52 Stratofortresses are ready for delivery to the Air Force. They have top speed of 650 miles an hour and are new intercontinental striking force. Boeing has a $2 billion backlog of orders for defense and civilian gear.



LUMBER: Down the chute go the logs, to wind up in any of a hundred or more finished and semi-finished products, or just plain boards. Lumbering is basis of the Pacific Northwest's major industry. Newest development on the timber front is wood-chemistry.

FACT not fancy



KOMO TV

covers

SEATTLE

and

WESTERN WASHINGTON

Map indicates Grade A and Grade B contours, and minimum effective bonus area.

The contours shown here are the result of *actual* field strength measurements completed July 12, 1954. The signal strength map is based on data compiled by Professor H. M. Swarm of the Department of Electrical Engineering at the University of Washington and resident professional engineer licensed by the State of Washington.

This coverage together with the preferred low channel, maximum power, the Northwest's most talented and versatile personnel and the greatest network affiliation means consistently better advertising results. And that's FACT . . . not fancy.

FACT Coverage of a market area of 1,816,441 people—71% of Washington State's total.

FACT Coverage of a market area with over 3 billion dollars of effective buying income—68% of Washington State's total.

FACT Coverage of a market area where almost 2 billion dollars in retail sales are made annually—67% of Wash. State's total.

FACT Coverage of a bonus market in Canada and Oregon that totals an additional 583,367 people.

CHANNEL 4
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are getting their piped water through 275 miles of main canals and 1,000 miles of laterals. Each farm represents an average $28,000 investment.

The reservoir supplying the liquid-life adjoins the foot of 150-mile Lake Roosevelt, behind Grand Coulee Dam. Water is pumped uphill 280 feet from the lake into a long saucer dug by the Columbia River in the last Ice Age. Fortunately the demands for water by basin farms are heaviest in summer when the supply is at a peak.

Basin population is 55,000, more than double the 1950 figure. If the land-opening goal is met, it is expected to pass 125,000 when the 1960 census takers come around. If Uncle Sam snaps shut the purse strings, the expansion will be slowed down.

Cities like Pasco, Ephrata, Othello and Moses Lake are enjoying boom growth. Othello, population 2,500, has school kids from all 48 states. Opening of farms brings new people, who buy goods and services. Markets are people who want and buy things, so local business houses expand, buy more stuff from wholesalers. More people make more money and everybody benefits. Such industries as a $7 million Utah & Idaho Sugar Co. plant at Moses Lake and a $14 million Shell ammonia storage plant at Pasco come into the area. Boeing sets up Moses Lake test facilities for jets. Concrete plants, lumber yards, and specialty businesses develop. Soon a balanced economy appears—and this is just the opening chapter of another tale of a new 20th Century market. Pasco now has a 9-ft. channel to the sea and one of the largest barges in operation makes the trip from Pittsburg, Calif., via ocean and the Columbia.

How far will this expansion go? A study by Seattle-First National Bank projects present trends into a $30 million manufacturing area (value added) by 1965, with $316 million in wholesale-retail trade and $92 million in selected services. This assumes continued opening of new acreage on schedule. The federal government has put $200 million into irrigation alone and local investment runs about three-fourths that sum. Eventually local investment will push ahead of Uncle Sam's quota, with local, state and federal governments profiting from taxes.

Washington's expansion has included the atomic plant opened during the war at Hanford. Three cities—Pasco, Kennewick and Richland—owe much of their rapid growth to this plant, which has almost 10,000 permanent employes plus large additional forces when construction projects are underway.

Washington's industry, employing three-quarters of a million people, includes huge aluminum plants (using the cheap hydroelectric power) and the Boeing airplane facilities. Factories and lumber plants are scattered from busy Bellingham in the north to Longview-Kelso, a north-south valley housing two-thirds of the state's population. Second largest industrial center is around Spokane, economic capital of an important trading area.

Lumber employs more people up and down Puget Sound Valley and from Aberdeen-Hoquiam near the Pacific to Spokane, than any other durable goods industry. Once the leading lumber state, Washington gave way to Oregon just before World War II but it still is a major enterprise. Food production and processing are important. Defense industries center at Seattle and Spokane. Other industries include chemicals, primary metals (especially aluminum), printing, aluminum fabricating, machinery, furniture, stone-clay-glass, and more recently, petroleum. Natural gas will stimulate new industries when it becomes available later in the year.

The transition of Washington from trees, fish and farms to manufacturing, commerce and finishing industries has been rapid in the last 15 years. Like Oregon, the population is now large enough to consume an important part of the state's output. Non-agricultural employment has gone up almost 60% since pre-World War II days. Chemical industries, transport-utility, service trades and construction have led the pace, and government employment has gone up 2½ times.

Defense employment in Washington is figured at 63,000 workers, including Boeing Airplane, Puget Sound shipyards and the Hanford atomic plant. As nearest point to Alaska and the Orient, the Seattle area looks

WASHINGTON SPOTLIGHT

POPULATION — 2,590,000 (Jan. 1, 1956 estimate). Rate of 1940-56 increase, 44%, compared to 23% for U. S.

Area—69,127 sq. mi., of which 2,291 sq. mi. are water. Capital—Olympia.

Highest peak—Mt. Rainier, 14,408 ft., third highest in U. S.

Geography—Cascade mountains divide state into eastern plateau with Columbia River valleys; and western area, with Puget Sound Basin and Olympic Mountains. Mild summers and cool winters in western area, with 35 inches of rain in Puget Sound and 60 to 140 inches on western slopes of Olympic Peninsula. Few snows or freezes in western area. Temperatures run around 20 to 90 degrees in eastern area, with dry valleys in central part of state.

Enormous resources of pure water support vast fisheries, irrigate land and encourage industrial growth. Columbia is second largest river in nation, traversing 750 miles in state. Its tremendous fall between Canada and Portland, Ore., provides one of world's most important hydroelectric power sources and one-third of nation's water-power potential. Columbia River irrigates dry, fertile basin, with new farms being opened up by irrigation.

Other natural resources include 60 billion tons of subbituminous coal; 24 million acres of forests; miscellaneous minerals. Douglas Fir on western slopes is most valuable of all commercial trees, followed by Ponderosa Pine in eastern area.

Washington's agriculture includes southeastern wheat belt; diversified crops in Columbia Basin's irrigated areas; fruit valleys on eastern slopes of Cascades, and bottom lands on western slopes, specializing in dairying, berries, bulbs, vegetables and nursery crops. Most valuable crop is wheat, with state ranking fifth in nation.

Cash farm income in 1955 (estimated) —$570 million; $567 million in 1954.

Apples—28.6 million bu. in 1955; 23.2 million bu. in 1954 (leads U. S.).

Pears—7.21 million bu. in 1955; 5.6 million bu. in 1954.

Grapes—50,000 tons in 1955; 31,100 tons in 1954.

Prunes—21,600 tons in 1955; 13,200 tons in 1954.

Cranberries—45,400 bbl. in 1955; 61,500 bbl. in 1954.

Potatoes—15.3 million bu. in 1955; 13.2 million bu. in 1954.

Cattle—324 million lbs. in 1955; 308 million lbs. in 1954.

Wheat—55.2 million bu. in 1955; 72.4 million bu. in 1954.

Berries—$13 million value in 1955; $12.6 million in 1954.

Milk—1.63 billion lbs. in 1955; 1.82 billion lbs. in 1954.

Hops—20.6 million lbs. in 1955; 23 million lbs. in 1954.

Poultry, eggs—$43 million value in 1955; $42.9 million in 1954.

Sugar beets—675,000 tons in 1955; 761,000 tons in 1954.

Retail sales—$2.97 billion in 1955 (estimated); $2.85 billion in 1954 (U. S. Census).

Per capita income—$2,120 in 1955 (estimated); $1,949 in 1954.

Average earnings in manufacturing industries, 1955—$82.56 per week.

Electrical energy production—23.1 billion kwh in 1955; 23 billion kwh in 1954.

Building permits—$166 million in 1955; $175 million in 1954.

Lumber production—3.53 billion board ft. in 1955; 3.37 billion board ft. in 1954.

Pulp production—2.86 million tons in 1955; 2.38 million tons in 1954.

Plywood production—4.89 billion sq. ft. in 1955; 3.82 billion sq. ft. in 1954.

Industries—Forest products provide a living for one out of every three persons in Washington. One of the fastest growing is plywood production, once dominated by western fir industry but now coming up in the eastern pine slope. Pulp and kraft output is gaining, along with many types of millwork and furniture.

Alcoa, Kaiser and Reynolds have big reduction plants that once turned out as much as half of all U. S. aluminum in a year. The ratio is down to 35% currently, due to Gulf states expansion. Fabricating plants are now processing roughly half the pig aluminum. Foreign commerce and coastal shipping are abetted by wide, deep Puget Sound and San Juan Strait channels. The Richland atomic project is a major industry in itself, located close to water and power sources. Manufacturing employs 190,000 persons in the state, up to 40,000 of them at Boeing, whose pioneering in four-motor and jet planes is paying off with big military and airline orders.

toward a busy defense future. Ship repair and Boeing's big backlog of orders for giant planes provide basis for this optimism. The three defense units employ 8% of all workers in the state and another 17,000 civilian personnel work at 19 armed forces installations.

Food processing industries were hit in 1955 by unfavorable weather that affected such leaders as peas and strawberries, but larger crops in the late season brightened the picture.

Washington industry's growth has been fostered by low-cost hydroelectric power in addition to the forest resources and availability of water. Like the rest of the Pacific Northwest, Washington is waiting for more power before enticing too many industries. The state offices at Olympia supply only meagre information about Washington's economy, and promotional facilities are confined mostly to tourist advertising. Kenneth Gilbert, assistant to Secretary of State Earl Coe, ascribed the paucity of state economic data to political shenanigans and failure of his office to receive funds appropriated for this function. The state's current economic situation is professionally analyzed, however, by Seattle-First National Bank and the Seattle Chamber of Commerce.

Washington industry, while waiting to take advantage of the new supply of natural gas, still sees long-range hope in atomic energy development (see "Power" chapter) and possible use of the state's low-grade coal for the more expensive steam energy.

A sobering factor in Washington's fisheries is the continued decline of the Alaskan and Puget Sound salmon catch, but with other seafood such as halibut (world's largest supply), cod and many types of shellfish, the industry is doing well.

SEATTLE-TACOMA

THERE are two main types of businessmen in the economy that starts a good 15 miles north of Seattle's Bon Marche department store and extends southward 50 miles to the far suburbs of Tacoma. The types are:

1. Those who consider the area a single market.

2. The rest—or, those who call Seattle and its municipal twin, Tacoma, the separate No. 1 and No. 3 markets of Washington State.

Between the actual boundaries of the two cities, along Highway 99, lies a developed area dominated by one of the world's larger industries, the Boeing airplane plant. A little to the south is the Seattle-Tacoma airport. To the west are Puget Sound and the Olympics; to the east the Cascades, dominated by the brilliant whiteness of Mt. Rainier (14,408 feet and third highest in U. S.).

When businessmen of type No. 1 start talking up their market, and they do it with abandon and enthusiasm, they add the metropolitan population of the two counties in the area—King (Seattle) and Pierce (Tacoma)—and come up with a million-plus figure, 1,086,000 high-income people.

That total is 60% above 1940. Los Angeles excepted, what major market can match this growth, they ask. Then they use this for a topper—40% of the people in the state of Washington live in this area, and most of them like both the geography and the economy.

The No. 2 type of Puget Sound businessmen, whose interests are generally confined to either one of the two cities, can put up a convincing case on behalf of economic segregation. Seattle has an early-1956 metropolitan area (King County) population estimated at 780,000 (504,000 in 1940) and figures to hit 800,000 within the year. Tacoma (Pierce County) has an estimated 306,000 (182,000 in 1940).

The type No. 1 average businessman, as a believer in market integration, is pleased to divulge over a Trader Vic fog-cutter (beverage) in the Benjamin Franklin Hotel's Outrigger Room that combined Seattle-Tacoma retail sales totaled an estimated $1,363 million in 1955 compared to $1,271 million in 1954, a jump of around 8%. Factory wages in the combined cities totaled about $460 million in 1955.

But type No. 2 will, as a market segregationist, interrupt a eulogy of Puget Sound's natural and marketing lures long enough to explain that Metropolitan Seattle's 1955 retail sales passed the billion-dollar mark, reaching an estimated $1,046 million compared to $989 million in 1954, a jump of about 6%. Factory wages in Seattle totaled around $375 million last year.

Tacoma's retail story is impressive, too—an estimated jump of 12% in 1955, or $317 million compared to $282 million in 1954. Factory wages in Tacoma totaled $85 million last year.

These are the basic elements of the Seattle-Tacoma market and/or markets. Broadcasters in the Puget Sound trough belong to

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both the No. 1 and No. 2 types. They are separate-market advocates when their radio or tv signals serve one of the two markets. But with some signal patterns tracked far north of Everett, 25 miles from Seattle, and well below Olympia, 55 air miles south, broadcasters who do a regional coverage job think in terms of one cohesive market. Radio and tv, incidentally, are helping blend the twin cities into a unit.

Twin cities or one market—it all depends on the perspective, according to Otto Brandt of KING-AM-TV Seattle.

The drive along Highway 99 from Everett southward on Seattle's famed double-decked Alaskan Way past the Boeing plant and through Tacoma provides a vivid picture of Northwest marketing though it is a somewhat leisurely 65-mile trek pending outcome of a tollway controversy. Off to either side of the industry-bordered road are the natural beauties that attract and hold area residents. The traffic and sports advantages of Puget Sound, bolstered by forest and soil resources plus cheap electricity, have nourished incredibly swift development.

Mrs. A. Scott Bullitt, president of KING-AM-TV, said easterners don't realize that the region skipped the gun-totin' era which slowed down progress of the mountain and southwestern states. Easterners settled the Pacific Northwest before the Alaskan gold rush, and Seattle became the supply point for miners who bought equipment, headed north, and returned with gold that was converted into dollars.

Seattle stands conveniently along the calm Puget Sound waters, with a wide and unusually deep channel to the Pacific. Its port development has been a commercial saga, with 1955 import-export trade raising 38% over 1954 to 1¼ million tons, highest since 1927, plus nearly half that much Army shipping, mostly outbound. New facilities have been built. Then there's another freshwater facility extending along the canal that ties 26-mile-long Lake Washington to the Sound. This supports commercial and pleasure boating, and gives the city of lakes and hills the title, "Small-Boating Capital of America," since there are reputed to be more boats per family than in any other metropolis.

Naturally there's year-round cruising in this relatively mild climate, protected on the flanks by mountains and soothed by the Japanese current. Like Portland, Seattle has a lot of soggy days but the rainfall adds up to less than 40 inches a year, with mostly dry days from April to October. Plus-90 days are rare in summer with 63 degrees average compared to 42 in winter. Pollen count is low—ragweed victims take notice!

Caught between Elliott Bay's harbor line and Lake Washington, Seattle is wasp-waisted and elongated in a north-south pattern. The one-mile Lake Washington floating bridge is a tourist showplace and breaks the water barrier. Ferries fan out in all directions toward nearby cities. No city in the U. S. can offer a more diversified roster of recreational facilities—"from sea level to ski level"—as the Chamber of Commerce likes to say.

W. W. Warren, KOMO-AM-TV (Fisher's Blend flour station), says one of the area's main problems is being solved—the lack of population to provide a market for

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In the Seattle-Tacoma-Puget Sound Area, KTNT-TV Carries 10 of the 15 Top-Rated Shows

(Pulse, November 1955)

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CBS Television for Seattle, Tacoma, and the Puget Sound area

316,000 WATTS

Antenna height, 1000 ft. above sea level.

Represented nationally by WEED TELEVISION

local products. The city is a milling center, with soft Washington wheat blended with hard strains from Montana. Huge elevators permit storage of grain. A favorable factor in Seattle's growth is the revival of Orient commerce.

J. Elroy McCaw, head of the McCaw station group that includes KTVW (TV) Seattle, says many western Washington distributor franchises include the sprouting Alaskan cities, for which Seattle is gateway. British Columbia, with expanding Vancouver and rich new oil fields, is commercially close to Seattle, he explained. Hugh Smith of the Wesley Dumm station, KXA, said the Seattle-Tacoma airport is an active overseas air terminal, with a heavy volume of transcontinental passengers in 1954 and more last year. The modern terminal already is debt-free. Like sea traffic, Orient-bound planes follow the short great-circle route running close to Alaska. Young leadership keeps the Seattle market aggressive and progressive, he said. John Dubuque of KXA added, "The land and resources are here. The Northwest has the unlimited opportunity of a young area."

Lincoln W. Miller, assistant to owner Saul Haas of KIRO, put it this way, "Seattle, western Washington and the state have one of the greatest growth potentials of any part of the United States. Arrival of natural gas this year will bring in more new industries."

Mrs. Vernice D. Irwin, KVI, is "constantly amazed" at the way the market is growing. "This will be the main metropolis of the West Coast," she predicted. "Seattle gets a solid type of new citizen who wants to work and get high wages." As gateway to Korea, Seattle attracted many troops going and coming to and from the battleground, she said.

Mr. Brandt, after several years in the Pacific Northwest, can't see how anything can stop the area from growing, with its industry, commerce, new plants, cheap power, nearby refineries and defense facilities. James L. Middlebrooks, technical director of the KING stations properties and management appointee to the affiliated KTLV (TV), ch. 8 permittee (merger of KGW and KTLV awaits FCC action), said development of the newer electronics and similar fabricating industries will be rapid.

The Seattle defense story takes a bit of looking into, a market-minded observer will quickly find out. Essentially it is the dominant industrial force in the area. Boeing has a strung-out plant employing around 36,000 with a payroll that's not far from $200 million a year. Since youthful William E. Boeing twisted a hoop of wire and bunch of sticks into a 1916-model air demon, the plant has become a top builder of commercial and military aircraft. It gave the nation the flying fortress and B-29 in World War II and since has led the field in the domestic jet bomber and passenger craft race.

Boeing's 8-jet B-52 bomber is the new intercontinental striking force. A four-jet cousin for tanker use, and other jets are military favorites. And Boeing's new 707 passenger prototype, which flew to Washington, D. C., and returned last October in little over eight hours, is ahead of the field. At $4.5 million per copy, the 707 has been ordered by American (30), Pan American (20) and Braniff (5), and Continental. Other orders loom in a race with Douglas and Lockheed. Boeing dropped a lot of money in winning the race to put the first big American jet into the air, but with guided missile, nuclear power jet engine and other projects it now can boast a $2 billion backlog of orders.

The Puget Sound naval shipyard keeps up to 14,000 workers busy in fleet repair and air carrier conversion to the new canted decks. A single carrier conversion runs $40 million. The Seattle-area naval shipyard facilities are turning out two frigates at $25 million each. The payroll is the second largest in western Washington.

Summed up, Seattle has mountains, deep-water access to the Pacific, strategic convenience for Orient traffic, narrow temperature range, fresh-water lakes, low-cost power, high literacy and home ownership, varied industries, four transcontinental railways, five commercial airlines and fishing in the front yard.

AND THEN it has a friendly neighbor, Tacoma, which has most of these advantages but less than half the commercial expanse. Lumber is the largest payroll, including the Weyerhaeuser headquarters. Actually, Tacoma is older than Seattle, according to J. Archie Morton of KMO. Lumber dominance has given way to diversified industry, he said, citing such names in the "Forest Products Capital of America" as Kaiser Aluminum, American Smelting, and Pennsylvania Salt.

"Tacoma is spreading to the south and west," he continued. "The Tacoma trading area is larger than Spokane though the city is not as large." Spokane will wade in with fists flying anytime its No. 2 ranking in the state is challenged, but Mr. Morton stands ready to stick to his claims.

The Puget Sound deep waterway supports extensive port facilities, with improvement projects in prospect. The city's civic leaders want America's industries to know that Tacoma still has thousands of acres of tideflat sites whereas, they claim, Seattle has about used up its tidewater industrial land.

Len Higgins, KTNT-AM-TV, listed such Tacoma assets as adjacent Fort Lewis, second largest permanent Army post in the nation; McChord Air Force Base, Mt. Rainier ordnance depot, gateways to Rainier and Olympic national parks, unbelievably fertile Puyallup Valley and a new mile-long Narrows Bridge across Puget Sound. Out on a protruding tongue of land is Point Defiance, a 638-acre virgin wilderness.

Mention anything Seattle has, and a Tacoma booster answers, "We've got it, too." Tacoma shares Seattle's work opportunities at the Boeing plant and other industries. The rush-hour traffic along Route 99 is dense, and residents of the two cities obviously share a lot of each other's dollars.

It's a sort of Minneapolis-St. Paul twin-city arrangement—one enormous market or two big ones, depending on the commercial perspective.



THIS IS PART of Seattle's harbor, with the Alaskan Way double-decker highway beyond piers. In background is the hilly segment of the city's main commercial area.

SPOKANE

IN SPOKANE, capital of the "Inland Empire", they measure distance out to the suburbs with a yardstick 100 miles long.

This city of 186,000 persons (Jan. 1, 1956, estimate) is described under usual metropolitan area definitions (Spokane County) as a market of 260,000 whose dwellers last year spent $334 million in 2,500 retail establishments.

But anyone who tries to measure Spokane by the usual metropolitan area standards will find out in a hurry that it just isn't that simple. There still should be included, they insist in Spokane, a group of blooming "suburbs" tied into the market by natural and merchandising links—such suburbs as Pullman (75 miles away), Sandpoint (76 miles), Ephrata (121 miles), Wenatchee (168 miles) and Yakima (220 miles), to mention a few.

These cities, and many others, belong to a four-state marketing kingdom that did a 1955 retail business of at least $1.3 billion (projection of 1954 Census data). The favorite name, Inland Empire, grew out of media efforts to convince New York's Madison Ave. (2,653 miles) that its advertising experts haven't yet discovered a farm and industrial economy of vast area and wealth.

The Inland Empire is defined to include 19 counties in Washington, 10 in Idaho, six

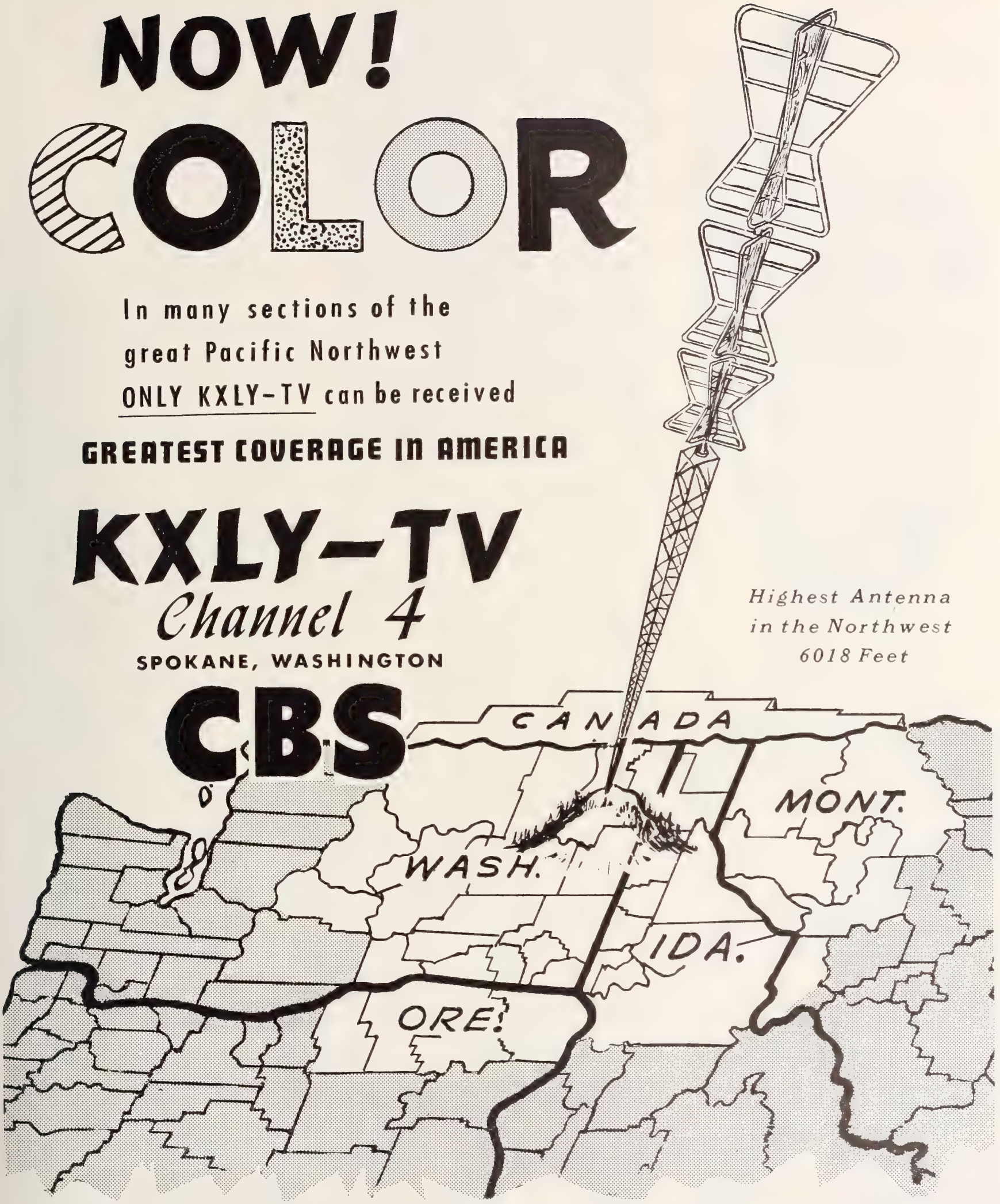
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Richard E. Jones
Vice President &
General Manager



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KIMA-TV

YAKIMA with its Satellite

KEPR-TV PASCO

NATIONAL REPRESENTATIVES: WEED TELEVISION

PACIFIC NORTHWEST: MOORE AND LUND

in Montana, one in Oregon, and a considerable amount of Canadian acreage.

A new empire within an empire has been sprouting in the last decade-and-a-half—the Columbia Basin irrigation project. It is expanding every year as life-giving water is fed into new fields.

Spokane's businessmen cite a set of arresting facts to back up claims on behalf of their empire definitions:

• It is the only point within hundreds of miles where mountains can be crossed by an easy grade, accounting for the conveniences supplied by five transcontinental railroads and several highways.

• The city is the only major manufacturing and marketing center between Seattle (288 miles) and Portland (376 miles) to the west and Minneapolis-St. Paul (1,347 miles) to the east.

• Nearest city to the north is Calgary, Alta. (465 miles), with Vancouver (412 miles) to the northwest and Salt Lake City (740 miles) far to the south.

When the movement of money, merchandise, raw materials and finished goods is traced in all directions out of Spokane, the city's businessmen will show how economic life lines connect points as far away as Ephrata, Grand Coulee (95 miles), Wenatchee (168 miles), and Ellensburg (187 miles) to the west; Yakima, and Pasco (150 miles) to the southwest; Walla Walla (162 miles) and Lewiston (110 miles) to the south; Coeur d'Alene (33 miles) and Wallace (83 miles) to the east; Sandpoint, and Bonners Ferry (111 miles) to the northeast.

Coeur d'Alene, across the border in Idaho, is the only city of 10,000 within 75 miles and there isn't a single city of 40,000 within 150 miles.

Expansion in a Vastness

With all the vast distances between communities, the Inland Empire is one of the nation's faster growing areas. The number of factories has increased over one-third since 1947 and factory payrolls have more than doubled.

Idaho's member counties add $166 million in retail sales to the Inland Empire's annual business, with another $117 million from western Montana and $55 million from Umatilla County in Oregon. Canada adds to the retail and wholesale business in Spokane, but it's hard to reach a close estimate. Hamilton Owen, industrial director of Spokane's Chamber of Commerce, checked local banks and found that close to a half-million dollars in Canadian currency had been handled in a current month, indicating stores had benefited substantially though the figure did not cover checks and charge accounts.

These dull statistics add up to good news for Spokane. Some of the more distant markets in the Inland Empire may contest Spokane's claims to their dollars but they'll concede it is a major metropolitan influence in their business lives.

Gather round a moment for a quick lesson in geography! Spokane's area of market influence is bounded on the west by the lofty Cascades, with only three highway passes going through to the Seattle-Portland valley. To the north are the spectacular Canadian Rockies. Eastward are the Bitterroot Mountains and Continental Divide, and the Oregon Blue Mountains provide a southern barrier.

Within these natural fences are three of the world's most famous man-made achievements—Columbia Basin irrigation project, largest land reclamation job ever undertaken; Grand Coulee dam, one of a series of hydroelectric projects, backing up the water that's fed into these once-parched fields, and finally the Hanford plutonium plant, a monument to atomic energy that carried a community of 6,000 all the way to 40,000 in a decade.

Spokane looks around at Yakima, Moses Lake, Lewiston and Wallace, offers the hand of economic friendship, and then starts gazing over its own city limits. Within the metropolitan area are industries by the hundreds, topped by Kaiser's Trentwood rolling mill (largest west of the Mississippi) and its Mead reduction plant (second largest in the United States). As was the case with other metal industries, as well as lumber and related resources, availability of cheap power was an important element in the decision to locate at Spokane. Kaiser was employing close to 6,000 people late in the year. Fairchild Air Force Base, Geiger Field and a naval supply depot provide a $2.5 million monthly payroll. "Why a naval supply depot so far from the Puget Sound bases?" strangers often ask, getting the strategic answer, "Because it's so far from the ocean."

Spokane is fast growing, with retail sales up a third since 1950. Population went up around 13% in that time. "This is a rich market," said Richard O. Dunning of KHQ-AM-TV. "The economy was once built around raw material, farming and distribution. World War II brought aluminum, aeronautics and satellite industries, all with big payrolls." He added, "Remember, tell those Madison Avenue folks this is an economy they haven't discovered."

Robert H. Temple of KREM-AM-TV, the Louis Wasmer stations, noted that the five railroads—Union Pacific, Northern Pacific, Milwaukee, Great Northern, and a line through primitive area to Calgary—keep raw materials and finished goods moving, with truck carriers playing an important role. "South of Spokane is the 'breadbasket of the nation,' " he said, supplying wheat and other food products. Richard E. Jones of KXLY-AM-TV told how fabricating industries are developing. He listed vast mineral resources and predicted arrival of natural gas later this year will help industry. The KXLY-TV transmitter sits atop Mt. Spokane, east of the city, at an elevation of 6,018 feet.

Burl C. Hagadone, KNEW, predicted "the pulp and paper industry will grow more rapidly during the next few years than any other single industry, supplying large new payrolls."

A tour around Spokane's business center, with hills in several directions, shows modern structures and major new merchandising centers. Buying power of the Inland Empire is described as higher than that of 36 states, with Spokane stores getting much of the benefit. Outside capital is moving in rapidly. A new freeway extends eastward toward Coeur d'Alene. The airport is decorated with long rows of military planes. The sagebrush fields south and west of the city are giving way to crops as locally made alu-

minum pipes feed in water. Rainfall is only 16.3 inches a year, practically guaranteeing good fishing weather during the summer months at the 100 lakes within 50 miles and numerous streams in the hills.

Three-fifths of Washington's farm income comes out of Spokane's area of influence. Mining activities in Idaho are tied into Spokane. A stranger who looks around the main streets will be surprised to find a geiger counter on display in every other store window. There's a waterfall downtown, too.

Wholesaling is growing with terrific speed, feeding supplies out into the Inland Empire. Lumber supports a $75 million payroll at 500 area sawmills, including the largest white pine sawmill in the world, a Weyerhaeuser unit.

Like other northwestern cities, there's concern over the chance of a power shortage in a few years but right now the city's more interested in making 1956 a much better year than 1955, which was a much better year than 1954.

Ex-Sen. Clarence Dill, who supplied a lot of the push behind Grand Coulee as well as federal radio legislation, reminded that Columbia and its tributaries are waiting for new dams and can supply power for everyone if they are harnessed. Looking out his law office window toward his home on a high bluff, he said, "Except for two terms in the Senate I've lived here 47 years. I remember when this was a small town. Watch what will happen to Spokane in the next half-century—especially if public funds are supplied for new dams and the cheap power that attracts industry."

WASHINGTON CITIES

ABERDEEN - HOQUIAM — Logging, lumber, wood products and furniture are the main industries in Grays Harbor County, according to Harry R. Spence, KXRO Aberdeen. The port of Grays Harbor is described as one of the best on the Pacific Coast. The county (population 56,000, 17,000 employed) has 50 miles of ocean front. Its retail sales totaled $59.9 million in 1954. Climate is suited to forest growth. Fisheries are important, both for industry and recreation. Harbor Plywood Corp. employs over 600; Aberdeen Plywood Corp., 400. The area recovered quickly from the 1954 lumber strike and all types of business increased in 1955. Retail trade in 1954 totaled $36.5 million in Aberdeen, $8.65 in Hoquiam.

BELLINGHAM—Close to the Canadian line, Bellingham gets 20-25% of its retail business from customers across the border. Its main trading area, according to Rogan Jones of KVOS-AM-TV, covers a population of 200,000. Counties included are Whatcom (71,000), Skagit (47,000), San Juan (3,200) and parts of Clallam, Snohomish and Island. Alberta oil piped in from Vancouver goes to big General Petroleum and Shell refineries, with another refinery expected next year. Natural gas comes from Canada and the Southwest gas network will include Bellingham. Two plywood plants and Puget Sound Pulp & Timber Co. are major employers, along with many sawmills and an expanding paper converting industry. Agricultural income is heavy. It includes dairying, poultry and seed products. Whatcom County retail sales totaled $79.4 million in 1954, with $56.7 million in Bellingham.



MODERN SPOKANE, capital of an "Inland Empire," exerts economic influence far beyond surrounding mountains.

BREMERTON—Seat of the Puget Sound Naval Base, Bremerton, has a population of 33,000. It is the main city in Kitsap County, 84,200. The county is closely tied into the Seattle market, with frequent ferry service across Puget Sound. The city is strung along the waterfront and has a seaport flavor. Business is good, with aircraft carrier conversion a stimulating factor.

EPHRATA-MOSES LAKE — Back in 1940, Ephrata quietly celebrated the attainment of 1,000 population. With opening of the Grand Coulee power and irrigation facilities, the population has jumped to nearly 9,000. Moses Lake has jumped from 300 to 9,500. Grant County is now around 41,000. As the Columbia Basin develops, these cities face a future of exceptional promise. "The era of drought, despair and desolation is at an end," said C. A. Hawley, Grant County auditor, in a recent sketch. Bob Moore of KULE Ephrata noted that Grand County retail sales had passed the $40 million mark in 1954, and added they were increasing at a faster rate than 3,000 other U. S. counties can show

EVERETT—With population of 35,000, Everett is the principal city of Snohomish County, just north of Seattle. County population is 132,000, with retail sales of $123 million in 1954. The city sits on Port Gardner Bay, with a landlocked harbor. The sound, with Whidbey Island to the west, offers fine salmon fishing. Lumbering is the main industry, including a huge Weyerhaeuser plant. Snow-capped peaks are seen to east (Cascades) and west (Olympics).

KELSO-LONGVIEW—Located at the confluence of the Cowlitz River and Columbia, these twin cities have the two largest sawmills in the world, Weyerhaeuser and Long-Bell. Reynolds Metals and Longview Fibre are among large employers in this industrial community. Longview has berths for ocean vessels, large loading slips for barges and a grain car-tipper. Population of Cowlitz County is 60,000—24,000 in Longview, 9,400 in Kelso. Tourist business is increasing, boosted by easy access to ocean beaches 80 miles west, mountain, lake and forest resorts and a new north-south pavement (Route 99). Cowlitz County retail sales totaled $54 million in 1954—$12 million in Kelso, $35 million in Longview.

OLYMPIA—As state capital, Olympia has a steady block of income (nearly 3,000 state employes) to supplement industrial and service wages. It is located in Thurston County, having 18,000 of the county's 48,000 population. The city is situated at the end of Puget Sound and the view from the Capitol is scenic and industrial, with an expanse of 100 merchant ships in mothball formation as an added feature. Retail sales in 1954 totaled $53 million in Thurston County and $44 in Olympia.

Olympia is 191 miles from the ocean but maintains a well-equipped harbor with rail facilities and a big cold storage plant. Several ocean steamship lines and a Puget Sound inland carrier use the port. Outbound lumber and inbound petroleum are the main cargoes. The Chamber of Commerce seeks new industries with a vigor not observable around the magnificent array of state government offices. Olympic Brewery is a favorite spot for sightseers, drawing 40,000 a year. Weyerhaeuser Timber Co. is one of the area's big employers. Two transcontinental rail lines pass through the city. Tom Olsen, KGY, explains that Olympia is enjoying steady growth and should not be thought of as a boom city. Out in Thurston County are big gladiolus and narcissus bulb farms. The tiny Olympia oysters are grown in carefully tended oyster beds. The city is gateway to resort areas extending out in all directions.

PASCO-RICHLAND-KENNEWICK — With Columbia River development, Pasco and neighboring cities are nicely set for the future. Pasco is near the junction of Columbia, Snake and Yakima rivers and is a wholesaling center. A deep Columbia channel carries the grain, alfalfa and other crops downriver. Pasco's population, 14,000, has tripled since 1940; Kennewick has sextupled, 2,000 to 13,000, and Richland (Atom Town), home of the Hanford plutonium plant, has blossomed into a new city of 23,000. The improved river service to Portland will make Pasco an increasingly important oil port and industrial center. It is located on the Standard Oil pipeline from Salt Lake City. A new Shell plant highlights the industrial center. Retail trade in Benton and Franklin Counties totaled $100 million in 1954.

VANCOUVER—This suburb of Portland (see "Portland" chapter) is a city in its own right—42,500 population, plus built-up surrounding area, and $47 million in retail sales. Clark County has 86,000 population, $70.8 million in retail sales. It is the largest seaport on the Columbia River, with lumber, grain and general cargo docks; has $35 million factory payrolls, including Alcoa and Carborundum plants, lumber, wood products, chemicals, paper, garments and metals; still has large tract of industrial land available. The busy port is the farthest inland on the Columbia, being 90 miles from the Pacific.

WALLA WALLA—As center of one of



STORER NATIONAL
SALES HEADQUARTERS

TOM HARKER, V.P., National Sales Director, 118 E. 57th St., New York, ELdorado 5-7690
BOB WOOD, National Sales Manager, 118 E. 57th Street, New York, ELdorado 5-7690
LEW JOHNSON, Midwest TV Sales Manager, 230 N. Michigan Ave., Chicago, FRanklin 2-6498
GAYLE V.GRUBB, V.P., West Coast Sales Manager, 111 Sutter St., San Francisco, SUtter 1-3631

Represented Nationally by NBC Spot Sales

Washington's rich farming valleys, Walla Walla (Indian term meaning many waters) has a county population of 42,000, of which 25,500 are in the city. Retail trade in 1954 totaled $47.2 million in the county, $44 million in the city. It is close to the Oregon border in the southeastern corner of Washington.

YAKIMA—Within a five-county area having a 90-mile radius are 265,000 people whom Yakima claims in defining its trade influence. The city is center of the first major U. S. irrigation project, with 700,000 acres of surrounding land under cultivation. It is the main metropolis between Spokane and the built-up economy west of the Cascades. From its central point east of the mountains, Yakima is processing point for Yakima County's extensive fruit production. The county claims to be first U. S. county in output of apples, pears and hops; fifth U. S. county in total agriculture production ($125 million annual farm income); fifth in cherries; sixth in output of all fruits and nuts; eighth in peaches, and ninth in plums and prunes.

Tom Bostic, KIMA-AM-TV, said this fast-growing county is the third largest in the Northwest in area, with lakes, mountains and 305 days of sunshine every year. Transcontinental and international planes sometimes land at the airport if Seattle is fogged in, he said. Rainfall is only 7½ inches a year, but the Cascades feed streams and reservoirs that moisten land producing some of the world's fanciest fruit.

Yakima has the biggest concentration of cold storage facilities in operation, Mr. Bostic said. A hundred manufacturing plants are related to fruit processing, with 210 others including lumber, wood products and metal working. Yakima expects to serve as metropolitan center for the Columbia Basin project. Retail sales in 1954 totaled $159.3 million in the county, $96 million in the city. Yakima County has a population of 149,000; Yakima 44,000.

MACHINE VS. MOUNTAIN



MOUNTAINOUS obstacles crumble before the might of a Caterpillar tractor as a new road is cut through some of the nation's roughest terrain. New and better roads plus deeper river channels and expanding air transport, are joining railroads in the effort to remove the Northwest's semi-isolation from the rest of the U. S.

OREGON

THE STATE of Oregon, as any Portland wholesaler knows, provides living proof that the Pacific Northwest's pioneer mapmakers and businessmen were incompatible.

From a Portland warehouse on the Willamette River, a carload of stoves, refrigerators or television sets may eventually be distributed into three states, depending on the particular distributor's franchise. From this wholesaling center close to the Washington border—half-way between Canada and California—white goods, hard goods, soft goods, and the tools of farm and industry reach destinations in such Washington cities as Kelso, Longview, Vancouver and Chehalis on the north. Along the low-level, low-cost Columbia River waterway and its easy land routes, these products get into Richland, Pasco, Walla Walla and even Yakima.

Vancouver, just across the Washington border, is an integral suburb of Portland. Far away, Boise and Pocatello, in southern Idaho, are serviced sometimes out of Portland via rail and highway transport. Some Portland distributors reach as far as a western strip in Wyoming and a thin slice across the northern part of California.

Oregon's economy thus enjoys a flow of dollars from several other states, a financial bloodstream whose possibilities were not foreseen by the early surveyors and statesmen who plotted the boundaries.

Two-thirds of Oregon's business is strung along a north-south valley and tributaries between the Cascade Mountains and the wooded coastal ranges. Both population and business have been growing at a faster rate than Washington can boast, Oregonians claim, a source of considerable satisfaction after pre-World War II years in which the state played country cousin to its northern relatives.

Oregon has three principal assets: (1) More timber and forest products, resources and industries than any other state; (2) the Columbia River and tributaries; (3) Portland (see "Portland" chapter).

The timber provides ingredients for industries employing two of every three factory workers. It fills the nation's lumber yards and supplies material for paper, pulp, plywood and related plants (see "Forest Products").

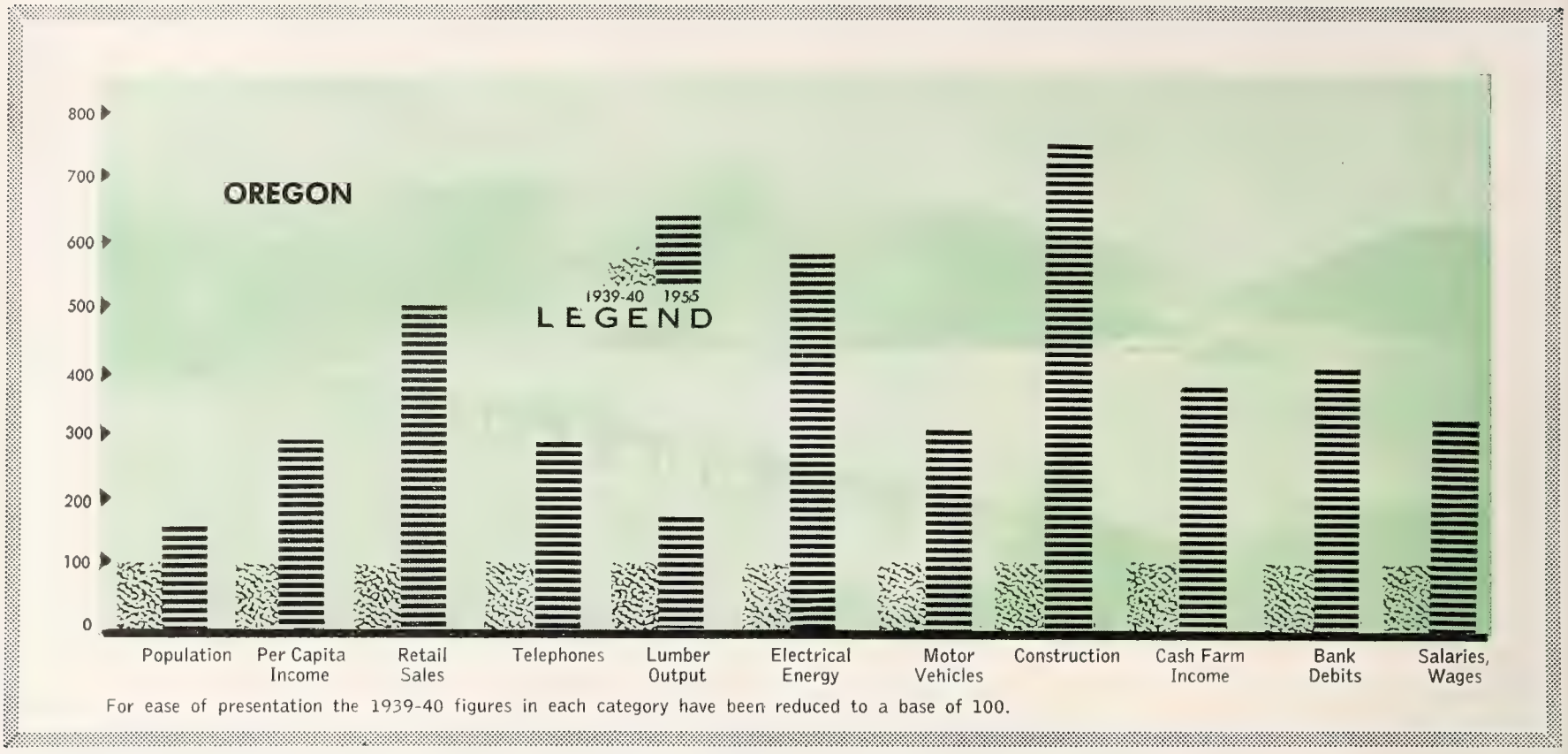
The Columbia River, fed by the Snake, Willamette and other streams, roars downward over numerous dams to provide cheap hydroelectric energy. This is expecially helpful to power-eating aluminum and other light metal plants (see "Power" chapter). Portland is important as the industrial capital of the state. It is Oregon's only major city and the metropolitan population is just outside the first 20 U. S. cities. The nearby Columbia carries water commerce to foreign countries, Alaska and domestic ports.

Geographically, Oregon is big (exceeds New York and Pennsylvania put together); intensely green, especially in the western third; moist in the same third, and bordered by 900 miles of water (Columbia River 300, Snake River 200 and Pacific Ocean 400). Its peaks (Mt. Hood, Mt. Jefferson, Three Sisters) are snow-topped all year. East of the Cascades there are vast dry areas, with 1.3 million acres of irrigated land. Heavy rains wet the huge fir trees on the coastal ranges. Temperatures are mostly mild west of the Cascades, with pleasant summers. The eastern portion has much greater temperature extremes. Snowfall in a winter totals 6 to 12 inches a year in the Willamette, and an astonishing 460 inches in the Cascades at the 6,000-foot level.

Oregon's agriculture is important. It leads the U. S. in seed crops, filberts, peppermint, several types of berries, prunes and snapbeans; ranks No. 2 in strawberries and walnuts; third in pears and hops. The seed crop brings in up to $35 million a year. There are more kinds of seeds grown than any other state can claim, including about all of the rye grass, plus vetch, winter peas, fescues, bent grass, clovers and blue grass.

The state has led the nation in lumber for nearly two decades. Production of finished wood products and other forest derivatives is increasing rapidly. These include plywood, kraft paper, containers and paper. Newer chemical industries are growing, including pharmaceuticals, insecticides, paint, cleaning compounds and fertilizers. Abundant water and low-cost power are a big help. Electronic plants are expanding.

Food processing is the second most important industry, with 14 million cases of fruits and vegetables shipped in a year plus a quarter-billion pounds of quick-frozen. Flour is milled at Astoria, and fish processing



For ease of presentation the 1939-40 figures in each category have been reduced to a base of 100.

is important in this westernmost outpost at the mouth of the Columbia. Portland, The Dalles and Pendleton have flour mills. Large quantities of wheat are exported. Pasture land with deep grass supports livestock and dairying industries.

The metal industry is third, led by primary metal production. Fabricating and specialized plants are expanding constantly. Tools, heaters, trucks and trailers, machinery and other metal products are produced in volume. Textile production is increasing, with nylon and other synthetics joining native wool. Pendleton fabrics are world-famed.

Oregon's rocky coast, Columbia Gorge, Mt. Hood and other natural attractions draw in tourists from all over the nation. Oregon spends $350,000 a year advertising its charms to tourists, about the same as Washington.

The state is rather bashful about its commercial progress, maintaining a modest economic promotion unit that would startle an industry-seeking state in the South. Down in Dixie they discovered some years ago that energetic promotion campaigns plus tax and factory-site inducements would bring industries pouring in to take advantage of these benefits as well as a supply of eager labor. Southerners found that each new industrial job was leading to four or six corollary jobs in a few years.

Current market information on Oregon is hard to find around state offices. Portland's active Chamber of Commerce and an economic service directed by Wesley C. Ballaine at the U. of Oregon Bureau of Business Research, supply excellent and up-to-date information about what is happening. Budget troubles are blamed for the state's scant information facilities. Lack of surplus hydroelectric power is cited as a reason for the limited promotional effort since an influx of new plants, especially in the electrochemical and primary metal lines, would swallow kilowatts ruthlessly.

Mr. Ballaine pointed out a trend in Oregon's economy that is likely to surprise businessmen. He said, "manufacturing is a relatively more important source of income in Oregon than in either Washington or California—the percentages being 22.1, 19.1 and 19.5 respectively."

He reviewed the state's recent growth this way, "Each year it is becoming more profitable to produce goods and services for which there was previously no adequate market west of the Continental Divide. Oregon is now participating and will continue to participate in this development. Over the next decade, many new types of manufacturing and service firms will appear in the state simply because of the increase in the number of people living in the West." He predicted lumber, the mainstay of Oregon's economy, will probably hold its dominance for many years but the growth of other industries may decrease its relative importance.

Figures of the Oregon State Unemployment Compensation Commission show that 65% of factory workers are engaged in forest products industries. Lumber is subject to seasonal fluctuations and the nation's general level of business, but these cycles are offset partly by the steady influence of Portland's broad economic base.

Oregon is scenic, prosperous and its immigrants usually stay because of the high wages and outdoor recreation. Oregonians, to paraphrase a popular beverage slogan, will say in effect, "If you can find a better place, try it."

PORTLAND

THE CITY of Portland was inevitable.

Like Manhattan Island and Pittsburgh, the natural advantages of this water junction were so obvious that a group of shrewd Yankee migrants took a quick look around, decided their thousands of miles of trail-blazing had not been in vain, unloaded their meager gear, and said "This is it."

An observer of city economies and landscapes can go into a fast rapture after a few minutes in the "City of Roses." The raw resources and beauty of the region aren't exceeded in any American city.

A gaze around the compass from one of many lookout spots shows the confluence of two rivers—Columbia and Willamette (and be sure to emphasize the "am" in Willamette). The panorama presents world-famed Columbia Gorge and snow-dazzled Mt. Hood, off to the east, plus other snow-capped peaks; the lush Willamette Valley to the South; rolling hills, valleys and Tillamook Mountains to the west, and the southern end of Puget Sound Valley to the north. The scenery is awesome. More important, it's green—a rich, lively blend of verdant tints combining the majesty of mighty forests with the prolific yield of moisture-fed, fertile soils.

Portland's gifts from Nature lend themselves peculiarly to the stresses and mobility of the mid-20th Century economy. Its merging rivers supply water to busy factories, furnish routes for inland transport and feed a thriving Oregon fisheries business. A deep channel down the Columbia to the sea, 110 miles away, brings in ships from all over the world. Level river banks provide easy berthing for inland and ocean traffic.

Within 40 miles is Bonneville, lowermost of a series of Columbia Basin dams. These structures produce more hydroelectric power than any other basin in the world, yet there still isn't enough. Plenty more is available if more dams will be built.

Standing at the meeting point of two rivers, and two major valleys, Portland is the natural focal point for the entire Columbia basin, extending all the way from northwestern Wyoming into Alberta, Canada, to the north. The water-level paths from four directions that converge at Portland supply advantages that commercial carriers have been quick to utilize.

Were some natural force to pick up this favored region, turn it around 180 degrees so it faces into the Atlantic, and then transplant the whole segment to the crowded and industrial East Coast, the chances are Portland would be the commercial center of everything east of the Mississippi. As it is, the city's expansion, while encouraging in recent years, has been limited to some ex-

SOLD OUT ...in December, 1955

KGW's commercial time for the month of December, 1955 was completely sold by the middle of November

Not another spot...not another time signal...not another word could be slipped in for money, marbles or chalk! Those are the facts . . . sold out for a full 18 hours a day for the full 31 days!

What a tribute to radio as a means of delivering your selling message to your customers!

What a tribute to KGW, Oregon's FIRST radio station!

What recognition of its penetration of the Portland metropolitan county area . . . one of the FIRST 20 markets in the nation!

To assure getting the time space you want for your 1956 campaigns, place your schedules with KGW-radio now! It's the effective way of reaching this tremendous $$$-rich market!

KGW's signal reaches more homes in one of America's first 20 MARKETS*



*...by any measure—Families, Retail Sales, Food, General Merchandise. Sales Management, May, 1955.

OREGON'S first RADIO STATION



KGW

PORTLAND, OREGON

Represented by JOHN BLAIR & COMPANY: CHICAGO • NEW YORK • BOSTON • ST. LOUIS • DETROIT • DALLAS • SAN FRANCISCO • LOS ANGELES • SEATTLE



tent by the development of the rather isolated Pacific Northwest as a market for its own goods.

Though its access to the nationwide market is limited by sheer distance, Portland's place in the national picture is becoming more important. Even competitive Seattle-Tacoma businessmen, down Puget Sound valley 200 miles, are taking notice. Portland's men of commerce are wondering when more of the eastern executives who control the spending of national advertising and industrial money will realize what is happening.

Portland, like the rest of the Northwest, started to boom in World War II. The metropolitan area shot up over 40% in a decade, a growth that has settled down to a more comfortable and profitable pace. The city's industry once centered around lumber and wood products. Now it hires 180,000 employes and is widely diversified, including a spread of aluminum and other metal fabricating plants, food processing, fisheries, textiles, pulp and paper, and chemical plants. It includes such names as Jantzen garments, and Iron Fireman heating gear.

Around Portland they can't quite figure out why easterners sometimes think of the Pacific Northwest in terms of one market—Seattle-Tacoma—and assign their business accordingly. Portland presents trade data showing a higher factory wage level (second highest in the U. S.), even balance the year round, high home-owning rate and a new civic spirit that was dormant many years.

Climbing close to the 800,000 population mark, which should be attained this year, the metropolitan area spreads out in every direction and is not dependent on slow ferry facilities. The immediate trading area, including a million persons, extends a full county-length into southern Washington. Portland is located on the southern side of the Columbia River border between Oregon and Washington.

Portland shippers tell of freight advantages over Seattle as a distribution point. They point out that the city services nearly 2½ million people compared to 1.7 million for Seattle. Rates to Alaska and the Orient are comparable with Seattle rates, and the city gets at least an even break on most transcontinental traffic.

Fifty foreign shipping lines and 30 river firms operate out of Portland's 100 berths on a 28-mile front and large sums have been spent to provide modern cargo-handling facilities. Eight million tons of cargo are moved in a year, with emphasis on lumber, food and other dry items. This business supports Portland's claim that it is the second largest port on the West Coast and leading exporter of grain. New grain storage facilities have a 7.4 million bushel capacity.

Portland grew furiously during the '40s without the aid of any special civic genius or loyalty. After the war there were too many people for some of the municipal facilities, which had stood still since World War I, and residents' ears often burned at the comments of visitors who occasionally took their eyes off Mt. Hood to look up and down the streets. Some blamed the status quo attitude on conservative inclinations handed down by the Yankee settlers. In any case, the situation became so acute after the Pacific Automotive Show moved out of Portland to Seattle that the *Portland Journal* ran a hair-lifting editorial, "Big League City or Sad Sack Town." Excitement roared all over the city and a $31.8 million modernization bond issue was voted in May 1954 with a thumping plurality. Later a $10 million street lighting project was added and others are proposed.

The transfusion has added new vigor to Portland. Meier & Frank and other big stores recently counted up sales records for the holiday. "Portland finally came to life," said Arden X. Pangborn, ex-San Antonio broadcaster who sparked the Sad Sack drive in his role as *Journal* editor. "We're becoming completely modern. Business is better. New industries are coming in every week. Old, conservative Portland is now catching up and will soon set a pace for other cities."

A list of major new civic and commercial projects would fill a half-column of type, led by an astonishing $24 million Lloyd shopping center across the Willamette, Owens-Illinois glass, new $10 million Meier & Frank shopping palace, navigation aids, tooling-up projects prior to arrival of natural gas this year, new highways and bridges—"over $200 million announced in 1955," according to Richard M. Brown of KPOJ.

Portland Prospects

Harry H. Buckendahl, KOIN, pointed to cheap power and the 50-mile trade area served by the city as he outlined recent growth. John Schile, KLOR (TV), said 56% of Oregon and 70% of Willamette Valley population are in Portland's actual metropolitan area. Rodney F. Johnson, KWJJ, said it is one of the fastest-growing markets in the U. S. Mr. Brown added during a breath-taking drive up the Columbia Gorge over the new freeway to the east, "Portland has one of the greatest long-range futures in the country because of its power, resources and transportation." In one stretch of the gorge near Bonneville Dam there are 11 waterfalls in 11 miles. One, Multnomah, has a drop of 620 feet and is the second largest in the U. S.

Retail sales neared the billion dollar mark last year in the metropolitan area as defined by the U. S. Census Bureau (Multnomah, Clackamas, Washington and Clark [Wash.] counties). This figure is a projection of the $919 million retail sales shown in the 1954 Census of Business. Wholesale business may reach two-thirds the retail total.

Nearby Vancouver, across the Columbia via a free bridge, has 42,500 population and a $35 million factory payroll that contribute to Portland's economy. Vancouver is the farthest inland Columbia River seaport. It has a big Alcoa plant.

J. B. (Steve) Conley, heading the Westinghouse KEX, has been transformed into an eloquent Portland advocate after spending most of his life in the east. "This is new country," he said. "Many others have exhausted their potential. With all the industry, no firm hires over 5,000 so we aren't subject to a major shutdown. This land can grow anything, and does. There are hardly any insects." Stopping for breath,

OREGON SPOTLIGHT

POPULATION—1,680,000 (Jan. 1, 1956 estimate). Rate of 1940-56 increase, 55%, compared to 23% for U. S.

Area—96,981 sq. mi. (666 sq. mi. water). Capital—Salem.

Highest peak—Mt. Hood, 11,245 feet.

Geography—Cascade mountain range splits state into eastern and western sections. Western part of state is green 12 months a year, with Coast Range dividing Pacific plain from Cascades. Between are Willamette, Rogue and Umpqua valleys. Central plains are desert in character. Blue and Wallowa mountains are marked by thriving valleys in northeastern part of state; Klamath Valley in south central part is marked by lakes and streams. Columbia River Gorge, northern boundary, is scenic and has important dams. Snake River Gorge marks eastern boundary.

The climate west of the Cascades is humid, with heavy rainfall, and mild except in summer. East of the Cascades it is dry with much greater extremes of temperature. Despite its reputation for rains, the populous Willamette Valley has less rain than eastern states.

Oregon tops the nation in its stand of virgin timber, estimated 360 billion ft. Douglas Fir—the most important single lumber species—dominates, with pine east of the Cascades and some redwood in the southwest. The state has 30 million acres of standing forest.

Commercial fisheries are important, led by Columbia River salmon pack. Recreational facilities provide sports fishing. Crater Lake, Mt. Hood, rocky upheavals along the Pacific Coast and wilderness retreats provide the basis for an important tourist industry.

One-third of the state's land area, 20.3 million acres, is devoted to 60,000 farms, with 5 million acres of cropland. With all kinds of soil and weather, Oregon has a diversified agriculture and can raise nearly all of the non-tropical crops. Large grain and stock ranches are found east of the Cascades. In the 18 western counties the farms are smaller, averaging 125 acres. Irrigation prevails in eastern and southern Oregon, with row crops, seeds, alfalfa and fruits grown in abundance. Specialty crops and pastures are grown in the western part. Practically all farms are electrified.

Total farm income in 1955 (estimated) —$380 million; $384 million in 1954.

Wheat—21.9 million bu. in 1955; 25.8 million bu. in 1954.

Hops—4.6 million lbs. in 1955; 7 million lbs. in 1954.

Sugar Beets—372,000 tons in 1955; 389,000 tons in 1954.

Apples—2.9 million bu. in 1955; 2.7 million bu. in 1954.

Pears—6 million bu. in 1955; 4 million bu. in 1954.

Prunes—53,700 tons in 1955; 42,500 tons in 1954.

Milk—1.1 billion lbs. in 1955; 1.28 billion lbs in 1954.

Filberts—6,900 tons in 1955; 8,000 tons in 1954.

Walnuts—5,400 tons in 1955; 8,400 tons in 1954.

Cranberries—30,000 bbl. in 1955; 30,000 bbl. in 1954.

Potatoes—13.8 million bu. in 1955; 13.2 million bu. in 1954.

Lumber production—8.2 billion board ft. in 1955; 7.88 billion board ft. in 1954.

Primary paper production, conversion —$70 million (estimated) added by manufacture in 1955; $65 million in 1954.

Retail sales—$2.04 billion (estimated) in 1955; $1.92 billion in 1954 (U. S. Census).

Value of taxable property—$1.95 billion in 1955; $1.93 billion in 1954.

Average earnings in manufacturing industries—$86 per week in 1955.

Per capita income—$1,897 (estimated) in 1955; $1,757 in 1954.

Oregon exports, principally from Portland, total 1.5 million tons annually. Imports run about 1/10th that amount. Coastwise receipts exceed 6 million tons a year and coastwise shipments average 1.5 million tons.

Some 6,000 manufacturing plants employ around 150,000 persons and their output exceeds $1.5 billion, according to state sources. Cheap power, growing population and approaching arrival of natural gas are stimulating industrial development. Main products are lumber and lumber products (employing 60% of state's factory workers), foods (17%), machinery, aluminum, textiles, clothing and fertilizer. Mineral production is rated at $22 million a year, including gold, silver, mercury, copper, lead and zinc.

Rocky coastline extends over 400 miles. Eastward are coastal ranges, valleys, the Cascades, and vast plains. East-west distance is 395 miles.

he added, "Why there's a dogwood tree at Waverly Country Club that blooms three times a year."

James A. Mount, KGW, commented, "What happens this side of Grand Coulee Dam in Washington will be phenomenal." KGW and KTVL (TV), ch. 8 permittee, are to be merged under KING-AM-TV Seattle and local ownership, according to an FCC application, with James L. Middlebrooks, KING-AM-TV engineering director, becoming KTVL general manager.

Francis Riordan, who moved to the city at year-end as manager of KPTV (TV), Storer station, has joined the list of Portland enthusiasts.

About the Portland weather! First, it is responsible for the greenery, and the roses that endow the weeklong June Rose Festival, one of the nation's major promotions. Second the rains are light but frequent between November and April. Third, the total rainfall adds up to less than 40 inches a year, below New York's average, and the winters are mild.

Much of the rain is a sort of mist and the



natives are often too proud to carry umbrellas when cloud-bound. These wet days bring agricultural millions to this area plus unbelievable lawns, tall trees and fine recreational facilities. Only 7 inches of rain occurs in what ex-easterner Conley calls "utopian summers."

The weather box on page 1 of the *Oregonian* read like this one autumn day: "Clouds, cooler temperatures are forecast for most of the East while Oregon continues to have fair, warm weather."

Portland dwellers go to work early and have an early dinner, as a rule, with time left to enjoy the balmy outdoors before nightfall. Several thousand new households are set up every year, encouraged by a per capita income of $1,897.

Portland's growth between World War I and World War II was nothing to brag about, but the present rate of expansion and improvement is impressive. Its National Biscuit Co. plant, largest west of Chicago, makes two million crackers a day. The new electrochemical industry is making progress. Lumber, glass, food, machinery and thousands of other items are processed in the state's only major metropolis. Portland's future, it would appear, inevitably will be busy and prosperous, especially if it has enough low-cost electricity.

OREGON CITIES

ASTORIA—First permanent white settlement west of the Rockies, Astoria is located at the mouth of the Columbia River. It likes to be called the "Salmon Packing Capital of the World," and the waterfront is lined with packing plants. Retail sales in Clatsop County were $31.8 million in 1954, and $20.7 million in Astoria.

BEND—Lumber, farming and stock-raising are principal industries, according to Frank H. Loggan of KBND. Deschutes County has 24,000 population and $27.6 million retail sales; Bend has 12,300 population and $17.9 million retail sales. Sash, doors, boxes and toys are among lumber manufactures. Over 150,000 farm acres are irrigated. Tourist business is active, with mountains, lake and stream fishing plus winter sports.

COOS BAY—Within a six-mile radius of Coos Bay, according to Phil Waters of KOOS, is a population of 35,000. Main centers are Coos Bay, 6,500; North Bend, 7,300, and Empire, 3,500. Coos County retail sales were $59 million in 1954. Fishing, dairying and tourists are income sources. Mr. Waters said Coos Bay has the world's largest lumber shipping port, with a deep channel to the nearby Pacific. Weyerhaeuser has built a big new mill. Outlet for "the last great timber stand in the U. S.," Coos Bay notes that a tract costing $1,000 just 11 years ago sold recently for $620,000. Textron Corp. has bought a plywood plant. A nearby black sand tract has several minerals and an electronic cracking plant.

CORVALLIS—Dairying, fruit and farming are main industries. Oregon State College is in the city. Population is 17,000. Retail sales in 1954 totaled $28 million in Benton County, $23.9 in Corvallis.

EUGENE—The twin-city market of Eugene-Springfield has 102,000 in the built-up section, 150,000 in Lane County, said Lee Bishop of KORE. Its (Lane County's) retail sales were $163 million in 1954, with over $113 million in the twin cities. Business was good last year, especially in the fourth quarter, Mr. Bishop explained. The cities are in the heart of hydroelectric projects. A new partnership dam on the upper Willamette has federal approval. A billion board feet of Douglas fir timber is cut yearly, with much of it processed locally.

KLAMATH FALLS—Timber-circled, Klamath Falls is a lumber city. A new Weyerhaeuser hardwood plant and jet interceptor base are factors in the growth. Population of the city is 16,700, with 45,000 in Klamath County. Retail sales in 1954 were $46 million in Klamath Falls, $58.4 million in Klamath County.

MEDFORD—Located just north of the California border on Rogue River, Medford has lumber, livestock, farm and fruit production. Ray Johnson of KMED said manufacturing is expanding, including steel and possibly new plastics industries. Medford population is close to 20,000 with 60,000 in Jackson County. Retail sales in 1954 totaled $78 million in Jackson County, $49.4 million in Medford.

PENDLETON—With 12,000 population, Pendleton is famed for its woolens and the mid-September rodeo. Retail sales in 1954 were $54.3 million in Umatilla County, $29.3 in Pendleton.

ROSEBURG—Lumber and sheep raising are the main activities. Population is about 9,000. Retail sales in Douglas County were $69.3 million in 1954 of which $33.1 million were in Roseburg.

SALEM—The capital city of Oregon is the center of flax and hop production, claiming top U. S. rank in these crops. Canning plants handle a big output of fruit and berries. The city crosses two counties, Polk and Marion. Its population is near 45,000. Retail sales of the city totaled $86.2 million in 1954, with Marion County having $117 million and Polk $17.5 million.

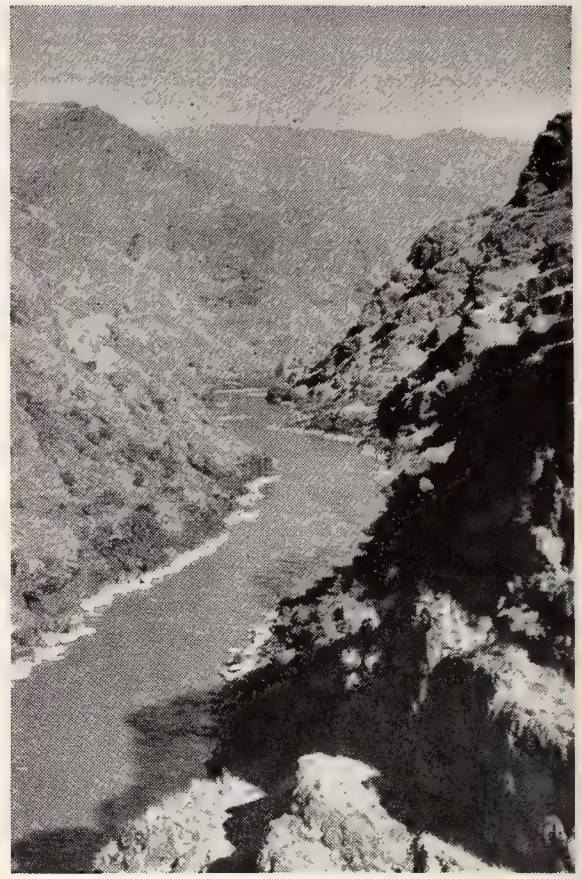
POWER: AVAILABLE IN PLENTY, BUT IN NEED OF A HARNESS

AN HOUR'S DRIVE up scenic Columbia Gorge from Portland brings motorists to Bonneville Dam, lowermost of a series of colossal concrete barriers that vividly demonstrate the Northwest's ability to negotiate a practical deal with a generous nature.

At Bonneville the water hurtles down 74 feet, which isn't many feet by Columbia Basin standards, but it feeds 518,000 kw of electricity into the grid of the Northwest Power Pool. And at Bonneville, the paternal desires of eager salmon induce them to make the same jump, except they do it the hard way—uphill instead of down, via a series of stepped pools better known as ladders. Thus these fish fight their way to an upstream birthplace, fertilize an egg deposit and die.

Behind Bonneville lies most of the biggest source of waterpower accessible to mankind. The Columbia River system, with a total of 259,000 square miles, starts near Yellowstone Park on the southeast, extends northward into Alberta, Canada, and southward toward California, and finally meets the Pacific Ocean at Astoria, Ore.

Around 40% of the nation's hydroelectric power lies in the Pacific Northwest.



SOME DAY SOON, Northwesterners hope, this Pleasant Valley site on the Middle Snake River will feed its swift waters through hydroelectric generators.

Easily the largest dam in the Columbia system is Grand Coulee, largest concrete structure in the world. It has a 350-foot fall.

Blessed with a unique handout from the mountains and skies, the Northwest has lots of electricity. The area's boom, especially since Pearl Harbor, has burnt up all the power that could be generated. The low cost of hydroelectric power attracted electricity-eating aluminum plants and other industries. Factories are starting to process more and more of the raw and semi-raw materials that emerge from these plants. There might be many more such factories if enough power were available, Northwesterners say.

At any rate, there's a power dilemma that would be funny were its potential not so disconcerting. The greatest power system on earth unfortunately is the political battleground for earnest people who are often accused of fighting harder for issues than for the area's economy.

Hundreds of interviews and hours of reading leave such impressions as these:

- Advocates of federal dams are obviously right when they insist that hydroelectric projects must consider long-range conservation, power, flood-control and irrigation.
- Private companies, however, resent insinuations that they are money-mad barons anxious to grab quick millions from the rivers with no regard for the public's rights.
- Federal advocates point to the land-watering facilities at Grand Coulee, which is to open farm area as big as Delaware.
- They claim, too, that revenues from sale of power are lining Uncle Sam's pockets.
- Private companies remind that original cost of generator is only a fraction of the cost of delivering power to subscribers. They buy a lot of federal power.
- They add that important tax moneys are paid out of private utility revenues.

The arguments go on and on, wherever

two or more Northwesterners assemble.

Consider the oratorical brimstone that has come out of the Hells Canyon (Snake River) fight. Just to clear up the background a little, advocates of a federal project claim they can build a high dam and get well over 900,000 needed kilowatts of prime power (all-day, all-year power) plus many side benefits such as more water for downriver dams.

The pro-federal groups have gone to court and threaten to fight unto death the 1955 grant of the Federal Power Commission for an Idaho Power Co. three-dam project which they claim would turn out only 505,000 kilowatts of prime power and make the public pay more for energy, and deprive the area of many side benefits.

This is the bunk, say the private firms, contending they would get about the same amount of power as the more costly government dam and provide storage water, navigation facilities and tax revenues. They remind that Congress twice spurned the single Hells Canyon dam, and if the Northwest keeps waiting for the Washington Santa Claus to beam on them, the whole area will become bogged down in stump speeches.

Facing this impasse, the Washington administration is behind a compromise plan—partnership dams in which the utilities would pay the cost of power facilities, get the power for 50 years, and then turn their part of the project back to the government. But the pro-federal groups are insisting on an all-or-nothing financing formula.

Four utilities (Pacific Power & Light, Portland GE, Montana Power and Washington Water Power) want to build big dams on mountainous Snake River. They have formed Pacific Northwest Power Co. to do the job, with 1.5 million kilowatts promised.

Since Congress isn't inclined to feed money at a pace that will match economic needs, Paul B. McKee, Pacific Power & Light president, warns that the Northwest's growth will be "seriously retarded" unless the gap between demand and supply is filled.

Dams are expensive, and take three to eight years to build. Mr. McKee said $1 billion is needed to complete three dams now under way—McNary, Chief Joseph and The Dalles. Then there will be need for another $2 billion in dams no later than 1965. Together they involve $300 million a year, or $1 million every working day for a decade and this pace is twice as fast as Congress has maintained in the last 10 years. Mr. McKee figures the demand this way (kilowatts):

1930—1.2 million 1965—14.44 million
1956—7.75 million 1970—20 million

Ex-Sen. Clarence Dill, whose vigorous efforts a quarter-century ago triggered Grand Coulee's approval by the Roosevelt Administration, said, "Our future depends on low-cost electricity. With enough of it, we can double our population in the next decade." He credits cheap power with much of the Northwest's development, especially its aluminum industry.

The whole problem of hydroelectric energy is aggravated by the Pacific Northwest's lack of developed "fossil fuels" such as oil, gas and coal. Oil lines are coming in (see Washington chapter); gas from the Southwest is due this summer through a 1,400-mile two-foot hole in the ground; vast sub-bituminous beds (60 billion tons) could be used for steam power. Some day 500,000 volt lines may bring in or carry away steam-generated power over distances up to 1,000 miles.

After all, water-spun turbines are dependent on the whims of the weather. These are partly offset by storage back of dams, but water flow diminishes in fall and winter. The Northwest vividly recalls two "brown-outs" since 1950, with power rationed as evenly as possible, and a two-month slow-down just last spring at Bonneville. Autumn rains arrived fortuitously.

Mr. McKee said private companies spent $1.6 billion in the last 20 years to provide 4.3 million kilowatts and Uncle supplied $1.5 billion to add 4.15 million kilowatts. This pace isn't fast enough, however.

Oregon Sens. Richard Neuberger and Wayne Morse and other federal advocates say the nation can't afford to waste key dam sites. They warn vigorously against high power rates and vast profits from private dams and partnership. The private firms say a government 3,000 miles away can't be relied on to maintain an economic balance in the Northwest's supply and demand. Secretary of the Interior Douglas McKay, a Northwesterner, says the government obviously can't undertake alone the financing of an adequate power program for the area.

The low-grade coal would work well in the new cyclone furnaces used for steam generation of power, according to Prof. Floyd D. Robbins of the U. of Washington. He said much of the 60 billion tons of coal lies within 10 or 15 feet of the surface where it is economically handy for strip mining. Power cost, he estimated, would run 3¼ to 4½ mills per kilowatt hour and plants can be built in two or three years.

In Tennessee Valley, where Uncle Sam has built dams galore, over half (55%) of the power comes from steam plants.

When atomic energy comes, it will serve as a new fuel for steam generation. A checkup of Atomic Energy Commission sources indicates that most of the early atomic power plants will be built where they are most needed and where economical generation isn't available. At this point, the Pacific Northwest and TVA, with their water resources, aren't expected to be among the early users of atomic reactors.

First atomic power may cost around 50 mills to generate, many times the cost of hydroelectric energy, but costs will come down, and down.

At AEC there's considerable agreement that atomic generation of power will supplement rather than replace present plants for as much as another quarter- or half-century. Right now, Pacific Northwest utilities and universities are looking into the question, and planning extensive research. With a pioneer plutonium plant at Hanford, Wash., the area is atom-minded. Money for power-plant development is coming from private sources, with AEC supplying the accumulated knowledge of a decade of experience.

While all this is going on, the Pacific Northwest keeps growing, and using all the available power. It hopes there will be enough electricity to go around, and to attract new industries.

They DON'T turn their backs on

KPOJ



because . . .
KPOJ is the
only PORTLAND
radio station to increase
its listening audience
by

20%

Since 1952*

This audience increase for KPOJ is reaping additional harvests for advertisers!

Therefore . . . if you want to reach the rich Oregon Market with a radio station gaining more listeners every day . . .

FOLLOW the CROWD!

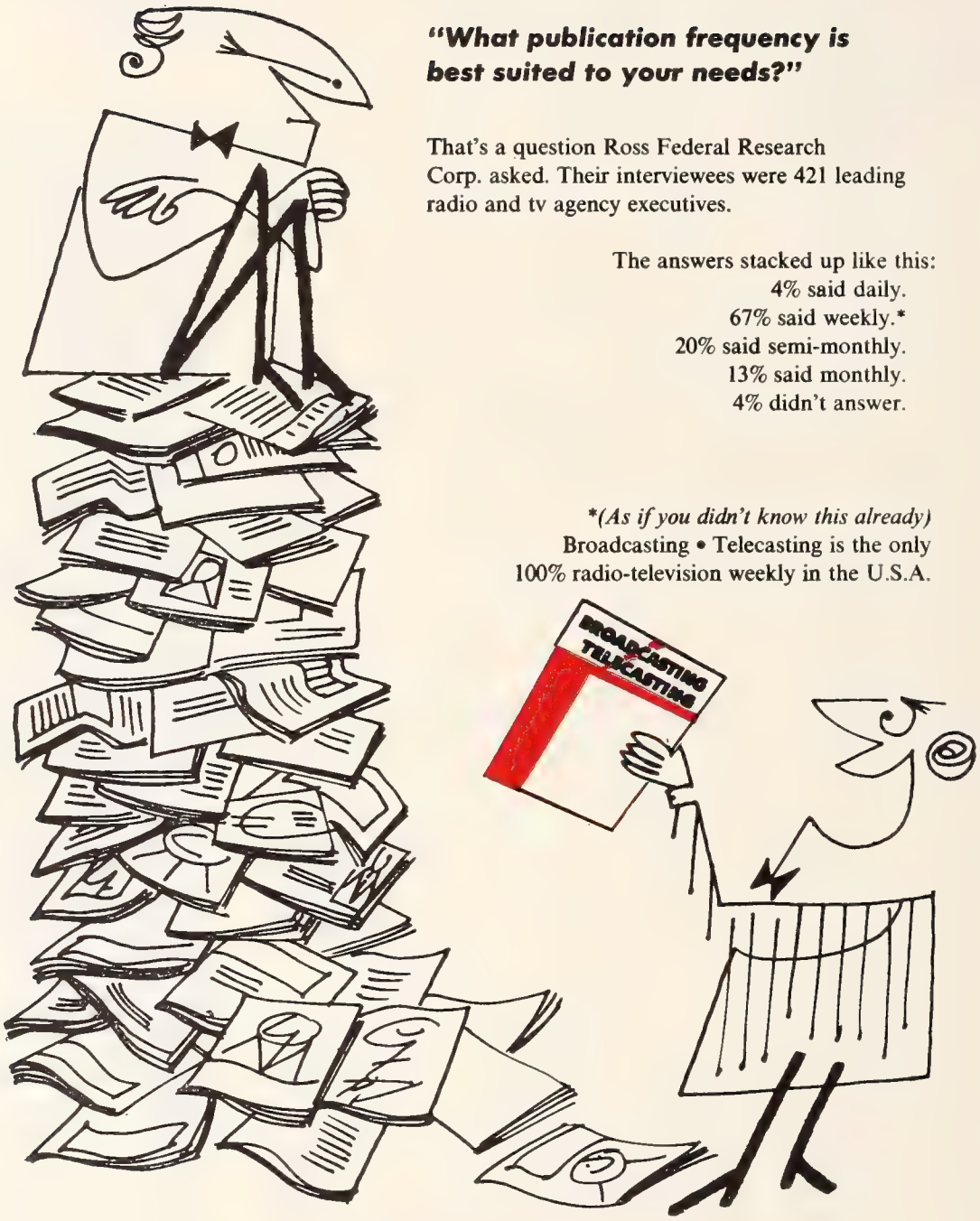
Put your message on the station that's rapidly moving ahead.

the **BRIGHT SPOT** on every radio dial

KPOJ
PORTLAND, OREGON

Represented Nationally by
Avery Knodel, Inc.

* Pulse, Inc.



"What publication frequency is best suited to your needs?"

That's a question Ross Federal Research Corp. asked. Their interviewees were 421 leading radio and tv agency executives.

The answers stacked up like this:
4% said daily.
67% said weekly.*
20% said semi-monthly.
13% said monthly.
4% didn't answer.

**(As if you didn't know this already)*
Broadcasting • Telecasting is the only 100% radio-television weekly in the U.S.A.

PLANS FOR TV CITY IN MANHATTAN TOLD

Proposed $300-500 million development in New York would have television center as main attraction, according to real estate tycoon William B. Zeckendorf, backer of project.

A PROPOSED $300-500 million redevelopment of nearly 50 acres on Manhattan's west side as disclosed Thursday in New York envisions a "Television City" as its main attraction. The backer is real estate tycoon William B. Zeckendorf, who only last month joined with broadcast entrepreneur John C. Mullins, president of KBTV (TV) Denver, in projected station buying and has acquired 50% interest in KBTV.

The New York enterprise would redevelop acreage bounded by 9th and 12th Aves. and W. 30th and W. 38th Sts. in mid-Manhattan, west of Pennsylvania Station, where an initial plan to erect a $100 million "Palace of Progress" atop the station, also backed by Mr. Zeckendorf's Webb & Knapp Inc., now has been abandoned. The project would be completed before 1960.

The proposed area now is chiefly occupied by freight yards of the New York Central Railroad. In the Zeckendorf plan, rail tracks would remain underneath the project with streets and avenues undisturbed except for widening. The project would have 10 buildings including a hotel, a "great hall" building, a permanent world trade show, heliport, shops, restaurants, apartment buildings, parking facilities and a rebuilt Pennsylvania station among other features.

The heart of the tv facilities would be a free-standing shaft, "Freedom Tower," soaring 1,750 feet into the air (the Empire State rises 1,250 feet) providing broadcast transmission facilities and large, horizontal areas for tv studios, heretofore unavailable in New York. For example, Mr. Zeckendorf plans space for four 200-seat studios and an additional 80,000 square feet for service areas in close support of the studios. An apartment hotel would be built for citizens of "television city," providing them with living accommodations near their jobs.

Mr. Zeckendorf, who only a few weeks ago confirmed to B•T that plans for a New York tv center were still active [B•T, Dec. 19, 1955], told newsmen that a report that one major network—unidentified—was planning to move all of its operation but its main office to the West Coast, was as close as the edge of a dime balanced on end. He illustrated his point to the newsmen.

Radio as Sales Tool Stressed by CBS Spot

SUPERIORITY of radio as a sales tool for advertisers is stressed in a new booklet, "Time Is Money," prepared and distributed last week by the sales promotion department of CBS Radio Spot Sales.

The study cites research data to show that $69,000 will buy 1,653 one-minute announcements on the 14 stations represented by CBS Radio Spot Sales, for a listener cost-per-thousand of 40 cents, whereas the same amount spent in newspapers will buy 37 full-page ads at a $7.51 cost per thousand. As compared with television, the booklet continues, CBS Radio Spot Sales' group buying plan offers a total of 294 station breaks "for slightly more than $7,000" while tv offers a total of 24 station breaks (in prime time on leading stations in 14 markets) for approximately the same cost.

The presentation notes that "50 million people don't have tv, 37 million people don't read magazines, 18 million people don't read newspapers, but radio reaches 94.7% of all U. S. homes" and not only provides a "bonus on wheels" (more than 31 million car radios) but is "getting even bigger."

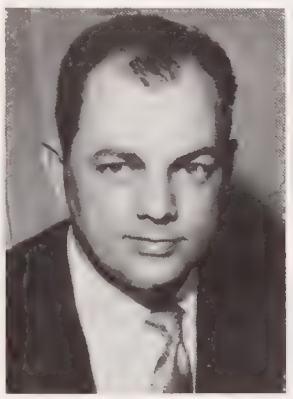
Housewife listening habits get special attention in the booklet, which points out that "the woman who buys for herself and the entire family . . . the woman who influences the purchases of major items . . . the young homemaker . . . has made radio a constant companion in the home: 95% listen to radio each week, 47.8% listen every day of the week. The young homemaker averages 5.2 days of radio listening each week." It also reports that "two out of three (66.5%) will already have listened to their radios before leaving home to shop."

"Like the housewife," the booklet continues, "there are influential consumers who listen wherever there is a radio—and it's important to remember that 'radio is everywhere.'"

The presentation also outlines various types of saturation plans available on the individual stations represented by CBS Radio Spot Sales and presents success stories and lists of long-term advertisers on the various stations.

Terry H. Lee New President Of Television Diablo-KOVR

PROMOTION of Terry H. Lee to president of Television Diablo-KOVR (TV) San Francisco was announced last week by H. Leslie Hoffman, chairman of the board.



MR. LEE

At the same time, Mr. Hoffman announced the appointment of Frank G. King as vice president in charge of sales and Earl Jay Watson as vice president in charge of programming.

Mr. Lee's promotion follows his appointment in February of 1955 as executive vice president and general manager of KOVR.

Mr. King joined KOVR in June of last year and has been in charge of both local and national sales. Mr. Watson has been in the KOVR programming department since early last year.

KDKA-AM-TV to Consolidate By May 1, H. C. Lund Says

THE OPERATIONS of Westinghouse Broadcasting Co.'s KDKA-AM-TV will be under one roof by May 1, it is being announced today (Monday) by Harold C. Lund, WBC vice president in charge of the Pittsburgh stations.

KDKA will move from the Grant Bldg., where it has been located for 21 years, to offices adjoining KDKA-TV in Bldg. 1 of Gateway Center. "We also anticipate considerable integration of KDKA with KDKA-TV," Mr. Lund said, "including the consolidation of some activities which each station now performs independently."

KDKA's present studios, designed for the big variety-type programs of the 1930s, are largely wasted in a modern operation, he said. The new quarters will have three small studios and a tape recording studio.

Mr. Lund doubles as general manager of the tv outlet and L. R. Rawlins is general manager of KDKA. Similar integrated facilities are maintained by WBC in Boston (WBZ-AM-TV).



COMPLETING ARRANGEMENTS for Gateway Chevrolet sponsorship of *Boston Blackie* (4:30-5 p.m., Mon.-Fri.) for 52 weeks on KGO-TV San Francisco are (l to r): seated, John Allen, Ray Cormier advertising agency; Carroll Mincher, vice president, Gateway Chevrolet; James H. Connolly, ABC vice president in charge of San Francisco office; standing, Wayne Anderson, KGO-TV sales representative, and Dave Sacks, KGO-TV sales manager.

MILWAUKEE OUTLETS HIT RIGGED PHONE SURVEYS

Informal session with Better Business Bureau initiates move for self-imposed code against air promotions that improperly influence audience in phone surveys.

NEED for a standard of practice to cover certain questionable on-the-air promotions that induce listeners to report themselves as tuned to a certain station was discussed by Milwaukee radio station representatives at a meeting with local Better Business Bureau executives in that city last Thursday.

Richard Jordan, general manager of the BBB, said that the informal session was called to "determine what should be done about promotions that offer money or something of value to listeners" in certain telephone surveys.

Mr. Jordan said that a "couple" of stations either have offered, or now program, such on-the-air telephone surveys which, he claimed, are designed to induce listeners to say that they are listening to the particular station involved whether they actually are or not. He said the meeting resulted from "two or three protests" that such practices were "unfair to other radio stations" and were activated to influence audience surveys. The protesting parties also charged, he said, that they were unfair to buyers of time.

Mr. Jordan described the meeting as "very satisfactory and constructive" and said representatives of seven outlets agreed as a group that any such program by any station would be eliminated from the air by midnight Jan. 7 (Saturday). He added that the group plans to meet again Jan. 23 on a proposed self-imposed code governing the practice.

Some station broadcasters were represented as having reported at the BBB meeting that they tried the promotion gimmicks to satisfy themselves and their advertisers that "surveys could be rigged," it was understood.

Mr. Jordan said the controversy over telephone surveys was raised the past fortnight by the deputy district attorney's office and that the attorney, Joseph Tierney, had agreed to defer action pending a meeting of Milwaukee broadcasters and constructive action. Mr. Tierney's interest was said to lie in the existence of a law covering trade practices and involving the state Dept. of Agriculture in Wisconsin.

Broadcasters were reluctant to comment on the meeting except in general terms. One station operator told B•T it was one of periodic "informal meetings on broadcast problems."

United Opens Chicago Office

UNITED BROADCASTING Co. opened a new office Jan. 1 in Chicago at 228 N. LaSalle St., telephone State 2-5096. United operates WOOK and WFAN (FM) Washington, WANT Richmond, Va., WSID Essex-Baltimore, WARK Hagerstown, Md., WINX Rockville, Md., and WJMO Cleveland.

NBC Appoints Jackson, Decker to WBUF-TV Staff

ANNOUNCEMENT of two appointments to the staff of WBUF-TV Buffalo, N. Y., uhf recently purchased by NBC [B•T, Jan. 2], was made last week by Charles C. Bevis Jr., newly-appointed general manager. William B. Decker was named sales manager and Alf Jackson operations manager.

Mr. Decker joined NBC in 1952 as a member of the radio sales staff and was made an account executive for NBC spot sales the following year. Prior to joining NBC, he was an advertising salesman with Washington and Chicago newspapers and WMAL-AM-TV Washington.



MR. DECKER



MR. JACKSON

Mr. Jackson has been with NBC 14 years, first as a studio and field engineer. Since 1952 he has been manager of technical operations for NBC's WRCA-AM-TV New York and with the advent of commercial tv in England, he went on loan to help set up technical operations for Associated Television in London.



SHERWIN GROSSMAN (l), president, WBUF-TV Buffalo, N. Y., receives a check from Charles R. Denny, vice president of NBC o&o stations, closing the purchase of the uhf outlet by NBC. Looking on is Charles C. Bevis Jr., new WBUF-TV general manager. NBC paid $312,500 for the station. [B•T, Jan. 2].

WIBG Philadelphia to Move

WIBG Philadelphia has leased a floor in the Suburban Station Building in that city and will move from its present address, 1425 Walnut St., by June 1. WPFH (TV) Wilmington, Del., will maintain its Philadelphia offices in the Suburban Station Building also and the stations together will occupy 10,000 square feet of floor space.



GREATER CLEVELAND'S
NUMBER 1 STATION
RADIO WSRS
John E. Pearson Co., National Representatives

Spot Gets Results

THE EUFAULA (Okla.) Sportsman's Club bought a one-minute spot announcement at 10:20 p.m. over WKY-TV Oklahoma City to spread the news of available cabins and cabin sites near the multi-million dollar Eufaula Dam, slated for construction.

Six days after the announcement the club had sold 100 cabins with total gross of $60,000. It received 200 phone calls and 60 post cards, and has 100 prospective customers not yet contacted as a result of the spot. Total cost: $120.

'Georgia Big 5' Group Signs Nine Advertisers

AT LEAST nine advertisers have signed for time on the "Georgia Big 5" group of stations, according to Avery-Knodel Inc., which was named to represent the group effective Jan. 1 [B•T, Jan. 2]. Spokesmen said this figure represented latest available information but did not include complete reports from all A-K offices.

The "Georgia Big 5" group, being sold in combination under the plan, consists of WGST Atlanta, WGAC Augusta, WRBL Columbus, WMAZ Macon and WTOC Savannah. A-K officials pointed out that the five stations, described in B•T's earlier story as having standard metropolitan area coverage of eight out of Georgia's 159 counties, actually are situated in metropolitan areas which alone encompass eight counties and that the combined unduplicated coverage of the five amounts to 83% of all Georgia's radio homes.

The advertisers which already have bought time on the group in combination include Alemite CB-2 (lubricant), Bayer aspirin, Colgate toothpaste, Fletcher's Castoria; Dr. Caldwell's laxative, Jeris hair tonic, Pinex cough syrup, *Reader's Digest* and Tube Rose snuff. The purchases include spot schedules, saturation packages, and one quarter-hour program series. Most of them, Avery-Knodel reported, are for 52 weeks.

WRIT Charges 'Suppression'

WRIT Milwaukee, Wis., has filed a complaint with the common council of that city charging Milwaukee Fire Chief Edward E. Wischer with violating "freedom of the press" and endeavoring "to suppress the news functions and public service responsibilities" of the station. WRIT's General Manager Bill Weaver asked the council's assistance in restoring from the fire department a news report service which he said the fire chief had canceled. The council also was asked to declare its policy on dissemination of news matter from public offices.

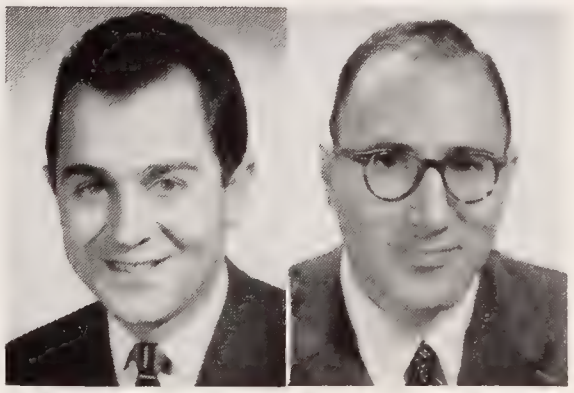
WSAZ-TV Plans Local Color

WSAZ-TV Huntington, W. Va., expects to begin locally produced live color telecasts about Feb. 1, according to Lawrence H. Rogers, vice president-general manager. The NBC ch. 3 affiliate has ordered a $60,000 RCA color camera with delivery expected within the next two weeks. WSAZ-TV plans a daily schedule of color programs.

Plaut, Bassett Promoted To WSAI Executive Posts

PROMOTION of two WSAI Cincinnati executives was announced last week by Sherwood R. Gordon, president of the Gordon Broadcasting Co. Lu Bassett, account executive, becomes national sales manager and Arthur Plaut, director of promotion, was named administrative assistant to the president.

Mr. Bassett succeeds Thomas W. Thuman, who was named vice president-director of sales for Gordon's WILD Birmingham. He joined the WSAI staff in 1953 and in addition to serv-



MR. BASSETT MR. PLAUT

icing national accounts will continue to handle a selected list of local accounts.

Mr. Plaut, who came to WSAI in 1954, will handle special administrative assignments and supervise an expanded advertising and promotion department.

Dinner to Honor Cy Young

CHARLES S. (CY) YOUNG, assistant to the general managers of WBZ-AM-TV Boston and WBZA Springfield, Mass., will be feted Jan. 20 at a testimonial dinner at the Hotel Bradford in Boston. More than 200 friends and associates are expected to attend the dinner, which will mark Mr. Young's retirement (on Jan. 31) after more than 38 years service with Westinghouse Broadcasting Co., owner and operator of the Boston and Springfield stations. Mr. Young was named general manager of WBZ in 1942 and transferred in 1946 as general manager of KEX Portland, Ore., returning to WBZ in 1950.

KNX Issues New Rate Card

A NEW RATE CARD described as being "realistic and flexible" has been issued to advertisers by KNX Los Angeles, according to Bert S. West, the station's general manager.

A KNX advertiser using spot announcements no longer has to advertise six days a week on the station to earn maximum discounts, said Mr. West, adding that "the days-per-week discount is eliminated with the discounts now depending on the number of spots in a week."

WMBR-TV To Build Tower

CONSTRUCTION of a new 995 ft. tower for WMBR-TV Jacksonville, Fla., is scheduled to begin March 1, with completion anticipated on April 1, the station has reported.

The overall structure is designed to support both tv and fm antennas. The tv antenna now on order will allow WMBR-TV to operate at 100 kw visual and 70 kw aural, the maximum permissible under FCC regulations.

We're

Not Being

KITTENISH



But—

It's Purr-ty Nice

To Be WELCOME In

90,000 HOMES

This Winter!!!

NBC Affiliate

WJHP-TV

ABC

Jacksonville, Fla.

N. Y. Gov. Harriman Asks Pilot Educ. Tv in Albany

RECOMMENDATION that New York State establish a pilot educational television station in Albany was proposed last week by Gov. Averell Harriman in his message to the state legislature.

He called upon the legislature to support this plan, originally suggested by the New York Board of Regents, pointing out that New York has "lagged behind many less wealthy states in the development of educational television." Under the regents proposal, Gov. Harriman said, a unit would be established in the Education Dept. to operate the pilot station and prepare programs and other material for distribution to other television media. The unit also would provide consultant service to private educational and other institutions interested in establishing closed circuit or other educational tv facilities. Additionally, Gov. Harriman recommended that the state provide financial assistance to communities interested in establishing an educational tv station.



EXECUTIVES of the three Baltimore tv stations (WAAM [TV], WBAL-TV, WMAR-TV) call on Mayor Thomas D'Alesandro Jr. to announce their plans for the construction of a common tower [B•T, Dec. 12, 1955]. Blueprints call for the tower to be 750 ft. above average terrain, with provisions for extending the height to 1,250 ft. when approved by local and federal authorities. Reviewing the plans are (l to r): E. K. Jett, vice president-director, WMAR-TV; Herman Cohen, vice president, WAAM; Mayor D'Alesandro; Leslie H. Peard Jr., vice president-manager, WBAL-TV, and Ben Cohen, president, WAAM.

Four More Calif. Stations Report on Flood Coverage

REPORTS on radio and tv station activity during last month's disastrous floods in northern California continue to be made.

KSBW-AM-TV Salinas, Calif., served as communications headquarters for the community's police department, the highway patrol, and the Red Cross. Telephone contact was maintained between all branches of rescue teams.

KXOB Stockton was silent 27 hours because of the emergency, during which time water reached a height of two feet in the station. Said General Manager Ort J. Lofthus: "Program director, bookkeepers, announcers, salesmen—all the staff—bailed water, rowed boats, carried sand bags, until their Christmases had come and gone."

KNBC San Francisco General Manager William K. McDaniel kept his station on the air on a 24-hour basis to provide communications to flood victims. The normal broadcasting staff was supplemented by extra engineers, announcers and newsmen to handle the emergency service, and KNBC Program Manager Jack K. Wagner remained at the station night and day to supervise.

The flood left Raymond Mort, transmitter engineer for KNTV (TV) San Jose, stranded alone atop lofty Mount Loma Priesta, where the station's transmitter is located. The rains had made roads leading to the location "almost non-existent" and from Dec. 22 at 10:30 p.m. until the morning of Dec. 24, when a rescue party reached him, Mr. Mort was without any means of communication.



CEREMONIES marking the opening of KYME Boise, Idaho [B•T, Dec. 19, 1955], featured a dedication speech by Idaho Gov. Robert E. Smylie. Following his talk, Gov. Smylie (l) congratulates Roger Hagadone, KYME president.

RADIO

TRANSCRIPTIONS — TELEVISION

THEATRES — HOTELS

CONCERT HALLS — MOTION PICTURES

PHONOGRAPH RECORDS

THE BEST MUSIC IN AMERICA — SESAC

SESAC Performance Licenses provide clearance for the use of SESAC music via Radio, Television, Hotels, Films, Concert Halls and Theatres.

The ever growing SESAC repertory now consists of 284 Music Publishers' Catalogs — hundreds of thousands of selections.

SESAC INC.

Serving The Entertainment Industry Since 1931

475 FIFTH AVENUE **NEW YORK 17**

KPOA Reports Record Year

KPOA Honolulu, during 1955, had the most successful year in its nine years on the air, with November sales more than 50% above the same period in 1954, according to Fin Hollinger, the station's executive vice president.

At KPOA's annual Christmas party, a dozen employes who have been with the station for five years were gifted with round trip tickets and hotel accommodations for a Honolulu-California trip, Mr. Hollinger reported.

REPRESENTATIVE APPOINTMENTS

WSUN-AM-TV St. Petersburg, Fla., names Venard, Rintoul & McConnell Inc., N. Y., national representative. James S. Ayers Co., Atlanta, Ga., appointed southeastern representative for stations.

WALB-TV Albany, Ga., appoints Venard, Rintoul & McConnell Inc., N. Y., national representative, effective immediately.

KTUC Tucson, Ariz., names Radio-Tv Representatives Inc., N. Y.

REPRESENTATIVE SHORT

Broadcast Time Sales Inc., national station representative firm with offices in New York, Chicago, Los Angeles and San Francisco, elected to membership in Station Representatives Assn.

Blair Companies (John Blair & Co., Blair-Tv, and Hoag-Blair) moved into new and expanded S. F. quarters in Russ Bldg.

REPRESENTATIVE PEOPLE

Earl O. Salmon, formerly account executive, WITH Baltimore, to George P. Hollingbery Co., N. Y., as member of radio sales staff.

Seymour H. Thomas, account executive, Vernard, Rintoul & McConnell Inc., N. Y., named manager of firm's midwest office, Chicago.

STATION SHORTS

WILY Pittsburgh announces rate increase of 15%. New card features weekly saturation packages, including new two-day 12-spot blitz campaign.

WJAG Norfolk, Neb., has held open house to show its new radio center.

WMUR-TV Manchester, N. H., begins 10 a.m. programming Jan. 16. Present sign-on time is 2 p.m.

WAAT-AM-FM-WATV (TV) Newark, N. J., moved sales office to 515 Madison Ave., New York 22.

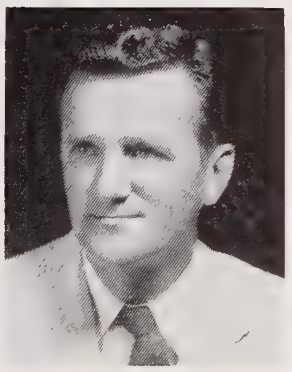
KOSA-TV Odessa, Tex., has ordered what is claimed as nation's second longest AT&T station-leased tv interconnection.

KVOE Emporia, Kan., are new call letters now in effect at old KTSW. Lyon County Bcstg. Co., which purchased station in October, has made program changes and remodeled offices in Broadview Hotel.

KTOE Mankato, Minn., is on fulltime operation at 5 kw. Station formerly broadcast with 5 kw day and 1 kw night.

STATION PEOPLE

James F. Anderson, promotion manager, WOAI San Antonio, Tex., to KIWW San Antonio, Spanish language station, as general manager. He has also been salesman and promotion manager for KABC (now KENS) that city.



MR. ANDERSON

Phil Hoffman, station manager, KLZ-AM-TV Denver, elected vice president of Aladdin Broadcasting Corp., licensee of KLZ-AM-TV.

Howard Mendel, WWCO Waterbury, Conn., promoted to commercial manager.

Charles V. Hunter, account executive, WJW Cleveland, Ohio, appointed sales manager. He has been with station since 1940, first as announcer, later as program director.



MR. HUNTER

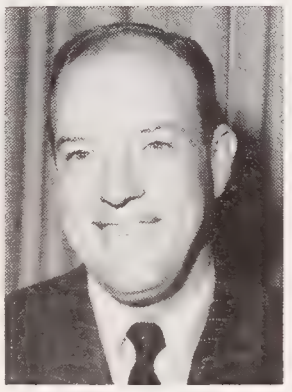
John Pindell, formerly sales manager, KHQ-TV Spokane, Wash., to KING-TV Seattle as local sales manager.

Richard R. Campbell to WJAR-TV Providence, R. I., as promotion and publicity manager.

Harry D. Goodwin, formerly general sales manager, WVNJ Newark, N. J., to WISN-AM-TV Milwaukee, Wis., as director of radio.

Robert Schoolsky, chief announcer, WPFM (FM) Providence, R. I., appointed station manager.

Jack Delier, local sales staff, KWTV (TV) Oklahoma City, appointed national sales manager. Before joining KWTV two years ago he was salesman for Universal Pictures, N. Y.

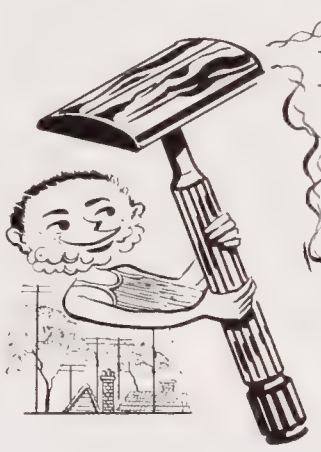


MR. DELIER

Mark Mitchell, director of promotion and publicity, WKBV Richmond, Ind., leaving to take over management of new station in Robinson, Illinois. He will be succeeded by **Bill Woehrmann,** formerly chief announcer, WCNB Connersville, Ind.

Mark Olds, staff director, KYW Philadelphia, appointed program manager, succeeding **Gordon W. Davis,** named general manager last month. Mr. Olds, in radio 15 years, has been with KYW since 1950.

Howard Miller, disc jockey, WINS New York, who also conducts network show daily over CBS Radio, named chairman of national disc jockey committee of 1956 Heart Fund Campaign, Feb. 1-29.



. . . or 89¢ we deliver

1000 Homes

IN CHATTANOOGA

Removes Sales Resistance . . . Slick as a Whistle!

105,200 Watts

158,994 SETS
(Primary A & B)
RETMA
Oct. 1, '55

260 TIME RATE
20 Second or 1 Minute
Average Class A Rating
TELEPULSE Dec. '54

WDEF TV channel 12

NBC • CBS • ABC

CARTER M. PARHAM, President • HAROLD (Hap) ANDERSON, Manager

Represented by THE BRANHAM COMPANY

ON THE DOTTED LINE . . .



A CONTRACT for 52 weeks of *Eddy Arnold Time* has been signed with KFEQ-TV St. Joseph, Mo., by Oldham's Farm Sausage Inc., Lee's Summit, Mo. Signing the pact—strategically placed between two hunks of packaged pork—is Charles Oldham, president of the meat company, and looking on are Wayne Beavers, KFEQ-TV regional sales representative, and Esther Donat, the station's women's director, who will act as hostess and commercial announcer on the series.



BILL McLAUGHLIN, media director, Lynn advertising agency, Wilkes-Barre, Pa., signs for his client, Wise potato chips, to sponsor the *Guy Lombardo Show* for 52 weeks on WBRE-TV Wilkes-Barre. Wise has just concluded a year's sponsorship of the *Passport to Danger* film series on the Pennsylvania station. Looking on are (l to r): Matt Fields, Lynn; David M. Baltimore, WBRE-TV general manager, and Don Smith, Lynn.



◀ RONNIE KAHN, general manager of the new General Life Insurance Co. of Arkansas, signs for sponsorship of *News Final* (Mon.-Fri., 10 p.m.) on KARK-TV Little Rock, Ark. Witnessing the proceedings are (l to r): Lee Bryant, KARK-TV commercial manager; Phillip G. Back, head of the Little Rock advertising agency bearing his name, and Doug Romine, KARK-TV assistant general manager.



MILTON P. ADLER (r), president of Coleman E. Adler & Son (jewelry), signs for sponsorship of *Music Room*, a 2½-hour classical music program, Sunday through Friday, on WDSU New Orleans. Approving the proceedings are Margaret Dalton, account executive for Robert Kottwitz Adv. Agency and A. Louis Read, WDSU vice president-commercial manager.

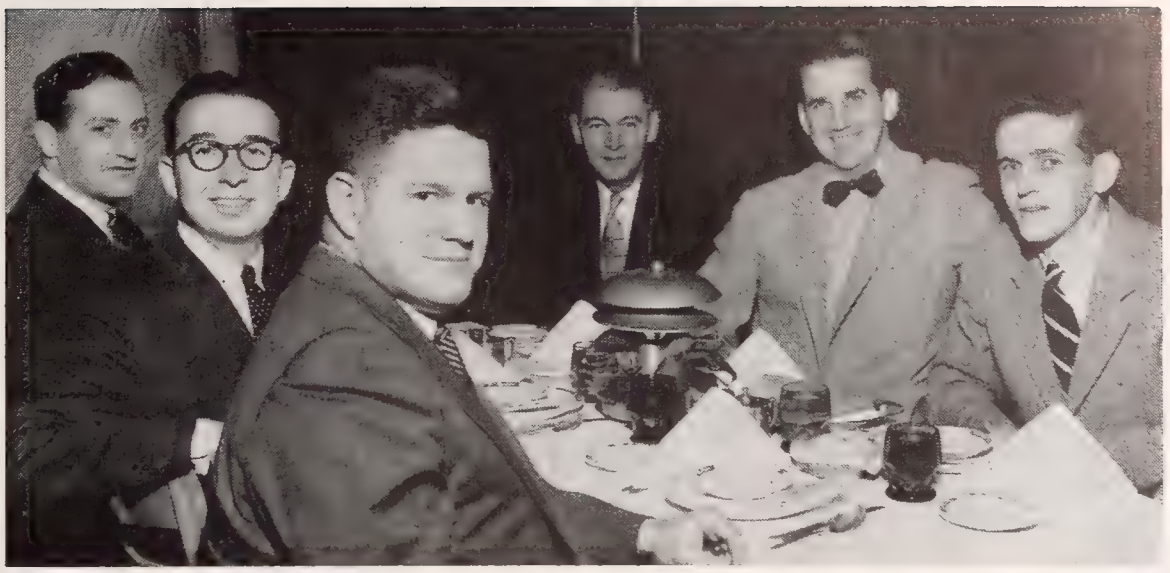


SIGNING a 52-week contract between WRCA-TV New York and Gimbels Department Store are (l to r) Robert Zimler, president of Telesales, advertising agency; Hamilton Shea, NBC vice president in charge of the station; James Barry, WRCA-TV account executive, and Jesse Moore of Gimbels. The buy was the first under WRCA-TV's "double dividend" plan.



SPONSORSHIP of Official Films' *Cross Current* series of *Foreign Intrigue* has been assumed by Plymouth Dealers of San Francisco on KPIX-TV. Signing are (l to r) Eddie Thomas, advertising chairman of Northern California Plymouth Dealers Assn.; Blarney Mackall, Official Films, and K. L. McKinney, president of the car dealers. The agency is N. W. Ayer & Son Inc.

ATTENDING a kick-off luncheon marking the signing for *McMahon About Town* (midnight-2 a.m. EST) on WIBG Philadelphia are (l to r) Franklin Roberts, W. S. Roberts Inc. advertising agency; Norman Berman, Al Berman Clothing Store, a sponsor; Jud Frommer, Weightman advertising agency; Howard H. Miller, Wynn's Friction Proofing (automotive products), a sponsor; Ed McMahon, program host, and Anthony Walton, Robinson, Adelman & Montgomery advertising agency. Other sponsors are Mathew Slap Buick, Sealy Mattress Co. and Orastti's Pump Room (restaurant). ➤





A $60,000, 52-week contract calling for sponsorship of the five-hour early morning *Harmony Highway* on WCFL Chicago is signed by Benjamin Fohrman, Fohrman Packard - Studebaker, Chicago. Others present (l to r) are Marty Hogan, WCFL manager; Dan Sorkin, *Harmony* m.c.; Tom Haviland, WCFL commercial manager, and Ed Fohrman from the car agency, averaging $7,000 weekly in tv.

MARKING the signing of Hamm's beer as a sponsor of the two hour *California Hayride* on KOVR (TV) Stockton, Calif., are (l to r) H. A. Goodwin, Hamm's vice president and San Francisco general manager; Eddie Kirk and "Cottonseed" Clark, *Hayride* co-m.c.'s; Bob Hirschboeck, Hamm's director of merchandising for the San Francisco area, and Terry H. Lee, KOVR general manager. Hamm's will sponsor the 9:30-10 p.m. portion of the 8-10 Saturday night show. ➤





SLUMBERLAND PRODUCTS Co. (mattresses), Waltham, Mass., signs a 52-week contract to sponsor *11th Hour News* on WPRO-TV Providence, R. I., five nights a week. At the contract signing were (l to r): seated, Arthur W. Warshaver, Slumberland president; Arnold F. Schoen Jr., WPRO-TV general manager; standing, Eugene W. Wilkin, WPRO-TV sales manager; Gabriel Stern, vice president, Gabriel Stern Adv. Agency, and Bruce Pattyson, general manager, New England office, Blair Tv. Slumberland also sponsors *11th Hour News* on WBZ-TV Boston and WCHS-TV Portland, Me.

SPONSORSHIP of *Mary Holt's Spirituals* [B•T, Nov. 28, 1955], Sunday morning on WNBK (TV) Cleveland, has been renewed for 26 weeks by Shaw's Jewelry of that city. The 30 minute musical broadcast also has been extended to an hour. Present at the contract signing are (l to r) Lloyd E. Yoder, general manager of WTAM-WNBK; Milton Shaw, president of the jewelry firm; Mary Holt, hostess on the program; Ed Bobrick, manager of Shaw's, and Theodore H. Walworth Jr., WNBK sales manager. ➤





GEORGE FORNERO (l), WDAN Danville, Ill., sports department, looks on as Clarence Vollman, manager, Coca-Cola Bottling Co., same city, signs for U. of Illinois basketball games on WDAN.

K-JOE SELLS FOR THESE FOLKS WHY NOT YOU?

BUSCH LAGER
CANADA DRY
KLEENEX
RINSO
RALSTON-PURINA

LINCOLN-MERCURY
MILLER HIGHLIFE
OLD GOLD
LIFE MAGAZINE
COCA-COLA

TENDERLEAF TEA
WESTINGHOUSE
U.S. ROYAL
LANCE PRODUCTS
AUSTEX CHILI

SEARS ROEBUCK
MAINE SARDINES
KARO SYRUP
CARLING'S ALE
BIRDSEYE FROZEN FOODS



74.6% OF THE ENTIRE BUYING POWER IN THE SURROUNDING TEN COUNTY AREA IS WITHIN 20 MILES OF OUR TRANSMITTER.

A Leading Independent
In The New South

See FORJOE for K-JOE

K-JOE

1000 WATTS DAYTIME
NON-DIRECTIONAL
SHREVEPORT, LA.



COMPLETING arrangements for Twin County Grocers Inc. of New Jersey to sponsor the Jim Ameche program for 52 weeks on WNJR Newark are (l to r): Albert R. Lanphear, WNJR general manager; Milton S. Toppel, Twin County general manager, and James Stephens, program representative.

Paul de Monterice, aeronautical engineer, named commercial writer, WOOD-AM-TV Grand Rapids, Mich.

Sam Grossman, account executive, KNX Los Angeles, to KFMB-TV San Diego, as announcer for sports and special events.

Harry W. Barnam, local sales manager, WTTM Trenton, N. J., appointed general sales manager in charge of national and local sales. He joined WTTM as account executive 10 years ago.



MR. BARNAM

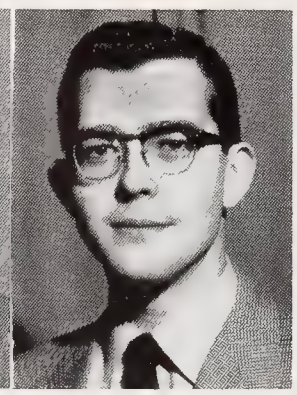
Henry Dabrowski, engineer-in-charge, WATV (TV) Newark promoted to technical director of engineering.

Glenn Manley to KXLW St. Louis, Mo., sales staff.

James L. Prendergast, production manager, WSJS-TV Winston-Salem, N. C., named program director for television. With station since October 1954, he succeeds **Robert C. Estes,** who now devotes more time to public relations activities of WSJS-AM-FM-TV. Mr. Estes has been with stations since 1941.



MR. ESTES



MR. PRENDERGAST

Mike Halperin telecommunications graduate, U. of Southern Calif., to KSBW-TV Salinas-Monterey, Calif., as promotion-merchandising manager.

Sterling V. Couch, traffic manager, WDRC Hartford, Conn., retiring after 28 years with station.

Johnny Falk, assistant to WRCA-AM-TV publicity manager **John O'Keefe,** appointed contact editor, succeeding **Pat Richer,** resigned.

Lawrence B. Taishoff, graduate of Duke U., Durham, N. C., to WTOP-TV Washington, D. C., as floor director.

Truman Brooke Jr and **Ted Kendig** to KOSI Denver sales staff.

Ronald E. Buchanan, formerly sales executive, WLWC (TV) Columbus, Ohio, to WBZ-WBZA Boston-Springfield sales staff.

Lloyd Allen Dyson Jr., former radio control operator, WDBJ Roanoke, Va., returning to city as studio engineer at WDBJ-TV. He has been serving with CAA in Alaska.

Robert Kendall, talent contractor WMAQ and WNBQ (TV) Chicago, retires after 25 years service with NBC Central Div.

Robert Christian White, formerly newscaster, WJBK-TV Detroit, to WJR Detroit, as newscaster and announcer. **Art James,** formerly announcer WWJ-TV Detroit, to WJR as announcer.

Tom Moore, radio and show personality, to WABD (TV) N. Y., as host for station's *Featurama* program.

Reverend J. Arthur Lazell, information editor of Dept. of History, Presbyterian Church in U. S. A., appointed consultant on religious programming WCAU-AM-TV Philadelphia.

Stan Clark, Ted Smith and **Duane Dow** to WGUY Bangor, Me., as announcers.

Donald L. English, formerly producer, WISH-TV Indianapolis, to KWK-TV St. Louis, Mo., as producer-director. **Ida Rowland,** continuity department, KOMU-TV Columbia, Mo., to KWK Inc. publicity department.

Jack Gardner, KLZ-TV Denver, to KOA-TV Denver as director of film continuity acceptance.

Bill Pryor, WNBF Binghamton, N. Y., sportscaster-announcer, leaving station to enter insurance business.

Patricia Laney, former supervisory accountant with Dept. of Air Force in England, to WTTM Trenton, N. J., as accountant. **Katherine Weber** to WTTM as executive secretary.

Reginald Stanborough, stage manager, KRCA (TV) Los Angeles, promoted to director. His former position will be filled by **Robert Cauley.**

Virginia Maffucci, "Miss Massachusetts," to WVDA Boston, sales promotion department.

Len East, former free-lance actor, to WDSU New Orleans, as announcer.

Hockey Interests, Too

ROBERT B. RIDDER, president, WDSM-AM-TV Superior, Wis., is managing the 1956 U. S. Olympic hockey team now training in Duluth, Minn., for the Winter Olympics in Cortina, Italy. WDSM-TV is televising several exhibition games between the U. S. team and area amateur hockey clubs. Mr. Ridder also is president of Midwest Radio-Television Inc., licensee of WCCO-AM-TV Minneapolis.



WEWS-TV Cleveland has signed for the *Confidential File* series, being sponsored on the station by the Baird-Foerst Corp., distributors of heating and air-conditioning equipment and appliances. Present at the contract signing are (l to r): seated, Hal Foerts; actor Paul Coates; Bill Baird; standing, WEWS Station Director J. Harrison Hartley; Ted Swift, Guild Films, and Marc Wyse, head of Marc Wyse Advertising Agency.

Anna Shaw appointed regional reporter, covering Paris, Mo., area, for KNCM Moberly, Mo. **Charlotte Cleaver** named regional reporter for Macon, Mo., area and **Bob Dixon** appointed for Columbia, Mo., area.

Mrs. Elizabeth Rannells, 50, radio-tv writer, conductor of WGN-TV cooking show and columnist for *Chicago Tribune,* died Dec. 20.

Bill Hayward, co-producer, WPTZ (TV) Philadelphia's *Progress* show, father of son, Jeffery Williams.

Mike Schaffer, promotion director, WDBJ-TV Roanoke, Va., father of girl, Cara Lynne, Jan. 2.

John Knight, engineer-in-charge, KRCA (TV) Los Angeles, elected president of Society of Television Engineers for 1956.

Louise Morgan, personality, WNAC-AM-TV Boston, scheduled to make guest appearances on *Ed Sullivan Show* and *Strike It Rich,* both CBS-TV, Jan. 8 and 9.

Henry P. Johnston, president, Alabama Broadcasting System, (WAPI-WAFM-WABT [TV] Birmingham), elected vice president, American Cancer Society of Alabama.

W. C. Swartley, Boston activities vice president, Westinghouse Bcstg. Co. appointed by Mass. Gov. Christian A. Herter to 13-man committee to study State Merit Plan for highway safety and insurance.

Francois Pope, star of *Creative Cookery* on WBKB (TV) Chicago, author of new book, "Francois Pope's Gourmet Dining Guide" for city.

Gloria Brown appointed staff announcer, WTAM, WNBK (TV) Cleveland.

Roger Carroll returning to KABC Hollywood as announcer, after two years in U. S. Army.

Harry C. Baker, announcer, KARM Fresno, Calif., to KBIG Catalina, Calif., as disc jockey, replacing **Jim O'Leary,** resigned.

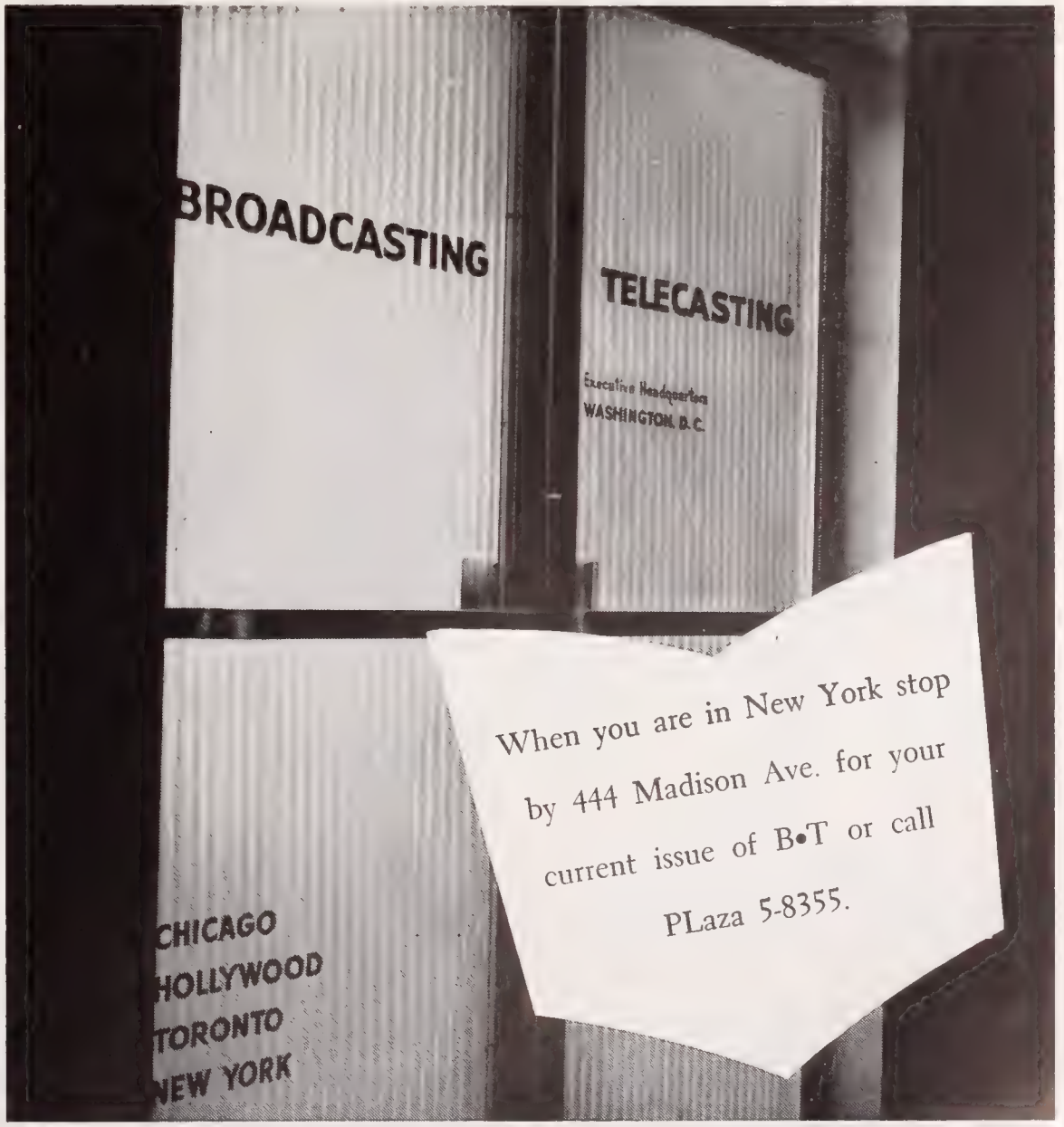
Bob Todd, WPAM Pottsville, Pa., to WLOG Logan, W. Va., as early-morning personality.

Arlene Adams to musical staff of WBBM Chicago as singer, replacing **Betty Chapel,** to WBBM-TV same city.

Polly Cox, wife of Farm Editor **Murray Cox,** WFAA Dallas, Tex., starring in new show, *Polly's Kitchen,* on WFAA.

Cathy Briese, WAZL Hazleton, Pa., to WHAM-TV Rochester, N. Y., traffic department. **Audrey Hall** will take over her former position at WAZL. **Al Evans,** with WAZL before entering armed services, to WIDE Biddeford, Me. **Roz Ferdinand** to Vic Diehm Assoc. Inc. (WAZL Hazleton, Pa., WHOL Allentown, Pa., WIDE Biddeford, Me., and WHLM Bloomsburg, Pa.), accounting department at group's headquarter's in Hazleton. **Marie Burner** to Vic Diehm Assoc. secretarial department.

Marvin Page and **Howard Ely** to KFBB-TV Great Falls, Mont., in film department; **Sharon Drewlow** to KWWL-TV Waterloo, Iowa, in continuity department; **William Hobin** to WUSN-TV Charleston, S. C., as cameraman; **Eileen Nubgaard** to KFBB-TV Great Falls, Mont., as receptionist, and **Edwin Zielinski** to KWWL-TV Waterloo, Iowa, production staff. All are graduates of Northwest Radio & Tv School, Portland, Ore.



Radio, Tv Programs Planned For March of Dimes Drive

THE National Foundation for Infantile Paralysis is shipping a series of transcribed personality programs, ranging from 30-second spots to full 15-minute musical programs to radio stations throughout the U.S., its overseas possessions and territories served by the Armed Forces Radio Service. Discs, featuring such stars as Harry Belafonte, Orson Welles, Count Basie, Melvyn Douglas, Nat "King" Cole, Jean Simmons, Sarah Vaughn and others, will be used throughout the March of Dimes, $47.6 million fund campaign, which began last Tuesday and runs through Jan. 31.

Radio, Tv Cited in Seal Sale

THE radio-tv industry has been cited by Dr. James E. Perkins, managing director of the National Tuberculosis Assn., for its supporting efforts in the 49th annual Christmas Seal sale. Dr. Perkins said the sustained support of networks, affiliates and local independent stations, in cooperation with sponsors, agencies and talent, "was of inestimable value in informing the public" that its help was needed in the fight against TB.

Westinghouse to Cover Meet Of Citizens Group on Schools

WESTINGHOUSE Broadcasting Co. will cover the two-day annual meeting of the National Citizens Committee for the Public Schools, starting today (Monday), at the Waldorf-Astoria Hotel, New York, with an intensive tape and film description. As in its coverage of the White House Conference on Education, the material will be supplied by WBC to its radio and tv stations.

As part of WBC's "continuing interest in the nation's educational problems," Gordon Hawkins, WBC's educational director, said last week that delegates to the New York meeting would see at least one segment of "The Big R," a WBC-produced series documenting the present status of U. S. education.

WBC stations slated to carry the special coverage this week are WBZ-AM-TV Boston, KDKA-AM-TV Pittsburgh, WOWO Ft. Wayne, Ind., KPIX (TV) San Francisco and KEX Portland, Ore.



A MIXING CONSOLE, two film projectors and other tv equipment, valued at $10,000, have been given to WUNC-TV, educational television station of the U. of North Carolina, by WFMY-TV Greensboro, N. C. Most of the equipment will be installed at WUNC-TV's Greensboro studios on the Woman's College campus, and the rest will be placed in the station's central projection room near Chapel Hill. David M. Davis (l), tv director at the Woman's College, looks over part of the gift with Gaines Kelley, WFMY-TV station manager, who made the presentation.

WBZ-TV Pneolator Saves Child's Life

A PNEOLATOR (mechanical respirator), recently awarded to the Chelsea, Mass., fire department by WBZ-TV Boston during the station's fire prevention contest, has been credited with saving the life of a 13-month-old baby. The youngster was suffering from severe chest congestion when its parents summoned police and fire assistance. Police administered first-aid to the baby as it was rushed to the hospital. Five pneolators were awarded by WBZ-TV to the Massachusetts towns that submitted the largest percentage of fire prevention pledges per capita.

KNCM Locates Missing Hunter

DESCRIPTIONS of a missing hunter and tips on hunting areas where he might have gone, aired by KNCM Moberly, Mo., led a listener to the body of the man within an hour. He had been stricken with a fatal heart attack.

KTNT-TV Telecasts Government Hearing

A SENATE sub-committee hearing on West Coast fishing and boat building problems was telecast live by KTNT-TV Tacoma, Wash., last month. Len Higgins, station manager, said the station made arrangements with Sen. Warren Magnuson, head of the sub-committee and of the Interstate & Foreign Commerce Committee, to carry a direct telecast of the hearing during the one day it was held in Tacoma.

Mutual Airing New Series

MBS has launched a new public service series, *By The People*, in cooperation with the Federal Civil Defense Administration, utilizing a dramatic and news format. The program is being carried on Mutual coast-to-coast at 7 p.m. EST, Sunday, and is the second such series on that network.

WKNB-TV Distributes Flood Money

FLOOD RELIEF money collected by WKNB-TV New Britain, Conn., 16-hour telethon in August this year totaling $210,000 has been distributed by a special committee comprised of members representing Connecticut's seven principal service organizations, such as the Rotary, Kiwanis and Lions. In addition, Gov. Abraham A. Ribicoff had asked the committee to distribute the $58,000 in his own flood fund. The telethon was staged Aug. 24-25 with only a 58 hour preparation, and featured tv, radio, stage, and screen stars.

WBKB (TV) Boosting Educational Station

WBKB (TV) Chicago is donating 15 minutes of public service time each week to a new series designed to explain operation and policies of WTTW (TV) Chicago, new non-commercial, educational outlet. Each Saturday morning, Dr. John Taylor, executive director of the outlet, invites questions from viewers on different phases of ch. 11's educational program. A staff member accompanies Dr. Taylor on the program, seen 11:30-45 a.m. Saturdays.

Profitable Remark

A CHANCE remark on the *Time for Dave* program (WIBX Utica, N. Y., 5-6 p.m. Mon.-Fri.) brought 294 pairs of used eye glasses to the New Eyes for the Needy, Short Hills, N. J.

Dave Scott and Al Bonapart were reading a routine item about a pair of lost glasses on the program and made a comment about a group in New Jersey that distributed used glasses among the needy, but couldn't think of its name. Shortly thereafter, the name of the organization was sent to WBIX and that was the start of an impromptu campaign lasting eight days.

The 294 pairs of glasses were turned over to the YWCA to be sent to New Eyes for the Needy. The New Jersey group has supplied over 70,000 persons with glasses.



"BIG TIME DAYTIME" programming with any commercial handling you want . . . live cameras always available.
"BIG TIME DAYTIME" precedes the sensational new ABC-TV evening schedules. Contact Free & Peters or:

Don Davis, *First Vice President*
John Schilling, *Vice Pres. & Gen. Mgr.*
George Higgins, *Vice Pres. & Sales Mgr.*
Mori Greiner, *Director of Television*

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Executive manager for new business spot radio development department for national station representative.

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NBC CALLS 1955 NETWORK'S BEST YEAR

Company's tv realized an "unprecedented increase" of 34.6% in total gross billings, whereas "overall income" gained 22.5% in comparison with 1954.

CLAIMING 1955 as its "most successful year" of operation, NBC in a year-end review reported Friday that NBC-TV realized "an unprecedented increase" of 34.6% in total gross billings while the company as a whole gained 22.5% in "overall income" compared with 1954.

NBC's highlights of the year included:

• **Color.** A color tv schedule of 40 hours per month, a 500% increase over 1954; more than two dozen advertisers sponsoring regularly scheduled color shows on the network; opening of Color City in Burbank, Calif., and the simultaneous announcements of a $12 million color expansion program and plans for conversion of its owned WNBQ (TV) Chicago to all-color programming.

• **Advertisers.** NBC-TV claimed a new record total: 231, with 44 new advertisers brought into network tv in the first nine months of the year.

• **Programs.** NBC-TV's "Peter Pan" production which had an estimated audience of 67 million; "The Sleeping Beauty," a full-length ballet, seen by some 30 million; development of *Wide, Wide World* camera tour series and the Maurice Evans' *Hall of Fame* series, both Sunday afternoon offerings, as well as continuing fare of spectaculars, comedy, variety, dramatic, cultural and educational shows; establishment on NBC Radio of *Monitor* and *Weekday,* and new radio network services programmed respectively on weekends and weekdays.

• **Organizational.** Election of Sylvester L. Weaver Jr. to chairman of the board, NBC, and Robert W. Sarnoff from executive vice president to president, succeeding Mr. Weaver; appointment of Thomas A. McAvity to vice president in charge of the NBC Television Network and election of Charles T. Ayres as vice president in charge of the NBC Radio Network.

• **Stations.** At the year's end, NBC-TV's affiliated stations totaled 196 and of these 171 were interconnected; number of affiliates equipped to rebroadcast network color was boosted from 81 at the beginning of the year to 114 as of Dec. 31, 1955, while 15 stations were equipped to originate local live color and 39 had color slide or film equipment; NBC Radio counted 197 affiliated stations. Average evening tv program on NBC was sponsored on 105 stations in November, 1955, compared to 94 stations in that month in 1954.

NBC-TV said its Sunday night color spectacular series, made available to advertisers on a participating basis last year for the first time, now is 95% sold out with only a few positions for next summer still open, and that the participating programs—*Today, Home* and *Tonight*—increased billings by more than one-third to a total of $17 million in 1955.

First time tv users signed last year by the network included United Motors, Dormeyer, American Petroleum Institute, Webster, Upjohn, American Viscose, Evinrude, General Dynamics, Carrier, Beech-Nut and American Standard.

Major tv sales achievements—in addition to the Sunday night spectacular series record—were listed as indication of a 40% improvement over 1954 in daytime sales with *Matinee Theatre* (Mon.-Fri., 3-4 p.m. EST) starting off with a "record-breaking" $4.5 million in business before it went on the air; most successful year in summer tv sales; a $9 million sellout of its *Perry Como Show* that now is sponsored jointly in its Saturday night slot by six advertisers through the end of next summer; General Motors' purchase of *Wide, Wide World,* and sale of the Maurice Evans series to Hallmark.

In radio, NBC scored its selling and programming innovations with the *Monitor* and *Weekday* services and the "top ten plan" the latter instituted Oct. 3, 1955, to permit advertisers to obtain large cumulative audiences by buying top established evening shows in any combination.

Record Year for o&o's

NBC's owned stations saw a record year in sight as local and national spot tv billings by October rose more than 14% over the comparable 1954 period while local and national spot radio billings were up 4% in the same period.

NBC in 1955 also took over ownership of WBUF-TV Buffalo, a uhf station, on Dec. 30, 1955, and had an application pending with FCC for approval of its purchase of the capital stock of New Britain Broadcasting Co. (WKNB-TV, also uhf, and WKNB-AM New Britain, Conn.). FCC at year's end approved an exchange of NBC's Cleveland station, WTAM-AM-FM, WNBK (TV) and $3 million for WPTZ (TV) and KYW Philadelphia of Westinghouse Broadcasting Co.

The network's review also touched upon creation of its program development department, a talent development program and political broadcast unit; public affairs, news and special events presentations; sports coverage (included World Series in color, National Collegiate Athletic Assn. football, bowl games, boxing, tennis, golf, basketball and horse racing events); co-op sales rise from $150,000 in 1954 to more than $400,000 last year; setting up of its TeleSales Division which is engaged in merchandising aids and closed circuits presentations to client prospects; opera telecasts and formation of a touring repertory opera company to augment activities of NBC Opera Theatre.

NBC noted that its news correspondent, Irving R. Levine, became the first radio-tv representative to be accredited in Moscow (last July); NBC Spot Sales increased its total billings by 15% over 1954; NBC Film Division surpassed a production and sales record of the previous year, commissioning three new tv film series, extending operations to new markets overseas and selling programs in more than 100 U. S. markets, with 12 sold in the New York market alone; NBC Research and Planning department issued a million dollar before-and-after study of tv in Fort Wayne, and introduced the Program Extension Plan (PEP), and the NBC Merchandising department conducted campaigns for 149 sponsors in 1955 compared to 107 for 1954.

Sooner Friend Stanton

DR. FRANK STANTON, president of CBS Inc., was getting "thank you" notes from Oklahoma football fans last week. It came about thus: KTEN (TV) Ada, Okla., which has a per-program arrangement with CBS-TV, was not scheduled to get CBS-TV's coverage of the Jan. 2 Orange Bowl game between Oklahoma and Maryland, but prevailed upon Oklahoma Gov. Raymond Gary to intercede with Dr. Stanton in behalf of its audience in southeast Oklahoma. Dr. Stanton consented. KTEN Vice President and General Manager Bill Hoover thereupon decided to carry an announcement immediately preceding the game, and one immediately afterward, telling KTEN viewers that they were able to watch the contest on KTEN through the courtesy of Dr. Stanton, and suggesting that they write him a brief note of thanks. A check at CBS-TV on Thursday, three days after the game, showed that the "thank you's" had started arriving that morning and, by nightfall, had reached about 100.

Shaw to Address Sales Meet

WILLIAM SHAW, CBS Radio's network sales manager, will address a sales meeting Jan. 20 of the F. C. Russell Co. (storm windows) at the Carter Hotel, Cleveland. The Russell firm will enter network radio for the first time as a participating sponsor on CBS Radio's *Bing Crosby Show* in February [B•T, Dec. 26, 1955]. Another CBS Radio executive, Frank Nesbitt, director of sales development, is slated to speak before the Advertising & Sales Club of Toronto on Jan. 24.

For tops in good persuasive selling, to good big audiences, choose Hugh's MORNING CLOCK, 5:30 to 9:30, Mon. thru Fri. Sat. 5:30 to 9:00

CBS in Baltimore WCAO

MBS' Year-end Summary Highlights New Approach

A NEW APPROACH to network radio selling and programming highlighted 1955, according to an MBS year-end summary released last week.

The new approach, which recognized "personalized listening habits," was labeled the answer to competitive media, which, Mutual said, "were responsible for cutbacks in network radio expenditures." The network took note that "multiple broadcasts and shorter time period purchases resulted in continued faith by the nation's top advertisers in Mutual's effectiveness."

Leading advertisers on Mutual last year, the network said, included P. Lorillard Co., Buick Div. of General Motors Corp., Gillette Safety Razor Co., American Home Products and Miles Labs. MBS listed these clients as having been "attracted" to its "flexible patterns": R. J. Reynolds Tobacco Co., Coca-Cola Co., Kraft Foods Inc., Philco Corp., Esso Standard Oil Co., National Biscuit Co., Trans-World Airlines and the Quaker Oats Co.

The average number of network stations used by advertisers during the year was reported as 381. MBS said its "multi-message plan" was nearly sold out throughout the year and that "personalized features" (such as *Story Time, America's Front Door* and *Standby With Bob and Ray)* were initiated on a network basis to join regular MBS fare. The network also mentioned its "earth-wide journeys" instituted by its *Standby—Round the World* show, and a continued emphasis on news and sports programs.

Jahncke Named to Head New ABC Political Unit

FORMATION of an ABC political unit headed by Ernest Lee Jahncke Jr., vice president and assistant to the president of ABC [B•T, Jan. 2], was announced last week by President Robert E. Kintner.

He said the unit would be responsible not only for all aspects of regional and network political broadcasts on ABC Radio and ABC-TV during the fall campaign, but also all phases of ABC coverage of the Republican and Democratic conventions and election-night coverage.

Thomas Velotta, vice president and administrative officer of news, special events, sports and public affairs for ABC, was designated to be in charge of operations for the political broadcasts and telecasts. The unit also will include executives from ABC divisions concerned with the coverage, the announcement said. These, it was reported earlier, include the following in sales: ABC Radio, Stewart Barthelmess, administrative manager for ABC Radio sales, with Addison Amor as account executive; ABC-TV, Henry Hede, sales service director with Norman Hendershot as account executive.

ABC Promotes Weinbach To Newly-Created Post

PROMOTION of Mortimer Weinbach from director of labor relations to the newly-created post of ABC director of personnel and labor relations was announced last week by Robert E. Kintner, ABC president [CLOSED CIRCUIT, Jan. 2].

Mr. Weinbach joined ABC in January 1951 as business manager of the radio program department and was named national director of television operations in 1952 and director of labor relations in 1953. Previously he had served in the federal government, including the Securities & Exchange Commission and the Civil Aeronautics Board; the Music Corp. of America's legal department, and CBS as a talent and program negotiator.

Under the merger of ABC's personnel and labor relations departments, both Marie McWilliams, director of personnel, and Arthur Harvey, labor relations assistant, will report to Mr. Weinbach.

N. Y. Loses Monday Fights

TELECASTS of Monday night boxing bouts, presented on a lineup of 40 stations arranged by the DuMont Broadcasting Corp., will emanate outside of New York, starting Jan. 23, as a result of an order by the New York State Athletic Commission banning the Boxing Guild of New York from operating in the state. The bouts will be held through Jan. 16 at New York's St. Nicholas Arena, but the following bouts will be staged in arenas in other cities, with Baltimore Coliseum hosting the first matches outside New York City.

Sullivan Signs Kate Smith

UNDER an exclusive contract with Ed Sullivan, reported as "running well into six figures," Kate Smith is scheduled for five appearances on CBS-TV's *Ed Sullivan Show* (Sunday, 8-9 p.m. EST) during the period from Jan. 29 to May 27. Miss Smith's segments will be produced and directed by her long-time associate, Ted Collins.

Vane Gets New NBC Post

EDWIN VANE, NBC manager of national sales promotion, has been appointed manager of national audience promotion, John H. Porter, NBC national advertising and promotion manager, announced last week. Donald Foley, CBS-TV Spot Sales advertising and promotion director, has been appointed to fill the national sales promotion post vacated by Mr. Vane.

Kaufman Joins ABC Lawyers

APPOINTMENT of Robert J. Kaufman to the legal department of ABC was announced last Friday by Geraldine B. Zorbaugh, secretary and general counsel of ABC. Mr. Kaufman previously was assistant general counsel of the DuMont Broadcasting Corp. and a partner in the law firm of Gale & Ealk, New York.

CBS Inc. Names Hoehn

KENNETH W. HOEHN, senior tax attorney, CBS Inc., has been appointed director of taxes of the company. Mr. Hoehn will coordinate tax policy, according to an announcement by Arthur S. Padgett, general auditor, CBS Inc., last Thursday. Charles B. Bayly Jr. succeeds Mr. Hoehn as senior tax attorney.

Keystone Adds Six Affiliates

ADDITION of six new affiliates was announced by Keystone Broadcasting System last Wednesday, raising its number of stations to 872. New clients are WSUX Seaford, Del.; WSYL Sylvania, Ga.; WMAG Forest, Miss.; WLDB Atlantic City, N. J., and WBRG Lynchburg and WFHG Bristol, both Va.

NETWORK PEOPLE

Albert L. Capstaff, director of entertainment for NBC's *Monitor,* appointed executive producer.

Fred Hamilton, Jaffe Adv. Agency, Hollywood, to program management staff of NBC-TV Pacific Div.

John Karol, CBS Radio vice president in charge of network sales, will address luncheon meeting of Pittsburgh Advertising Club Jan. 19 in William Penn Hotel.

Robert Montgomery, NBC-TV executive producer, will again head N. Y. Legal Aid Society's communications division in its 1956 fund-drive.

Eddie Cantor has recorded special adaptation of "Heart," song from "Damn Yankees" musical, as theme song for 1956 Heart Fund campaign, Feb. 1-29. Peter Pan Records will produce recording to be distributed to radio program directors and disc jockeys.

Carl Beier, producer, director and writer for radio-tv, stage and motion pictures, named tv producer-director for CBS public affairs. Mr. Beier currently is collaborating with James Thurber on a Broadway show.

NETWORK SHORTS

WCBS-TV New York educational show, *Camera Three,* will be made available to CBS-TV stations, effective Jan. 22 (Sundays, 11:30 a.m.-noon EST). Two-year-old program has been winner of number of honors including Peabody Award.

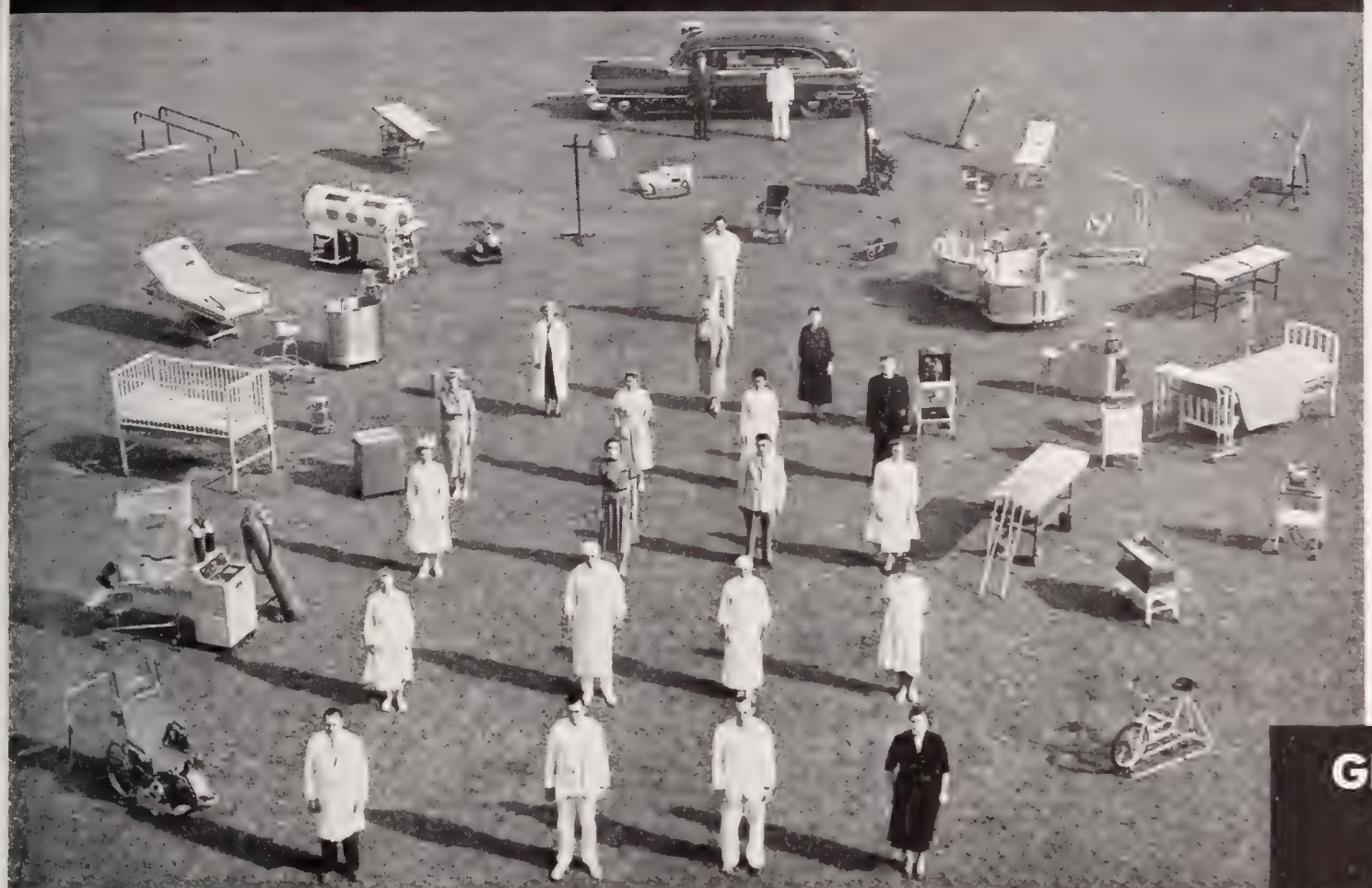
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1. *ALL STAR QUARTER HOUR RADIO TRANSCRIPTIONS*

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The Chordettes
Les Elgart and His Orchestra

PLUS

Special 1 Minute Sound Effects Spots

PLUS

Transcribed and Live Announcements

2. *16 MM TV SOUND FILMS*

Starring

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Harry Belafonte
Gordon MacRae
Dave Brubeck Quartet
Sarah Vaughan
Bill Hayes

AND OTHERS

PLUS

1 Minute spots with Claudette Colbert, Lloyd Nolan, Jeanne Crain, George Gobel, Diana Lynn, Robert Q. Lewis, Cornel Wilde, Kim Novak.

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Live Announcements and Visual Props

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JANUARY 3-31

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'55 RADIO PRODUCTION ECLIPSES 1954

Eleven-month total puts last year 44% ahead of same 1954 period. Figures also released on 10-month shipments.

RADIO set production for the first 11 months of 1955 was 44% above the same period in 1954, according to Radio-Electronics-Tv Mfrs. Assn. November production also was 44% above the same month a year ago. Eleven-month radio output totaled 13,108,365 sets compared to 9,138,955 in the same 1954 period. November radios, the highest rate since March 1951, totaled 1,580,797 compared to 1,500,206 in October and 1,098,725 in November 1954.

Tv production totaled 631,654 sets in November, compared to 759,735 in October and 858,501 in November 1954. Eleven-month tv output totaled 7,151,895 sets compared to 6,513,292 in the same 1954 period.

Of the tv sets produced in November, 114,645 had uhf tuning, with a total of 1,092,182 uhf models produced in 11 months of 1955. Radio output included 44,357 with fm tuners and 2,021 tv sets that month with fm tuning.

Following are radio and tv set production during the first 11 months of 1955:

	Television	Home Radio Sets	Portable Radios
Jan.	654,582	280,121	47,303
Feb.	702,514	232,831	109,120
March (5 wks)	831,156	300,840	233,465
April	583,174	193,431	265,866
May	567,394	161,357	258,701
June (5 wks)	589,973	181,930	255,833
July	344,295	141,119	79,410
Aug.	647,903	300,513	106,197
Sept. (5 wks)	939,515	417,802	139,164
Oct.	759,735	398,087	168,709
Nov.	631,654	389,316	181,573
Total	7,151,895	2,997,347	1,845,341

	Auto Radios	Clock Radios	Total Radios
Jan.	573,837	166,885	1,068,146
Feb.	597,742	150,031	1,089,724
March (5 wks)	774,025	173,944	1,482,274
April	567,876	72,602	1,099,775
May	563,369	130,608	1,114,035
June (5 wks)	584,567	182,605	1,204,935
July	404,443	93,517	718,489
Aug.	403,320	137,604	947,634
Sept. (5 wks)	511,278	234,106	1,302,350
Oct.	651,017	282,393	1,500,206
Nov.	733,859	276,049	1,580,797
Total	6,365,333	1,900,344	13,108,365

Radio shipments to dealers in the first 10 months of 1955 were 12% above shipments in the same 1954 period, according to RETMA (shipment figures do not include auto sets, which are sold to factories). The 10-month radio shipments totaled 4,954,277 compared to 4,416,783 in the same 1954 period. October shipments were 757,196 sets compared to 745,569 in September and 639,624 in October 1954.

Following are radio set shipments to dealers for the first 10 months of 1955:

State	Total	State	Total
Alabama	62,451	Nebraska	35,835
Arizona	23,265	Nevada	7,160
Arkansas	27,270	New Hampshire	22,791
California	430,204	New Jersey	268,831
Colorado	33,603	New Mexico	17,791
Connecticut	83,968	New York	728,738
Delaware	13,795	North Carolina	82,668
District of Columbia	58,966	North Dakota	14,195
Florida	102,012	Ohio	300,259
Georgia	88,646	Oklahoma	39,529
Idaho	8,778	Oregon	34,110
Illinois	350,113	Pennsylvania	359,801
Indiana	98,527	Rhode Island	36,258
Iowa	52,939	South Carolina	43,304
Kansas	45,092	South Dakota	14,842
Kentucky	67,694	Tennessee	61,146
Louisiana	61,093	Texas	200,854
Maine	28,308	Utah	15,703
Maryland	89,481	Vermont	19,128
Massachusetts	199,973	Virginia	80,697
Michigan	234,708	Washington	60,817
Minnesota	68,229	West Virginia	27,171
Mississippi	35,968	Wisconsin	94,266
Missouri	102,032	Wyoming	6,720
Montana	14,528	U. S. Total	4,954,277

Somewhere Every Day

Radio and Television Stations are accused of Committing

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Chicago Furnishings Mart To Show New Radio-Tv Lines

MAJOR MANUFACTURERS will unveil their 1956 radio-tv receiver lines at the International Home Furnishings Market in Chicago for 12 days starting today (Monday).

Interest is expected to center on new transistor model radios and color tv lines as well as conventional sets.

Among manufacturers reporting on proposed exhibits is CBS-Columbia, which will show 16 tv models, ranging from 17-inch table sets to 24-inch consoles, and its radio line, including transistorized types. Emerson Radio & Phonograph Co. also is expected to display two new transistor radios, as well as its complete tv line. Philco Corp. will show 13 new television receivers, it was reported, while Westinghouse Electric Corp. will stress appliance lines.

Chicago-based set-makers, including Admiral, Zenith, Motorola and Raytheon, also will maintain exhibit space. Some 50,000 manufacturing representatives and buyers are expected to attend the $4 million, semi-annual Chicago event.

New Selenium Phase Detector To Go in Admiral Tv Sets

TRANSISTORIZED TV moved a step closer to reality last week with announcement by Admiral Corp. that it has developed a small selenium phase detector for immediate use in its receivers.

The company will replace a vacuum tube (No. 6AL5) with the detector, claimed to have the advantages of not creating heat and being "practically indestructible." It will be utilized in all Admiral tv sets, according to Day De Cola, engineering director. The device consists of a small piece of selenium metal shrouded in a protective plastic covering. It is designed to hold a tv receiver in horizontal synchronization.

Admiral's announcement represented the second development in the transistor tv picture among Chicago-based manufacturers within three months. Motorola Inc. last fall reported development of a new technique for production of "high frequency" transistors for eventual application in television [B•T, Oct, 24, 1955].

Sarkes Tarzian Inc. Acquires Silicon Corp.

ENTIRE facilities of the Silicon Corp. of America have been acquired by Sarkes Tarzian Inc., Bloomington, Ind., and as of Jan. 1 has been operating as part of the latter firm's rectifier division, it was made known last week.

According to the Tarzian enterprises, complete production facilities have been moved to Bloomington and expansion is planned to keep pace with growing demand. Key personnel with Silicon Corp. have joined the Tarzian company. Sarkes Tarzian is president of the company which is licensee of WTTV (TV) Bloomington (Indianapolis).

Management Group Cites Seven Radio-Tv Companies

SEVEN radio-tv companies were among 408 U. S. and Canadian firms certified last week as "excellently managed" by the American Institute of Management, New York, a non-profit foundation which makes such awards annually.

General Electric Co., Sylvania Electric Products Inc. and Westinghouse Electric Corp., received the award for the sixth straight year; CBS Inc. and Philco Corp. for the fifth consecutive year, and Motorola Inc. and Zenith Radio Corp. for the fourth. Awards are presented on a rating point system with evaluation based on such factors as economic function, corporate structure, health of earnings, service to stockowners, directorate analysis, research and development, fiscal policies, production efficiency, sales vigor and executive worth.

Metz to Coordinate Manpower at RCA

HAROLD METZ, director of personnel, RCA, has been appointed director of personnel and organization development, a new post calling for the coordination of the nationwide manpower development activities of all RCA subsidaries, plants and offices in the U. S., it was announced last week by Edward M. Tuft, RCA's vice president in charge of personnel. J. J. Brant, personnel manager of RCA Victor television division, succeeds Mr. Metz.

RCA Ships Gear to Four

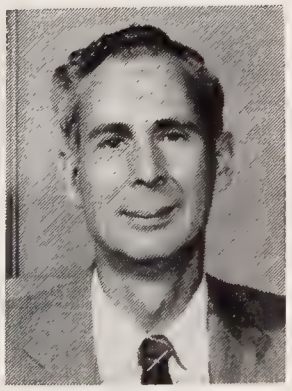
RCA shipped three transmitters and a live color studio camera to stations last week. Transmitter shipments included a 10 kw to WDMJ-TV Marquette, Mich. (ch. 6), a 25 kw to KTTS-TV Springfield, Mo. (ch. 10) and a 10 kw to KETA (TV) Oklahoma City (ch. 13). The camera was shipped to WSAZ-TV Huntington, W. Va. (ch. 3).

GE Ships to Three

GENERAL ELECTRIC Co. last week reported it had shipped a 5 kw transmitter to KREM-TV Spokane, Wash. (ch. 2), a 12-bay antenna to KOOL-TV Phoenix (ch. 10), and a five-bay antenna to KPTV (TV) Portland, Ore. (ch. 27). The manufacturer also reported that GE equipment was installed in the new KOSA-TV Odessa, Tex., which commenced operation Jan. 1 on ch. 7 with 20.2 kw erp [B•T, Dec. 26, 1955].

MANUFACTURING PEOPLE

Milton A. Chaffee, formerly deputy director of systems, Air Force Research Center, Cambridge, Mass., to Fairchild Camera & Instrument Corp., Long Island, N. Y., as director of electronics and systems research. As member of Mass. Institute of Technology Radiation Laboratory research staff during World War II, Mr. Chaffee developed ground radar systems in use today for air defense.



MR. CHAFFEE

Andre G. Clavier and **Brig. Gen. Peter G. Sandretto** (U. S. Air Force Reserve), technical directors in charge of commercial and military development programs, Federal Telecommunication Labs, Nutley, N. J., and **Dudley M. Day,** secretary-treasurer and counsel for Labs and member of N. Y. State Bar, elected vice presidents.

John Reine, assistant district manager, named district manager, Graybar Electric Co., Chicago.

Joseph G. Cannon, district sales supervisor, Sylvania Electric Products Inc. tungsten and chemical division, Union City, N. J., appointed field sales manger for division with headquarters in Towanda, Pa.

Dr. Edwin G. Schneider, manager, missile systems lab, Sylvania Electric Products Inc., Waltham, Mass., appointed chief engineer of Sylvania's electronic systems division. **Irwin Goldman,** head of technical services, Sylvania physics laboratory, appointed manager of technical planning for company's research laboratories. **Neil R. Gahagan,** public relations project manager for Sylvania's radio tube, television picture tube parts and electronic divisions, appointed manager of community relations.

Eugene B. Shields, Norge Sales Corp., Chicago, to Magnavox Co., Ft. Wayne, Ind., as assistant advertising manager.

Walter R. Bimson, board chairman, Valley National Bank, Phoenix, elected to board of directors, Stanford Research Institute, Menlo Park, Calif.

John C. O'Keefe, formerly field secretary for Council of Profit Sharing Industries, to Ampex Corp., Redwood City, Calif., as an assistant to **George I. Long,** Ampex president.

Jules G. Cinque, formerly art director for Maurer Studios, N. Y., appointed art director for television receiver division of Allen B. DuMont Labs Inc., Clifton, N. J.

F. D. Weatherholt, sales manager of industrial and apparatus products, Westinghouse Electric Corp., Pittsburgh, named manager of company's gearing division, succeeding **L. R. Botsai,** appointed assistant to vice president in charge of apparatus products.

Anthony G. De Lorenzo, director of press, radio and tv, General Motors Corp., Detroit, promoted to corporate director of public relations. He is succeeded by **Edmund Steeves,** N. Y. press-radio-tv director, who in turn will be replaced by **Fred Collins** of Detroit staff.

MANUFACTURING SHORTS

Presto Recording Corp., Paramus, N. J., has developed high-speed tape duplicator which reproduces tape at 60 inches per second. Presto DA-11 Tape Duplicator can copy dual tracks simultaneously as well as single track tapes, whether recorded at 3¾, 7½ or 15 inches per second. Several recorders may be fed from single master reproducer.

General Electric Co.'s tube department, Schenectady, has announced two new horizontal deflection amplifier tubes reportedly permitting design of high-efficiency, 90-degree deflection systems without necessity of using expensive deflection amplifier tube. Both—12DQ6 and 6DQ6—are warm-up tubes.

Robins Industries Corp. (audio accessories), Bayside, N. Y., has moved factory and offices to larger quarters at 214 41st Ave., Bayside 61.

Lincoln Records Inc., Amityville, N. Y., has placed on market Hi-Fi Volume Expander to restore volume compressed in recording or broadcasting. Accessory, designed for installation in record player, tuner or amplifier, provides for volume expansion from 30 to 45 db. It also can be used as volume compressor for home recordings.

Langevin Mfg. Corp., Long Island City, N. Y., is offering illustrated catalog booklet describing custom built transformers, reactors, broadcast amplifiers, power supplies and special equipment. Free booklet is available from Langevin at 47 Austell Place, Long Island City 1.

General Electric Co. has added two West Coast distributors to its recently announced manufacturer-to-distributor supply system for speeding delivery of replacement parts to radio and tv station transmitting sites. Added to the Soundco Electronics Supply Co., Springfield, Mass. (serving New England), were C&G Radio Supply, Tacoma, and W. D. Brill & Co., San Francisco, servicing the Pacific Northwest and California-Nevada areas, respectively.

JFD Mfg. Co. (antennas), Brooklyn, N. Y., has opened Canadian manufacturing and sales division, JFD Canada Ltd., at 51 McCormack St., Toronto.

Daven Co. (electronic equipment), Livingston, N. J., has opened new plant at 530 Mt. Pleasant Ave., which contains floor space of 65,000 sq. ft.

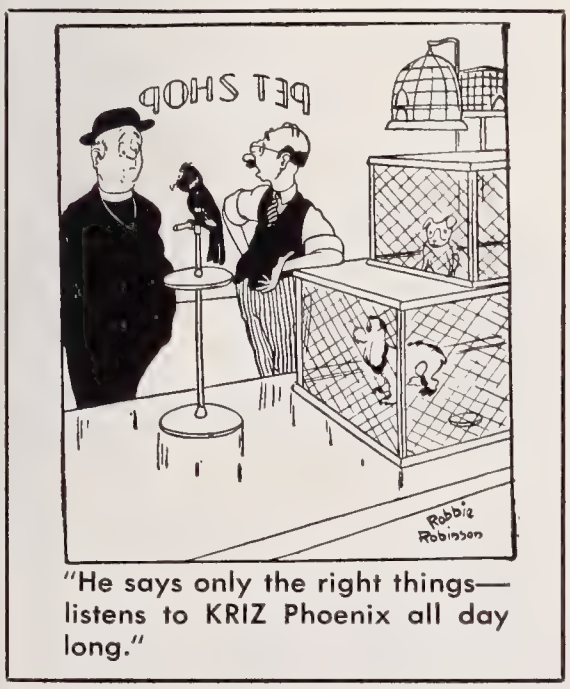
American Standards Assn., N. Y., has issued index to its published electrical standards, titled *The 400 American Standards in the Electrical Field.* ASA is federation of trade, technical, professional, manufacturer and consumer groups. Copies of new index are available free from ASA, 70 E. 45th St., N. Y.

Allen B. DuMont Labs' Technical Products Div. has introduced general-purpose dual-beam, cathode-ray oscillograph (type 333) described as having complete and accurate calibration faciiities.

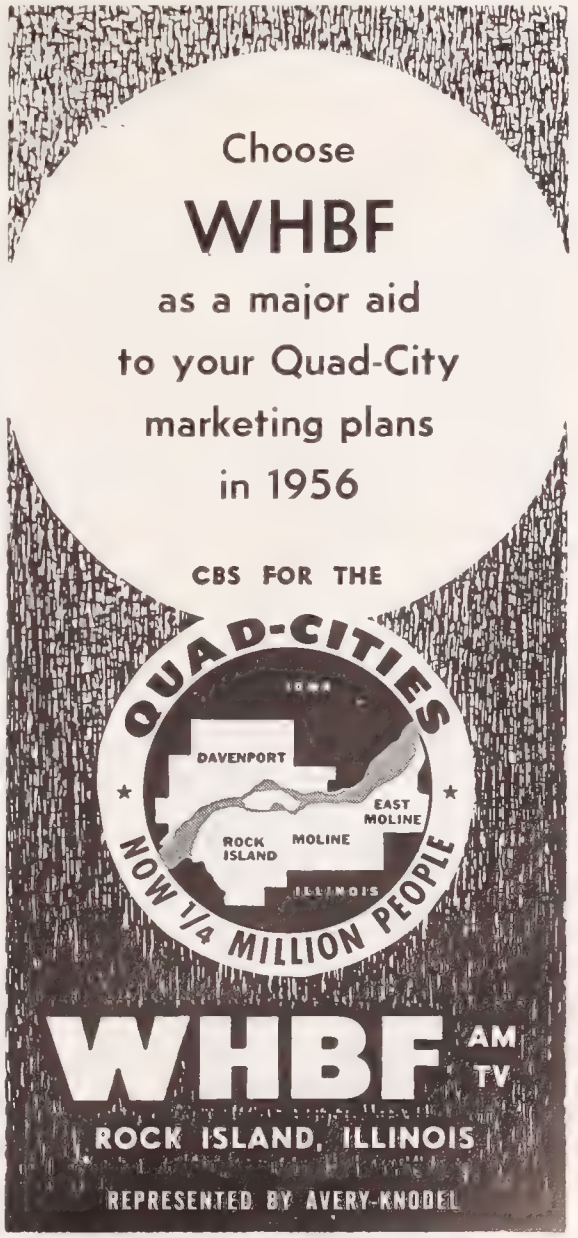
Allied Radio Corp. has published 96-page catalog combining illustrated information explaining high fidelity with listings of hi-fi music systems and components. Booklet, number 151, is available without charge from company at 100 N. Western Ave., Chicago 80.

Gray Research & Development Co., Manchester, Conn., has placed on hi-fi market new turntable-tone arm combination suitable for three speeds, at suggested retail price of $124.50.

Motorola Inc., Chicago, has introduced five new automobile radio models, all equipped with "volumatic control," in 6 or 12 volt types. Firm claims new "eliminoise" circuit reduces static, hum and noise jamming up to 98%.



"He says only the right things—listens to KRIZ Phoenix all day long."



Fairchild Controls Corp., Electronics Div., Syosset, N. Y., has announced improved model of Freed-Eisemann "Educator" classroom am-fm radio set. Receiver features high power output, two or three times that of ordinary home receivers, for classroom or auditorium listening. Stanley F. Turner, manager of the company's educational products department, will supervise sales.

Westinghouse Electric Corp. has new machine capable of packaging 200 receiving tubes a minute, in company's electronic tube plant in Elmira, N. Y. Company says hand operator can package only 375 tubes an hour.

General Precision Laboratory Inc., Pleasantville, N. Y., has received orders from Canadian Bcstg. Co., for two more 16mm video recorders, it says, bringing total CBC recorder orders to 10. Other recent video recorder sales by GPL were to U. of Indiana, Bloomington, and educational stations WTTW (TV) Chicago and WOSU-TV Columbus, Ohio.

ORRadio Industries Inc., Opelika, Ala., has introduced new 7-inch reel on its Irish Recording Tapes, featuring 32 square inches of indexing area. New reel offers four flat areas for crayon or label markings.

Singer Tv Mfg. Co., L. A., has named Dage Television Div., Thompson Products Inc., Michigan City, Ind., for U. S. industrial distribution of projection equipment.

Holloway Electronics Corp., Ft. Lauderdale, Fla., has introduced new antennas designed to eliminate interference in tv reception. Model Expo-I.R.I.S. (infinite rejection interference system) is claimed to eliminate co-channel, adjacent channel interference and ghosts. System, based on concept that interfering signal can be cancelled by opposing signal of equal amplitude but of opposite phase, consists of two antennas, one vertically disposed above other so that interfering signal is cancelled by rotating one of antennas.

Raytheon Mfg. Co., Waltham, Mass., reports that for first half of its 1955-56 fiscal year, ending Nov. 30, 1955, it made net profit of $1,368,000 after federal taxes, on sales of $83,170,000. Company's current figures compare to a net profit of $2,396,000 on sales of $93,015,000 reported for corresponding half of 1954-55 fiscal year.

Bell & Howell Co., Chicago, announces Model 302 of Filmosound 16mm optical-magnetic recording projector with case and features for business, industry, schools, and amateur movie makers. Company also reports improvements in its Soundstripe process of preparing 16mm film for magnetic recording. Improved signal response and higher gain for clearer voice and musical reproduction are claimed.

Motorola Inc., Chicago, has installed new intracontinental service policy for automobile radios and will honor all warranty claims for receivers made in U. S. or Canada. Company reports phonograph sales rose 215% in 1955 over previous year, with high fidelity console among top products.

General Electric Co., Schenectady, has introduced new high voltage rectifier tube that reportedly will cut tv set manufacturing costs and give longer life because of new filament construction.

Ercona Corp., N. Y., is distributor for new lightweight, battery-operated magnetic tape recorder manufactured by Electric & Musical Industries Ltd. of England to reproduce high fidelity sound. E.M.I. Series L-2 weighs 14½ pounds and uses five-inch reels of tape. It is available in three models at 3¾-, 7½- and 15-inches-per-second speeds.

Precision Apparatus Co. has issued catalog No. 23 describing Precision line of test instruments. Catalog is available free from company at 70-31 84th St., Glendale 27, L. I., N. Y.

DuMont Television & Electronics Ltd., Montreal, and **Canadian Aviation Electronics Ltd.,** that city, have concluded patent agreement making CAE administrator and licensing agent in Canada for all DuMont patents covering Canadian manufacture and sale of cathode-ray tubes, tv transmitters, electronic products and instruments. CAE continues as exclusive Canadian licensee for manufacture and sale of DuMont tv receivers.

Clevite Corp., Cleveland, Ohio, has developed new magnetic recording and playback head capable of handling more than four million cycles a second at tape speed of 20 ft. per second. New tape, company says, will improve techniques of recording tv programs in addition to other technical uses. Brush Electronics, Clevite unit, will distribute new heads.

Sylvania Electric Products Inc., N. Y., has issued new version of its "Tv Picture Tube Comparison Chart," to give current Sylvania picture tube information. Chart may be obtained free from Sylvania central advertising distribution department, 1100 Main St., Buffalo, N. Y.



—an old Cincinnati Habit:
—listening to WCKY;

10 years of 24 hour a day music and news programming has created in Cincinnatians, the habit of tuning to WCKY for

The Best in Music
The Latest in News

*21% of morning audience
22% of afternoon audience
21% of night time audience

BUY WCKY

Canadian Independents Seek License Fee Change

INDEPENDENT CANADIAN radio and television stations have asked the Canadian government to change the annual transmitter license fee from the present system based on population coverage and power to a straight $100 annually.

A brief presented to Transport Minister G. C. Marler pointed out that the present fee system represents unfair discrimination against the non-government broadcasting stations in that it imposes on them an extra tax not paid by any other media. In fact, the brief states, many other media receive substantial assistance in the reduction of costs, rather than having additional taxes imposed.

The brief also asks that the transmitter license fee be retained by the Dept. of Transport; currently the license fee goes to support the Canadian Broadcasting Corp. The brief was presented to the transport minister by Jack Davidson and Jim Allard, respectively president and executive vice president of the Canadian Assn. of Radio & Television Broadcasters.

Royal Commission Schedules Public Hearings on Radio-Tv

PUBLIC HEARINGS of the Royal Commission on Canadian Radio & Television Broadcasting will start in Ottawa, Ont., April 30, commission chairman R. M. Fowler announced. Written briefs will be accepted by the commission until April 15.

Hearings have been scheduled for April 30 to give all interested parties adequate time to prepare submissions, the chairman stated. The commission hopes that hearings can be completed by the end of June. First hearings will be submissions of the government-owned Canadian Broadcasting Corp. and the independent stations represented by the Canadian Assn. of Radio & Television Broadcasters. Both these organizations will be allowed to make supplementary submissions at the end of the public hearings.

Germans Produce 3 Million Radio Sets, 350,000 Tv

RADIO SET manufacturers in Germany produced about 3 million sets in 1955, with 1.1 million exported to foreign countries. Portable set production was up by 5%, auto radio set production by 40%. Low-price table models were reported to have sold high above previous average, with sale of more expensive models slightly down. Console sales were up 30%.

Rapidly increasing tv set sales did not influence radio set sales. In October, tv set manufacturers turned out 45,000 sets (against the 1955 summer low of 17,400). Tv set shipments to dealers were 51,800 in September. Total 1955 output is now estimated at 300,000 to 350,000 tv sets and the estimated 1956 total is 550,000 to 600,000 tv sets.

Canadian Production Limited By Volume of U. S. Tv Shows

INCREASING AMOUNT of U. S. network and film television programs on the Canadian Broadcasting Corp. network tv stations have caused charges that not enough Canadian programs are being developed.

A. D. Dunton, chairman of the Canadian Broadcasting Corp., said at Montreal that "it is

economically impossible for commercial activities in Canada to support a great number of productions with Canadian talent. Enormous production costs in tv do not allow for the support of paid Canadian tv talent to any substantial degree." A number of commercial tv shows now on the CBC network are in part subsidized by the CBC, in some cases understood to be up to 40%.

British Films for U.S. Tv

HERBERT WILCOX, British filmmaker, and theatrical impresario Bernard Delfont have formed Wilcox-Delfont Tv Films Ltd., with offices in Brighton Studios, London. Mr. Wilcox said the firm plans to make tv films "on a worldwide basis." There are plans to aim the new films at the American tv film market, with top British actors starring. Mr. Wilcox is to continue making pictures for theatrical release.

CARTB Changes Sales Name

THE TORONTO sales office of the Canadian Assn. of Radio & Television Broadcasters has been renamed the Broadcast Advertising Bureau, Radio Sales Div. It is planned to open a television sales division in the near future. The office is in charge of Charles Fenton, CARTB sales director, and F. R. Thibodeau, research director. Address is 200 St. Clair Ave. West, Toronto, Ont.; telephone Walnut 2-3334.

INTERNATIONAL SHORTS

New rate cards have been announced by CFCM-TV Quebec City, Quebec; CFAC Calgary, Alberta; CJVI Victoria, British Columbia; CJET Smith Falls, Ontario, and CJIC Sault Ste. Marie, Ontario, and have been distributed to advertising agencies by Canadian Assn. of Radio and Television Broadcasters.

INTERNATIONAL PEOPLE

David Forde, Canadian General Electric Co. Ltd., Toronto, Ont., appointed to head London, Ont., school of Radio Electronic Television Schools of Canada Ltd., Toronto.

Robert Hunter, sales manager, CKBB Barrie, Ont., appointed manager of station.

Rick Campbell, newscaster, CBLT (TV) Toronto, Ont., appointed by government of Burma to establish national radio network and film board, under Canada's contribution to Colombo Plan for Southeast Asia.

Kay Stevenson, producer, Canadian Broadcasting Corp., Toronto, to promotion director of CKNX-TV Wingham, Ontario.

Jaff Ford, librarian, CFRB Toronto, Ont., to CKLY Lindsay, Ont., as program director.

Mike Normandin, sportscaster, CKVL Verdun, Que., to executive director of Montreal Alouettes Football Club.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET EL 5-0405
NEW YORK 22, N. Y.
All Inquiries Confidential

EDUC. TV GROWTH IN '55 DESCRIBED

EDUCATIONAL television expanded in 1955 from eight stations telecasting 197 hours a week to 18 that are airing 340 hours weekly to a potential audience of 39 million persons, according to a year-end survey by the National Citizens Committee for Educational Tv.

The survey reported that stations will begin to operate in Denver, Colo., and in Memphis, Tenn., early this year and that six others under construction have set on-the-air targets for later in 1956.

Educational television stations were on the air an average of 20 hours a week, ranging from WTHS-TV Miami's five-hour weekly schedule to WQED (TV) Pittsburgh's 67½-hour program stint.

28 College Students Win RCA Scholarships

RCA scholarships for the current academic year have been awarded to 28 students at colleges and universities throughout the U. S., Dr. C. B. Jolliffe, RCA vice president and technical director, has announced.

Each grantee, an undergraduate, was awarded $800 for continuing study in the fields of science, industrial relations, music and drama and other areas related directly to electronics and broadcasting.

In an expansion of RCA's program of aid to education, three RCA-NBC scholarships in dramatic arts are being awarded for the first time at Carnegie Institute of Technology, Iowa State College and Yale U., according to Dr. Jolliffe, who also is chairman of the RCA Education Committee. He said that more than 230 students have been assisted in their college studies under the firm's scholarship and fellowship programs over an 11-year period.

New AFA Committee to Aid Professors of Advertising

THE Advertising Federation of America, as part of its long-range program to stimulate training of college students, has set up a special committee on cooperation with schools and colleges, headed by Henry Obermeyer, vice president of Bozell & Jacobs Inc., New York.

The committee's aims include developing opportunities for professors of advertising techniques to intern at agencies and company advertising departments. Services would be offered during the summer months to AFA member organizations. Because the supply of available teachers exceeds the demand, the AFA committee has urged agencies to submit their needs as soon as possible. Communications should be directed to Helen A. Holby, AFA, 250 West 57th St., New York 19.

Communications Workshop At Yale U. for Ministers

A WORKSHOP for ministers, designed to teach modern techniques of public relations and communications, will be held at Yale U. this week under the joint sponsorship of Yale Divinity School and the Congregational Christian Communication Office.

Ministers, religious educators and interdenominational leaders in the New England and New York area will participate in the workshop. Specialized methods of communications in the fields of the press, television, radio, speech and audio-visual materials will be taught, in addition to the overall techniques of public relations.

Ed Greif, partner in the public relations firm of Banner & Greif, New York, will lead the sessions in discussions. Other leaders include Erik Modean, director, news bureau, National Lutheran Council; Erik Barnouw, associate professor of drama and head of the Communication Center, Columbia U.; Paul H. Vieth, Bushnell professor of Christian nurture, Yale Divinity School, and the Rev. Everett C. Parker, director of the office of communication of the Congregational Christian Churches.

Studios of WNHC-TV New Haven have been made available to permit workshop participants to develop and produce their own tv programs. Films prepared for television, transcriptions of radio programs and similar materials already in use by the ministers, will be brought before the group for criticism.

EDUCATION SHORTS

John A. Aspinwall, radio news editor, Associated Press, N. Y., will address 11th annual Ga. Radio & Television Institute at Henry W. Grady School of Journalism, U. of Ga., Athens, Jan. 25-27. His speech will highlight presention of AP State Radio News Contest awards. **Fred Garrigus,** NARTB organizational manager, will also speak at institute which is co-sponsored by Grady School and Ga. Assn. of Broadcasters.

RCA N. Y. has granted stipends to eight university graduate students from New York, New Jersey and California for advanced study in electrical engineering, physics and drama under continuing RCA fellowship plan. Six RCA and NBC employees were named fortnight ago [B•T, Dec. 12, 1955] to receive fellowships for study in fields allied to communications industry.

BMI
MILESTONES
for February
BMI's series of program continuities are full half-hour presentations . . . simple to do, saleable, excellent listening. Each script in the February package commemorates a special event of national importance.
"MALICE TOWARD NONE"
Abraham Lincoln
Born: February 12, 1809
"OPERATION: MY BROTHER'S KEEPER"
Crusade for Freedom—Freedom week
February 12-22, 1956
"GREAT MUSIC UNITES US"
National Brotherhood Week
February 19-26, 1956
"WASHINGTON'S HOUR OF DECISION"
George Washington
Born: February 22, 1732
"Milestones" is available for commercial sponsorship—see your local stations for details.
BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

WMGM USES CAR CARD ADS

WMGM NEW YORK has begun a car card advertising campaign in 3,200 public conveyances, including all Fifth Ave. Coach and New Jersey Public Service buses, dramatizing the advantages that radio in general has over tv in certain areas and singling out the value of WMGM in particular. The first card is aimed at the house wife, and will be followed by cards designed to appeal to factory workers, auto drivers and other groups for whom the station feels radio entertainment can be more practical and appropriate than tv.

BI-LINGUAL SIMULCAST USED

BI-LINGUAL SIMULCAST was the formula of KALI Pasadena and KTTV (TV) Los Angeles to bring Tournament of Roses Parade coverage on Jan. 2 to as many listeners and viewers as possible, regardless of language or medium preference. KTTV's cameras, with English sound, were synchronized with KALI's Spanish broadcasts so that Spanish-speaking viewers could tune in the KTTV picture, tune out the tv sound and listen to the Spanish description. Mobilgas commercials were heard simultaneously in both languages, with announcers working from a monitor to effect coordination. The Mobilgas agency is Stromberger, LaVene, McKenzie, L. A.

KTVW (TV) ON AIR TILL 3 A.M.

MONDAY, Jan. 2, was KTVW (TV) Seattle-Tacoma's first day on an elongated Monday-Friday schedule, giving area swing-shifters and night owls tv until 3 a.m. KTVW claims its late programming is a "first" for the Puget Sound area. Letters from factories and unions urging the new hours helped KTVW make up its mind to extend the schedule.

RAYTHEON GETS RESULTS

A CAMPAIGN by Raytheon Mfg. Co. to promote its new line of transistorized portable radio sets in New England, with emphasis on use of radio-tv time, has been described as "very successful" by company officials. Jordan Marsh, Boston department store, used its radio-tv spot schedule on Boston stations to promote the ten-day drive. The store's promotion also was mentioned during Raytheon's own program on WCRB Waltham, and WGBH-TV Boston educational outlet, devoted one program to development of transistor radios and hearing aids, using Raytheon sets to illustrate the theme.

Race for Olympics

TWO radio stations—WITH Baltimore and WNAV Annapolis—will play important parts when a sport of ancient Greece is revived in Maryland in March.

A marathon, the long distance foot race that dates back to the year 450 B.C., will be run with the Annapolis station as starting point and the Baltimore station 26 miles away as the finish line.

The event is designed to arouse interest in the Olympic Fund and to help make possible a good showing of American athletes in the 1956 Olympic Games, to be held in Australia later in the year.

Invitations have been sent to more than 60 colleges and universities to participate in the Maryland race. Thomas Tinsley, president of WITH, is serving as an honorary chairman of the committee sponsoring the event, and R. C. Embry, WITH vice president, will be among a group of Baltimore sportsmen staging the marathon.

CHICAGO STATIONS PLUG SAFETY

APPEALS ON radio and tv by Chicago Mayor Richard J. Daley before the recent New Years holiday weekend are given credit for a large share in reduced traffic fatalities in that area—only one Chicagoan was killed during the 78-hour period, compared to 15 over Christmas weekend. Mayor Daley's filmed and recorded appeals spots on Chicago stations, coupled with expanded police enforcement, were credited with making Chicago drivers more cautious and cooperative. The safety spots were used by Chicago stations during the drive. Mayor Daley praised all media for "communicating" the urgency of the campaign.

MOZART MEDALLION OFFER

A SPECIAL MOZART BICENTENNIAL medallion mounted on a wooden plaque bearing the composer's likeness and coined by the Austrian mint for WQXR-AM-FM New York is being sent to listeners of the New York Times' "Good Music Station" who send in three or more subscriptions to WQXR's monthly program guide. The promotion is part of the station's Mozart Bicentennial series which was to begin last Saturday and will continue through June 30.

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.

I've checked service desired.

☐ 52 weekly issues of BROADCASTING • TELECASTING	$7.00
☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook	9.00
☐ 52 weekly issues and TELECASTING Yearbook-Marketbook	9.00
☐ 52 weekly issues and both Yearbook-Marketbooks	11.00

☐ Enclosed ☐ Bill

name *title/position*

company name

address

city *zone* *state*

Please send to home address — —

RAB TALKS UP NETWORK

THE LATEST BROCHURE issued by Radio Advertising Bureau Inc., N. Y., in telling the new role network radio plays in American business, describes the advertising efforts of Aero Mayflower Transit Co. of Indianapolis in reaching all its markets on a medium-size budget. Titled "Network Radio Seemed To Offer the Best, Most Logical Road To Travel," the RAB booklet tells how Mayflower, through its agency, Caldwell, Larkin & Sidener-Van Riper Inc., Indianapolis, managed to increase its dollar volume during the first six months of 1955 to the point where it led the entire trucking-transportation industry.

'NEW FRONTIER'

FOUR-PAGE brochure released last week by Radio Advertising Bureau relates how radio helped Frontier Airlines, Denver, grow from a small experimental operation servicing the Intermountain region to the self-described "largest local service airline," covering a quarter of the U. S. Titled "Radio Pioneers a New Frontier," the brochure draws heavily on case history material supplied by Arthur Magee, account executive of Rippey, Henderson, Kostka & Co., Denver, agency for the airline. It quotes Mr. Magee as saying that "as far as Frontier Airlines and our agency are concerned, our radio efforts will stop only when Frontier or the agency, or both, go out of business."

TICKETS UP IN AIR

KEYD-TV Minneapolis, in cooperation with the Minneapolis Lakers professional basketball team and the Lakers' tv sponsor, the Pfeiffer Brewing Co., will release 200 free basketball game passes inside balloons for five consecutive Saturdays from two locations in Minneapolis and St. Paul, starting next Saturday. Passes are good for admission to the following Wednesday night's game, according to KEYD-TV Minneapolis-St. Paul which telecasts the Lakers' home games.

FREE EUROPE IN U. S.

RADIO FREE EUROPE is making its second 14-week series of Slavic language programs available to U. S.-Polish language radio stations later this month. The privately-financed and operated anti-Soviet broadcasting service will distribute "Forbidden Songs," music traditionally identified with free Poland and regularly broadcast behind the Iron Curtain from RFE's site in Munich, to 51 U. S. stations in the East and Midwest. RFE last year "sponsored" another 14-week series of transcribed radio interviews with Polish exiles on the same number of stations.

NO RAINCHECKS FROM NBC-TV

RAIN OR SHINE, NBC-TV plans to present "video's first drama to be done live in color and black-and-white from an outdoor location" Jan. 11 on *NBC Matinee Theatre* (Mon.-Fri., 3-4 p.m. EST). An original teleplay, "All the Trees of the Field," by Sylvia Richards, has been selected for the undertaking, which will be produced on location from Rancho Rinconada, an orange grove situated in the woodland hills of Southern California's San Fernando Valley. NBC said that the possibility of rain is not a major problem. To take care of that contingency, there will be alternate lines of dialogue in six places in the script—one line to be used if the weather is dry, the other set will be used if it is raining.

NBC-TV KIDS SHOW LAUNCHED

A NEW NBC-TV participation show for children, *Choose Up Sides*, was to be launched Jan. 7 (Sat., noon-12:30 p.m. EST). Gene Rayburn serves as master of ceremonies on the program, during which youngsters on four-member teams race each other in a series of party stunts, with prizes to winners.

CONTINENTAL PROMOTES 'ANNIE'

COMPREHENSIVE MERCHANDISING campaign has been set by Continental Baking Co. in connection with its sponsorship of CBS-TV Film Sales' *Annie Oakley* tv film series in 70 markets. Together with CBS-TV film sales and Ted Bates & Co., Continental has arranged for distribution to retail outlets of Annie Oakley hats, scarves, counter posters, window streamers and large lapel labels.

WNBQ (TV) SELLS QUIZ TO SEARS

NEW QUIZ SHOW, featuring photographs with certain portions missing and a panel of local personalities, began on WNBQ (TV) Chicago Jan. 4 under sponsorship of Sears, Roebuck & Co. With Bob Murphy as emcee, the program is based on the question, "Can the mind conceive what the eye cannot see?" It includes panelists who try to guess what the pictures depict while home viewers glimpse complete photos. Personalities are Fran Allison, Sam Cowling, Kay Westfall and Len O'Connor. The program is packaged by Bob Murphy Productions.

BEAMS MUSIC AT WORKERS

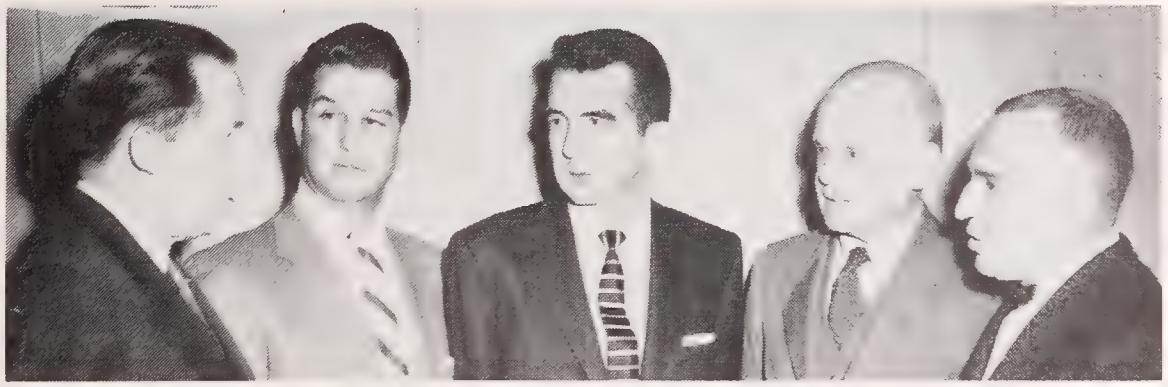
CKOT TILLSONBURG, Ont., Canada, has programmed a new afternoon show, *Strip Room Serenade*, to suit the occupation of the area. But in the stripping room you'll more likely find grunts and groans than bumps and grinds, because the occupation is tobacco farming. This season finds workers busy in stripping rooms where all that is peeled is the leaves from cured plants. CKOT hopes to reach eight to ten workers in each stripping room of some 4,000 tobacco farms in Southwestern Ontario.

'RIDE BACK' IS BACK

SCRIPT originally written by Antony Ellis for CBS Radio's *Gunsmoke* series, titled "The Ride Back," has been adapted for the screen by Mr. Ellis and will be produced by Robert Aldrich & Assoc., starting March 1. The radio version was carried on CBS Radio two years ago. The motion picture will be directed by Mr. Ellis and will feature actor William Conrad, who also will serve as producer.

KIDDIE SHOW REVISED

IN THE BELIEF that the 6 p.m. time period currently has more "kiddie" tv programs than the New York market can absorb, WOR-TV New York will begin telecasting the new *Ray Heatherton Theatre* in the Mon.-Fri., 6-6:25 p.m. slot, starting today (Mon.). The new program, designed to appeal to older children, teen-agers and adults, will feature Ray Heatherton as m.c. and singer, and will include a nightly film short of about 15 minutes in length. It replaces *The Merry Mailman* nighttime show, also featuring Mr. Heatherton, which was slanted toward children in the early age brackets. WOR-TV will continue to carry the noontime *Merry Mailman* (Mon.-Fri., 12 noon-12:30 p.m. EST).



PLANS for the January kickoff of the "Operation Home Improvement" promotion, sponsored by U. S. Chamber of Commerce [B•T, Dec. 12, 1955], were reviewed at a luncheon for advertising agency executives in Chicago. Among those present were (l to r): D. E. Mackelman, deputy coordinator, Office of Housing & Redevelopment, Chicago; Perry Brand, account executive, Campbell-Mithun Inc.; John Doscher, OHI executive director; Howard Bede, vice president, Leo Burnett Co., and Chester D. Kuttner, executive vice president, Kuttner & Kuttner Inc., which sponsored the luncheon.

Among other agencies represented were Foote, Cone & Belding; Young & Rubicam, and D'Arcy Adv. Co. Proclamation of "Home Improvement Year" will be made by Housing and Home Finance Agency Jan. 16. Manufacturers and dealers in building supplies will take part in the promotion, which will include millions of dollars placed in both local and national advertising.

KVOO-TV, KRMG GIVE SIMULCAST

THE EARLY HOURS of Jan. 1, 1956, marked a "first" in Tulsa, Okla., broadcasting history, says station KVOO-TV there, which handled the visual half of the first simulcast in that area. After NBC's telecast of New Year's Eve on Times Square, KVOO-TV showed viewers New Years Eve in Tulsa at the Cimarron Ballroom. Joe Knight, disc jockey, KRMG Tulsa, emceed the show which was broadcast simultaneously on KRMG.

DES MOINES HAS HOLIDAY COLOR

IOWA'S FIRST locally produced color telecast was credited to WHO-TV Des Moines on Christmas Day, 1955. A half-hour film story, "The Saviour Is Born," was sponsored by the Central National Bank and Trust Co. of Des Moines, marking the first scheduled use of color projection equipment by a local station in Iowa, says WHO-TV.

STARTS YEAR WITH COLOR

WBTV (TV) Charlotte, N. C., became, on New Year's Eve, the nation's 18th station to originate local live color programming, it says. The station colorcast a short religious program at 7:30 p.m. and followed it up with an announcement of plans to start regular studio colorcasts within the next few weeks.

SKATERS LIKE WCCC SONGS

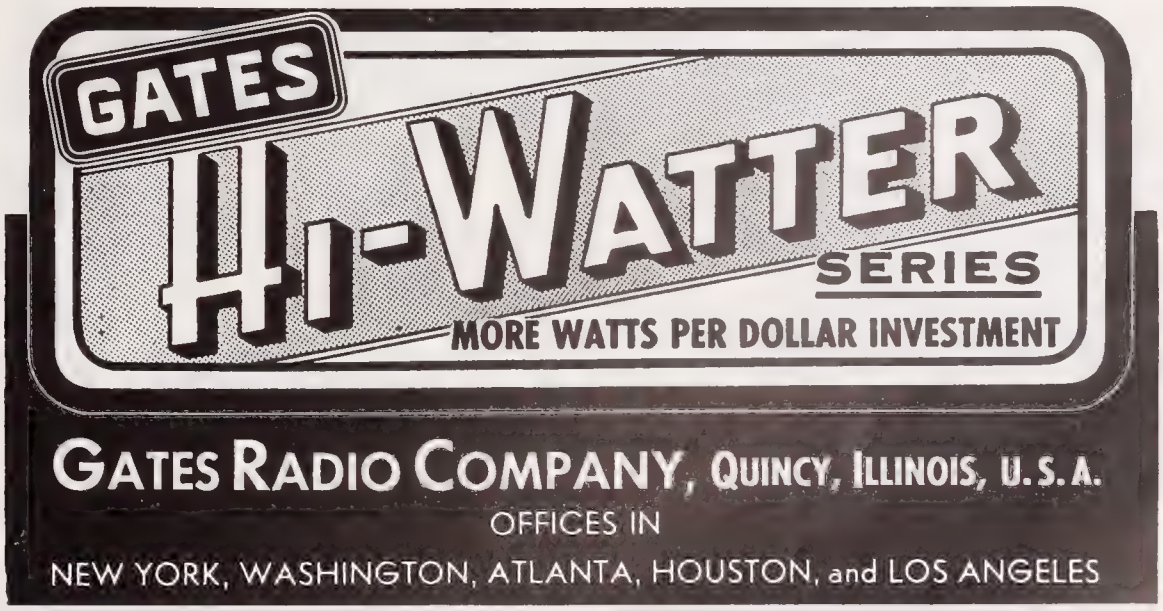
ICE SKATERS by the hundreds, says WCCC Hartford, Conn., have written thanks for the music it began providing them Dec. 31. Closed circuits take music, weather readings, time signals and news from WCCC to Hartford's three biggest skating parks. Mayor Joseph V. Cronin of Hartford and other officials participated in opening ceremonies New Year's Eve.

WRITERS GET SQUARE MEAL

ON THEORY that the way to the press' heart is through its stomach, KTTV (TV) Hollywood arranged tv dinners in the homes of writers to introduce Standard Oil Co.'s *Chevron Hall of Stars*, Jan. 3. Maids arrived at guests' homes before showtime to set up tv tables and serve hot meals. KTTV saw that dishes were washed at the meal's end.

BING'S 'SING' PLUGGED

ONE OF THE MOST extensive promotion campaigns for a single, one-time radio show was claimed last week by CBS Radio. The show was the Christmas Eve Bing Crosby singfest, "Christmas Sing With Bing" (9-10 p.m. EST), sponsored by the Insurance Co. of North America. The nationwide exploitation included active support from Decca Records, competitor



of CBS' Columbia Records, which placed 5,000 ad flyers in music stores all over the country, and the following organizations which urged its units and members to listen in: The Salvation Army, The American Automobile Assn., The Campfire Girls, National Education Councils, Greater New York Fund and The Boy Scouts of America. To top it off, CBS and managers of affiliated stations in 28 cities arranged for the program to be piped into main railroad terminals. As an example of the promotion's wide range: the AAA recommendation went to its 4.9 million members urging those who were out riding that evening to tune in to the program. A two-week on-air promotion by CBS radio preceded the program.

CKCK CHARTS LOCAL ECONOMICS

CKCK REGINA, Saskatchewan, has come out with a monthly pocket-size booklet featuring in words and pictures new economic developments in Regina and southern Saskatchewan. The December issue contains data on radio set sales, oil and gas output in the area, new $8,000,000 cement plant for Regina, salary increases for government employes, graph on passengers on Regina's transit system, car registration in Saskatchewan, pictures of new factories and retail establishments in Regina, new mining areas opened up in the region and new government buildings completed recently.

Radio Buys Radio

WROM Rome, Ga., believes in practicing what it preaches: that radio is the most effective means of advertising.

When the station recently sought to get an important message before an audience 40 miles away, it turned to another radio station, buying time on WGKA Atlanta to let advertising agencies of that city know that "WROM is completely sold out but will be happy to consider clients beginning Jan. 1, 1956."

Said WGKA Sales Manager Lee Nance:

"We're still reeling from the unexpected but pleasantly surprising compliment paid us—in the truest sense—by our friends to the north. And the merits of WROM are being extolled on this station."

Station Authorizations, Applications

(As Compiled by B • T)

December 29 through January 4

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization. STA—special temporary authorization.

Am and Fm Summary Through Jan. 4

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,814	2,804	212	226	269
Fm	536	527	52	18	3

FCC Commercial Station Authorizations As of November 30, 1955 *

	Am	Fm	Tv
Licensed (all on air)	2,791	520	145
Cps on air	17	16	332
Cps not on air	115	20	109
Total on air	2,808	536	477
Total authorized	2,923	556	586
Applications in hearing	164	3	164
New station requests	217	4	28
New station bids in hearing	103	0	111
Facilities change requests	140	5	41
Total applications pending	750	80	289
Licenses deleted in Nov.	1	4	0
Cps deleted in Nov.	1	0	3

• Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary Through Jan. 4

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	342	100	442
Noncom. Educ. on air	13	5	18

Grants Since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	298	315	613[1]
Noncom. Educational	19	17	36[2]

Applications Filed Since April 14, 1952:

(When FCC ended Sept. 28, 1948-April 14, 1952 freeze on tv processing)

	New	Amend.	Vhf	Uhf	Total
Commercial	966	337	780	543	1,303[3]
Noncom. Educ.	59		32	27	59[4]
Total	1,025	337	792	570	1,362[5]

[1] 156 Cps (32 vhf, 124 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 34 already granted.
[5] Includes 642 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

APPLICATION

Bishop, Calif.—Inyo Bcstg. Co., vhf ch. 3 (60-66 mc); ERP 100 w vis., 50 w aur.; ant. height above average terrain minus 713.6 ft., above ground 208 ft. Estimated construction cost $29,551, first year operating cost $24,000, revenue $26,000. Post office address P. O. Box 757, Bishop. Studio and trans. location Bishop. Geographic coordinates 37° 20′ 43.5″ N. Lat., 118° 23′ 43″ W. Long. Trans. and ant. Gates. Principals are **James R. Oliver**, 50% owner of **KIBS Bishop**, and **Stephen A. Cisler**, 50% owner of **KXKY San Francisco**, majority owner of **KEAR San Mateo, Calif.**, and sole owner of **KXXL Monterey, Calif.** Filed Dec. 29.

APPLICATION AMENDED

Arecibo, P. R.—Caribbean Bcstg. Corp. application for new tv station amended to furnish additional exhibits, financial data, articles of incorporation with amendment and by-laws, and request for waiver of sec. 3.613 of FCC rules. Amended Dec. 29.

Existing Tv Stations . . .

ACTION BY FCC

KENI-TV Anchorage, Alaska—Granted ERP of 5.37 kw vis., 2.69 kw aur. with ant. height 70 ft. above average terrain. Granted Dec. 29.

APPLICATION AMENDED

KULA-TV Honolulu, Hawaii—Filed amendment regarding corporate structure. Amended Jan. 4.

CALL LETTERS ASSIGNED

WNYT-TV Buffalo, N. Y.—Frontier Television Inc., ch. 59.

WISC-TV Madison, Wis.—Radio Wisconsin Inc., ch. 3.

New Am Stations . . .

ACTIONS BY FCC

Douglas, Ga.—Radio Douglas Inc. application for new am to operate on 1450 kc, 250 w unl. dismissed at request of applicant. Action of Jan. 4.

Charlotte, Mich.—Eaton County Bcstg. Co. granted 1390 kc, 1 kw D. Post office address 408 Federal Square Bldg., Grand Rapids, Mich. Estimated construction cost $25,537, first year operating cost $42,000, revenue $50,000. Principals include: **Craig E. Davids** (⅓) attorney, and **Roy W. McLean** (⅔) accountant. Granted Jan. 4.

Coos Bay, Ore.—Coos County Bcstrs. granted 1420 kc, 1 kw D. Post office address 1011 S.W. 6th Ave., Portland, Ore. Estimated construction cost $16,700, first year operating cost $32,000, revenue $36,000. Sole owner **Harold C. Singleton** is vice pres.-52% owner **KTEL Walla Walla, Wash.**, secy.-treas-9.9% owner **KGAL Lebanon** and owner **KRTV Hillsboro, Ore.** Granted Jan. 4.

Tyler, Tex.—Tyler Bcstg. Corp. granted 690 kc, 250 w D. Post office address 6114 Northwood Rd., Dallas, Tex. Estimated construction cost $17,500, first year operating cost $39,360, revenue $56,000. Applicant is trade name of **Thomas B. Moseley**, director of sales and contract negotiations for Continental Electronics Mfg. Co., Dallas. Granted Jan. 4.

Shelton, Wash.—Mason County Bcstg. Co.

NEGOTIATOR FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

ALLEN KANDER
And Company

1701 K St., N. W. • Washington 6, D. C., NA. 8-3233
Lincoln Building • New York 17, N. Y., MU 7-4242
111 West Monroe St. • Chicago 3, Illinois RA 6-3688

granted 920 kc, 500 w D. Post office address 529 Birch St. Estimated construction cost $14,983, first year operating cost $36,000, revenue $48,000. Sole owner **Roy C. McConkey** is owner of pharmacy and drug store in Klamath Falls, Ore. Granted Jan. 4.

APPLICATIONS

Palm Springs, Calif.—George E. Cameron Jr., 1010 kc, 250 w D. Post office address 1432 Beverly Estates Dr., Beverly Hills, Calif. Estimated construction cost $20,343, first year operating cost $60,000, revenue $50,000. Mr. Cameron is 40% owner of Palm Springs, Calif., newspaper, former 70% owner of **KOTV (TV) Tulsa, Okla.,** and is director of Hartford Telecasting Co., applicant for ch. 3, Hartford, Conn. Filed Dec. 29.

Cynthiana, Ky.—Cynthiana Bcstg. Co., 1400 kc, 250 w unl. Post office address Box 55, Cynthiana. Estimated construction cost $15,843, first year operating cost $30,000, revenue $36,000. Principals are equal partners **Estil R. Anderson,** chief engineer **WEKY Richmond, Ky.,** and **Silas E. Anderson,** automotive specialty store owner. Filed Jan. 4.

Leesville, La.—Leesville Bcstg. Co., 1570 kc, 250 w D. Post office address Box 188, Alexandria, La. Estimated construction cost $11,350, first year operating cost $24,000, revenue $30,000. Principals are equal partners **John A. Lazarone** and **Irving W. Steinman,** co-owners of **KDBS Alexandria, La.** Filed Jan. 4.

Caribou, Me.—Northern Bcstg. Co., 600 kc, 1 kw D. Post office address 21 Collins St., Caribou. Estimated construction cost $18,794, first year operating cost $63,600, revenue $81,000. Sole owner **Forest S. Tibbetts** is auto dealer with tv sales and service interest. Filed Jan. 4.

Niles, Mich.—Lawrence J. Plym, 1400 kc, 250 w unl. Post office address 1105 N. Front St., Niles. Estimated construction cost $28,305, first year operating cost $40,000, revenue $60,000. Mr. Plym has aluminum fabricating, publishing, and banking interests. Filed Jan. 4.

Dundee, N. Y.—Finger Lakes Bcstg. Co., 1570 kc, 1 kw D. Post office address 239 Golden Glow Rd., R.D. 1, Elmira, N. Y. Estimated construction cost $14,999.27, first year operating cost $38,000, revenue $55,000. Principals are equal partners **Henry Valent,** attorney, and **Thomas H. Shafer,** chief engineer, **WCBA Corning, N. Y.** Filed Jan. 4.

Houston, Tex.—Trinity Bcstg. Corp., 1070 kc, 10 kw unl. Post office address 2104 Jackson St., Dallas, Tex. Estimated construction cost $150,682, first year operating cost $264,000, revenue $250,000. Trinity owns **KLIF Dallas, WRIT Milwaukee, KELP El Paso, KLIF-TV Dallas** and **KOKE-TV El Paso.** Filed Jan. 4.

APPLICATIONS AMENDED

Auburndale, Fla.—R. E. Hughes amends application for cp to operate on 910 kc, 5 kw D to specify 1 kw. Amended Jan. 4.

Abilene, Tex.—Key City Bcstg. Co. application for new am to operate on 1570 kc 250 w D. amended to change frequency to 860 kc. Amended Jan. 3.

Grand Prairie, Tex.—Grand Prairie Bcstg. Co., application for cp to operate on 730 kc, 250 w D, amended to change power to 500 w, install DA, change trans. and studio locations. Filed Dec. 29.

Liberty, Tex.—Liberty Bcstg. Co. application for cp to operate new am on 1050 kc, 250 w D amended to specify change in DA system. Amended Jan. 4.

Existing Am Stations . . .

ACTIONS BY FCC

WGMS Bethesda, Md.—Granted request to retain common call letters for its am and fm stations, which duplicate programs, when am station moves to Bethesda. WGMS-FM is licensed to Washington, D. C. Granted Jan. 4.

WTVB Coldwater, Mich.—Granted change from DA-2 to DA-N operating on 1590 kc, 500 w N, 5 kw LS unl. with engineering conditions. Granted Jan. 4.

WLTN Wilmington, N. C.—Cp for new am to operate on 1230 kc, 250 w unl. forfeited and call letters deleted. Action of Jan. 4.

KLLL Lubbock, Tex.—Granted change on 1460 kc from 500 w D to 1 kw D. Granted Jan. 4.

KLAN Renton, Wash.—Granted change from 1230 kc, 250 w (shared time with **KTW Seattle, Wash.**) to 910 kc, 1 kw unl. with engineering conditions. Granted Jan. 4.

KVAN Vancouver, Wash.—Granted change of operation on 910 kc, 1 kw unl. from DA-1 to DA-N with remote control during D. Granted Jan. 4.

APPLICATIONS

WMYR Fort Myers, Fla.—Seeks mod. of cp to change from DA-2 to DA-N. Filed Jan. 4.

WINX, Rockville, Md.—Seeks mod of cp to change from DA-2 to DA-N and to make ant. system changes. Filed Dec. 29.

WVET Rochester, N. Y.—Seeks cp to change ant.-trans. location. Filed Jan. 4.

WFRM Coudersport, Pa.—Seeks cp to increase power from 500 w to 1 kw. Filed Jan. 4.

WGSA Ephrata, Pa.—Seeks cp to increase power from 500 w to 1 kw. Filed Jan. 4.

WEMB Erwin, Tenn.—Seeks mod. of cp to change ant.-trans. and studio locations. Filed Dec. 29.

WSHE Sheboygan, Wis.—Seeks mod. of cp to make changes in DA pattern. Filed Jan. 4.

APPLICATIONS AMENDED

WPAC Patchogue, N. Y.—Application for cp to increase from 1 kw to 5 kw (Canadian restricted) amended to change trans. location and install DA. Filed Dec. 29.

WRAP Norfolk, Va.—Application for cp to change from 1 kw to 10 kw and change DA pattern amended to change D power to 5 kw and make DA-D system changes. Amended Jan. 4.

CALL LETTERS ASSIGNED

WCAS Gadsden, Ala.—Etowah Broadcasters Inc., 570 kc, 1 kw D. Changed from WGWD effective March 5 instead of previous effective date of Jan. 1.

KBOK Malvern, Ark.—Malvern Bcstg. Co., 1420 kc, 1 kw D. Changed from KDAS effective Jan. 23.

WYZE Atlanta, Ga.—Greater South Bcstg. Co., 1480 kc, 5 kw D.

WBRB Mount Clemens, Mich.—Mount Clemens Bcstg. Co., 1430 kc, 500 w D.

KCUE Red Wing, Minn.—Hiawatha Valley Bcstg. Co., 1250 kc, 1 kw D. Changed from KAAA effective Dec. 31, 1955.

WCOW St. Paul, Minn.—Changed to KCUE effective Jan. 1, changed back to WCOW Dec. 27, 1955.

WPVL Painesville, Ohio—Somerset Bcstg. Co., 1460 kc, 500 w D.

WOKB Memphis, Tenn.—Chickasaw Bcstg. Co., 1480 kc, 1 kw D. Changed from WCBR effective Feb. 1.

WKTF Warrenton, Va.—Old Dominion Bcstg. Co., 1420 kc, 5 kw D.

New Fm Stations . . .

ACTION BY FCC

Greeneville, Tenn.—Radio Greeneville Inc. granted 94.9 mc, 4.6 kw unl. Post office address P. O. Box 243, Greeneville. Estimated construction cost $4,000, first year operating cost $960, revenue none. Applicant is licensee of **WGRV Greeneville, Tenn.** Granted Jan. 4.

Existing Fm Stations . . .

ACTION BY FCC

WLOE-FM Leaksville, N. C.—Granted mod. of cp to change ERP to 94.5 mc. Action of Dec. 29.

CALL LETTERS ASSIGNED

KELS (FM) Nacogdoches, Tex.—Lee Scarborough, 100.1 mc, 330 w unl.

Ownership Changes . . .

ACTIONS BY FCC

WULA Eufaula, Ala.—Granted assignment of license to **Edward B. Fussell, Jessie B. Fussell** (present owners), **Ralph W. Hoffman** and **Emily G. Hoffman** d/b as Alabama-Georgia Broadcasters. Mr. and Mrs. Hoffman are to own half of station for $5,000. Mr. Hoffman is WULA station manager. Granted Jan. 4.

KFMA Davenport, Iowa—Granted transfer of control to **Lester L. Gould** (60%) and **Dorothy R. Gould** (40%) for $55,000. Mr. Gould is former owner of **WJNC Jacksonville, N. C.,** and presently owns 33.3% of **WLSE Wallace, N. C.** Mrs. Gould is former WJNC program director. Granted Jan. 4.

KOLN-TV Lincoln, Neb.—Granted change in licensee name to **Cornhusker Television Corp.** Granted Dec. 30.

WISP Kinston, N. C.—Application for transfer of control to **William B. Murphy** and **Cathryn C. Murphy** dismissed at request of applicant. Action of Jan. 4.

APPLICATIONS

WMIE Miami, Fla.—Seeks assignment of license to **WMIE Inc.** Corporate change only; no change in control. Filed Jan. 4.

WRDW-AM-TV Augusta, Ga.—Seeks transfer of control to Southeastern Newspapers Inc. for $1 million. Augusta Newspapers (*Augusta Chronicle*) owns all of Southeastern. **William S. Morris** owns more than 51% of Augusta Newspapers. Filed Jan. 4.

WINT (TV) Waterloo, Ind.—Seeks transfer of control from R. Morris Pierce, *et al.* to R. Morris Pierce, *et al.*, with **Gladys Krusell** and **Ben Baylor** buying respectively, 50 and 76 shares of hitherto unissued stock. This brings holdings of original stockholders from 50.72% to 48.51%. Neither Mrs. Krusell nor Mr. Baylor has other broadcasting interests. Filed Jan. 4.

WPAY-AM-FM Portsmouth, Ohio—Seek assignment of licenses to **Paul F. Braden** for $95,000. Mr. Braden is owner of **WPFB Middletown, Ohio.** Filed Dec. 29.

WMLP-AM-FM Milton, Pa.—Seek assignment of licenses to **WMLP Inc.** Corporate change only; no change in control. Filed Dec. 29.

WOSA-WLIN (FM) Wausau, Wis.—Granted assignment of license to **Alvin E. O'Konski Enterprises Inc.** Corporate change only; no change in control. Filed Dec. 29; granted Dec. 30.

KASL Newcastle, Wyo.—Seeks assignment of license to Northeast Wyoming Broadcasters Inc. for $30,000. Principals are: Pres. **Floyd L. Sparks** (48%), gen. manager-minority stockholder of KASL; Vice Pres. **Doris A. Sparks** (2%), no occupation listed in application; Secy.-Treas. **William L. Fisher** (20%), attorney, and **Stella S. Parrott** (30%), feed and grain business. Filed Dec. 29.

Hearing Cases . . .

FINAL DECISIONS

WICC-TV Bridgeport, Conn.—Commission denied request for mod. of cp to specify ch. 6 instead of ch. 43, returned application and request for STA for such operation. Action of Jan. 4.

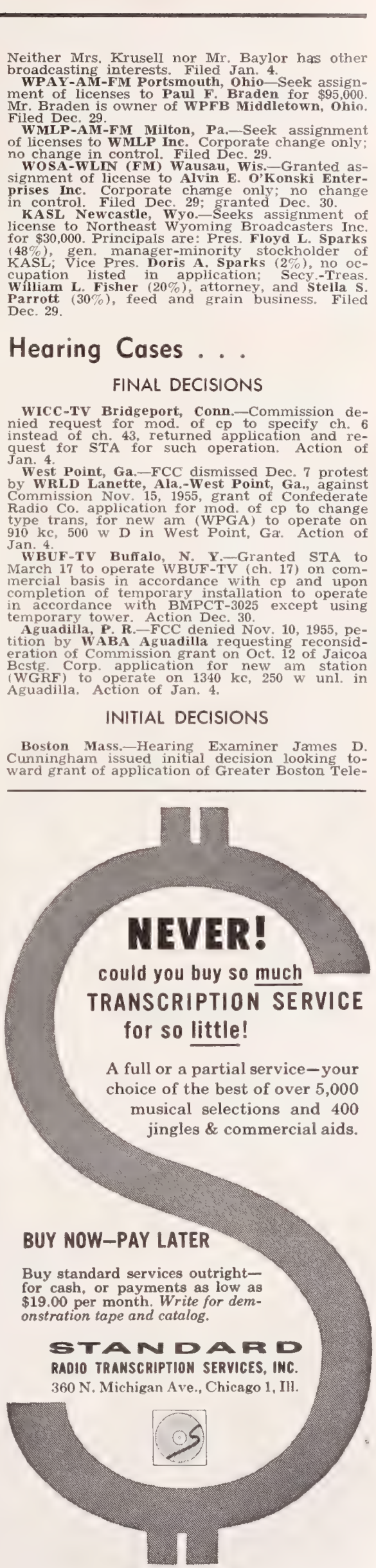
West Point, Ga.—FCC dismissed Dec. 7 protest by **WRLD Lanette, Ala.-West Point, Ga.,** against Commission Nov. 15, 1955, grant of Confederate Radio Co. application for mod. of cp to change type trans. for new am (WPGA) to operate on 910 kc, 500 w D in West Point, Ga. Action of Jan. 4.

WBUF-TV Buffalo, N. Y.—Granted STA to March 17 to operate WBUF-TV (ch. 17) on commercial basis in accordance with cp and upon completion of temporary installation to operate in accordance with BMPCT-3025 except using temporary tower. Action Dec. 30.

Aguadilla, P. R.—FCC denied Nov. 10, 1955, petition by **WABA Aguadilla** requesting reconsideration of Commission grant on Oct. 12 of Jaicoa Bcstg. Corp. application for new am station (WGRF) to operate on 1340 kc, 250 w unl. in Aguadilla. Action of Jan. 4.

INITIAL DECISIONS

Boston Mass.—Hearing Examiner James D. Cunningham issued initial decision looking toward grant of application of Greater Boston Tele-



vision Corp. for new tv station to operate on ch. 5 in Boston and denial of competing applications of WHDH Inc., Massachusetts Bay Telecasters Inc., Allen B. DuMont Laboratories Inc., and Post Pub. Co. Action Jan. 4.

Murphy, N. C.—Hearing Examiner Hugh B. Hutchison issued initial decision looking toward granting application of Valley Bcstg. Co. for new am to operate on 600 kc, 1 kw D in Murphy and denial of competing application of Cherokee Bcstg. Co.; also to deny motion by Cherokee to strike portions of proposed findings of fact and conclusions submitted by Valley. Action of Jan. 4.

KBAS-TV Ephrata, Wash.—Hearing Examiner Thomas H. Donahue issued initial decision looking toward (1) denial of protest by **KSEM Moses Lake, Wash.**, and (2) confirming Commission May 4 grant to Basin Tv Co. for **KBAS-TV Ephrata** to operate on ch. 43 as satellite of **KIMA-TV Yakima, Wash.** (ch. 29). Action of Dec. 29.

OTHER ACTIONS

De Funiak Springs, Fla.—FCC granted protest and petition by **WFNM De Funiak Springs**, to extent of staying its Nov. 9, 1955, grant of cp to Euchee Valley Bcstg. Co. for new am (WDSP) to operate on 1280 kc, 5 kw D in De Funiak Springs pending result of hearing to be held Feb. 15 and made WFNM party to proceeding. Action of Jan. 4.

KHTV (TV) Twin Falls, Idaho—FCC postponed effective date of Nov. 9, 1955, grant to **KHTV (TV) Twin Falls**, pending hearing on same to commence Jan. 23 and made **KLIX-AM-TV Twin Falls**, which protested grant, party to proceeding with burden of proof on protestant. Action of Jan. 4.

Shreveport, La.—Twin City Bcstg. Co. designated for hearing on application for new am to operate on 1300 kc, 1 kw D and made **KVHL Homer, La.**, party to proceeding. Granted Jan. 4.

Detroit, Mich.—FCC granted, in part, Aug. 11 petition by **WXYZ Detroit** to extent of adding issue in above proceeding to consider program services of WXYZ and **WKMH Dearborn, Mich.** Action of Jan. 4.

Saline, Mich.—FCC denied Aug. 11 joint petition filed by **WHRV** and **WPAG-AM-TV Ann Arbor, Mich.**, requesting enlargement of issues in proceeding involving application by Saline Bcstg. Co. for new am to operate on 1290 kc, 500 w D in Saline. Action of Jan. 4.

Pitman-Glassboro, N. J.—FCC, on petition by **WCBM Baltimore, Md.**, modified and enlarged issues in proceeding on application of Delsea Broadcasters for new am to operate in Pitman-Glassboro, placed certain burden on WCBM and dismissed as moot petition in certain other respects. Action of Jan. 4.

WHOL Allentown, Pa.—FCC granted petition by **WHOL Allentown** to extent of extending date of WHOL's temporary operating authority from Jan. 15 until midnight of 30th day following entry of order by Court of Appeals denying WHOL's Dec. 30 petition for rehearing or otherwise disposing of appeal. (On Dec. 16 Court of Appeals, on mandate from Supreme Court, affirmed Commission's grant of application by Easton Pub. Co. for use of 1230 kc in Easton and denial of WHOL's application for same frequency in Allentown.) Action of Jan. 4.

Philadelphia, Pa.—Philadelphia Bcstg. Co. is being advised its application for new tv station to operate on ch. 29 indicates necessity of hearing. Action of Jan. 4.

WIIC (TV) Pittsburgh, Pa.—Station is being advised its application for mod. of cp to increase ERP and ant. height, change trans. and ant. and studio location indicates necessity of hearing. Further hearing on original cp was ordered Nov. 28, 1955, on petition of **WENS (TV) Pittsburgh.** Action of Jan. 4.

Routine Roundup . . .

December 29 Applications

ACCEPTED FOR FILING

License to Cover Cp

WHFS (FM) South Bend, Ind.—Seeks license to cover cp which authorized new fm station.

KFAR-TV Fairbanks, Alaska—Seeks license to cover cp which authorized new tv station.

WPBN-TV Traverse City, Mich.—Seeks license to cover cp which authorized new tv station.

Remote Control

WABB Mobile, Ala.; KSCJ Sioux City, Iowa; WPGC Morningside, Md.

Renewal of License

WDBQ-FM Dubuque, Iowa; KAYL-FM Storm Lake, Iowa; KWOC-FM Poplar Bluff, Mo.; KVFC Cortez, Colo.; KLZ Denver, Colo.; KROX Crookston, Minn.

Modification of Cp

WAZL-FM Hazleton, Pa.—Seeks mod. of cp (which authorized changes in licensed station) for extension of completion date.

WSTF (TV) Stamford, Conn.—Seeks mod. of cp (which authorized new tv station) to extend completion date.

WHFC-TV Chicago, Ill.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Sept. 16.

WHK-TV Cleveland, Ohio—Seeks mod. of cp (which authorized new tv station) to extend completion date.

KOKE (TV) El Paso, Tex.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 1.

KWFT-TV Wichita Falls, Tex.—Seeks mod. of cp (which authorized new tv station) to extend completion date to June 19.

WOTV (TV) Richmond Va.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 15.

WJKO East Longmeadow, Mass.—Seeks mod. of cp (which authorized changed studio-ant.-trans. locations, change station location and change from DA-D to non-DA) extension of completion date.

WBRG Lynchburg, Va.—Seeks mod. of cp (which authorized new am station) for extension of completion date.

WSUN-TV St. Petersburg, Fla.—Seeks mod. of cp (which authorized new tv station) to extend completion date to May 3.

WTLF (TV) Baltimore, Md.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 16.

December 30 Decisions

By Chief Hearing Examiner James D. Cunningham

John F. Shea, Montgomery, Ala., WGYV Greenville, Ala.—Granted petition of Shea to dismiss without prejudice his am application. WGYV application returned to processing line. Action of Dec. 28.

Radio Bcstg. Service, Dana W. Adams, Tyler, Tex.—Granted petition of Radio Bcstg. Service for dismissal of its am application; application dismissed with prejudice. Adams application returned to processing line. Action of Dec. 28.

Miners Bcstg. Service Inc. West Chester, Pa.—Granted petition for dismissal without prejudice of its am application. Action of Dec. 22.

WJVA Mishawaka, Ind.—Granted petition for dismissal without prejudice of its am application. Action of Dec. 22.

Redding, Calif.—Ordered that hearing in proceeding involving applications of Shasta Telecasters, and Sacramento Broadcasters Inc., Redding, for ch. 7 shall commence Feb. 24. Action of Dec. 22.

Utah—Ordered that hearing re am applications of Dale R. Curtis, Salt Lake City, Utah, and Tooele County Radio & Television Bcstg. Inc., Tooele, Utah, shall commence Feb. 24. Action of Dec. 22.

By Hearing Examiner Hugh B. Hutchison

Ponce de Leon Bcstg. Co. of P. R., Mayaguez, P. R.—Granted motion for continuance of ch. 3 proceeding from Dec. 29 to Feb. 17. Action Dec. 23.

January 3 Applications

ACCEPTED FOR FILING

Renewal of License

KCHE Cherokee, Iowa; KOTA Rapid City, S. D.

Modification of Cp

KOVR (TV) Stockton, Calif.—Seeks mod. of cp (which authorized new tv station) to extend completion date to June 6.

KAKE-TV Wichita, Kan.—Seeks mod. of cp (which authorized new tv station) to extend completion date to April 1.

KHAS-TV Hastings, Neb.—Seeks mod. of cp (which authorized new tv station) to extend completion date to March 23.

KSPG (TV) Tulsa, Okla.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Sept. 16.

WRAK-TV Williamsport, Pa.—Seeks mod. of cp (which authorized new tv station) to extend completion date to June 16.

KVOS-TV Bellingham, Wash.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 30.

January 4 Applications

ACCEPTED FOR FILING

Renewal of License

KTCB Malden, Mo.; WEW St. Louis, Mo.

License to Cover Cp

WSYR-TV Syracuse, N. Y.—Seeks license to cover cp which authorized changes in facilities of existing station.

WUSN-TV Charleston, S. C.—Seeks license to cover cp which authorized new tv station.

WSIX-TV Nashville, Tenn.—Seeks license to cover cp which authorized new tv station and to correct geographic coordinates.

Modification of Cp

KCOP (TV) Los Angeles, Calif.—Seeks mod. of cp (which authorized changes in facilities of existing station) to extend completion date to July 26.

KVSO-TV Ardmore, Okla.—Seeks mod. of cp for extension of completion date to July 12.

WHIS-TV Bluefield, W. Va.—Seeks mod, of cp for extension of completion date to April.

WISN-TV Milwaukee, Wis.—Seeks mod. of cp for extension of completion date to May 1.

Broadcast Bureau Decisions

Action of Dec. 28

KMVI-TV Wailuku, Maui, Hawaii—Granted extension of completion date to July 25.

Actions of Dec. 29

KAMC-FM Stillwater, Okla.—Granted license to cover cp which authorized new educational fm station.

WXHR (FM) Cambridge, Mass.—Granted license to cover cp for changes in licensed station.

WGH-FM Newport News, Va.—Granted license to cover cp which authorized changes in licensed station.

WTAY Taylorville, Ill.—Granted mod. of cp to make changes in ground system.

KXOA Sacramento, Calif.—Granted license to cover cp which authorized change from DA-1 to DA-N.

KYME Boise, Idaho—Granted license to cover cp which authorized new am station.

WATO Oak Ridge, Tenn.—Granted license to cover cp which authorized change in trans.-studio location and operate trans. by remote control.

WCRV Washington, N. J.—Granted license to cover cp which authorized new am station.

WPLA Plant City, Fla.—Granted license to cover cp which authorized increased power.

KZUM Opportunity, Wash.—Granted license to cover cp which authorized new am station.

WNRG Grundy, Va.—Granted license to cover cp which authorized new am station.

WGOL Goldsboro, N. C.—Granted license to cover cp which authorized new am station.

WOBS Shelby, N. C.—Granted license to cover cp which authorized increased power.

WKTL Kendallville, Ind.—Granted license to cover cp which authorized new am station.

WCOJ Coatesville, Pa.—Granted license to cover cp which authorized increased power, change hours of operation and install DA-N.

WWIL Fort Lauderdale, Fla.—Granted license

(Continues on page 121)

Radio Station and Newspaper

Appraisals

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

Negotiations • Financing • Appraisals

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Clifford B. Marshall
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
William T. Stubblefield
W. R. Twining
111 Sutter St.
Exbrook 2-5671-2

PROFESSIONAL CARDS

JANSKY & BAILEY INC.
Executive Offices
1735 De Sales St., N. W. ME. 8-5411
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 4-2414
*Member AFCCE **

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
*Member AFCCE **

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RADIO

Help Wanted

Managerial

Are you this manager? You know how to operate a music station in a large market. You are good in sales management, not an arm chair executive. You are level headed. You are a family man, and you want to make good living, yet do not expect all the profits of the business. You know how to hold down expenses. You are not young, nor of the old school. You are not a high pressure person. You are honest, and don't mind working. This is a tough market, write only if you are interested. Box 932E, B•T.

Sales manager. We have a real financial opportunity, (both money-wise and future wise) in the midwest to offer to a top-notch salesman capable of handling men. Please give full deltails first letter. Box 937E, B•T.

Station manager for WSTR, Sturgis, Michigan, established 250 watt fulltime station. Prefer commercial and air experience. Start about January 23. Apply: E. H. Munn, Jr., Station WTVB, Coldwater, Michigan.

Experienced manager for new 1M watt daytimer 900kc. Third station in Mississippi's third market. Must have proven sales-management background. Complete charge. Want manager now to plan studios, equipment and build staff. Give complete details first letter. Enclose recent picture John T. Gibson, Delta-Democrat-Times, Greenville, Mississippi.

Salesmen

Three station company needs experienced radio salesman immediately in large Michigan market. Great potential to right man. Send detailed resume past experience, references, photo. Box 857E, B•T.

Radio salesman! Permanent! Guarantee, commission. Wisconsin. Full details, salary requirements. Box 906E, B•T.

Business and sales representative for one of the world's largest news agencies to sell news film, photos, facsimile, and news wire services to newspapers, television and radio stations. Generous starting salary, commissions and expenses with proven background. Submit fullest details. Box 939E, B•T.

Salemen . . . KAVE, Carlsbad, New Mexico wants energetic young salesman anouncer from southwest area. Draw account to start, then high straight commission.

RADIO

Help Wanted—(Cont'd)

Salesman, sports announcer for fulltime indie. College town, good pay, immediate. WCLD, Cleveland, Miss.

Immediate opening for aggrressive salesman. Salary and incentive. Must be experienced in major market operation. Write directly to Gus Nathan, Commercial Manager, WKNB, 1422 New Britain Avenue, West Hartford, Conn.

Immediate opening for male or female interested in settling in an active metropolitan district city. Some experience desired. Write or call WSTC, 270 Atlantic Street, Stamford, Connecticut. DAvis 4-7575.

Announcers

Outstanding disc jockey for midwest station. Must have ability to sell on air. Give complete details and references. Box 848E, B•T.

Deejay. Must have distinctive style, know his records, and be able to sell on the air. Give. complete resume of previous experience, salary expected and enclose snapshot. Don't send tape until requested. Box 872E, B•T.

Expanding 5kw operation in leading market needs versatile, experienced announcer capable of handling personality shows and on the air salesmanship; also experienced newsman to develop news schedule and head up news department. Send full particulars and tape first letters. Box 898E, B•T.

Experienced announcer for heavy commercial shift. Good newsman. Box 903E, B•T.

Young announcer with potential and some basic experience. Illinois kilowatt. $60 to start. Box 904E, B•T.

Wanted: Experienced announcer who is ready for competitive market of 125,000. Position open now. Wire immediately. Box 916E, B•T.

Experienced announcer needed by a new kilowatt daytimer in a large market. Pop music DJ with board ability. Good salary offer for good man. Send tape, resume and photo first letter. Box 942E, B•T.

Wanted: Actor-DJ-stage, tv, radio acting experience (soap opera). Les Tremayne type voice. Narrative "story teller" delivery. Ohio. Box 944E, B•T.

Engineer-announcer. Combination position open. Contact Radio Station KCOW, Alliance, Nebraska.

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RADIO

Help Wanted—(Cont'd)

Opportunity for good experienced, married staff announcer. Send resume. ABC Network. KFRO, Longview, Texas.

Announcer wanted. Experienced capable beginner or old-timer needed at once. Must be good for top daytimer. Vacation and other benefits. A. A. acceptable. First phone desired but not necessary. Wire or phone Robin Morrow, KJAN, Atlantic, Iowa.

Combo-first phone, 250 watter, swell climate, good pay. No drunks. KTRC, Santa Fe, N. M.

Regional network station needs announcer-salesman. Above average salary and generous commissions. Contact William Kemp, KVWO, Box 1926, Cheyenne, in wonderful Wyoming.

Three immediate openings at central and southwestern Kansas' strongest independent. New owner is enlarging staff. Needs board-operating morning man, play-by-play sportscaster-announcer and gal Friday. If you're tired of fighting the mobs and want to raise your family in a wealthy and aggressive town of 40,000, this is it. Airmail background, photo, tape, salary requirements to J. D. Hill, KWHK, Hutchinson, Kansas.

Combo announcer-engineer with emphasis on announcing. Immediate opening. Forward tape and full particulars to Williams, WEAB, Greer, S. C.

Combo announcer-engineer with emphasis on announcing. Immediate opening. Forward tape and full particulars to V. G. Balkcum, WGBR, Goldsboro, N. C.

Announcer-chief engineer. Emphasis announcing—New beautifully equipped 1000 watt-daytimer—immediate. Send resume, tape or call Bill Duke. Main 4-4908, WKDL, Clarksdale, Mississippi.

Good announcer, 1st phone, in fast growing market. WLBE, Leesburg and Eustis, Florida.

Wanted—top-flight announcer with first class ticket. No floaters desired. Preferably several years experience. Good pay. Excellent future to right man. Mail tape and information to Alvin Mullenax, PD., Station WSVA, Harrisonburg, Va.

Technical

Immediate opening for chief engineer-announcer with 1kw progressive leading station in midwest. Submit complete resume, tape and photo. Box 896E, B•T.

Am transmitter engineer—5kw fulltime in midwest—experience preferred—salary depending on ability and experience. Box 911E, B•T.

Chief engineer-announcer for top 1000 watt independent in metropolitan California market. $125 per week. Want experienced, mature man. Send resume, tape, Box 941E, B•T.

Chief engineer-announcer needed for one of the finest small operations in the midwest. If you are a qualified chief with a background of experience that can be proven and can handle board assignments when needed, then KNCM in Moberly, Missouri, will offer you a wonderful city in which to live and raise a family. You will have the finest working conditions and the best associates in the business plus many station benefits including a paid two week vacation. Position is now available. Contact Ed Dahl, Manager.

Wanted: Combination engineer-announcer, permanent position. Send tape, KPOW, Powell, Wyoming.

Michigan. Immediate opening. 1st class engineer. Ralph Carpenter, WBCM, Bay City, Michigan.

Engineer, 1st phone, permanent. Write all details including salary requirements. WEAW-AM-FM, Evanston, Illinois.

Immediate opening 1st class engineer. Good community. Call Manager, WGAI, Elizabeth City, N. C.

WGVM, Greenville, Mississippi, has opening for experienced chief engineer-announcer. $80.00 weekly start, must be proficient both fields. No phone calls. Full details plus audition in first letter.

Engineer WINZ, Miami, fully qualified to operate 50 kw Doherty with 6 tower directional. Send complete resume to Rex Rand.

Wanted: Chief engineer, combo announcer. $100.00 week. Rush resume. WKNK, Muskegon, Mich.

Programming-Production, Others

Program or production manager with experience and ability. Box 810E, B•T.

Continuity writer for midwest. Male or female. Box 849E, B•T.

RADIO

Help Wanted—(Cont'd)

Programming-Production, Others

Promotion-publicity. Experienced in audience building for radio and tv. Must have successful experience in similar capacity, and be familiar with techniques that get results in increased ratings. This is not a sales promotion job. Salary commensurate with experience and ability. Tell all in first letter, including compensation expected. Box 873E, B•T.

Program director-announcer. Mississippi daytimer. Southerner—25-35—married. Copy-interviews-special events-play-by-play. Join congenial staff at $75-$85 week. Box 907E, B•T.

Male copy director: To write copy and do 10 hours weekly air work. Kw, Pa. daytimer. Box 918E, B•T.

Radio program director, Montana market, must have good radio background, capable announcer. Top personal references required. Beginning salary, $375 a month. Replies confidential. Write Box 921E, B•T.

Tv program director, must be experienced all phases television production. Give complete personal data first letter stating minimum starting salary required. Northwestern location. Replies confidential. Write Box 922E, B•T.

Radio program director, 5000 watt CBS affiliate, Great Falls, Montana. Must know all phases radio. Moral and financial responsibility, references required. Must have own transportation. Position open Jan. 16th. Do not send tapes unless requested. State minimum salary acceptable. Airmail all replies, including photograph, to Assistant Manager, KFBB, Box 1139, Great Falls, Montana.

Radio news reporter, male or female. Opportunity for active participation in local news gathering and writing. Some experience preferred. Write or call WSTC, 270 Atlantic Street, Stamford, Conn. DAvis 4-7575.

Charles W. Levene—Charles W. Ashburn, please write James H. Rees, Union National Bank, Fayetteville, Tennessee, giving your current address.

Situations Wanted

Managerial

At New York 50kw . . . employed as assistant to manager. Duties include sales, administration, programming, advertising, promotion, news, sports. Must move southern California, Arizona. Seeking executive position large or small station. Available immediately. Resume on request. Interview at my expense. Reply. Box 899E, B•T.

Successful southeastern manager with national and regional sales know-how, wants opportunity to build station into top producer. City 50,000 or more. Box 934E, B•T.

Looking for a specific job. I'd like to operate a group of small stations for an enthusiastic owner. Abundance of background, experience, program ideals and sales knowledge. Grew up in radio. Young and ambitious. Minimum salary $12,000 or a flat percentage of the net, plus future share of ownership. Presently happily and gainfully employed . . . just ambitious. Box 935E, B•T.

Experienced manager. Nineteen years. Can direct sales and manage. References. Box 938E, B•T.

Salesmen

Ohio. Salesman, high calibre. Announcer, good voice. Experienced. Emphasis on sales. First class license. Box 928E, B•T.

Experienced salesman-sports announcer, ex-G.I., married, available immediately. Box 322A, Rt. #1, Henderson, N. C.

Announcers

Experienced announcer. Top DJ, western or popular. Five years with same employer. First ticket. Box 796E, B•T.

Hi! Do you need an experienced stage, radio, and tv actor, who's been working for the past 18 months as a low-pressure, humorous, combo DJ? Ideal for morning or late night shows. Box 815E, B•T.

Country western DJ, musician-specialist. Experienced staff announcer. Third. Presently employed. Sincere, progressive stations only. Salary —talent. Box 841E, B•T.

Trained, experienced announcer, desires position New York State, New England. Box 869E, B•T.

Stop! Here's the experienced announcer you've been looking for. Specializing in news, commercials, DJ. Try me! Money back guarantee. Box 890E, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Experienced announcer. Desires permanent position with small station, 250w-1000. Excellent background. Tape. Box 891E, B•T.

Recent broadcasting school graduate. Good DJ, news, sports, board, tape. Box 894E, B•T.

High salary? No. Just give me a job. I'll deliver the best news, commercials and DJ shows for your market. Salary not too important. Right job is. Married, vet. Box 900E, B•T.

Announcer, six years—all phases except sports. Will consider any reasonable offer. Desire change for personal reasons. Box 901E, B•T.

Excellent announcer, four years experience all phases radio-television desires permanency in northeast metropolitan market. Veteran, married, college graduate. Box 902E, B•T.

Announcer or PD for radio or tv. Knows sports. Married, 33. Average voice. Box 905E, B•T.

Experienced anouncer and/or program director is seeking change. University graduate with seven years experience including television. Box 909E, B•T.

DJ—past two years top telephone request show—smooth delivery ad-lib—six years experience. Family man—desire metropolitan area. Tape, information available. Box 917E, B•T.

East, ten months experienced staffer. Young, married, presently employed. $65. Box 923E, B•T.

Radio-tv announcer, employed, seeks to relocate in southern or midwestern market. College graduate. Extensive "account executive" experience. Strong DJ and news—mature. Tape, picture, and references, on request. If serious, make me prove myself! Box 927E, B•T.

Announcer, three months experience. Good disc jockey, news. Short on experience, long on ambition. Box 930E, B•T.

Top-notch negro rhythm and blues-spiritual DJ. Top commercial selling job. Will travel. Tape, photo and data available. Dick Brown, 1442 East 68th Street, Chicago. BUtterfield 8-1372.

Experienced versatile announcer. News, commercials, DJ, remotes. Sports including play-by-play. Control board. Third ticket. Presently employed. Creative ability to program. Raymond Damgen, 111 North Walnut Street, East Orange, New Jersey. Orange 6-8872.

Announcer, 2 years staff experience, Virginia station. Single, draft exempt. Fulcher, 737 11th Street, N. W., Washington, D. C. ME 8-5255.

Sports director—five years radio—play-by-play major sports. Also program director three years. Age 29, married, preference midwest—personal interview or tape—available January 1st. Tom Lawrence, 6267 Washington Boulevard, Indianapolis, Indiana. Phone GLendale 5651.

Just call me commercial! Sound news analyst, music man, sportscaster. Hold B.A. in English, operate Western Electric board. One year's experience. Ivan Lohr, 317 9th Street, WCOM, Parkersburg, W. Va.

Thoroughly trained, single, recent graduate. Network personality, I believe. Desire position preferably in northeast. Right opportunity more than salary. Not afraid of overtime. Tape and resume available. Joe Martinz, Jr., Twining 8-6273, New York City.

Technical

Chief engineer-announcer—experienced 250 to 50 kw, degree, car, tv training. Box 746E, B•T.

Want transmitter position, 1st phone, 1 year experience. Phone Denver RA 20439. Box 919E, B•T.

Desire change in location. One year's experience as chief of small station. No bad habits. Box 924E, B•T.

Engineer, eight years experience am also tv. Dependable family man, best references. Desire permanent position with future. Florida or southeast. Box 925E, B•T.

Chief engineer, 5 years experience, kw daytime. Light announcing. Married, car. Prefer northeast. Box 931E, B•T.

Engineer, 6 years experience in am. Would like job in tv or radio on Gulf Coast or S. California. D. C. Kenney, 1708 Lucile, Wichita Falls, Texas. Phone 3-8990.

TELEVISION

Help Wanted

Salesmen

Television sales. Aggressive, dependable salesman with or without television experience. This retail sales opening is an opportunity to work and advance in experience and income. You will make money if you work and make calls. Top network adjacencies to sell, excellent production facilities and a retail market which is rated high in Sales Management. Aggressive dependability, not flash, needed by southeastern station. Full details with photo needed, quick decision possible. Box 805E, B•T.

Regional sales. Opportunity is here, but you must come with us and earn your advancement. If you believe that there are never any good opportunities advertised because they're already filled, you have too much inertia for us. Rich area market, basic major network tv station in growing southeast. Regional sales and building contacts with national advertisers field officials, latter a must. Travel as needed. Incentive plan. Open now, reply accordingly include particulars and photo. Box 806E, B•T.

Experienced, aggressive television account executive wanted immediately for booming KBTV in booming mile high Denver. Unlimited opportunities for real producer. Box 844E, B•T

Announcers

Openings available new ABC basis vhf in major market for commercial announcer, artist, projectionist, and director. Wire salary and availability. Box 920E, B•T.

Experienced tv all-around staff man. Possible to produce your ideas into shows. Apply in person or sound on film auditions. Peter Gallagher, WGLV-TV, Easton, Pa.

Technical

Chief engineer for RCA equipped California vhf station. Send full resume first letter including photo and salary desired. Box 862E, B•T.

Experienced transmitter engineer for 316kw installation in midwest. Salary depending on experience and ability. Give full particulars in first letter. Box 910E, B•T.

(Continued on next page)

RADIO SALESMEN WANTED

Many of RAB's 800 member radio stations need salesmen. At these stations you'll get the help you need to make really big sales — alert management, a steady flow of saleable ideas and sales tools. Attractive incentive plans at many stations. If you like selling with facts and presentations and are not currently working for an RAB member station, we'll help you find a good selling job with one of our stations. No charge. Just write.

Kevin Sweeney,
President
RAB
460 Park Avenue
New York 22, New York

TELEVISION

Help Wanted—(Cont'd)

Technical

Wanted: Experienced tv maintenance chief engineer for northwest CBS station. Give references and salary requirements. Box 940E, B•T.

Immediate openings. Transmitter engineer; studio engineer. Must be experienced. Mail complete resume. Chief Engineer, KOAT-TV, Albuquerque, New Mexico.

Programming-Production, Others

Television promotion assistant wanted. Must be strong on publicity and have education and/or experience in merchandising. Advancement opportunities for hard worker. Tell all first letter. Box 915E, B•T.

Projectionist: Immediate opening for night shift. Familiar with 16mm and 2 x 2 projection equipment. Contact Elliot Weisman, P. O. Box 70, West Palm Beach, Florida.

TV-radio program promotion assistant. Publicity-advertising agency. Lorton-McKay Personnel Agency, 30 Rockefeller Plaza, New York 20, N. Y.

Situations Wanted

Salesmen

Top local tv salesman currently employed in highly competitive metropolitan market, looking for responsible job with responsible organization. Solid successful background in local and regional sales, promotion, merchandising and production. Some agency experience. Will consider all openings but prefer competitive market West Coast or Midwest. First class references on request, including present employer. Box 912E, B•T.

Technical

Technician, 1st phone—capable operator—camera, film, audio—seeks permanent connection. Married, veteran, sober, dependable, free to travel. Resume, references. Box 893E, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Former broadcast chief with seven years experience wants to get into television. Box 913E, B•T.

Tv chief engineer for three years. Ex-NBC New York. Put three stations on air. Experienced all phases uhf and vhf. Major station operation, management and construction. Desire climate change. Bill McAlister, 970 Cedar Hills Blvd., Beaverton, Oregon.

Programming-Production, Others

Cameraman. 3 years experience all studio operations. Desires production opportunity. Now available. Best references. Box 892E, B•T.

Production manager with medium size vhf interested in position as director in larger operation. Resume on request. Box 897E, B•T.

Program director, production and tv director. 5 years experience 4 station market, wish to get ahead. Box 933E, B•T.

University graduate, best references and background. Alert, stable. 3 years tv experience. Now desires production position with larger operation. Slides, film, sound, cameraman, news cameraman, remote color man, 450 hours on-camera, switcher, program director. Single, 27, will travel. Box 936E, B•T.

FOR SALE

Stations

Rapidly growing daytimer in $40,000,000 local market. Best opportunity in southest for person with the money. No giveaway but real value. Box 914E, B•T.

Fm—multiplexing station, sale or lease. Best equipment, 35,000 watts. Biggest market to sell background music and programs to Chicagolands 6.5 million people. Write Was Corvine, 2707 North Drake, Chicago 47, Illinois.

Texas fulltime, secondary market, unit operation includes physical plant and tax advantages. Asking $100,000. Liberal terms. Paul H. Chapman, 84 Peachtree, Atlanta.

FOR SALE

Stations

Two Florida small market stations for sale with some terms. Paul H. Chapman, 84 Peachtree, Atlanta.

Border state secondary market station, $50,000, half on terms. Paul H. Chapman, 84 Peachtree, Atlanta.

We offer good radio and tv buys throughout the United States. Ask for our free bulletin. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Eastern buyers should contact me for good sound buys in radio and tv stations. John Hanly, 1739 Connecticut, N. W., Washington, D. C.

Equipment

For Sale—RCA TF-6AH superturnstile—channel 10. Minor changes to channel 7 through channel 13. Used 8 months, 2½ years old. Excellent condition. Pressurized. Make offer. KOLN-TV, Lincoln, Nebraska.

PE-5A film camera channel (GE); PE-100A 16mm projector (GPL); PE-3C slide projector (GE); and other items. Never used! 50% off cost! Write Radio KXOA, Sacramento 15, California.

2—RCA TK-20-D inoscope film camera complete with camera pedestals, control chassis, beam metering panels, DC power units, edgelight projectors, inter-connecting cables, and TP-9C multiplexers with adjustable RCA slide-projector pedestals. Equipment is less power supplies and master monitors. Like-new condition. Will sell 1 or both. Make us an offer. WKBN-TV, Youngstown, Ohio. STerling 2-1145.

Gates model 31 console in good operating condition. Complete $500.00 F.O.B. R. G. Blaskow, P. O. Box 2468, Birmingham, Alabama.

Booth Leasing Corporation—A national leasing service—which includes everything from store and office fixtures to executive aircraft—whereby you choose the equipment you need—new or used—BLC purchases it from your supplier, and places it in your studio, transmitter and office on flexible lease terms written to meet your specific requirements. Rentals paid under leases drawn as recommended by BLC are tax deductable expense items. For full information for your attorney, tax counsel and yourself, write, wire or phone Gene O'Fallon & Sons, Inc., Channel 2, TV Building, 550 Lincoln Street, Denver, Colorado. KEystone 4-8281.

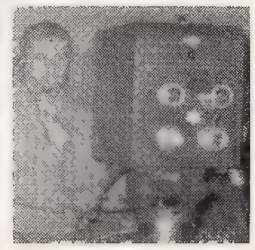
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LARRY FERREIRA


JACK HURLBUT

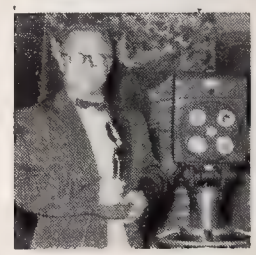

ELBERT SPAYD


MILTON SANDERS


HARLAN MEYER

It's not too late to start your New Year off right with valuable additions or replacements to your staff from Northwest. Call Northwest FIRST. Classes in TV Production have just completed their training in each of our four schools' completely equipped studios. These people, qualified for all phases of Television with specific individual abilities, are now available in YOUR area. Our Hollywood class is pictured here. Throughout 1956 remember, for well-trained, highly adaptable people for all phases of TV production, for honest analysis of people's abilities and for immediate results . . . phone or wire collect, John Birrel, Employment Counselor.


ROBERT CONAWAY


THOMAS MORIN

NORTHWEST RADIO & TELEVISION SCHOOL
HOME OFFICE: 1221 N. W. 21st Avenue, Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822
CHICAGO, ILLINOIS. . . . . 540 N. Michigan Avenue DE 7-3836
WASHINGTON, D. C. . . . . 1627 K Street N. W. RE 7-0343

FOR SALE

Equipment

For sale: One surplus 140′ steel radio tower in excellent condition. Tower dismantled and stored in sections at California Highway Patrol office located at 3059 Ventura Boulevard, Ventura, California. Interested parties may submit sealed bids to the California Highway Patrol, Box 898, Sacramento, California, to the attention of the Accounting Officer on or before February 15, 1956. Successful bidder will bear loading and freight costs and state sales tax will be added to bid price. The state makes no guarantee other than title.

Console, studio control, meets am-fm broadcast specifications. Write for literature. U. S. Recording Co., 1121 Vermont Avenue, Washington 5, D. C.

WANTED TO BUY

Stations

Eastern principals looking for radio property netting $25,000 or with potential of this amount. Box 926E, B•T.

Stations wanted. Colorado, Texas, Oklahoma, Missouri, Arkansas, Kansas. Metropolitan stations especially desired. Ralph Erwin. Broker, 1443 South Trenton, Tulsa.

Equipment

Used lights: Key klieg—1500 to 2000, fill bucket—750 to 2500, or comparable. Box 864E, B•T.

Studio Zoomar or equivalent. Rear screen projector. Must be in good condition and realistically priced for cash. Box 871E, B•T.

Fairchild 523 studio disc cutting lathe, or Scully or equal. State condition and price. Box 875E, B•T.

Thesaurus and Associated transcription catalogs issued prior to 1950 wanted. State condition and price. Box 895E, B•T.

Wanted: Video sweep generator, vhf demodulator, and lighting equipment. Write Evans, KLIX-TV, Twin Falls, Idaho—price and condition.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 1-T, 821 19th Street, N.W., Washington, D.C.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W., 21st Street, Portland 9, Oregon.

FCC first class phone. After ten years successfully training men for their first class radiotelephone operators license, this same course is now available to you at home. Write the Don Martin School, Ext. Div., 1653 North Cherokee, Hollywood 28, California.

RADIO

Help Wanted

Salesmen

SALESMAN

Solid central California network station has opening for top-rated, aggressive salesman. Good draw and commission. Excellent market, fine future.

Box 908E, B•T

Technical

ENGINEERS WANTED

AM & TV transmitter engineers and studio technicians—immediate openings for permanent positions. Previous experience necessary. Salary depending on ability. Long established major western network affiliate. Airmail complete details to Box 943E, B•T.

RADIO

Help Wanted—(Cont'd)

Programming-Production, Others

TOP CONTINUITY JOB

Leading Ohio Indie wants Continuity Writer. Three years experience preferred. This is a professional writing job and your only responsibility will be to write hard-selling copy. You'll replace a pro who's been with us four years and is leaving for personal reasons. Salary open. Tell all first letter and enclose samples.

Box 880E, B•T

FOR SALE

Stations

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

INSTRUCTION

FCC 1st PHONE LICENSES IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes—
Over 1700 Successful Students

SERVICES

LOCATION FILMING FOR TV

Documentaries, spots, backgrounds
COLOR-B & W

Deadlines met. Complete, rounded coverage. Precise timing and length. Budget priced. Top-notch direction and photography. Competent, reliable technicians.

Write, phone, wire

Trans World Pictures
10 W. 47th St., New York 36, N. Y. JUdson 2-0377

TV PHOTO BLOWUPS

Giant Murals for advertising or program background displays. Enlarged from your small photo or ad copy.

STITES PORTRAIT CO.
Write for price list and sizes
P. O. Box 199 Shelbyville, Indiana

FOR THE RECORD

(Continues from page 116)

to cover cp which authorized increased power, changed hours of operation and installation of DA-1.

Actions of Dec. 30

WAUG-FM Augusta, Ga.—Granted STA to remain silent to Feb. 1.

KPMP Shenandoah, Iowa—Granted cp to change ant.-trans. location make change in ant. system and operate trans. by remote control.

KADK Bellevue, Wash.—Granted mod. of cp to change name to K. B. Brownlow Ward and R. E. Pollock d/b as Othello Radio.

WKLX Paris, Ky.—Granted license to cover cp which authorized new am station.

WCDJ Trenton, N. C.—Granted license to cover cp which authorized new am station.

WCLG Morgantown, W. Va.—Granted license to cover cp which authorized increased power.

WCBR Memphis, Tenn.—Granted license to cover cp which authorized changed ant.-trans. location.

KSUL El Dorado, Ark.—Granted license to cover cp which authorized new am station.

WTVN Columbus, Ohio—Granted mod. of cp for extension of completion date to Feb. 1.

KWEN Hobbs, N. M.—Granted mod. of cp for extension of completion date to Jan. 31.

WNIA Rochester, N. Y.—Granted mod. of cp to make ant. system changes.

By the Commission

WLRD (FM) Miami Beach, Fla.; WHOM-FM New York, N. Y.; WSAI-FM Cincinnati, Ohio; WBFM (FM) New York, N. Y.; KQXR (FM) Bakersfield, Calif., and WIBG-FM Philadelphia, Pa.

UPCOMING

JANUARY

Jan. 10: NARTB Employer-Employe Relations Committee, NARTB Hdqrs., Washington.

Jan. 12: Oklahoma Assn. of Broadcasters, Lawton.

Jan. 12: NARTB Tv Film Committee, NARTB Hdqrs., Washington.

Jan. 12-13: NARTB Radio Standards of Practice Committee, NARTB Hdqrs., Washington.

Jan. 16: National Appliance & Radio-Tv Dealers Assn. Convention, Chicago.

Jan. 19-21: South Carolina Broadcasters Assn. Annual Convention, Clemson House, Clemson.

Jan. 26-27: NARTB Code Review Board, San Francisco.

Jan. 30: International Alliance of Theatrical Stage Employes, General Executive Board, Hollywood—Roosevelt Hotel, Hollywood, Calif.

Jan. 30-31: NARTB Board Committee, San Marcos Hotel, Chandler, Ariz.

FEBRUARY

Feb. 1-3: NARTB Board of Directors, San Marcos Hotel, Chandler, Ariz.

Feb. 2: Sports Broadcasters Assn. Ninth Annual Dinner, Park-Sheraton Hotel, New York.

Feb. 2-3: Institute of Radio Engineers National Symposium on Microwave Techniques, Philadelphia.

MARCH

March 10: Michigan State U. Dept. of Speech 11th Annual Radio-Tv Conference, East Lansing.

March 14-16: Assn. of National Advertisers Spring Meeting, The Homestead, Hot Springs, Va.

March 16: Connecticut Broadcasters Assn., Waverly Inn, Cheshire, Conn.

March 16: Ohio Assn. Radio & Tv Broadcasters, Hotel Statler, Cleveland.

March 19-22: Institute of Radio Engineers National Convention and Radio Engineering Show, Waldorf-Astoria, New York.

Employment Services

PR* vs *PR

We'll match your PERSONNEL REQUIREMENTS, against the PROVEN RECORDS of qualified people.

A confidential service to Radio and TV Stations, and program producers, anywhere.

Palmer-DeMeyer (Agency)
50 E. 42nd Street, N.Y.C.
MU 2-7915
Paul Baron, Dir.: Radio-TV-Film-Adv.
Resumes welcome from qualified people.

The Sins of 309 (c)

WITH the amenities over, Congress this week gets down to business. The first session of the 84th, which wound up last August, was a bust for broadcasters—oratory aplenty but no action.

The second session is apt to be the same unless swift and strong measures are invoked. This is election year and Congress won't tarry long. In this climate, things do not happen automatically.

Positive action is needed, fast, on modification of Section 309 (c) of the Communications Act, which provides for automatic hearing for an objector who simply claims economic injury. This has resulted in legalized blackmail and delays which have shorn the FCC of its most elementary function and deprived the public of service. A few ambulance-chasing lawyers and a handful of narrow-visioned broadcasters and publishers bent upon keeping competition out, want the iniquitous 309 (c) retained as is.

Last session the House passed HR 5614 to eliminate the automatic hearing on protest and restore to the FCC the right to determine when a hearing should be held. This bill is now Order No. 1246 on the Senate calendar, 16th item down. It failed to pass in the final hours of the last session because two or three senators had other grievances against the FCC, and denied unanimous consent.

The FCC, organized and reputable broadcasters and the Senate Interstate & Foreign Commerce Committee favor HR 5614. The FCC has implored Congress to act. Every broadcaster interested in logic, fair play and the well-being of broadcasting should urge his senators to press for unanimous consent on HR 5614 the first time it is reached on the calendar.

Silent Pictures

AMONG operators of non-commercial, educational television stations, the U. of North Carolina is unique: It has broadcast a series of programs that were too popular

Here's how it happened.

During the 1954-55 basketball season, the university's WUNC-TV (ch. 4) telecast a number of games. The telecasts siphoned off so much audience from play-by-play broadcasts on commercial radio stations that sponsors threatened to cancel.

In deference to the protests of broadcasters who faced a loss of business, the university this year proposed a compromise. Its tv station would telecast only the picture of the games; commercial radio outlets could continue to provide the audio. To see and hear what was going on, basketball fans would have to tune to both television and radio. That way, it was thought, the radio outlets would keep their audiences and their sponsors.

Some radio stations agreed with the compromise, but an advisory committee of the North Carolina Assn. of Broadcasters didn't [B•T, Jan. 2]. It is the committee's contention that the telecasting of basketball games does not constitute the educational programming for which non-commercial stations were intended.

We have never been sure just what sort of programming the FCC had in mind—if indeed it had anything in its mind—when it reserved 242 allocations for non-commercial, educational stations. We have always been sure, however, that sooner or later some kind of competition would develop between commercial broadcasting and the educational outlets.

Every person who tunes to a program on an educational station is one member lost to the audience of commercial radio and tv. To the extent the commercial broadcasting audience is diminished, the advertising potential of commercial broadcasting becomes diminished. The educational station does not have to sell time to put itself in competition with commercial operations. It needs only to develop programs which take audiences from commercial broadcasting.

To put it another way, if educational stations are to exert any influence in their communities, they must do so only at the expense of commercial broadcasting. This principle is inherent in the establishment of a special class of station for use in non-commercial, educational telecasting. Hence a direct conflict of interests is inevitable.

The faculty of the U. of North Carolina is trying, in a commendable spirit of cooperation, to operate its station without competing with commercial broadcasting. It was in that spirit that the silent picture of basketball was offered as a compromise.



Drawn for BROADCASTING • TELECASTING by Duane McKenna

". . . and here are the next contestants on Do You Trust Your Wife?"

But in trying compromises the university is only postponing the day when the conflict of interests between its station and the commercial radio and television outlets in its area must become evident.

This problem is not confined to North Carolina or to basketball telecasts. It exists wherever non-commercial, educational stations operate and will become more troublesome the longer the educational system is maintained.

No one—not the public, the educational stations or commercial stations—will profit by contrived arrangements like the proposed "broadvising" of pictures only. To restrict a vhf station to so limited a use is no more sensible than to deliberately run an eight-cylinder automobile on four cylinders.

The longer the educational television reservations stand the more apparent it becomes that the FCC should not have created that special class of station. In doing so it has deprived the public of service.

It is still not too late for the FCC to eliminate the non-commercial, educational station as a thing apart and to let those educational institutions that wish to go into tv apply for regular commercial stations in competition with other applicants. If all stations operated as frankly commercial businesses, it would be a much more honest kind of competition than now prevails.

Independents' Day

IN A TRANSACTION as big as the RKO release to tv of 750 movie features and 1,000 shorts the long-range potentials are apt to be obscured by the immediate impact of big money changing hands. It is easy to think more about the $15.2 million which C&C Super Corp. paid to RKO Teleradio Pictures than about the meaning which the acquisition has for television's future.

But, we suggest, the significance of this and other recent releases of quality films to tv goes considerably beyond the initial exchange of money. Television is acquiring a great abundance of program supply. It is a lack of big-audience programming which has, more than any other cause, restricted the growth of television.

With relatively few exceptions, the successful television stations have been network affiliates with full schedules of network shows. There have been enough exceptions—KTTV (TV) Los Angeles and WPIX (TV) New York, to name but two—to prove that independent stations which are skillfully managed in good markets, and can get good programming from other sources can succeed.

Add a substantial volume of Hollywood movie product to the already impressive supply of shows distributed by tv film syndicators, and the opportunity is enormously enhanced not only for existing independent stations but for new ones.



It was quite a year for KSTP-TV!

In 1955, KSTP-TV enjoyed the greatest selling year in its history—broke every sales record in the books. And in ratings, too, KSTP-TV was a consistent leader. The latest available figures show that during the important evening viewing hours from 6:00 PM until sign-off, KSTP-TV leads all other Minneapolis-St. Paul television stations in average program ratings—*seven days a week*!*

We'd hate to see the year end if it weren't for the fact that 1956 looks even better.

In this growing Northwest market which offers an advertiser more than 600,000 television homes and a spendable income of nearly FOUR BILLION DOLLARS, KSTP-TV has long been the leader.

It is the Northwest's *first* television station, *first* with maximum power, *first* with color TV and *first* in listener loyalty.

To put *your* advertising dollars to work most effectively during the new year, KSTP-TV is your *first* buy and your *best* buy in the important Northwest.

**Weekly average, ARB Metropolitan Area Report; October, 1955.*

AND A HAPPY NEW YEAR TO YOU!

KSTP-TV CHANNEL 5 100,000 WATTS

MINNEAPOLIS • ST. PAUL **Basic NBC Affiliate**

"The Northwest's Leading Station"

EDWARD PETRY & CO., INC. • NATIONAL REPRESENTATIVES



we announce our
change in names

from Adam J. Young, Jr., Inc.

TO **ADAM YOUNG, INC.**
Radio Station Representation

from Adam Young Television Corp.

TO **YOUNG TELEVISION, CORP.**
Television Station Representation

• No change in our personnel, our address, or in our concentrated representation of no more than 20 top stations.

Chicago · St. Louis · San Francisco · Los Angeles · Boston
477 Madison Avenue, New York

JANUARY 16, 1956

35c PER COPY

BROADCASTING TELECASTING

THE DETROIT STRIKE STORY
A B•T SPECIAL REPORT
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25TH year

THE NEWSWEEKLY OF RADIO AND TV

1049 Ft.
TOWER

that's the maximum tower height in the rich market of

RICHMOND
Petersburg and Central Virginia

The tower of WXEX-TV is 1049 ft. above sea level—and 943 ft. above average terrain . . . more than 100 ft. higher than any station in this market. In addition, WXEX-TV has maximum power—316 KW. It is the basic NBC-TV station; and there are 415,835 TV families in its coverage area. See your Forjoe man for full details about this great buy.

WXEX-TV

Tom Tinsley, President Irvin G. Abeloff, Vice President

Represented by Forjoe & Co.

. . . NOT SEVENTEEN?



YES . . . WBRE-TV does have a 17 County Coverage

Everything's BIG about WBRE-TV. BIG in Power . . . the Nation's First Million Watt Station. BIG in viewing area . . . 17 counties of N.E. Pennsylvania covering a population of almost 2,000,000. BIG in buying income . . . 400,000 families with a spending potential close to $2,000,000,000. These are only a few facts that make WBRE-TV the BIG advertising buy in this choice consumer market. Call us or your Headley-Reed representative for proof of WBRE-TV's higher program ratings, better picture performance, higher set count . . . and answers to any of your questions.

It is a Zoological fact that the height of a Giraffe from the bottom of its front feet to the top of its head has towered 17 feet and more . . . the better to reach the choice tender leaves.

WBRE
TV Channel 28
WILKES-BARRE, PA.

AN NBC BASIC BUY : National Representative : The Headley-Reed Co.

Counties Covered: LUZERNE LACKAWANNA LYCOMING COLUMBIA SCHULYKILL NORTHUMBERLAND MONROE PIKE WAYNE WYOMING SULLIVAN SUSQUEHANNA BRADFORD UNION SNYDER MONTOUR CARBON



ARB and PULSE AGREE:

KRNT TV

HAS WON AUDIENCE LEADERSHIP IN DES MOINES!

KRNT-TV sets the pace in the November ARB scoreboard for Des Moines. To mention a few Channel 8 leads:

7 of the top 10 once-a-week evening shows . . . 9 of the top 10 multi-weekly-show quarter-hours . . . the late-evening movies . . . the two afternoon kid shows (reversing national trend) . . . the 10 p.m. News every night by far with ratings up to 45.3 . . . the 10:20 p.m. Sports . . . and many more.

KRNT AM TV
Channel 8 in Iowa

KATZ HAS ALL THE FACTS

FULL POWER, 316,000 WATTS

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

NOW...

*beaming it's maximum power signal from the Top of Texas' tallest tower**

KRLD-TV

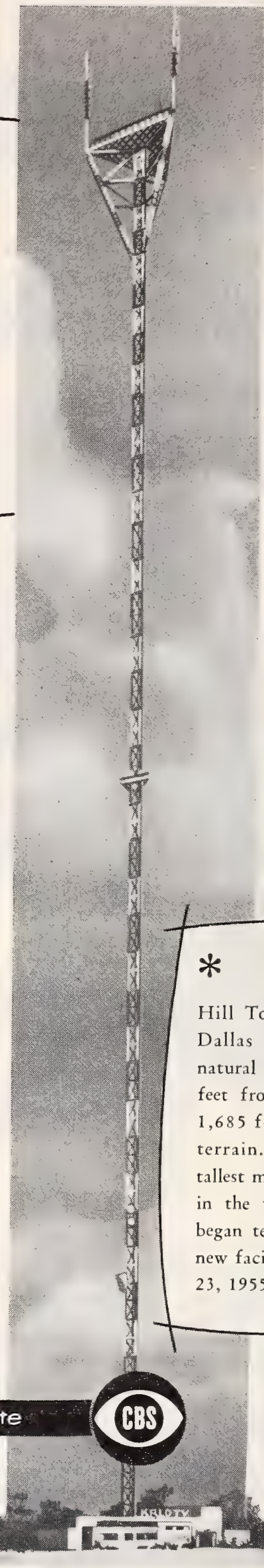
Channel **4**

DALLAS

is giving your sales messages a tremendously increased potency in the

Top O' Texas Market

42 flourishing Texas and Oklahoma counties including CITY GRADE COVERAGE TO THE METROPOLITAN AREAS OF *BOTH* DALLAS AND FORT WORTH, the greatest concentration of people and wealth in the South or Southwest.



*

Hill Tower, situated on Dallas County's highest natural elevation, is 1,521 feet from base to tip... 1,685 feet above average terrain. It is the second tallest man-made structure in the world. KRLD-TV began telecasting from its new facilities on December 23, 1955.

KRLD-TV

The Times Herald Station
Owners and Operators of KRLD Radio, 50,000 Watts
The Branham Company, Exclusive Representative.

The BIGGEST buy in the BIGGEST market in the BIGGEST State

CBS

Channel 4, Dallas
MAXIMUM POWER

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

closed circuit®

BLUEPRINT FOR EMERGENCY • As part of long-range planning, federal government representatives have been in consultation with leaders in broadcasting and press in regard to establishment of voluntary censorship in event of war. At outset of World War II, U. S. Office of Censorship came into being overnight, with Byron Price, former executive director of Associated Press, and after war deputy secretary-general of United Nations, as director. Despite sensitiveness of assignment, Price organization handled its task without criticism and without untoward incident. It's presumed same pattern would be followed, with separate divisions for radio and tv, press and external communication.

B•T

ONE OF biggest radio spot campaigns of new year is taking shape at Kenyon & Eckhardt, New York, for Mercury automobile co-op program. Spots will be placed on 1,200 stations in 800 markets effective Jan. 23, with length of contracts varying from two, three to four weeks.

B•T

BIG SWAP • Target date for NBC and Westinghouse exchange of Cleveland and Philadelphia radio-tv stations now set for Jan. 21-22. Though subject to change, current plan is to have closing on Jan. 21, with new managements taking over operations at sign-on next day. Lloyd Yoder, general manager of WTAM-WNBK (TV) Cleveland, will head NBC Cleveland group taking over operation of KYW-WPTZ (TV) Philadelphia, while Rolland V. Tooke, WBC vice president for Philadelphia and general manager of WPTZ, and Gordon H. Davis, KYW general manager, head Westinghouse group moving to Cleveland in similar capacities [B•T, Jan. 2].

B•T

WITH swap of NBC and Westinghouse affiliates in Philadelphia and Cleveland, Westinghouse call letters will move too. NBC already has applied to FCC for switch from KYW to WRCV and from WPTZ (TV) to WRCV-TV. Westinghouse has cleared use of KYW-AM-FM-TV in Cleveland in lieu of WTAM and WNBK (TV).

B•T

STUDY STUDIED • FCC won't be able to tell Senate Interstate Commerce Committee very much about its network study, in response to bill of particulars from Chairman Warren G. Magnuson (D-Wash.), because its special staff study has just gotten off ground. Moreover, committee probably will be informed that $80,000 appropriation for special study has been committed to last dollar and that FCC will need additional funds if it is to carry on after June 30, 1956, fiscal year end. Special study staff of 11 has been recruited with assistance from members of FCC's regular organization.

SENATE committee hearings, it's understood, will be arranged to work minimum hardship on FCC. It's understood, for example, that committee will recess sessions Wednesday and Thursday morning to allow FCC to hold its regular meetings this week and probably arrange similar breaks after hearings are resumed.

B•T

THE HUNTERS • Network evening television time is so difficult to obtain that General Electric, through its agency, Young & Rubicam, New York, currently has two timebuyers on road trying to clear 64 markets in good evening time on regional basis for half-hour film to start March 1 with GE sponsoring on alternate weeks. Station can sell other week to local advertiser or perhaps agency will come up with another advertiser to take over alternate week. Program will be MCA package, *Pepsi-Cola Playhouse*, which will be renamed *General Electric Playhouse*. Entire project, which is in addition to *GE Theatre* on CBS-TV and GE portion of *Warner Bros. Presents* on ABC-TV, will not go on unless good time is cleared, it's understood.

B•T

NEGOTIATIONS reportedly were in progress last week whereby Texas Broadcasting Co., Austin, operating KTBC-AM-TV, would acquire 10% interest in ch. 9 KGUL-TV Galveston, CBS outlet for Houston-Galveston. Acquisition would be from stockholder understood to desire to sell portion of holdings. Texas Broadcasting is headed by Mrs. Claudia T. Johnson, wife of Sen. Lyndon B. Johnson, Senate majority leader. TBC recently acquired 29% interest in ch. 10 KWTX (TV) Waco, in return for assets of deleted uhf ch. 34 KANG-TV, also Waco [B•T, Jan. 2-9]. Meanwhile, reports that KGUL-TV had been or would be sold were denied by Paul Taft, vice president-general manager, who acknowledged, however, that numerous offers had been made.

B•T

RADIO CODE • While NARTB's radio standards of practice group wouldn't disclose its "implementation" proposals after Friday meeting because of desire not to embarrass board of directors, it's known committee favors use of air-identification announcements by subscribing stations; identification on stationery and in directories, and other promotion of NARTB functioning. Board may add or subtract from proposals, if it desires.

B•T

INCIDENTALLY, there's no disposition at this time to implement radio standards with punitive provisions of television code. No monitoring activity to detect violations is contemplated at this time and no funds were asked for detection of violators. Committee felt it should go slow in putting enforcement program into operation.

COMING UP • Grant of Chattanooga ch. 3 to Mountain City Television Inc. is on way to seeing light of day. FCC is understood to have voted 4 to 2 in favor, instructing staff to write decision. Chairman McConnaughey and Comr. Lee voted to make grant to WDOD; Comr. Mack abstained. Key of contentious consideration was action of Ramon G. Patterson, 50% owner of Mountain City, in disposing of 80% of his WAPO-AM-FM Chattanooga holdings. WDOD had contended Mr. Patterson's proposed tv interest and duties would conflict with those at WAPO stations. Initial decision favoring Mountain City was issued in 1954; supplemental initial decision following rehearing with same results was issued last November [B•T, Nov. 14, 1955].

B•T

TELEVISION Bureau of Advertising's forthcoming report on spot tv expenditures may encompass even greater detail than originally planned. Information, being compiled by N. C. Rorabaugh Co., not only will show television spot spending of all national advertisers, by company and by brand, but also will include data on their expenditures by geographic regions and perhaps, for members only, market-by-market breakdowns of spending by brands. First quarterly report (covering last quarter of 1955) is due out within about two months.

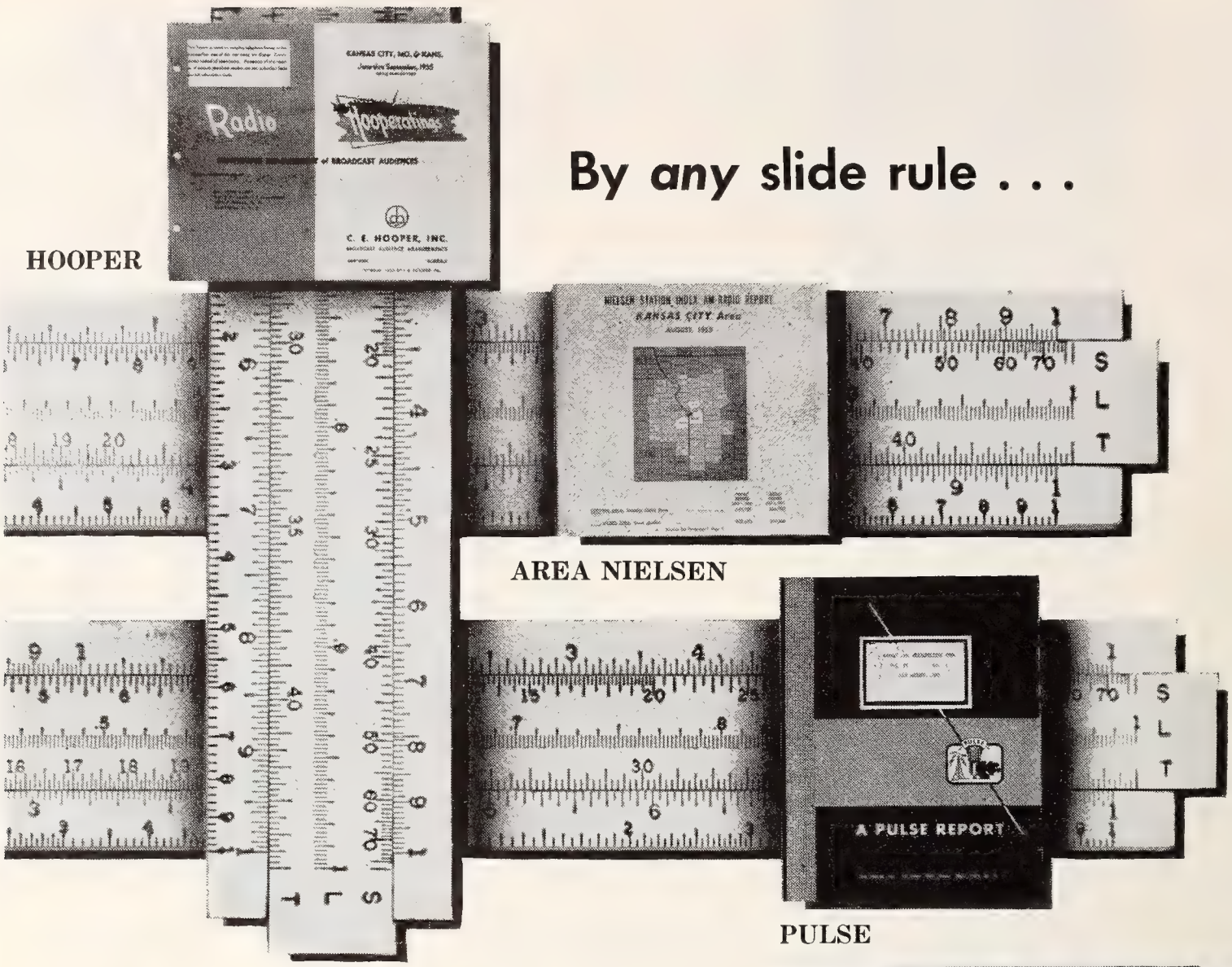
B•T

McCANN'S P. R. • McCann-Erickson is planning to combine its public relations and publicity services into newly formed affiliated company, called Communications Counselors Inc., with Frank White to be named chairman of the board; W. Howard Chase, president, and Edward F. Baumer and Murray Martin as vice presidents. Mr. White will continue as president of McCann-Erickson International. Mr. Chase is McCann-Erickson public relations vice president; Messrs. Baumer and Martin are M-E public relations executives.

B•T

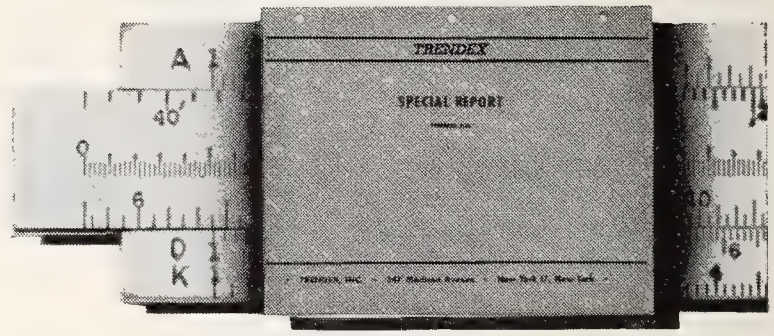
IN PLAN to assist groups in Europe working toward commercial television, Ziv Television Programs, New York, reportedly will put forward proposal offering package of sample films of Ziv series free to foreign governments, set manufacturers, advertising agencies, broadcasters and commercial interests abroad. Films are to be used for demonstration purposes and closed-circuit television, not on-the-air telecasting. Ziv already has huge backlog of films dubbed into Spanish, German, French and Italian and is considering dubbing in Swedish, Danish and Dutch. Ziv's project is designed to point up to overseas interests programming quality available as result of commercial tv in U. S.

By *any* slide rule . . .



WHB

10,000 watts, 710 kcs.



TRENDEX

has run away with the Kansas City radio day

HOOPER—All day average: 47.7%—FIRST PLACE!
AREA NIELSEN—All day average: 42.9%—FIRST PLACE!
PULSE—Every daytime quarter hour—FIRST PLACE!
TRENDEX—All day average: 42.8%—FIRST PLACE!

Call the man from **Blair** *or WHB General Manager* **George W. Armstrong**

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

WTIX, New Orleans	KOWH, Omaha	WHB, Kansas City
Represented by	Represented by	Represented by
Adam J. Young, Jr.	H-R Reps, Inc.	John Blair & Co.

at deadline

Republic to Follow Suit, Release 76 Features for Tv

RACE to release top feature movies to tv quickens in Hollywood as Republic Pictures Corp. announces this week offering of $40 million package of 76 films through subsidiary, Hollywood Television Service. Titles unsettled but will include top stars. Move counters releases of RKO and Columbia feature blocks to tv.

Part of offering will be "Silver Group" of 24 features in million-dollar class. Stars include John Wayne, Susan Hayward, Claire Trevor, Gail Russell and Vera Ralston. In addition, 52 action and adventure pictures are included.

Studio sources said Republic had not planned to release films this soon, but breaks by RKO and Columbia and concern about other majors unloading features prompted move. Republic already has released 300 features to tv, chiefly westerns and Class B product.

NBC-TV, Trans-Community Negotiate Program Deal

NBC-TV announced Friday it has executed special affiliation arrangement with Trans-Community Tv Inc., organization which will install closed-circuit facilities to provide tv programs to homes where normal tv reception is not available.

Trans-Community systems will originate NBC-TV programs by means of kinescope recordings and motion picture film from central transmission points in various communities, as contrasted to community antenna systems which employ off-air reception from regular tv stations. Within next week Trans-Community is to begin regular closed circuit operation in Cedar City, Utah.

For undetermined period, Trans-Community will carry NBC network commercial programs approved by NBC and advertisers. Trans-Community will retain commercial portions of programs, but no extra charge to advertiser is involved.

$250,000 Asked for Probe

CHAIRMAN Warren G. Magnuson (D-Wash.) of Senate Interstate & Foreign Commerce Committee Thursday introduced S Res 163 asking for $250,000 for committee's studies and investigations, including that of tv networks and uhf-vhf troubles (see page 63), for period Feb. 1, 1956, to Jan. 31, 1957. Amount is $50,000 more than that approved for period ending Jan. 31, 1956.

CBS Hypos Radio Drama

IN MOVE said to be dictated by renewed public interest in radio drama, CBS Radio is announcing today (Mon.) realignment of programming schedule, highlighted by return of *CBS Radio Workshop* series and debut of two other dramatic shows, *Indictment* and *Fort Laramie*.

CBS Radio will present *Workshop* on Friday (8:30-9 p.m. EST), starting Jan. 27; *Indictment* (Sun., 5:05-5:30 p.m. EST) and *Fort Laramie* (Sun. 5:30-6 p.m. EST), both starting Jan. 22.

FASHION FIRST

IN WHAT is claimed to be first time television program has assigned reporter to cover fashion openings in Europe, NBC-TV's *Today* is sending Betty Bullock, program fashion editor, abroad to cover developments in Paris, London, Rome and Florence. Film footage taken at fashion openings will be shown on upcoming *Today* shows, and European models will be flown to U. S. in early February for appearance on special *Today* program.

Lawyers Ponder Effects Of New 309 (c) Amendment

HOW will new Sec. 309 (c) affect existing protest cases? That's discussion churning Washington legal fraternity following Thursday's passage of amended protest clause of Communications Act (see story, page 58).

No one is sure just how revised provision—expected to be signed by President momentarily—will be applied. FCC attorneys explained they must study floor discussion before they can be sure just what effect will be on existing cases. They called attention to Commission report sent to Congress last year which in essence promised that FCC would not undo any protest cases already set for hearing, but would apply new ground rules to those still in "open" status. This, it was pointed out, would apply to such cases as Rochester, N. Y., ch. 10 and Providence, R. I., ch. 12 (which suffered appeals court reversal last week; see story, page 60).

In Rochester case, involving sharetime stations WHEC-TV and WVET-TV, it was learned that Appeals Court sent "mandate" to FCC Dec. 21, 1955, following Supreme Court refusal to entertain appeal [B•T, Dec. 26, 1955]. Document wasn't found until Thursday; it had been "mislaid," according to FCC sources. However, it was pointed out, even if Sec. 309 (c) had not been revised, FCC had "reasonable" time to suspend two stations pending protest hearing requested by Gordon P. Brown, WSAY Rochester, N. Y. This was required under existing protest rule. Revised protest rule now gives FCC discretion on whether to suspend grants following protest. Similar circumstances would apply to WPRO-TV, it was pointed out. Even under old protest provisions, station has right to ask Supreme Court to review circuit court order—which automatically stays mandate.

WSAV-TV Shoots for Feb. 1

WSAV-TV Savannah, Ga., ch. 3, plans to begin commercial operations Feb. 1, Harben Daniel, president and general manager, has announced. Test patterns were to begin yesterday (Sun.). Studios and transmitter atop Liberty National Bank Bldg. in Savannah are completed, with tower and antenna erection remaining. Ch. 3 station, to be NBC-affiliated, received go-ahead last week when U. S. Court of Appeals upheld FCC grant (see story, page 67).

• BUSINESS BRIEFLY

BANDAGES BUY • Bauer & Black (surgical dressings), Chicago, reportedly set for participating sponsorship in NBC-TV's *Howdy Doody* (Mon-Fri, 5:30-6 p.m. EST), purchasing Friday, 5:45-6 p.m. segment for 14 weeks on alternate week basis. Agency is Leo Burnett Co., Chicago.

WAX TESTING • Ultra Chemical Co. (Ultra wax), Paterson, N. J., testing radio spot campaign for four weeks in half-dozen markets at varied starting dates during January. Hazard Adv., N. Y., is agency.

BLUE COAL BUYS • Delaware, Lackawanna & Western Coal Co. (Blue Coal), N. Y., buying radio spot campaign in 20 markets starting today (Mon.) and running four weeks. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

NBC FILM SWITCHES • NBC Film Div. names Dowd, Redfield & Johnstone, N. Y., to handle advertising, effective immediately. Account, estimated at $500,000, has been handled by Grey Adv., N. Y., which will continue to handle RCA Victor records, NBC networks, o&o division and NBC Spot Sales advertising.

McCaffrey Elected President Of Radio-Tv Correspondents

JOSEPH F. McCAFFREY, McCaffrey Reports, Friday was elected president of Radio-Tv Correspondents Assn. First independent correspondent to hold that position, he succeeds Eric Sevareid, CBS commentator. Other officers elected: Robert F. Hurleigh, MBS, vice president; Bryson Rash, ABC, secretary; Julian Goodman, NBC, treasurer. In addition to officers, following were elected to executive board: Lewis W. Shollenberger, CBS; George Marder, UP; Charles Shutt, Telenews.

New officers take office at annual Radio-Tv Correspondents Assn. dinner Feb. 18 at Hotel Statler, Washington. President Eisenhower has been invited, but it is considered doubtful he will attend. However, dinner will honor Ike *in absentia* if he does not. Vice President Richard M. Nixon has agreed to attend. Entertainment will be furnished by NBC.

Standards Committee Okays Plan to Implement Rules

PLAN to implement NARTB Radio Standards of Practice was unanimously approved Friday by association's standards committee, headed by Walter E. Wagstaff, KIDO Boise, Idaho. It now goes to board for action at winter meeting starting Feb. 1.

An implementation committee with Mr. Wagstaff as chairman drew up plan Thursday, with full committee approving it Friday. Public information campaign will be conducted to promote interest in standards.

Attending Friday meeting, besides Mr. Wagstaff, were Carleton Brown, WTVL Waterville, Me.; Ralph Evans, WOC Davenport, Iowa; Paul Fry, KBON Omaha; Cliff Gill, KBIG Avalon, Calif.; Worth Kramer, WJR Detroit; William B. McGrath, WHDH Boston, and Cecil Woodland, WEJL Scranton, Pa.



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at deadline

WBIR Wins Knoxville Vhf Year After Initial Decision

WBIR Knoxville, Tenn., favored for ch. 10 there year ago in initial decision by FCC Hearing Examiner Herbert Sharfman [B•T, Jan. 17, 1955], last week received Commission approval of grant. FCC supported Mr. Sharfman's findings and denied competing applications of Scripps-Howard Radio Inc. (WNOX Knoxville) and Tennessee Television Inc. Comr. Lee concurred in result, Comr. Mack abstained.

The FCC found WBIR was equal or superior to Scripps-Howard in all areas except previous radio-tv experience. Scripps-Howard's single preference point however, lost significance in light of WBIR's good record of past broadcasting performance, FCC said.

Although Tennessee Tv was found superior to WBIR with respect to local ownership, civic participation and diversification of communications media, Commission held that these advantages were not as recommendable as WBIR's superiority in broadcast experience, program plans and integration of ownership with management.

Tennessee Tv has no radio, tv or newspaper interests. WBIR is 30% owned by Gilmore N. Nunn and 30% by Radio Cincinnati Inc., which is owned by the Taft family (*Cincinnati Times Star*). Besides interest in WBIR, Mr. Nunn has interests in WCMI-AM-FM Ashland, Ky., and WLAP-AM-FM Lexington, Ky. Radio Cincinnati is licensee of WKRC-AM-FM-TV Cincinnati and owns WTVN-AM-TV Columbus, Ohio.

Scripps-Howard, in addition to ownership of WNOX, is licensee of WEWS (TV) Cleveland and WCPO-AM-FM-TV Cincinnati, and, through related groups, holds additional interests in other radio and tv stations.

Another in Line at Elmira

THIRD APPLICATION for drop-in ch. 9 at Elmira, N. Y., filed with FCC Friday. Latest request comes from Veterans Broadcasting Co., Rochester, N. Y. (WVET-TV), which shares time on ch. 10 there with WHEC-TV. Veterans' Elmira application contemplates power of 220 kw visual, 115 kw aural, with cost of station estimated at $247,749, first year operation $325,000, and revenue $400,000. Other interests seeking same channel are ch. 24 WTVE (TV) Elmira and *Elmira Star-Gazette*. WVET-TV and WHEC-TV also have applied for ch. 27 in Rochester with sharetime arrangement planned [B•T, Dec. 5, 1955].

FCC Study Gets No. 11

APPOINTMENT of 11th member to FCC Network Study Committee announced. He is Dr. Charles Harold Sandage, head of U. of Illinois Dept. of Advertising & Marketing, who was named advertising-marketing consultant to committee.

Dr. Sandage, 54, is State U. of Iowa graduate (A.B., M.A., Ph.D.). He formerly headed marketing department at Miami U., Oxford, Ohio, and held professorial posts at U. of Pennsylvania, U. of California and Harvard. He is author of *Advertising Theory & Practice, Radio Advertising for Retailers* and other publications.

TRADING POSTS

INAUGURATION of American Airlines' Chicago-to-San Francisco flight Jan. 13-14 involved switch of hosts for company's *Music 'til Dawn* on WBBM Chicago and KCBS San Francisco. WBBM's Jay Adres and KCBS' Dave MacElhatten traded for two nights, returned to their home bases via new non-stop service Sunday.

WHIZ-TV Asks Extension On Allocations Comments

REQUEST that FCC extend to Feb. 19 deadline for reply comments in its allocations proceeding was filed Friday by WHIZ-TV Youngstown, Ohio. Petition declared comments were based on theoretical predictions for future solutions, whereas what is needed is "solid and realistic" study of present pattern of tv.

Comments, petition pointed out, in most part assume basic assumptions of 1952 Sixth Report and Order. First things first, WHIZ-TV said: "Proposals based upon hypothetical additions of new vhf channels, reduced separations, protected contours and other theoretical futurities must await analysis of what's wrong with the system right now." WHIZ-TV said it was willing to make such analysis, but needed more time than Jan. 20 deadline would permit.

WHIZ-TV attorney is Robert F. Jones, former Congressman and FCC Commissioner, and in 1954 Republican counsel on television to Senate Commerce Committee. Original deadline for reply comments in allocations proceeding was Jan. 6, but FCC postponed effective date late last year.

KLUK Sold for $25,000

SALE of KLUK Evanston, Wyo., by Edwin L. Bullis to BHB Enterprises, for $25,000, announced Friday. Transaction, negotiated by radio-tv station broker Blackburn-Hamilton Co., is subject to FCC approval. KLUK, 250 w Mutual affiliate, operates on 1240 kc. Station commenced operation in 1952. Mr. Bullis is licensee of KPTL (1400 kc, 250 w) Carson City, Nev.

UPCOMING

Jan. 16: National Appliance & Radio-Tv Dealers Assn. convention, Chicago.

Jan. 16: NBC radio-tv station managers meeting, Plaza Hotel, N. Y.

Jan. 17: Senate Interstate & Foreign Commerce Committee opens hearings in investigation of tv networks and uhf-vhf problems, 10 a.m., Rm. G-16, U. S. Capitol.

Jan. 19-21: S. C. Broadcasters Assn. annual convention, Clemson House, Clemson.

For other Upcomings, see page 103.

PEOPLE

WILL ROGERS JR. signed to exclusive CBS-TV contract calling for actor-businessman to appear in new network series scheduled to replace current *Morning Show* (Mon.-Fri., 7-8 p.m. EST), J. L. Van Volkenburg, CBS-TV president, announced Friday. Format and starting date will be announced later.

DONAVAN H. TYSON, formerly associated with Botany Mills Inc., Passaic, N. J., named Friday as controller of Allen B. DuMont Labs, succeeding **BERT L. GRAHAM,** who becomes special assistant to labs' president, David T. Schultz. Mr. Tyson at one time was controller with Sylvania Electric Products.

BARRY LEE COHEN, associate general counsel, Guild Films Co., N. Y., has resigned to join Greenbaum, Wolff & Ernst, New York law firm.

CONGER REYNOLDS, public relations director, Standard Oil Co. (Indiana) for past 26 years resigns Feb. 1 to head U. S. Information Agency's Office of Private Cooperation. **DON CAMPBELL,** assistant director, succeeds Mr. Reynolds. Other appointments: **JOHN CANNING,** assistant director, to director of information services; **JAMES M. PATTERSON,** assistant director, to field services director, and **ROBERT SIEBERT,** copy chief, to editorial director.

JOSEPH F. EFFINGER, sales manager for color tv receivers, General Electric Co. television receiver department, Syracuse, N. Y., named manager of television sales for department.

WGN-TV Goes to Maximum

WGN-TV Chicago yesterday (Sun.) was scheduled to increase power from 120 kw to maximum 316 kw, with operation of new RCA 50 kw transmitting plant, Frank P. Schreiber, vice president and general manager of WGN Inc. (WGN-AM-TV), reported in announcement Saturday. *Chicago Tribune* station has 73-ft. antenna (914 ft. above ground level) supported by 311-ft. steel tower on 39th floor of new Prudential Bldg. Structure claimed to be highest in Chicago and station reports good reception now will be extended to viewers in northern Indiana, western Michigan and southern Wisconsin.

Drug Companies to Merge

WARNER-LAMBERT Pharmaceutical Co., New York, and Emerson Drug Co., Baltimore, will merge subject to stockholder approval in March, according to decision reached by firms' boards of directors. Warner-Lambert, formed by another merger last year of Warner-Hudnut Inc., New York, and Lambert Co., Jersey City, plans Emerson Drug as division. Sales last year of Emerson Drug topped $15 million with earnings more than $1 million; sales of Warner-Lambert reported at $103 million last year with earnings of nearly $7 million. Warner-Lambert bought 29% of Emerson Drug's voting stock last October.

Burnett Leases New Offices

LEO BURNETT Co., Chicago, with more than 600 employes and annual billings of $70 million, Friday signed 20-year lease to occupy five floors with total area of 156,779 sq. ft. in new Prudential Bldg., consolidating all of agency's departments, now scattered in several downtown Chicago buildings. Agency will move on or about Nov. 1.

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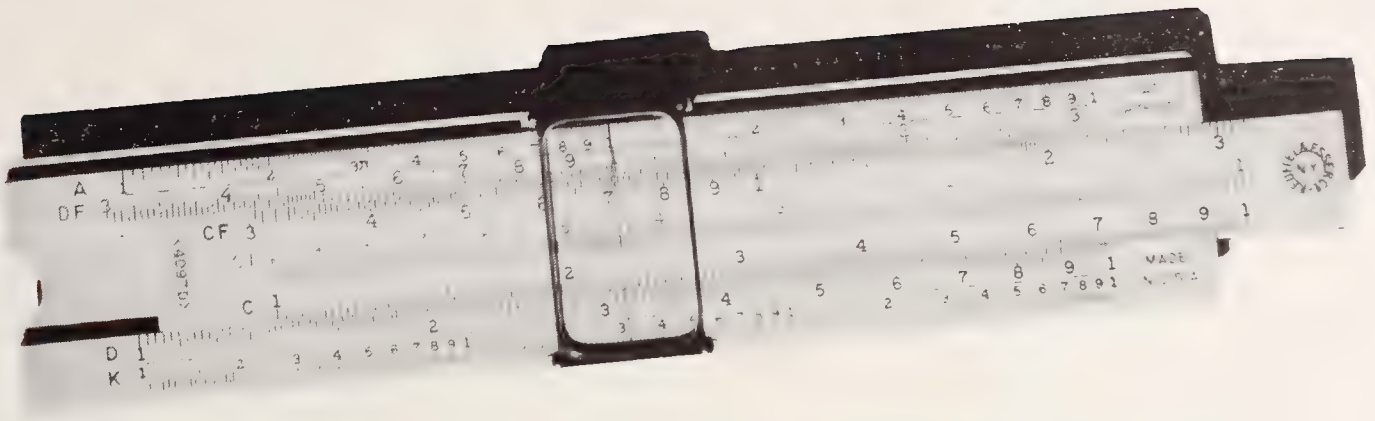
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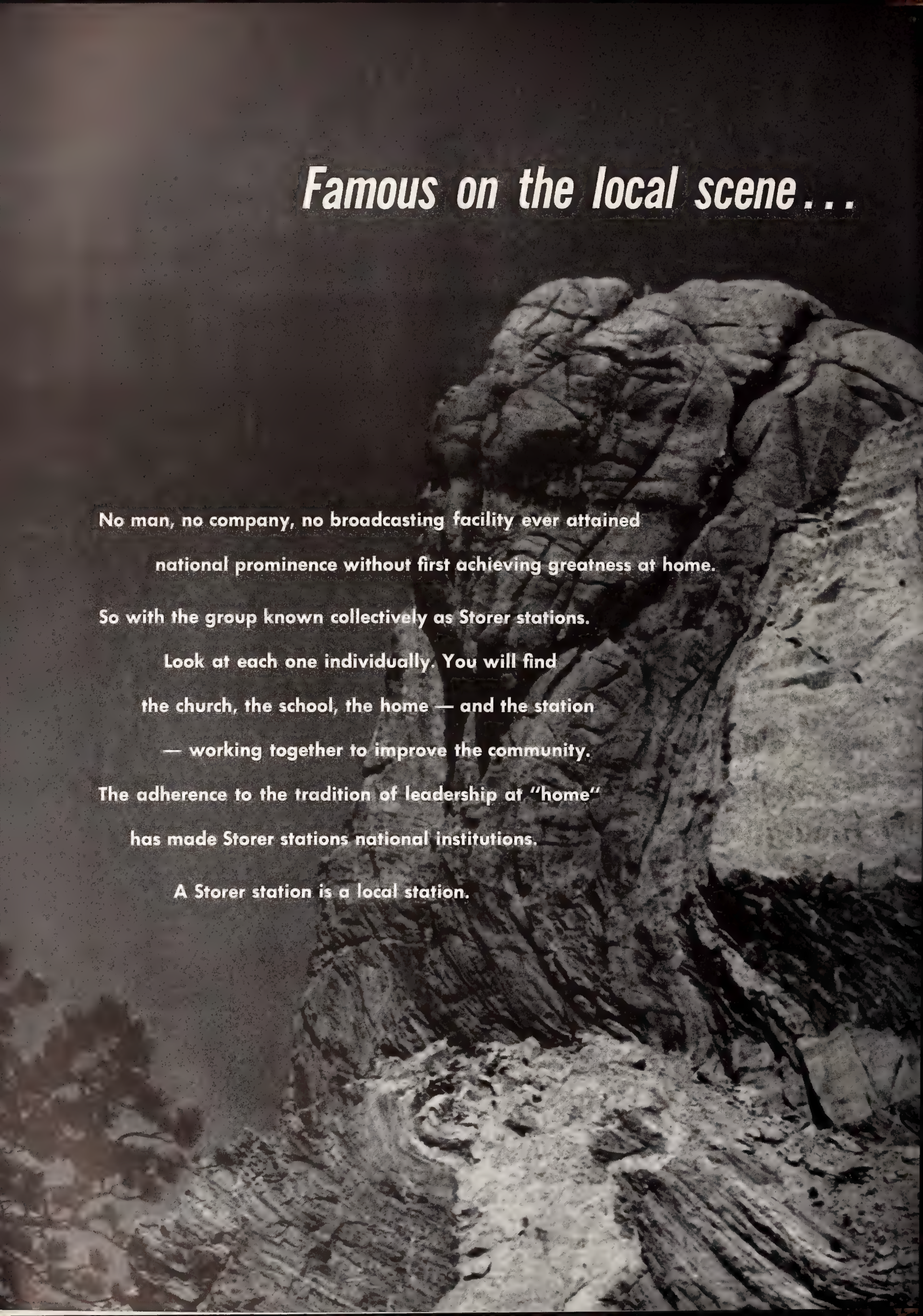


Both rating services agree—KENS-TV is First in San Antonio. The November 1955 reports for both ARB and Telepulse show that KENS-TV is San Antonio's favorite television station morning, afternoon and evening, Monday through Friday (Saturday and Sunday evenings, too!) Not the least of KENS-TV's strength is found in its own station-produced participating programs...a very happy combination with the CBS-TV network. Whether you buy by the slide rule, or sales results, or both, you'll find that KENS-TV really figures in San Antonio. Your F & P Colonel would like the opportunity of sitting down and figuring out a low cost, high rating schedule with you.

CBS IN SAN ANTONIO

KENS-TV
EXPRESS-NEWS STATION
5
SAN ANTONIO, TEXAS

Famous on the local scene . . .



No man, no company, no broadcasting facility ever attained
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So with the group known collectively as Storer stations.
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KPTV
Portland, Ore.

WWVA
Wheeling, W. Va.

WBRC · WBRC-TV
Birmingham, Ala.

WJW · WXEL-TV
Cleveland, Ohio

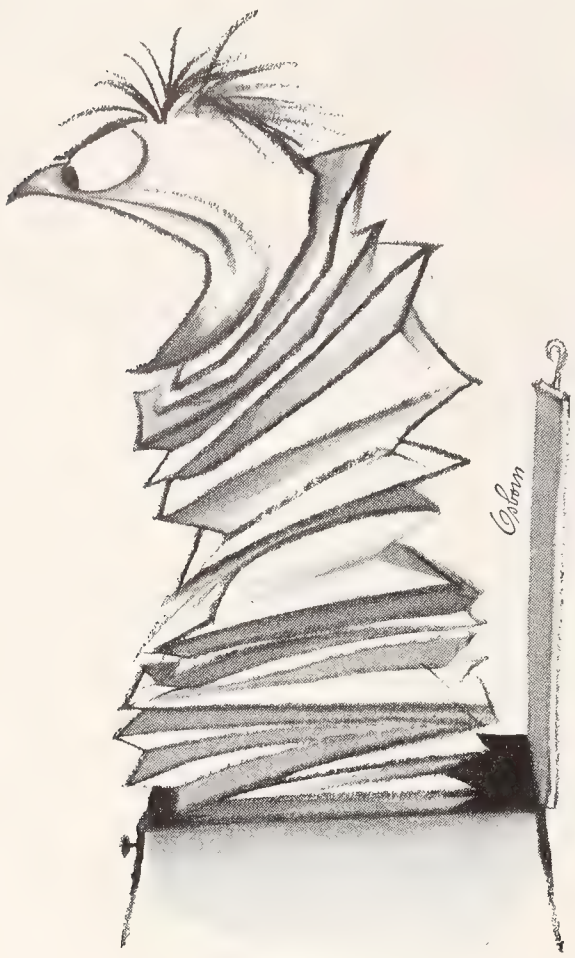
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CAPITAL TYPES #19



THE CONSTITUENT

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And advertisers who want to elbow their way into the rich Washington market use WTOP Radio. WTOP gives them (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's most popular personalities and (4) ten times the power of any other radio station in the Washington area.

WTOP RADIO

Represented by CBS Radio Spot Sales

IN REVIEW

NBC COMEDY HOUR

SOMEWHERE along midpoint of the *NBC Comedy Hour,* which premiered last Sunday following the demise of the *Colgate Variety Hour,* a member of the cast remarked to m.c. Leo Durocher that confusion was so rampant that he felt like "being in a goldfish bowl."

Truer words were never spoken. As an attempt to outsullivan "the other network," *Comedy Hour* was as transparent as an aquarium. From the top of the credit drum to the bottom, televiewers were exposd to: Henry Youngman's 1918 vintage jokes; Paul Gilbert's limp take-off on *The $64,000 Question* (one the Revlon Co. would hardly dignify with a lawsuit); George Liberace's violin playing, on par with his brother's debatable piano talents; two ridiculous Oriental hillbillies named Ming and Ling; Ina Ray Hutton minus her all-girl orchestra; Jonathan Winters' so-so mono-mimes on baseball and the U. S. Navy, and Bob & Ray's parodies of *Wide Wide World* and *Meet the Press,* which might have been better, though Ray's mimicry of Sen. McCarthy's nasal delivery was superb.

It all did little to live up to NBC's boast that the *Comedy Hour* would be "a showcase of new and promising comics," and proved once again that there are certain things money can't buy, considering the 10 writers on the payroll.

Mr. Sullivan must have been relieved.

Production costs: Approximately $68,000.
Sponsored by Brown & Williamson Tobacco Co., Andrew Jergens Co., and Avco Mfg. Co. through Ted Bates Inc., Robert W. Orr & Assoc., and Compton Adv. Inc., three Sundays out of four, 8-9 p.m. EST, on NBC-TV
Executive producer: Sam Fuller; producer-director: Ernest Glucksman; director: Jim Jordan Jr.; assoc. producer: Irving Rosenblum; assoc. director: Gordon Wiles; unit production manager; Kas Zoller; technical director: Joe Conn; art director: Bill Martin; choreographer: Al White; musical director: Gordon Jenkins; writers: Dick Baer, Doc Calvelli, Robert Riley Crutcher, Izzy Elinson, Marvin Fisher, Hy Freedman, Howard Harris, Bobby O'Brien, Danny Shapiro and Henry Taylor.

DRAGNET

WILL new crime detection techniques ever obviate the need for the cold methodical approach of the foot-weary cop?

Obviously no, particularly in the case of *Dragnet,* which started its fifth year on tv Jan. 5. A better question might be: Will secretarial love find a way to Sgt. Joe Friday's heart, through the maze of the eye-popping new Los Angeles Police Administration Bldg.? And how will NBC-TV fare in the new program realignment involving this sturdy standby?

Cupid and NBC-TV will just have to wait and see. Friday's colleague, Frank Smith, had been fishin', see, and while he was vacationing, the detective squad moved to the new building (it cost Mark VII Ltd. $40,000 to duplicate an $8.75 million structure).

So Friday took Smith on a tour of the facilities. Among the innovations: elevator buttons operated by heat, closed circuit tv facilities for intra-city criminal identification, IBM machines, and an auditorium with lighting for simulating conditions under which the crime was committed. And, oh yes, Friday's girl, Sharon Maxwell.

Since this episode was devoted to a tour, and not to a crime hunt, it probably is not typical of future shows. What expensive new sets, a new time and the injection of romantic interests (in what seems to be a trend in crime programs) will do to this popular show remains to be seen.

Production costs: Approximately $29,000.
Sponsored by Liggett & Myers Tobacco Co. through Cunningham & Walsh on NBC-TV, Thurs., 8:30-9 p.m.
Stars: Jack Webb, Ben Alexander and Marjie Millar.
Producer-director: Jack Webb; writers: John Robinson and Frank Burt; director of photography: Edward Coleman; supv. film editor: Robert M. Leeds; music composed and conducted by: Walter Schumann.

CBS SUNDAY NEWS

NEWS on any given day or week may not be the most cheering commodity to come down the pike but if there is any humor in a newsworthy situation, Eric Sevareid, as he has demonstrated for years on radio, will give it the play it deserves.

Mr. Sevareid's initial program in his new television series dealt, in part, with the coming of commercial tv to Britain. CBS newsman Winston Burdett filmed some interviews with Britishers regarding their feelings on the subject. One heavy-set lady, sitting in a public establishment, was queried as to whether she watched much tv. She hesitated and said no. Mr. Burdett seemed surprised and asked why not. The woman answered simply, "I drink."

Many another newsman, either through fear of the consequences or because of sheer pomposity, would have cut this juicy sequence; Mr. Sevareid had the good sense to retain it.

A weekly news roundup deserves a place in network tv and we're sure Mr. Sevareid will continue to do the fine job with this show that he has done with his others although his premiere performance was a little underdone.

Production costs: Approximately $15,000.
CBS-TV, Sunday, 3:30-4 p.m.
Producer and editor: Ernest Leiser; director: Vern Diamond; associate producer: Leslie Midgley; associate editor: John Sharnik; film supervisor: Joseph Zigman; reporter: Newt Mitzman.

FRONT ROW CENTER

ORIGINALLY a summer replacement program, CBS-TV's *Front Row Center,* returning to the airwaves Jan. 8, gives promise of becoming one of the better live television drama series, judging by its opening production, "Finley's Fan Club."

Robert Dozier's clever teleplay, revolving around the hero worship of an internationally famous writer by a small group that meets in an Omaha grocery store, became a *tour de force* in the hands of such talented performers as Mikhail Rasumny, Diana Lynn, Eddie Bracken, Beulah Bondi, Lilia Skala and William Bakewell.

Ralph Nelson's direction, which kept things going at a brisk pace, excellent sets and smooth camera work all contributed toward making the hour's performance an extremely pleasant one.

Production costs: Approximately $30,000.
Broadcast sustaining, CBS-TV, Sun., 4-5 p.m. EST.
Producer: Edgar Peterson; director: Ralph Nelson; assistant to producer: Mary Dean Pulver; script editor: Alice Young; art director: Robert Tyler Lee; writer: Robert Dozier.

BOOKS

A-M DETECTORS, edited by Alexander Schure. John F. Rider Publisher, 480 Canal St., New York 13, N. Y. 64 pp. (paperbound). $1.25.

DESIGNED to provide a thorough and detailed explanation for both detection processes and the various important circuits of am detectors, the book describes all classical types of am detectors, discusses the requirements for detector action and develops fundamental detector considerations in terms of the various types of detector from crystal to superregenerative.

Competition or Regulation

EDITOR:

Your editorial "The Sins of 309 (c)" harshly condemns economic criteria as a determinant in new station authorizations by the FCC. As a corollary, you should now editorialize against all FCC Rules and Regulations. Such FCC rules as the Good Engineering Practices, diversified programming, public service, limited commercialization (now 800 spots per week maximum) are expensive and cannot be obeyed in the face of destructive economic competition.

This writer recently made a trip in the deep south where laissez-faire is rampant in the broadcasting business. Many little towns have two or even three stations. It is no paradise for the listener. At one little two-station town the signals were so distorted it was uncomfortable to listen to either station. We tried to help. The station manager said: "I know we are bad; it is our modulation transformer that is shot but we can't afford a new one."

Richard F. Lewis Jr., Pres.
The Richard F. Lewis Jr. Radio Stations
Winchester, Va.

NB: Note to Editor! Hope you will give this as much prominence as your beautifully written "The Sins of 309 (c)."

[EDITOR'S NOTE: Publication of Mr. Lewis' letter does not mean that we concur in his view that competition should be limited. We don't.]

KLUB Durante

EDITOR:

COPY OF WIRE SENT TO JIMMY DURANTE, HOLLYWOOD: YOUR SCREAMINGLY FUNNY REMARK SATURDAY NIGHT ABOUT HAVING FORGOTTEN HOW TO USE A RADIO SET REMINDS THOSE OF US IN RADIO THAT THE LAST TIME DURANTE HAD A RATING WORTH TALKING ABOUT WAS WHEN YOU WERE IN RADIO. COME NOW, JIMMY, WHY BITE THE HAND THAT ONCE FED YOU?

Allan Thomas, Mgr.
KLUB Salt Lake City, Utah

The Pacific Northwest

EDITOR:

I have just read through your article on the Pacific Northwest [B•T, Jan. 9] and want to congratulate you on a very complete and accurate job. This is the best coverage of the area which has been given by any of the national publications which have attempted similar reviews. You did a remarkable job for so short a time in the area.

If you have prepared reprints of this article or plan to do so, I would very much like to have 50 copies for distribution to some of our officers and occasionally to those requesting information about the area.

Miner H. Baker, V. P. and Economist
Seattle-First National Bank, Seattle

[EDITOR'S NOTE: Reprints of "The Pacific Northwest" are available now at $15 per 100, plus mailing costs.]

Color Radio Red-Hot

EDITOR:

My ears turned a bit purple when I read in the Jan. 2 issue of B•T that KLIF in Dallas was coming on the air with color radio.

I have been broadcasting radio in full compatible color since the spring of 1954, via KFAB, color radio center, in Omaha. In fact, many Texans have sent word of hearing the colorful programs (our signal rolls in down in Central Texas).

During the past six months since KFAB turned me loose on Norman, the KFAB Radio Service (in full color, to be sure), dealers in this area have completely run out of color radio sets (particularly those with wide speakers).

So, welcome aboard, KLIF!

Don Norman
KFAB Omaha, Neb.

WCDJ Edenton

EDITOR:

In reference to your Jan. 9 publication of B•T, [page 121], there was a misprint of application granted concerning our station. You listed the city as Trenton, N. C. It is Edenton, N. C.

William E. Johnston, Mgr.
WCDJ Edenton, N. C.

Cheering Section

EDITOR:

Three cheers for B•T's interview with Kevin Sweeney [B•T, Jan. 2]. He put his finger squarely on the source-spring of many of radio's problems. Television charmers have tried —and successfully in too darn many cases—to mesmerize radio salesmen into believing radio is only an unwanted stepchild in the advertising picture.

The spot-in-the-hand-is-worth-two-in-the-bushes day is long gone for radio. Those bushes have to be threshed and winnowed, and looking longingly at accounts of the broadcaster down the street is a sales-lazy approach.

In radio operations which are 100% successful—and anything less than that has to be considered not successful—sales and programming must be Siamese twinlike in their intradependency.

Radio's '56 war cry: "Get out and get on it!"

Dick Doty
WHAM Rochester, N. Y.

Letter Man

EDITOR:

I would appreciate receiving 25 reprints of the letter to the editor on page 18 of the Jan. 2 issue written by Mr. Eugene Weafer of the National Milk Bowl and entitled, "Sportscasting Doesn't Hurt."

Jay Wagner, Gen. Mgr.
The Lake Erie Broadcasting Co.
Sandusky, Ohio

[EDITOR'S NOTE: Sent as requested.]

Noncommercial Holidays

EDITOR:

It is doubtful if many other stations will be able to beat KRKD's record of cancelling all commercial programs on Christmas Day over a period of 21 years [OPEN MIKE, Dec. 26]—but there is a station up here in Canada which I have the pleasure of representing that has been operating for the past nine years and has never permitted a commercial program, or even greetings, on its 24-hour daily programming on two days of the year. One is Christmas and the other is Good Friday.

The station is CKVL Verdun-Montreal, whose owner is Jack Tietolman.

A. A. McDermott
Radio & Television Sales Inc., Toronto



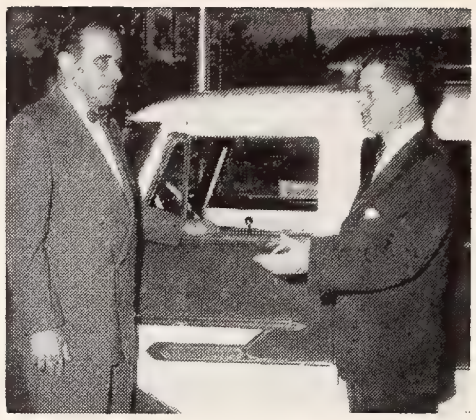
beyond this
keyhole lies the
richest untapped
market in the
carolinas,
right in WITNland.



serving eastern north carolina
transmitter at grifton, n. c.
studios & offices at washington, n. c.
316,000 watts
headley-reed co., rep.



SOLD ON WARL: *(left to right)* Jim Mathews, owner of Tops Restaurant, and George Henning, WARL Director of Sales, look over Tops' newly signed contract for 1956.



SOLD ON WARL: *(left to right)* Erle Kirby, president of Kirby Dodge-Plymouth dealership, discusses advertising plans for the coming year with WARL's George Henning.



SOLD ON WARL: *(left to right)* Tom Blowe, Sales Manager; Louis Graves, President; John Harper, Assistant Manager, work up Charles Schnieder Baking Company's WARL promotion plans.



SOLD ON WARL: *(left to right)* Stan Barkley, Epstein Advertising Agency Account Executive; Buddy Cohen, Used Car Sales Manager, watch E. M. Kupersmidt, President of Coast-in Pontiac sign WARL 1956 contract.



SOLD ON WARL: *(left to right)* Arthur Clarendon Smith, President of Smith's Transfer & Storage Company, looks over 1956 advertising plans for WARL as Courtland D. Ferguson, ad agency head, looks on.



SOLD ON WARL: *(left to right)* Alvin Q. Ehrlich of Kal, Ehrlich & Merrick advertising agency, and Leon Cherner, of Cherner Motor Co., complete plans for 4th straight year on WARL.



SOLD ON WARL: *(left to right)* Luther S. Briggs, Secretary-Treasurer of Briggs Meats and Ice Cream Companies, and Account Executive Bill Mullett of Kal, Ehrlich & Merrick, discuss ad plans.



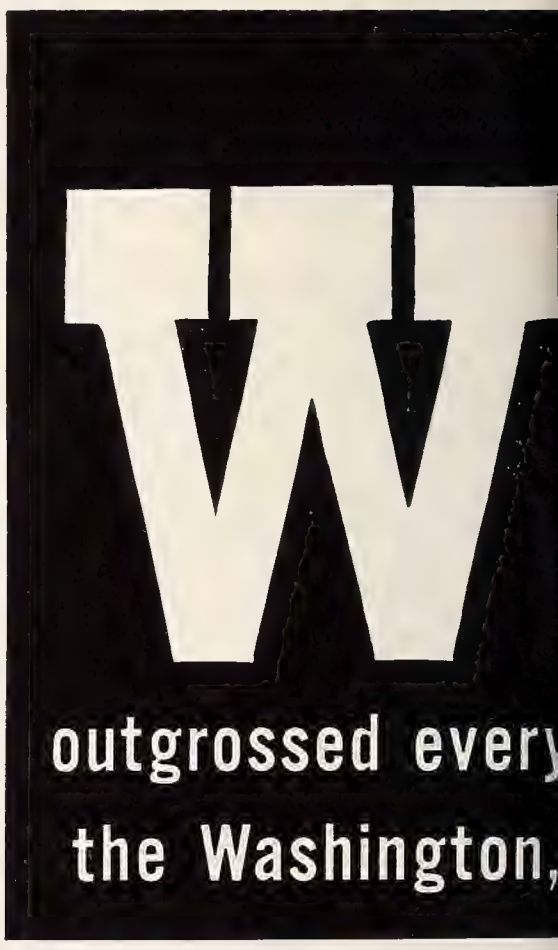
SOLD ON WARL: *(left to right)* Kal, Ehrlich & Merrick Account Executive Bill Mullett, and C. T. Lindsay, Capitol Cadillac and Oldsmobile executive, plot WARL advertising plans.



SOLD ON WARL: *(left to right)* Bill Waring, WARL Account Executive; M. H. Burchell, President of Alexandria Dairy (Virginia's largest); and Uncle Bud Ward of Bud Ward Advertising, hold campaign meeting.



SOLD ON WARL: *(left to right)* Mr. and Mrs. Jos. J. Fuschini, co-owners of Progressive Cleaners, and Bill Waring, WARL Account Executive, plan advertising on WARL for the coming year.



these local advertisers buy radio by results not by ratings alone!

The men who know this market like the palm of their hand just don't hand out orders without getting tangible results. Local advertiser and agency experience means more than all the ratings ever published.

. . . that's why

WARL

other independent radio station in D. C. market for 4 straight years!

WARL • *the favorite for country music and local news.*

5232 Lee Highway, Arlington, Va. • *Kenmore 6-9000*



SOLD ON WARL: *(left to right)* J. Bach, manager of Sterling Optical Co., and Stan Barkley, Epstein ad agency account executive huddle over new WARL contracts.



SOLD ON WARL: *(left to right)* Mr. and Mrs. Diamond, co-owners of Eagle Wine & Liquor Store; Paul Lynn Heller, ad agency head; and A. F. Weinstein, store manager, look over their renewed contract.



SOLD ON WARL: *(left to right)* George Crump, WARL commercial manager, shakes hands with Paul Ryles, Pepsi-Cola manager, on signing a new contract with WARL.



SOLD ON WARL: *(left to right)* Andrew Auth, sales manager and Tony Auth, President of Auth's Inc., talk over their well-known meat products with George Henning, WARL Director of Sales.

for THE BEST IN COLOR



the GPL 35mm. telecast projector

The new model GPL 35 mm. telecast projector will enable your station to broadcast the finest in color television.

This GPL projector utilizes the famed SIMPLEX XL projector mechanism and sound head—the standard of the motion picture industry and the product of International Projector Corporation, an affiliated GPE Company. In adapting the Simplex equipment to television, GPL engineering skill has produced the leader in the 35 mm. field. Here are some features:

- Flatness of illumination greater than 90% of high level
- Jump and weave less than 0.15% of picture width
- Resolution in excess of 500 lines
- 40% nominal application time
- Relay condensing optics for field lens or direct-in operation
- Dual lamp system for completely reliable operation
- Standard motion-picture sound specifications
- Permits still-frame operation
- Designed for 3-vidicon color or monochrome chain

Write, wire or phone for detailed information.

General Precision Laboratory Incorporated
Pleasantville, New York
A SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION

our respects

to JOHN BARTON POOR



BY THE TIME he was 16, Jack Poor had lived in six cities in four states. In the Coast Guard during World War II, he served at posts from New York to New Guinea. And in the rapidly expanding geography of the Tom O'Neil radio, television and motion picture interests, Jack Poor also may be said to be going places.

He has, in fact, already gone places.

Today, just edging into his 40's, he is executive vice president and a member of the board of Mutual, the far-flung radio network which only a few years ago was the principal landmark on the O'Neil landscape. He also is a vice president of the boardless General Teleradio, the parent corporation set up in 1952 to encompass the expanding O'Neil interests, which by that time included Mutual, owned television and radio stations, and a film syndication unit. Moreover, he also is a member of the eight-man board of RKO Teleradio Pictures Inc., the new overall parent formed after Mr. O'Neil's $25 million acquisition of RKO Radio Pictures last July.

A quiet, modest man, Jack Poor is inclined to play down his role in the diverse operations of RKO Teleradio Pictures and in the increasingly complex maneuvering by which the O'Neil interests have reached their present considerable estate.

Mr. Poor says that Mutual and the other facets of General Teleradio, which form the broadcasting-telecasting division of RKO Teleradio Pictures Inc., are his principal concern and take most of his time. He says he had nothing to do with the $15.2 million deal in which C&C Super Corp. acquired primary rights to the RKO backlog. It is a fact, however, that with Tom O'Neil he was one of the two principal negotiators for General Teleradio in the negotiations by which RKO Radio Pictures was acquired in the first place.

The road by which Mr. Poor reached his present posts seemed, at first, to be almost a meandering one, like his childhood.

John Barton Poor was born in Philadelphia Aug. 29, 1915, the son of S. S. and Elsie P. Poor, and lived there for approximately two years. Then began a series of moves for which he can offer no particular explanation beyond the guess that it was reflective of "a migratory America." From Philadelphia the family moved to Cleveland for three years, on to Akron for two, back eastward to Brooklyn for four, over to Great Neck, Long Island, for five, then to Andover, Me.

In these perambulations, young Jack Poor had no chance to become provincial. His educational stops included Brooklyn and Great Neck elementary schools, Friends Academy on Long Island, Andover High School, Western Reserve Academy at Hudson, Ohio, Wesleyan U., where he graduated with an A.B. degree in 1938 and Harvard U. Law School, where he received his LL.B degree in 1941, graduating *cum laude*.

Graduating from law school just before U. S. entry into World War II, he joined the legal department of Army Ordnance. Then, in May 1942, he let himself be talked into joining the Coast Guard by a young fellow who was running a Coast Guard intelligence unit. The young fellow's name was Tom O'Neil, then an ensign, whose brother John had been a college mate of Jack Poor's at Harvard.

By the following December he had made bosun's mate and decided to enter the Coast Guard Academy, emerging in April 1943 as an ensign. He was assigned to Merchant Marine hearing units, participating in the maritime equivalents of court trials, and in this capacity served at stations in New York, Los Angeles, Brisbane, and New Guinea.

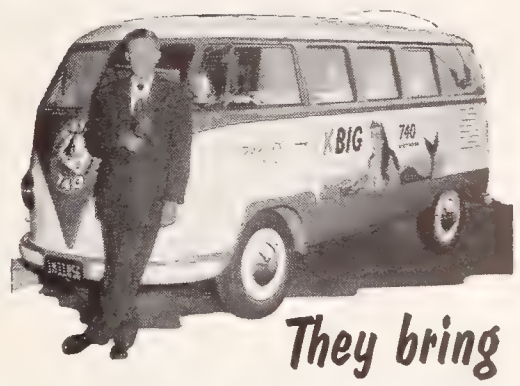
He was released from service in December 1945 with the rank of lieutenant and joined the Boston law firm of Nutter, McClennen & Fish, where he served from January 1946 to September 1949. Then, with a friend from college days, he formed the Boston law firm of Dalton & Poor.

Meanwhile, he had represented the O'Neils' Yankee Network in New England since 1947, gradually spending more and more time on its affairs, and in August 1952 he joined the O'Neil organization fulltime, moving to New York as general counsel of General Teleradio.

At this point his professional road began to straighten out. In 1953 he became a vice president as well as general counsel of General Teleradio, and a year ago, in January 1955, he was named executive vice president of Mutual and a member of its board. He retained his vice presidency of General Teleradio, became a vice president of RKO Radio Pictures when that company was bought, and last month when RKO Teleradio Pictures was formed, added a vice presidency of the parent corporation to his portfolio.

Mr. Poor was married April 17, 1943, to Betty Rome of Brooklyn, "whose father is head of the New York subways advertising department, a competitor of ours." They have five children—Nancy, 12; John Jr., 9; Penny, 7; Pam, 5; and Lisbeth, 2—and a sixth is expected at their Garden City home in the next month or so.

Not a great hobbyist, Mr. Poor used to play golf but has given it up; also has a farm in Maine but hasn't been there in two years. His principal recreation, he says, is reading. He is a member of the American Bar Assn., the Boston Bar Assn. and the American Juridicature Assn.



They bring
the MOUNTAIN
to MAHOMET

Some broadcasters cry in their martinis for the good old days when thousands flocked to see radio.

Others get off their swivel chairs and take radio to the people.

Over one million visitors see as well as hear Stu Wilson, veteran disc jockey and special events director of KBIG Catalina, broadcast from the September Los Angeles County Fair, world's largest, at Pomona. Daily they shake his hand, hear his music and verbal vignettes, then walk away with KBIG pictures and literature.

Focus of KBIG promotion is its Volkswagen mobile broadcasting studio. Every day of the year a KBIG disc jockey broadcasts from the Volks, somewhere in the eight-county territory served by The Catalina Station.

Southern California millions have met such KBIG personalities as Wilson, Carl Bailey, Larry Berrill . . . at county fairs of San Diego, Riverside, Orange, Hemet Farmers Fair, Holtville Carrot Festival, San Bernardino Orange Show, Los Angeles Sportsmen's Show, Hobby Show, Do-It-Yourself Show . . . on populous beaches . . . Long Beach, Corona del Mar, Santa Monica . . . in window and parking lots of a market, restaurant, furniture store.

They say radio has become a personal companion in kitchen, bedroom and car. KBIG mikemen go further: they're taking themselves to the people, making the station-listener relationship a personal thing.



JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Hollywood 28, California
Telephone: HOllywood 3-3205

Nat. Rep. Robert Meeker & Assoc. Inc.

BOYS,
I'm
SENSATIONAL!!

I know it's not nice for girls to boast, but really, in this madhouse they call TV, you've gotta have something more than a sexy smile and some mascara on your eyelashes. Don't get me wrong, I'm not knocking either one; and as a matter of fact, I use them both. I use the word "sensational" to get your attention.  The thing I wanted to tell you is this: "Private Secretary" is now available first-run-off-network under the title of "SUSIE" (that's me, Ann Sothern).  My success story is a matter of record. Three years on CBS Sunday nights for American Tobacco via BBD&O, and now available for you if you're looking for a powerful syndication show.



for higher sales through quality programs ...

Television Programs of America, Inc.

477 Madison Avenue, New York 22, N. Y.
360 North Michigan Avenue, Chicago 1, Ill.
5746 Sunset Boulevard, Hollywood 28, Calif.



SUSIE*



*known on its CBS network run as "Private Secretary" starring Ann Sothern.

A Chertok TV production



Future
bright,
Talent galore . . .

Memory limited,
BAR THE DOOR!

BUT - not with
TELEPROMPTER
SERVICE

That's why —
ADVERTISERS PREFER
TelePrompTer stations like

KVAR
Channel 12
Phoenix

WMCT
Channel 5
Memphis

TELEPROMPTER SERVICE

* Trademark registered U. S. Pat. No. 2655373 Other Patents Pending

TELEPROMPTER CORPORATION
300 W. 43 St., New York • JU 2-3800
LOS ANGELES CHICAGO WASHINGTON TORONTO



MELVIN JOHN COLE

on all accounts

RADIO-TV can count Melvin John Cole, broadcast media supervisor at McCann-Erickson Inc., Chicago, among its more perceptive friends and spokesmen from the agency vantagepoint.

John (he never uses Melvin) Cole speaks softly but carries the big stick of conviction when he tells you tv will continue to "create a broadening scope of advertising opportunities" and radio will find new strength in capitalizing on its own peculiar aural advantages (creation of images).

At McCann-Erickson he supervises broadcast media buying on all accounts, including Swift (all meat products, ice cream, dairy, frozen foods, poultry), Derby Foods (a sponsor on *Disneyland),* Tidy House Products, Mead Johnson, Allied Van Lines, Milk Foundation, Carter Oil and Milnot. All use radio and/or tv. (Of the latter medium he points out: "Television has created opportunities that never existed before; new advertisers have created budgets they never had before.")

Mr. Cole hails from Waterbury, Conn. (born Dec. 3, 1918), attended Crosby High School there and worked on dramatics with the Little Theatre, which led to an announcer's job at WBRY Waterbury in 1939. In 1940 he joined the U. S. Air Force as a radio operator and flew combat missions in B-24s over Europe. (While in basic training in 1941 he helped put on *The Air Corps Men* over WSAV Savannah, Ga.) For his European service he was given the Purple Heart, Distinguished Flying Cross and Air Medal.

Mr. Cole was graduated from the U. of Minnesota with a B.A. degree in 1947 and joined KWDM Des Moines, becoming assistant program director. In 1949 he took postgraduate work at U. of Denver, serving as graduate assistant in its radio department. He also worked with the National Opinion Research Center on surveys there. Mr. Cole became radio-tv director of Erwin, Wasey & Co., Minneapolis, in 1950 and moved to Campbell-Mithun Inc. in 1951 as timebuyer and assistant to the radio-tv director. He joined McCann-Erickson early in 1954 as head timebuyer.

Mr. Cole married the former Adele Oberg (it was an overseas correspondence relationship that blossomed into an introduction) and they have three boys, Kevin 7, Dana 5, Tim 3. The M-E supervisor is active in church and community affairs of suburban Park Forest, where the family home is located, and currently serves as finance chairman for Grace United Presbyterian Church there.



Radio-Television
NOMINATIONS INVITED

Deadline Feb. 1, 1956

10. Radio or Television Newswriting: For a distinguished example of newswriting or commentary for radio or television; nominations consisting of either a partial or complete script, broadcast or telecast during the year.

Radio

11. Radio Reporting: For the most distinguished example of spot news reporting of a single news event, scheduled or unscheduled, broadcast by radio during the year; exhibits consisting of a typewritten summary and recordings or tapes, not exceeding fifteen minutes running time.

12. Public Service in Radio Journalism: For an outstanding example of public service by an individual radio station or network through radio journalism, the test being the worth of the public service, the effectiveness of the presentation by the station or network, and the unselfish or public-spirited motives, bearing in mind that the broadcasts must be journalistic in nature, not entertainment; commercially sponsored radio programs not being eligible unless produced and controlled by the broadcasting station; exhibits consisting of disc recordings (no tapes) and a typewritten summary mentioning running time of exhibit, not to exceed fifteen minutes.

Television

13. Television Reporting: For the most distinguished example of spot news reporting of a single news event, scheduled or unscheduled, broadcast by television during the year; exhibits consisting of typewritten summary and if available, a segment or summary of 16 mm. film or kinescope, not longer than fifteen minutes.

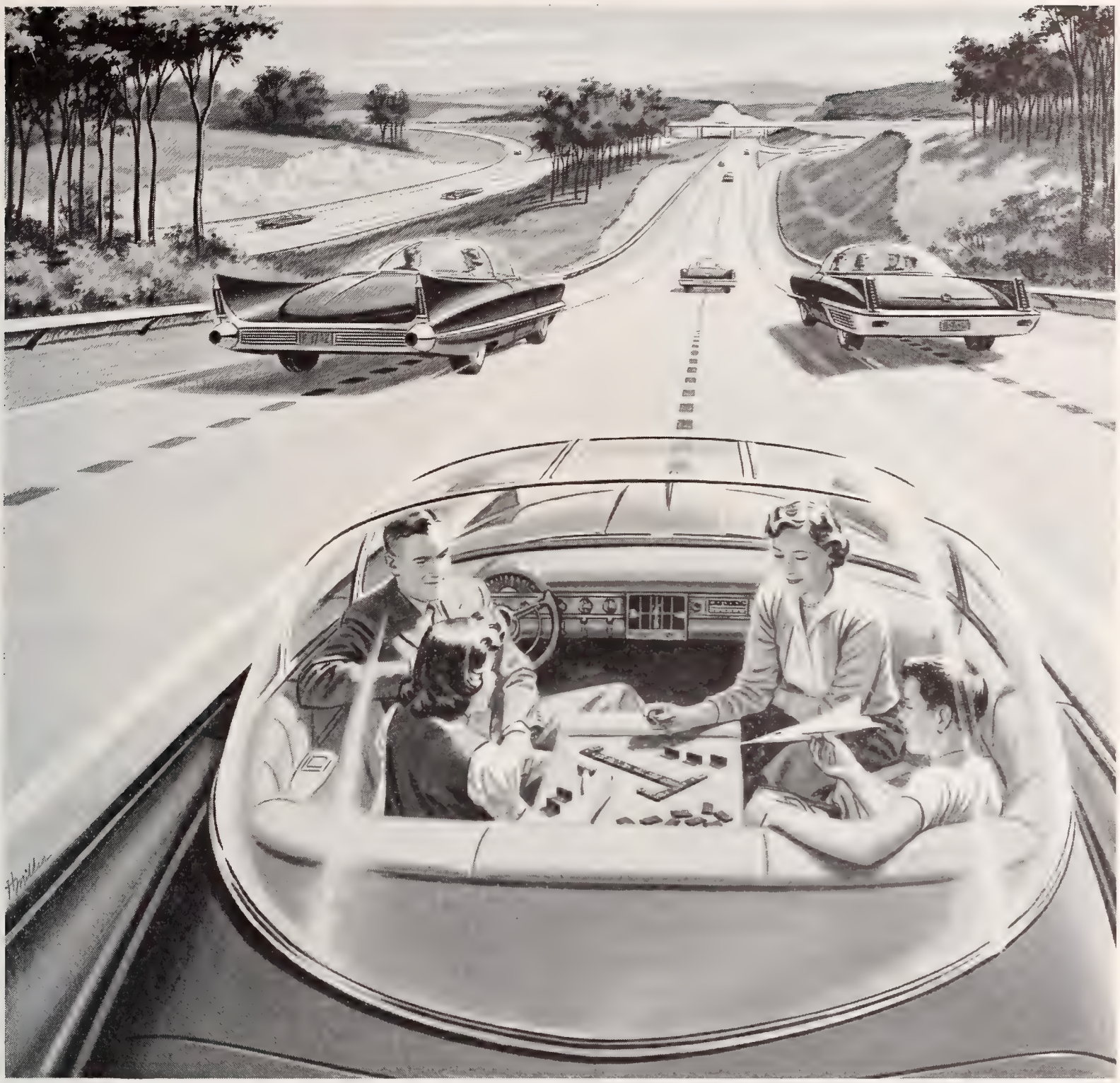
14. Public Service in Television Journalism: For an outstanding example of public service by an individual television station or network through television journalism, the test being the worth of the public service, the effectiveness of the presentation by the station or network, and the unselfish or public-spirited motives, bearing in mind that the broadcasts must be journalistic in nature and not entertainment; commercially sponsored programs not being eligible unless produced and controlled by the broadcasting station; entries consisting of a typewritten summary and if available, a segment or summary of 16 mm. film or kinescope, not longer than fifteen minutes.

Nomination blanks and further information may be secured by writing to:

Victor E. Bluedorn, Director

SIGMA DELTA CHI

35 E. Wacker Dr., Chicago 1



ELECTRICITY MAY BE THE DRIVER. One day your car may speed along an electric super-highway, its speed and steering automatically controlled by electronic devices embedded in the road. Highways will be made safe—by electricity! No traffic jams... no collisions... no driver fatigue.

Power Companies Build for Your New Electric Living

Your air conditioner, television and other appliances are just the beginning of a new electric age.

Your food will cook in seconds instead of hours. Electricity will close your windows at the first drop of rain. Lamps will cut on and off automatically to fit the lighting needs in your rooms. Television "screens" will hang on the walls. An electric heat pump will use outside air to cool your house in summer, heat it in winter.

You will need and have much more electricity than you have today. Right now America's more than 400 independent electric light and power companies are planning and building to have twice as much electricity for you by 1965. These companies can have this power ready when you need it because they don't have to wait for an act of Congress — or for a cent of tax money — to build the plants.

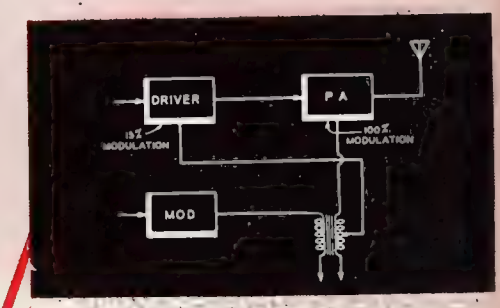
The same experience, imagination and enterprise that electrified the nation in a single lifetime are at work shaping your electric future. That's why in the years to come, as in the past, you will benefit *most* when you are served by independent companies like the ones bringing you this message — America's Electric Light and Power Companies*.

*Names on request from this magazine

BTA-5H!

Newest

with 6 Majo

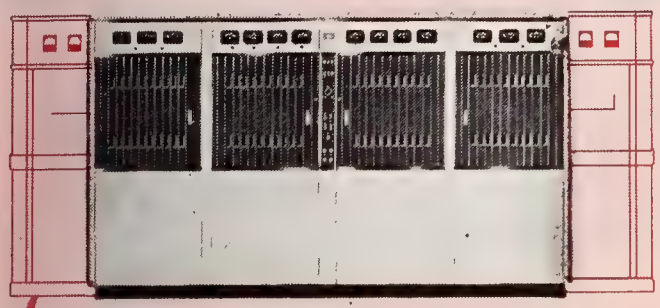


1. Bi-Level Modulation improves linearity and fidelity . . . saves power.

RCA Newest 5 kw AM transmitter, Type BTA-5H. The 10 kw Type BTA-10H is same size, same appearance. Maximum floor area, only 33 sq. ft. Both transmitters are completely air-cooled.

RCA 5-KW "AM"

Benefits, Including Bi-Level Modulation



2. Up to 40% less floor area than previous "5 kw's"



3. Power tube costs reduced





4. 1/60th second arc-back protection



5. Lower power bills



6. Sliding doors—front and rear

Just read these exclusive features . . .

1. Bi-level modulation, accomplished by adding a controlled amount of audio to the r-f driver increases efficiency, reduces power consumption and reduces distortion. Linearity of the power amplifier is greatly improved by varying the drive in proportion to the modulation.

2. BTA-5H requires less "operating" floor space than other 5 kw's—saves up to 40% floor area. Entire transmitter is only 84" high, 130" wide, 32½" deep.

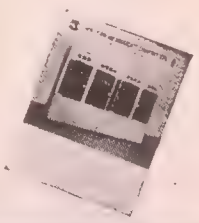
3. BTA-5H is the only "5 kw" with such low tube costs. Power and modulator stages use the new small size, lightweight RCA-5762—costing less than half that of power types in most "5 kw's."

4. It's the ONLY "5kw" with "split-cycle" overload and voltage protection — using thyratron-controlled rectifiers. Circuits work so fast audiences cannot detect "off-air" breaks.

5. BTA-5H holds power bills to the LOWEST in the "5-kw" field through smaller power tubes, fewer stages, fewer tubes (only 23 tubes and 7 different types).

6. BTA-5H is equipped with horizontally-sliding doors front and back. Benefits:

- ✓ Saves over 60 square feet of floor area
- ✓ Provides more elbow room for operator
- ✓ Makes it easier to get at transmitter.



For all the facts about this new 5 kw transmitter . . . call your nearest RCA Sales Representative. Also ask for bulletin B.6535 shown at right.

RCA

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT — CAMDEN, N.J.



KWKH SHREVEPORT

EVEN GETS INTO *FOREST!*

KWKH really beats the bushes to bring you this area's best daytime audience. And *does* it, too—reaching thousands of farms, hundreds of towns and settlements like Forest (La.) in our 80-county SAMS area.

But all these "trees" don't keep us from seeing the *main stem*. Latest Hoopers for Metropolitan Shreveport show KWKH preferred over the second station *morning, noon* and *night*—up to 104%!

In *listeners-per-dollar,* KWKH tops the second-best station by 89.4%. Get all the facts from The Branham Company.



Nearly 2 million people live within the KWKH daytime SAMS area. (Area includes additional counties in Texas, Oklahoma and New Mexico not shown in map.)

KWKH

A Shreveport Times Station

TEXAS
SHREVEPORT, LOUISIANA
ARKANSAS

50,000 Watts • CBS Radio

The Branham Co. Representatives

Henry Clay General Manager

Fred Watkins Commercial Manager

BROADCASTING TELECASTING

January 16, 1956 Vol. 50, No. 3

CITY WITHOUT NEWSPAPERS: WHAT'S THE DETROIT STORY?

- **B•T sent a reporter to uncover the facts. He found:**
- **Department store sales up despite 6-week strike.**
- **Radio, tv station revenues up 20-50%, albeit temporarily.**
- **The city missed its newspapers, but wasn't in distress.**

WAS GREATER DETROIT's economic and social life imperiled by the six-week newspaper strike that was near settlement Friday?

The answer is "no."

The city was not in desperate straits, as some "news" accounts imply. Indeed, in some ways its business increased. But it would be untrue to say that Detroit did not sorely miss its newspapers.

That, in quick summary, is the report of J. Frank Beatty, B•T senior editor, who was sent to Detroit to investigate the effects of the newspaper shut-down. Here is his on-the-scene story.

THESE are some of the developments of the last six weeks:

• Department store business is above a year ago, and better than most places. But, publishers and some retailers say, it would be even better if the strike hadn't shut off display advertising [B•T, Dec. 5, *et seq.*].

• Radio and tv station local sales are up anywhere from 20% to 50%. This is temporary, of course.

• Magazine sales are up, too. Newsstands missed their Detroit dailies, but didn't suffer as a rule because customers bought strike specials, out-of-town papers or 10- to 50-cent magazines.

• Total time spent reading publications naturally was down. A survey by publishers shows 97% of Detroiters say they would go back to reading the same newspapers as before.

• Radio and tv stations have increased their news coverage. No station reported any survey figures on listening habits during the strike, but all felt there is an obvious increase in daily tune-in time.

• Stores were really worried about January though the first week wasn't bad.

• Each paper lost money in seven-figure terms. That in itself hurt the local economy, plus the loss of wages for nearly 5,000 employes and those working in corollary industries.

These are some of the first factors encountered in scores of interviews and conversations with publishers, merchants, advertising agencies, broadcasters, businessmen and working people.

A highly placed newspaper spokesman emphasized two principal points:

1. Radio and tv stations were extremely fair and "didn't kick us while we were down; some media publications did."

2. Those Federal Reserve sales figures (see chart, table) really hurt because they aren't accompanied by an analysis of the Detroit economy in the parallel 1954-55 periods.

At this point the retail situation is interpreted in divergent ways. The newspaper spokesman said any matching of retail sales during the strike against sales a year prior has a bug in it. In 1954, he said, the city's largest employer, Chrysler, was coming out of a serious strike. Naturally, he explained, Detroit department store sales in 1955 were up more than other cities, the 7th Reserve District or the U. S., because of the 1954 strike so the comparisons are unfair to newspapers.

Against this publisher position is a description by Fairchild Publications, operating a business analysis service as well as publishing market journals. An Associated Press story Dec. 28 had this statement:

"For comparison Fairchild described Christmas 1954 as a 'good' season for sales."

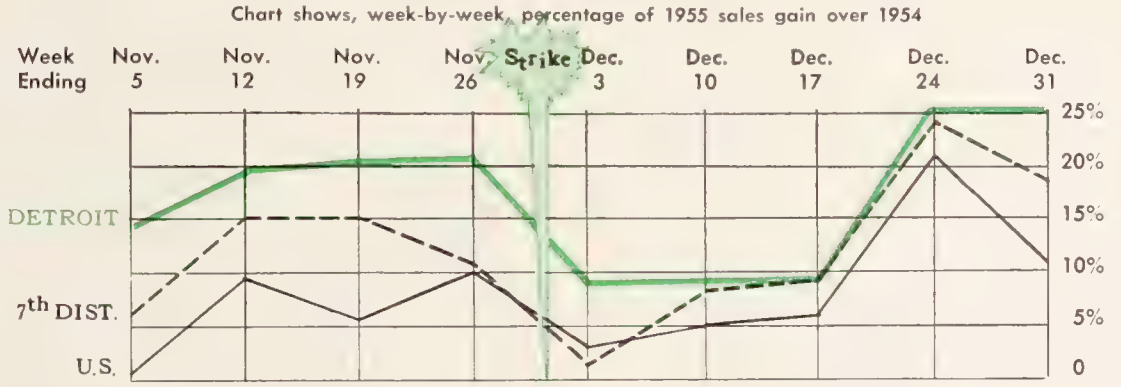
That portion is taken from a roundup story in which Fairchild was quoted as saying Detroit's Christmas season retail sales were 5% to 15% below anticipated sales, mainly because of the strike. It cannot be branded as unfairly lifted from context. (See tables below showing Federal Reserve department store index figures for 1954-55 comparisons.)

Publishers question accuracy of the government figures, pointing to the chance of flaws in the samples on which trends are based.

Some of the published stuff about strike-bound Detroit has been intriguing, apparently

DETROIT: ITS GAINS WERE AHEAD OF THE PACK

Chart shows, week-by-week, percentage of 1955 sales gain over 1954



THE INDEX FIGURES: HOW 1955 BETTERED 1954

(1947-49 = 100)

	Week Ending	Nov. 5	Nov. 12	Nov. 19	Nov. 26	Dec. 3	Dec. 10	Dec. 17	Dec. 24	Dec. 31
DETROIT	1955	144.2	149.9	158.7	158.3	208.0	254.6	259.1	214.3	74.9
	1954	127.3	124.5	131.7	130.6	190.4	233.8	236.3	171.5	59.8
7th DIST.	1955	133.7	141.9	147.0	147.3	187.9	239.2	250.7	223.4	78.4
	1954	126.5	123.4	128.0	132.4	183.4	222.0	233.1	179.3	66.3
U. S.	1955	128.0	141.0	142.0	146.0	197.0	235.0	255.0	231.0	89.0
	1954	127.0	130.0	134.0	133.0	192.0	224.0	240.0	190.0	80.0

THE COMPARATIVE PICTURE

THE MAP at right shows that portion of the U.S. included in the 7th Federal Reserve Dist., which itself includes Detroit. The charts above show how Detroit department store sales as measured by the Federal Reserve index compared with those of the 7th Dist. and the U. S. The other major cities in the district are Chicago, Milwaukee and Indianapolis.





due to a familiar tendency of reporters to corn it up a bit.

An International News Service story contained this statement, "A creeping frustration has settled over the three million readers of Detroit's three metropolitan newspapers since 116 AFL stereotypers staged their contract-expiration walkout Dec. 1."

A Dec. 13 story by Newspaper Enterprise Assn., put it this way, "Here's a city that's acting like a cigarette smoker who has emptied his last pack and the drugstore is closed until morning. The people are irritable and jumpy. The old daily schedule is shot to Hebrides. Absent-mindedly they keep feeling through their pockets only to become conscious once more that they have to face the bitter fact—there just aren't any local newspapers."

Time magazine commented Jan. 2 that "church attendance zoomed beyond the rosiest hopes of churchmen," quoting one un-named pastor, and added, "Junk dealers who collect old papers gloomed." INS attributed a small vote in a Congressional election to the strike.

And NEA plumbed the social depths with this one, "Even bookies are complaining. The steady bettor can get the race entries from forms and other ways, reported one, but the two-dollar guy is gone like summer."

No media executive would attempt to belittle the impact of the strike. Every day 1.3 million newspapers were missing from front doors, newsstands, offices and assorted destinations. These papers are important factors in the daily lives of Detroiters. Their news and advertising columns provide hundreds of thousands of words and pictures every day—much later than radio or tv, but in great detail and with permanence. Such traits are inherent in the media.

The situation was serious. Business obviously was affected when this three-way package of consumer information failed to reach the eyes of several million people. Some political news sources held back announcements until they could get news breaks in the papers, the *Philadelphia Bulletin* said in a Jan. 7 story.

Like other newspaper commentaries on the strike, emphasis is placed by the *Bulletin* on what December retail sales might have been rather than on such actual increases as the department store figures reveal. This, of course, is a normal competitive approach.

Radio Advertising Bureau offers an answer to the newspaper claim that Federal Reserve figures last December are compared to a poor 1954 month. R. David Kimble, RAB local sales director who was on the scene, told B•T that Federal Reserve figures for the last three years completely upset the newspaper position. He said the government figures show that department store sales in December 1955 are compared to the 1953 equivalent weeks this way: Up 6%, 16%, 17% and 49% over 1953. The December 1954 figures are compared to the 1953 weeks this way: Minus 2%, plus 6%, plus 7% and plus 19%.

Mr. Kimble summed it up this way, "Generally speaking, retailers who used radio on a consistent and comprehensive basis did well—some of them exceedingly well—during the holiday season. Stores that did not use radio did not do as well. Retailers with long-range radio schedules in 1955 benefited from the momentum of their promotion."

A comparison of Detroit department store sales with other Seventh District figures for all of December shows, according to the Federal Reserve report, that Detroit's increase was higher than the other three major cities in the district—Chicago, Indianapolis and Milwaukee. Only one week showed an exception. That was the week ended Dec. 10 when Indianapolis had a 12% increase over 1954 compared to 9% for Detroit.

The radio-tv stituation at the time the strike started posed some tough management problems. Most of the stations were either sold out or had little prime time available. Suddenly Dec. 1 they found themselves in the situation of a 1946 Chevrolet dealer—clamoring customers and few cars.

J. L. Hudson Co., rated as second largest U. S. department store, suddenly started buying spots in bundles (see separate Hudson story). Naturally the store grabbed a lot of the better availabilities. Others stores, too, joined the search for a means of keeping their names before the public and promoting holiday store hours as well as individual items.

Broadcasters faced a dilemma. They wanted to make more money. They were anxious to help out retailers. They wanted to make new retailing friends. And they found themselves with large numbers of clients who lacked the necessary facilities and experience to make effective use of radio-tv.

Worst of all, they had to juggle schedules by adding more newscasts and in some instances are said to have placed announcements in brackets of three, four and sometimes five in an effort to accommodate stores. This posed another broadcasting problem—the danger of stuffing too many commercials down audience throats in too short a time.

While many managers vividly recalled two or three decades of lively competition with newspapers, and unhappy recollections of rough handling by their journalistic brethren around the nation, they took little advantage of a chance to add to their competitors' miseries.

To date, Detroit radio-tv stations have been modest in their promotional claims, judging by on-the-scene observations. They scan Federal Reserve department store figures with interest, but there is no apparent disposition to claim all the credit for the trend. At most, they say: "Here are the government figures; no newspapers have been published."

Broadcasters cheerfully concede that Detroit was in the midst of its all-time record boom last fall, with momentum carrying over into December. They agree with newspapers that people will buy in December because they're in a buying mood.

Last Wednesday the Detroit Retail Merchants Assn. told B•T it had just completed its analysis for the month of December, which showed that downtown department stores had an average 2% to 3% increase in sales during December over the 1954 holiday season. Specialty stores had a 2% to 3% loss for the month.

These figures must be weighed against a grievous local problem—the alarming decline in downtown shopping, ascribed mainly to the shortage of parking space and the popularity of such suburban shopping cathedrals as Northland. Some relief is due within two years when extensive parking facilities under Grand Circus Park, near the Statler Hotel, become available.

The Suburbs Help

If suburban sales during the holidays are lumped in with downtown sales, the total is much brighter. Department stores felt they bore the loss of newspapers better than specialty shops because of their prestige and the fact that shops are more dependent on item promotion to bring in customers.

Newspaper spokesmen and a number of merchants said that while December home-goods business, for example, was up 5% to 10% in many stores, they figure it might have been up 10% to 15% if normal newspaper advertising had been available. December department store business was described as 8% to 12% below pre-strike expectations.

The strike brought interesting developments in Detroit, but some of the tear-jerking tales are hard to verify. Store traffic last week was light, as anticipated once the post-Christmas rush of gift exchanges had ebbed. White-goods sales and other January inducements would have been more effective had newspapers been available, according to retailers.

No discernible effort has been made by broadcasters to claim that favorable December sales figures prove that newspapers are fading or

losing their influence. "Who's kidding whom?" broadcasters ask.

Newspapers are doing some energetic promotion to counter the Federal Reserve figures. They have published two surveys in which loyal retailers bleed within quotes over the loss of their favorite medium. Many of these same retailers cheerfully say nice things about the way radio and tv brought them customers and the cooperative response to their emergency requests.

Two Ways to Look at It

This type of media argument can go on and on, and each side can claim victory.

Two surveys conducted by Market Opinion Research Co. on behalf of newspapers showed that in the first days of the strike 54.9% of those contacted got most of their news by tv and 54% by radio. Other means had nominal mention.

In its second survey, issued Dec. 21, MORC reported 79.3% mentioned tv as the source of most of their news; 62.2% radio; 20.7% *Detroit Reporter* (published daily by striking newsmen); 12.4% neighborhood newspapers.

These comparisons, showing a decline for radio, must be matched against the "universe" —the fact that about 1,000 telephone homes were contacted and a telephone home is more likely to have a tv set than a non-telephone home.

The newspaper survey showed that 54.5% of those contacted said they missed newspapers more at that time than they did early in the strike, with 15.9% saying they missed them less. Some 83% said they were not as well informed as they were when they had their newspaper; 11.5% said they were just as well informed; 5.5% said there wasn't any difference.

A stroll along a Detroit street showed little surface abnormality. Sidewalks were crowded. People queued up for homebound buses, and a lot of them stood. A couple of dozen taxi drivers said their business wasn't much affected, if any. Newsboys hawked Toronto papers, the bizarre *Reporter* with its inflammatory headlines about killings, the *Polish Daily News* (temporarily a bi-lingual journal that promoted fiercely) and the *Tribune* (one of several Negro journals in a city with 19% Negro population). The store-owned *Shopping News* added radio and tv programs as well as all the pages its paper reserves would permit. Detroit's dailies have all carried radio-tv listings plus Sunday week-long logs. The *Reporter* was unable to obtain department store advertising.

Executives of the dailies took a dim view of a daily influx of a reputed 40,000 Toronto papers which featured sex-shocker streamers and other violent news in gaudy dress.

At the railway station, a newsstand attendant said last Monday the strike hadn't hurt business at all. Two papers were on sale at 8 a.m. —*New York Sunday News* and *Wall Street Journal*. Later the *Reporter* arrived. Most out-of-town papers were delayed by weather trouble.

In the space normally occupied by Detroit papers were such magazines as *Inside Detective, Front Page Detective, Man's Illustrated* and *Field & Stream*. "We haven't felt it," the attendant said. "They take a look, and buy a 25-cent magazine instead of a paper."

Commuters missed their papers painfully, and will welcome their return. Attendance at meetings and theatres was down, according to some of the published stories.

What did the average man think? An informal survey up and down the bar of a Woodward Ave. beverage house wasn't very productive. "What do you think of the newspaper strike?" patrons were asked after a suitable get-acquainted interval and a round on the interviewer. Replies ran like this, "What have those —— —— Republicans ever done for the union man;" "Sure I miss them;" "I'd miss my National Bo more but they don't know good beer in this town;" "Hell, they only print that Republican propaganda;" "All they do is kid us when everybody knows they need a new quarterback and some more horses up front or I'll never go to another damn Lions football game."

Concededly unscientific, and highly unproductive. But the barkeep said business was as good as ever because everybody's working.

That one hit home. Detroit has been in a boom. Its retail sales have been good. But the future is something else. Last Tuesday's *Polish Daily News* had this foreboding headline, "Ford Cuts to Lay Off 1,657." The story said Ford would cutback production an estimated 16%, quoting Ward's Automotive Reports as saying January schedules called for 158,500 Fords compared to 188,300 in December. Mercury was said to be laying off 2,450, including 700 at the Wayne plant, with Chevrolet and others cutting production.

Those tidings give Detroiters the shivers. The city has higher peaks and deeper valleys than most other cities. A drop in auto production locks purses all over town. People abandon buying plans. Those laid off must depend on union benefits or other jobs.

While the newspapers were negotiating 16 separate union contracts that expired Dec. 1—and they didn't dare resume without all 16 unions on the dotted line—the union employes showed mixed reactions to the long shutdown. Many were doing quite well with their strike benefits, and some craft union members were said to be taking home up to $100 a week during the strike.

Newspaper executives were bitter. They said the strike wasn't over wages but such contract gimmicks as premium Sunday pay for work done on weekdays in connection with Sunday editions.

No responsible newspaper executive issued public statements except Robert C. Butz, executive secretary of the Detroit Newspaper Publishers Assn. He described the dispute in a public statement as "an issue between unions, and not between management and the unions," adding that the rival employe groups are in a dispute over which one will have jurisdiction "over a new kind of printing." He said none of the papers has any plans to use the new process, which is based on photography instead of type set by linotypes.

THE STRIKE: AS THE MERCHANTS SAW IT

DETROIT's retailers, deprived of newspapers Dec. 1 in a serious strike, had to play it by ear —electronic ear plus the eyes of television.

Three weeks before Christmas the merchandisers of this major community (2 million people in city, 3.4 million in metropolitan area) faced the big-money season without their principal advertising medium.

Three weeks after Christmas, Detroit's merchants can look back on a frantic December that produced these results:

- Department store sales above the regional or national average (see box, page 27).
- Department store sales (during an all-time boom) that didn't come up to the pre-strike expectations of some merchants.
- Good results from radio and/or television.
- Unspecified or undetected results from radio and/or television.
- Both good and bad sales records in the slipping downtown retail area.
- Terrific sales in the suburban shopping centers, especially fabulous Northland.

They look back on those results after suffering pre-holiday agonies. Many of them used radio and tv intensively, if ineptly, in the mad scramble to keep the public in a buying mood.

Any review of Detroit's retailing must first recognize J. L. Hudson Co., a two-unit merchandising giant that buys a reputed $5 million-plus worth of space each year in the three Detroit newspapers. This 75-year-old institution operates a marketing empire all its own, and seldom lets any of its business secrets seep out to prying newsmen.

After chilly receptions around the executive suites in the 25-story downtown skyscraper, these inferences can be gleaned by circuitous means:

- J. L. Hudson Co. about met its target for the year despite the downtown shopping decline.
- The huge Northland unit likely did around $60 million in 1955, with close-to-capacity days several times during December. Best day believed around $600,000.
- The downtown store had a number of million-dollar days, retailing equivalent to three home-runs with the bases loaded. Total downtown sales for 1955 at least $110 million, maybe more. (*Time* magazine once said the downtown store did $152 million in 1952.)

Having bought radio madly in early December—over 800 spots a week—and having had several million-dollar days early in the month, James B. Webber Jr., executive vice president, announced publicly:

"Though the Christmas business of J. L. Hudson Co. has thus far been slightly ahead of last year, it has naturally not kept pace with the rate at which we were going prior to the newspaper emergency. It would be foolish to think that a store, even a large volume department store, could go without advertising in its primary medium and still do as well as with full advertising coverage. . . ."

Around the store, B•T heard such unauthorized comments as this from Hudson executives (nobody is authorized to talk for or about the store without official permission): "We would hate to be in the position of not using radio." "When department heads became panicky, we gave them more radio as a morale builder." "Business was so good in December we had the worst post-Christmas exchange volume I can remember." "We only use tv for a spring and fall 13-week beauty series." "We're cutting back radio in January." "Newspapers will always be our primary medium." "Business was at least 5% better than December 1954."

A list of questions about the store's advertising procedure and December experience drew a flat blank from the public relations department, after official review.

NBC-TV was given the same treatment Tuesday when it was producing a filmed program covering Detroit strike developments for Wednesday's *Today*, which presented a diversified six-minute production showing the strike-born *Detroit Reporter*, published daily by striking newsmen; lost bargain-hunters who found shopping more difficult; man-in-street comments; outside shot of Hudson store; idle news-

paper presses; empty city room, and shot of negotiators.

Here are comments by Detroit retailers:

A&P—Stepped up spot schedule to five stations and used news across-the-board; regular user of suburban papers and circulars. Had a good month; its well-established name was a help during strike.

Federal Department Stores—Operates 15 Detroit-area stores, seven elsewhere. Increased radio time, concentrating on three stations; partly institutional. Kept name before public but feels newspapers give best response on item advertising. Total sales were good but not up to pre-strike expectations. Bought special reissues of *Polish Daily News.*

Franklin Department Store—Jerry Coughlin, president, said 90% of new accounts of this credit store are traced definitely to radio, only medium used for over two decades. December sales were "much better." Mr. Coughlin operates an upstate station, WDOG Marine City.

D. J. Healy Co.—Operates 10 specialty stores. Healy Sharkey said, "We bought more radio and tv. We received many calls and requests from people who mentioned the media. Gift items, sportswear and accessories responded well to radio but felt the lack of newspapers for coats and dresses. They miss the pictures. On WJR we bought spots around Godfrey and sports. December was 1% or 2% above 1954; January is still unsettled. The suburban stores were 9% over 1954."

STILL AHEAD

SALES by department stores in Detroit during the week ended Jan. 7 were relatively better than the entire 7th Dist. or the nation as a whole, according to the Federal Reserve Board. The Detroit figures also were better for the four-week period ended Jan. 7.

Sales during the Jan. 3-7 week follow: Detroit, 84.1 index, down 7% from year ago, 7th Dist., 93.8 index, down 9%; U. S., 94 index, down 11%.

Four-week period: Detroit, plus 13%; 7th Dist., plus 11%; U. S., plus 8%.

Crowley-Milner Co.—Generally rated second largest department store. No comment obtained. Outside sources felt store, which used a little radio at start of strike and quit, wasn't too happy. It didn't want to jump heavily into a medium it had not used extensively.

Ernst Kern Co.—Usually called No. 3 department store in city. Robert Powderly, advertising manager, said the store bought radio at the start, using institutional copy. For three weeks Ernst Kern staged one-night Santa Claus telephone open-house for children, with all store executives doing two-hour phone tricks as Santa Claus. Said Mr. Powderly, "Our eyes were opened. It was the most successful Christmas promotion we've ever done. The response was better than newspapers ever produced. We handled over 4,000 interviews with kids in two-hour periods, and had our board backed up constantly with 500 to 1,000 calls, though 50 executives were on the phones." December business was about the same as 1954 in this downtown store.

Montgomery Ward & Co.—Bruce Whetter, regional advertising manager, said radio and tv were used intensively, and were important parts of the December promotion. A spot campaign was started in October, scheduled through the holidays. Were spots effective? "Yes, on a number of items," Mr. Whetter said. "A lot more stores will be interested in tv after what happened in December. It's hard to figure what items will go, and what won't, on television."

Peoples Outfitting Co.—Spent a fast $500 or so the first few days of the strike, then dropped out. Henry Wineman, board chairman, told newspaper advertising representatives, "We ran ahead of last year but not as much as we thought we would. We used nothing extra in radio, tv or suburban newspaper coverage, but we did use extra mailings direct to customers."

Sears Roebuck & Co.—James Glasgow, advertising manager of the Detroit Sears group, said advertising plans were quickly adapted to strike conditions. Considerable tv, a little radio, neighborhood and shopping papers were employed. "Some tv item promotion was very effective," he told B•T. "We definitely have learned a few things. Radio sets an atmosphere for a sale. We will be able to tell tv's effectiveness better when it is in competition with newspapers. Appliance lines sold well on tv. Fur coats, too. Now that the holiday season is over, we like television. The stations were very cooperative. They allocated time and helped us use it." Sears December business was considerably better (over 10%) than 1954.

Sinclair Refining Co.—Uses radio and tv regularly, and page to ¼-page newspaper space throughout the year. Robert Buerossi, Detroit manager, said radio-tv included sports and spots in morning and afternoon. "We had our biggest monthly increase, percentagewise and gallons, in December. Promotion included point-of-sale material. Many dealers stayed open longer hours to meet the demand. The first 10 days of January show a healthy increase over 1955."

Winkelmans—Operates 23 stores. Radio was increased after strike started.

Luckoff & Wayburn—This major Detroit agency expanded its radio-tv promotion for retail clients. State Sample Co., furniture store, increased from two to four tv shows. It is looking for another half-hour of tv time. Grinnell Bros. Music House, described as world's largest music dealer, is pleased with its air advertising, according to Gerald Weipert, radio-tv director of Luckoff & Wayburn. Like many other stores, this local chain may re-evaluate its media plans after the strike. Said Mr. Weipert, "Radio and tv have done an excellent job, with tv producing more dramatic results. Radio keeps the name of a store before the public. Tv is better for featured items."

The newspapers' own rundown of two dozen advertisers included these:

United Shirt Distributors (43 stores in community)—Wound up with 10% December increase compared to 20% in November, spending as much on radio as it could. Feared downward trend if strike continued.

Harry Suffrin's—Largest clothier in Detroit. Missed newspapers for specials but December was ahead of previous year; some radio and tv used. Harry Suffrin, president, added, "I guess we don't have the technique."

Michigan Used Car Dealers Assn.—Sales dipped about 50%; dealers had showed 30% gain in first 11 months.

Masonic Temple—Reported loss of over $8,000 in window sales during first week of strike for Saddler's Wells ballet. Single sale of symphony tickets down 50-60%.

Krim Theatre (Highland Park, first run)—cancelled all first-run showings.

Real estate dealers—claimed sales were at standstill, predicted black January.

COLORCASTING

Advance Schedule Of Network Color Shows

(All times EST)

CBS-TV

Jan. 21 (7-7:30 p.m.) *Gene Autry Show,* **William Wrigley Jr. Co. through** Ruthrauff & Ryan (also Jan. 28).

Jan. 19 (8:30-9:30 p.m.) *Shower of Stars,* Chrysler Corp. through McCann-Erickson.

Jan. 24 (9:30-10 p.m.) *Red Skelton Show,* **S. C. Johnson & Son through Needham, Louis & Brorby, and Pet Milk Co. through Gardner Adv. on alternate weeks (also Jan. 31).**

Feb. 10 (10-11 p.m.) *Studio One,* Westinghouse Electric Co. through McCann-Erickson.

Feb. 16 (8:30-9:30 p.m.) *Shower of Stars,* Chrysler Corp. through McCann-Erickson.

NBC-TV

Jan. 16-20 (5:30-6 p.m.) *Howdy Doody* **participating sponsors (also Jan.** 23-27, 30-Feb. 3, Feb. 6-10, 13-17).

Jan. 16-20 (3-4 p.m.) *Matinee,* participating sponsors (also Jan. 23-26, Jan. 30).

Jan. 21 (9-10:30 p.m.) *Max Liebman Presents* "Paris in the Springtime," Oldsmobile Div. of General Motors through D. P. Brother.

Jan. 29 (3:30-4 p.m.) *Zoo Parade,* Mutual of Omaha, through Bozell & Jacobs (also Feb. 12).

Jan. 29 (7:30-9 p.m.) *Sunday Spectacular,* "Inside Beverly Hills," participating sponsors.

Jan. 30 (7:30-9:30 p.m.) *Producers' Showcase,* "Festival of Music." Ford Motor Co., through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey.

Jan. 31 (8-9 p.m.) *Milton Berle Show,* Sunbeam Corp. through Perrin-Paus, and RCA and Whirlpool Corp. through Kenyon & Eckhardt.

Feb. 5 (4-5:30 p.m.) *Hallmark Hall of Fame,* "The Good Fairy," Hallmark Cards through Foote, Cone & Belding.

Feb. 6 (9:30-10:30 p.m.) *Robert Montgomery Presents,* Schick through Kenyon & Eckhardt and S. C. Johnson & Son through Needham, Louis & Brorby on alternate weeks.

Feb. 10 (9:30-10 p.m.) *Star Stage,* Campbell Soup Co. through BBDO and Ponds through J. Walter Thompson on alternate weeks.

Feb. 14. (9:30-10:30 p.m.) *Playwright's '56,* Pontiac Div. of General Motors through MacManus, John & Adams.

[Note: This schedule will be corrected to press time of each issue of B•T]

BULK OF REVLON ACCOUNT SWITCHES TO BBDO ON FEB. 9

Sponsor of '$64,000 Question' moves $3.5 million account from Norman, Craig & Kummel, reportedly irked at paying 15% talent fee to agency for 'Appointment With Adventure' and because of alleged conflict with NC&K's 'Big Surprise,' which Revlon feels is competitor.

REVLON Products Corp., sponsor of the *$64,000 Question* on CBS-TV has notified Norman, Craig & Kummel, New York, that effective Feb. 9, it will "terminate" its relationship with the agency, with BBDO, New York, taking over the bulk of the $3.5 million account.

Although no official word was given for the break in the seven-year association, it was understood that the disagreement to some extent revolved around the question of talent commission. Revlon's new advertising manager, George Abrams, reportedly had balked at paying the customary 15% talent fee to the agency for Revlon's second show, *Appointment With Adventure*. Norman, Craig & Kummel's insistence that Revlon be accorded the same treatment in that respect as the agency's other clients is said to have been an important factor leading to the final rupture.

Another consideration in the break was reported to be the reaction of Charles Revson, president of Revlon Products, and his brother Martin Revson, vice president, when Norman, Craig & Kummel took on a new account about a month ago, Speidel watchbands, which is sponsoring what the Revons consider to be a competing quiz show, *The Big Surprise,* on NBC-TV on Saturdays. Coincidentally, and apparently as contradiction, Revlon's new agency, BBDO, is sponsoring a show directly competitive with *$64,000 Question*. The program is *Armstrong Circle Theatre* on NBC-TV Tuesdays, 9:30-10:30 p.m., whose last half hour coincides with the Revlon quizzer on CBS-TV.

Norman, Craig & Kummel is the agency that discovered the *$64,000 Question* for Revlon. Walter Craig, vice president in charge of tv and radio and a partner in the firm, bought the show for the sponsor from Louis G. Cowan, producer, the day after he had seen the presentation. Mr. Craig contributed to the production and details of the program as well. As a direct result of the program, Revlon sales soared approximately 340% in November 1955 over its figures for the preceding November. Revlon, leader in store sales, now accounts for 34% of all lipstick sales, with Hazel Bishop tallying 15%, Coty, 10%, Viv 4% and all others a total of 37%.

The Revsons also were reported to be piqued at what they are said to have regarded as disproportionate recognition given to others in the *$64,000 Question* project and corresponding slight to their own roles in the program.

The Revlon announcement of the termination came last Monday when the sponsor acknowledged that BBDO was to handle its complete line of lipsticks, nail enamel, manicuring products, eye makeup and liquid rouge in addition to the products already serviced by that agency: Satin Set hair wave and Touch and Glow liquid make-up. A new agency will be named to service Silicare, a hand lotion. Other products will still be handled by Emil Mogul Agency and C. J. La Roche. Revlon's two network programs, *$64,000 Question* and *Appointment With Adventure,* will be supervised by BBDO and the La Roche Agency, respectively.

James Webb, president of C. J. La Roche, when queried by B•T as to whether his agency would get the 15% talent as well as time commission on the *Appointment With Adventure* show, said: "We expect to do the work for the show. We get commissions for the work we do." He emphasized that his agency never accepted split commissions. Mr. Abrams of Revlon later confirmed to B•T that the La Roche agency would receive the 15% talent commission on the *Appointment* show.

In an address to the National Retail Dry Goods Assn. (story page 32), Mr. Abrams said the "sales responsiveness of the *$64,000 Question* has been phenomenal. You can almost take you pick from among Revlon's brands, for there are that many examples of overnight sales success. . . . Satin Set is a hair spray and until the product was advertised on the show there was only a slow but steady build-up in sales volume. Today, six months later, it is the largest selling hair spray in America and it has become Revlon's second largest selling brand.

"Or take a new type of lipstick," he pointed out, "marketed by Revlon exclusively on the *$64,000 Question* . . . Living Lipstick. Only five months old, yet today it's the largest selling lipstick brand in America.

"But these are new products, and new products always offer potential of overnight success if they click. What about established brands?

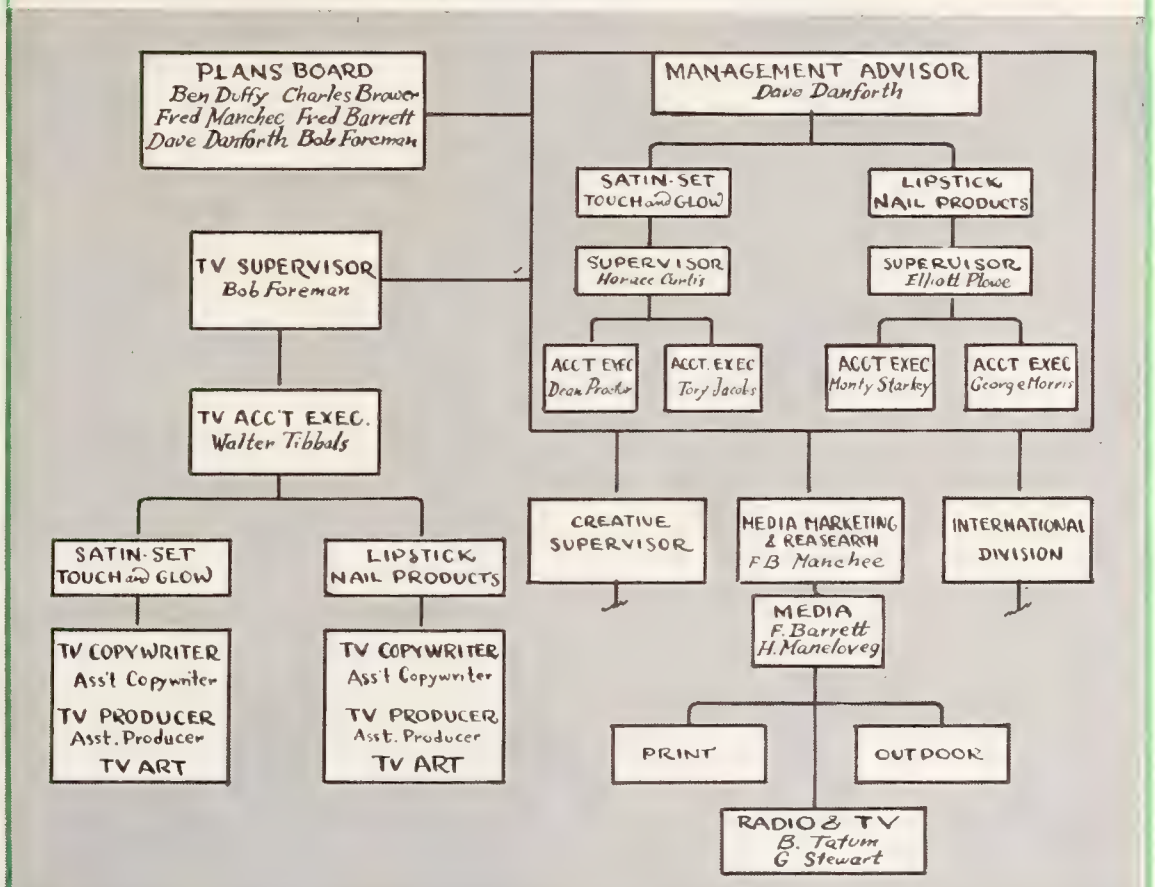
"We have a compact makeup called Love Pat, and it was doing a nice volume prior to its appearance on the *$64,000 Question*. But what happened after it was advertised only makes the word 'phenomenon' seem like understatement. Love Pat, I'm sorry to say, has been on back-order since July, and only now are we beginning to catch up with the tremendous swell of consumer demand we feel at the retail level whenever this product is advertised.

"There are many reasons you can attach to results of this sort," Mr. Abrams said. "The more frequently offered explanation is the fact that we talk to 50 million people a week, so our advertising is getting the greatest possible mass audience through a medium known to carry sales impact. Another explanation is that the commercials are exceptionally well done; that, unlike many tv commercials you see, these are live productions which spare no expense to demonstrate the brand's selling points.

"But the explanation of most interest is that advanced by Dr. Ernest Dichter, motivation research psychologist, who credits this consumer response to 'empathy', a projection of one's own personality into the show so that its sincerity and honesty surrounds everything with the framework of the *$64,000 Question*."

Last summer BBDO, acting for Revlon, was said to have sought a bonus of free time during the day from NBC-TV in exchange for placing another Revlon show on the NBC-TV nighttime schedule [CLOSED CIRCUIT, Sept. 26, 1955]. The reported action is said to have been a move by the agency toward eventually luring *$64,000 Question* from CBS-TV. NBC-TV denied any role in the alleged proposition.

THE REVLON LINEUP AT BBDO



HERE'S HOW the agency's top command and television department are set up for the new account. Not detailed in the chart are the lower echelons in other departments.

'HIGH COST' CITED AS MAIN DETERRENT TO TV ADVERTISING BY STORE OFFICIALS

Executives attending 45th convention of National Retail Dry Goods Assn. say they'll buy more time when prices are lowered. RCA-NBC sponsored colorcast on closed circuit highlights meeting.

WHEN the price is right, maybe we'll buy more tv time.

This was the consensus of top department store executives B•T questioned at random Wednesday after an RCA-NBC sponsored colorcast was shown at New York's Hotel Statler during the 45th convention of the National Retail Dry Goods Assn.

The program was put on closed circuit and displayed on a number of color receivers in the huge grand ballroom of the hotel. Purpose: to sell color tv as a medium, color sets as an in-store item and color tv as an advertising medium for department stores.

The "high cost" factor of tv was cited as a main deterrent to tv's use by big retail store establishments by an executive of a department store chain that spans the U. S. and similarly by an official of a department store which claims to be the biggest in a southeastern Pennsylvania area. Both men asked that they not be quoted by name nor their stores identified.

The chain store executive said he was impressed by the demonstration and that department stores ought not to "close their eyes" to the medium's advertising potential. "We tried tv as we had radio to advertise our stores and their products. But we dropped it when the costs got too high," he said.

Step in Right Direction

The official said that perhaps NBC-TV's new "Window" program concept (see details, story page 83) was a step in the right direction. Whether any of his stores would use it, he said, depended on many "factors." He thought the color demonstration wielded impact.

The representative of the Pennsylvania store said that he was very much impressed with the color shown in New York—"it's better than local station color"—and that his interest in tv was whetted by the possibilities of advertising and merchandising department store products as dramatized in the NBC closed circuit color program, "Wide, Wide Window."

"If not with color, we certainly would study the program's potential in black-and-white," he said, noting that he liked the idea of a low-cost program.

An estimated thousand delegates attended the showing, which occupied the whole afternoon of NRDGA's sales promotion session. NBC took advantage of the select audience to unwrap, in conjunction with the "Wide, Wide Window" closed circuit program, a new tv program concept that it labels as "Window" and which in February will be offered to retail advertisers on a participating basis on NBC-owned stations.

Setting the pace for the retailers were RCA President Frank M. Folsom and Executive Vice President Robert A. Seidel of RCA Consumer Products, both of whom spoke before the demonstration took place. Mr. Folsom said that American retailing is on the threshold of a new era in mass merchandising—and "the threshold we are crossing is that of color television." He said: "I am firmly convinced there has never been anything like color tv to entertain millions of Americans, to provide them with culture and information, and to sell them the products of American free enterprise."

Mr. Seidel said that RCA dealers are selling color receivers "at only about a thousand a week" but that "the volume is mounting daily." He said that this year RCA will make and its distributors and dealers alone "will sell at a profit" upwards of 200,000 receivers. He continued:

"Of course, color tv needs to be sold. But what new product doesn't? Color television, right now, is a prestige item and should be featured as such. But color television is truly wonderful and hundreds of thousands of your customers can afford sets now, and at today's *low* prices of from $695 to $995. And hundreds of thousands of others will be able to buy color sets within the coming months, as production increases and prices are adjusted downward."

"Wide, Wide Window" ran about 30-minutes. It originated live and in color from the Colonial Theatre at Broadway and 62d St., New York. Produced by NBC Telesales, it featured Arlene Francis of NBC-TV's "Home" program as mistress of ceremonies.

A sample, five-minute "Window" presented during this colorcast was conducted by Mrs. Pegeen Fitzgerald, manager of retail merchandising, WRCA-AM-TV New York, and who appears on her own radio program, "Strictly Pegeen."

To establish the setting and mood, the telecast started with a live black-and-white remote pickup of a store window at Woodward & Lothrop's Department Store in Washington, D. C., and then switched to the Colonial Theatre in New York.

The program actually consisted of a colorful series of fashion shows, featuring models who exhibited or demonstrated brightly-hued or subtly-colored articles.

Next came a commercial as it would be prepared for Sunbeam Mixmaster, which intentionally was themed on a newspaper advertisement which the woman at home read and thought she needed but for which she couldn't shop as she was obliged to remain at home.

Miss Francis, who noted that this was tv advertising that had "life, movement and color," then took viewers to another series of fashion shows based on the "Window" theme: Men's sport clothes and children's apparel. Presented was a "store commercial" for RCA Victor color tv sets enacted by Jinx Falkenburg and Bill Cullen. Mrs. Fitzgerald was then featured in the "Window" five-minute segment that was based on department store January "white" sales. Towels, bath rugs, guest towels in deep-tone colors and sheets in pastel and prints, with pillow cases to match were displayed. The finale paraded models "stepping out of the window" to display a varied assortment of clothing, appliances, luggage and other usual items sold in department stores.

Agency for New Ford Line To Be Picked This Month

AN ANNOUNCEMENT is expected the next fortnight on the selection by Ford Motor Co. of an agency to handle advertising for a proposed new medium-priced automobile line.

A spokesman for Ford's Special Products Div. said the choice has been narrowed down from 27 agencies which submitted official or informal presentations to three—all Chicago based. The announcement is anticipated by Feb. 1. It is known that Leo Burnett Co. and Foote, Cone & Belding are among the forerunners and that the choice hinges on the resolving of certain legal questions. Either of the two is regarded as a 50-50 bet to win the account.

Ford is introducing the new line described as car "E" on the drawing boards—to complete its price spread of models in competition with General Motors and other companies. Production is expected to start in 1957. Name of the automobile has not been chosen yet.



A ONE-YEAR SCHEDULE for the *Esso Reporter*, with 18 newscasts weekly, has been taken by the advertiser on WICC Bridgeport, Conn. At the signing in Esso's New York headquarters are (l to r) Manning Slater, WICC vice president; Curt Peterson, Esso account executive at McCann-Erickson; W. N. Farlie, assistant advertising manager of Esso-Standard Oil of New Jersey; W. L. Rusher, chief of radio and tv section of the same firm, and Paul Wilson of Adam Young Inc., station representative for WICC.

Beautiful balance!

WHO-TV serves 42 central Iowa counties — over 329,000 families — over 85% of them owning TV sets. Annual Effective Buying Income is $5002 per family ($96.20 per week!)

It's a well-balanced market, too — split almost exactly 50-50 between urban and non-urban. (Incidentally, new U.S. Census Bureau figures for 16 states rank Iowa first in farm TV-set ownership!)

WHO-TV dominates this market as no other medium, or combination of media, possibly could. Loyal Iowans watch WHO-TV by the hour, and buy the products that bring them the shows — on Channel 13, 316,000 watts.

Ask Free & Peters for the *proof!*


WHO-TV
WHO-TV
WHO-TV

WHO WAS THAT LADY I SEEN YOU WITH LAST NIGHT?



from Gulf To Ocean • Gainesville To Okeechobee

Everybody's talking—so you may as well know, that lady *was* a lady. And not only a creature of rare beauty, but brains as well. Besides, she happens to buy time for an advertiser with a real hunk of budget.

It was predestined that we meet. She hears about the selling job we're doing in our great market with that tourist bonus of $650 million. It's love at first sight.

It looks like we'll be going steady for a long, long while—but do 'phone anyhow.



Now Something New is Added—"RECALLIT and WIN"—

Cash Prizes—Every Weekday—On The Hour—$1000 Jackpots!

P.S. Here's a "natural" for national and regional advertisers who want to get the most out of their spot radio dollars. It's a 27-County W•GTO-Land Quiz, modeled after the high rated KWK (St. Louis) show that has been paying off for listeners—and sponsors—for years.

SEND FOR FULL DETAILS TODAY

W•GTO

Eugene D. Hill, Gen. Mgr.

HAINES CITY, FLA.
PHONE 6-2621

owned and operated by KWK, *St. Louis, Missouri*

Represented by
WEED & COMPANY

10,000 WATTS 540 KILOCYCLES

TV NETWORK BUYS AND BUYERS

Top Ten Tv Network Advertisers in October 1955

1.	Procter & Gamble	$2,898,501
2.	Gillette	1,795,952
3.	General Motors	1,735,856
4.	Chrysler	1,629,528
5.	Colgate-Palmolive	1,550,648
6.	General Foods	1,352,564
7.	R. J. Reynolds Tob.	1,070,219
8.	General Mills	1,017,176
9.	American Tobacco	1,016,491
10.	American Home Prods.	920,771

THE MILLION DOLLAR CLIENTELE EXPANDS TO NINE IN OCTOBER

AS this tv season got underway, nine of the top 10 network tv advertisers in October spent $1 million or more while the 10th advertiser had a monthly outlay of just short of $1 million, according to figures based on Publishers Information Bureau reports.

This was a new milestone in tv history, dramatizing in dollars the greater slice of the national advertiser expenditure that has been going to television.

Unchallenged No. 1 national advertiser in network television was Procter & Gamble Co. which spent just under $3 million in October. Gillette Co. moved from fifth place in September to second ranking with a near $1.8 million expenditure, just topping General Motors' more than $1.7 million that placed third the auto firm which had failed to place in the September top 10.

Ordinarily, six or seven national advertisers spend more than $1 million individually for an average month's tv network time at the height of the programming season. Thus, a ninth-ranking advertiser, such as American Tobacco Co. was in October, spending more than $1 million is unprecedented. In October 1954, only five of the top 10 network tv advertisers spent as much as $1 million in the medium.

With the exception of Gillette, the leading 10 in network tv were made up principally of soap, automobile, food and tobacco manufacturers.

October also was the month when the tv networks grossed more than $38 million, nearly $7 million ahead of the same month in 1954. The Jan.-Oct. period came up with $328 million-plus in gross billing for the tv networks, more than $74 million above the similar period for 1954.

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS FOR OCTOBER AND JANUARY-OCTOBER 1955, COMPARED WITH 1954

	October 1955	Jan.-Oct. 1955	October 1954	Jan.-Oct. 1954
Agriculture & Farming	$ 30,928	$ 70,618	$	$ 91,510
Apparel, Footwear & Access.	116,013	2,407,790	355,191	2,627,595
Automotive, Auto Equip. & Access.	4,936,341	36,724,728	2,819,066	22,347,660
Aviation, Aviation Access. & Equip.	20,700	113,105		
Beer, Wine & Liquor	603,742	6,219,265	638,791	5,650,109
Bldg. Materials & Equip.	124,153	959,938	46,211	1,098,916
Confectionery & Soft Drinks	739,843	6,176,404	560,128	4,754,030
Consumer Services	116,196	1,022,691	492,785	1,116,334
Drugs & Remedies	2,198,212	18,147,741	2,000,195	12,139,728
Entertainment & Amusements	....	13,141		16,210
Food & Food Products	7,128,723	65,434,715	6,024,932	51,723,736
Gasoline, Lubricants & Other Fuels	561,123	4,115,966	654,889	2,929,646
Horticulture	....	111,710		23,406
Household Equip. & Supplies	3,219,808	26,003,738	2,406,862	21,329,537
Household Furnishings	165,412	2,008,890	386,121	3,283,765
Industrial Materials	804,949	5,654,541	795,206	5,166,946
Insurance	259,637	1,561,865	226,213	1,383,498
Jewelry, Optical Goods & Cameras	436,943	3,692,489	285,637	2,072,738
Office Equip., Writing Supplies & Stationery	388,430	4,634,443	661,052	4,148,222
Political	....		245,621	253,596
Publishing & Media	59,851	605,522	37,795	168,918
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	630,685	6,845,874	746,813	6,251,172
Retail Stores & Direct by Mail	....	10,392	....	42,345
Smoking Materials	3,651,582	34,488,294	3,684,425	34,973,972
Soaps, Cleansers & Polishes	4,326,245	37,124,659	3,055,385	28,166,296
Sporting Goods & Toys	142,248	232,097		42,502
Toiletries & Toilet Goods	7,254,636	61,765,959	5,280,746	39,681,217
Travel, Hotels & Resorts	40,350	421,200	35,610	765,590
Miscellaneous	252,198	2,203,435	248,098	2,176,640
TOTALS	$38,208,948	$328,771,210	$31,657,772	$254,425,834

Source: Publishers Information Bureau

LEADING ADVERTISERS IN RESPECTIVE GROUPS DURING OCTOBER 1955

Ralston Purina Co.	$ 30,928
Knomark Mfg. Co.	68,489
Chrysler Corp.	1,629,528
General Dynamics Corp.	20,700
Joseph Schlitz Brewing	180,762
Johns-Manville Corp.	75,330
Coca-Cola Co.	362,066
Electric Cos'. Adv. Program	83,916
American Home Prods.	895,941
General Foods Corp.	1,352,564
Gulf Oil Corp.	219,146
General Electric Co.	584,667
Armstrong Cork Co.	69,225
Reynolds Metals Co.	171,825
Prudential Ins. Co. of America	171,509
Eastman Kodak Co.	163,350
W. A. Sheaffer Pen Co.	129,063
The Hearst Corp.	45,208
CBS-Columbia	183,352
R. J. Reynolds Tobacco	1,070,219
Procter & Gamble Co.	2,676,600
Ideal Toy Corp.	63,535
Gillette Co.	1,795,952
Pan-Am. World Airways	40,350
Atlantis Sales Corp.	76,080

$1.2 Million Budget Set by Slenderella

SLENDERELLA International (figure proportioning chain), Stamford, Conn., last week further reported it has earmarked $1,193,684 for this year's radio budget, through its agency, Management Assoc. of Connecticut Inc., Darien [B•T, Jan. 9].

Weekly radio expenditures are estimated at $22,956, out of which $18,713 will be used for a 72-station, 21-market spot campaign; $3,374 for sponsorship of 16 local programs, and $869 for a CBS Pacific Network woman's program. Heavy advertising is reported to be in line with Slenderella's expansion program, with 70 reducing salons located in the U. S. alone and 30 others in Canada and Europe. A spokesman for the firm said that a tv film spot campaign "with an equally sizable budget" will get underway next month.

Leo Burnett Co. Announces Election of Four Directors

ELECTION of four new directors has been announced by Leo Burnett Co., Chicago advertising agency. They are Joseph M. Greeley, vice president for marketing; William D. Tyler, vice chairman, plans supervisory group; James E. Weber, vice president, and Austin Wyman, legal counsel.

Among other changes were appointment of Andrew Armstrong as head of creative services;

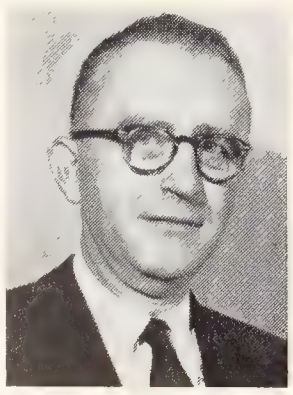


L to r: Messrs. Greeley, Wyman, Weber and Tyler.

Draper Daniels, vice president of copy and of the plans supervisory unit; William Young, vice president in charge of account supervisors and executives and head of client service, and Chester Miller, associate manager of copy.

Philip Morris Names O'Connor

JOHN R. O'CONNOR, assistant national sales manager of Philip Morris Inc., New York, last week was appointed national sales manager of the tobacco company. He reports to Ray Jones, vice president in charge of sales.



MR. O'CONNOR

Mr. O'Connor, who last year supervised PM's field sales force during the introduction of the new Marlboro cigarette, will continue to direct PM's field sales force in future campaigns. He also will be responsible for the sales promotion and sales administration departments.

LATEST RATINGS

NIELSEN

Top Radio Programs

Two Weeks Ending Dec. 10, 1955

Rank	Program	Homes (000)
Evening, Once-a-Week (Average for all programs)		(786)
1.	Our Miss Brooks (CBS)	1,942
2.	Dragnet (NBC)	1,850
3.	You Bet Your Life (NBC)	1,850
4.	Edgar Bergen (CBS)	1,804
5.	Two For The Money (CBS)	1,804
6.	Gunsmoke (Sun.) (CBS)	1,572
7.	Godfreys Scouts (Lipton) (CBS)	1,572
8.	Gene Autry Show (CBS)	1,572
9.	$64,000 Question (CBS)	1,341
10.	News From NBC (B&W Tob.) (Wed.) (NBC)	1,341
Evening, Multi-Weekly (Average for all programs)		(832)
1.	News of the World (NBC)	1,804
2.	One Man's Family (NBC)	1,619
3.	Lowell Thomas (CBS)	1,619
Weekday (Average for all programs)		(1,434)
1.	Guiding Light (CBS)	2,266
2.	Arthur Godfrey (Staley) (CBS)	2,220
3.	Arthur Godfrey (Corn Prod.) (CBS)	2,173
4.	Young Dr. Malone (CBS)	2,127
5.	Ma Perkins (CBS)	2,081
6.	This Is Nora Drake (Toni) (CBS)	2,081
7.	Arthur Godfrey (Dow) (Thu.) (CBS)	2,081
8.	Arthur Godfrey (Minn. Min.) (Fri.) (CBS)	2,035
9.	Road of Life (CBS)	2,035
10.	Arthur Godfrey (Staley) (CBS)	2,035
Day, Sunday (Average for all programs)		(601)
1.	Woolworth Hour (CBS)	1,434
2.	Your Nutrilite Theatre (NBC)	1,110
3.	Robert Trout—News (12:00) (CBS)	1,064
Day, Saturday (Average for all programs)		(786)
1.	Gunsmoke (CBS)	1,711
2.	Robert Q. Lewis (Milner) (CBS)	1,480
3.	Allan Jackson—News (1:00) (CBS)	1,434

Copyright 1956 by A. C. Nielsen Company

VIDEODEX

Top 10 Spot Programs*

Dec. 1-7, 1955

	Name of Program	Homes %	Homes (000)	Cities
1.	Highway Patrol (Ziv)	18.7	6,109	143
2.	I Led Three Lives (Ziv)	18.4	5,972	128
3.	Dr. Hudson's Secret Journal (MCA-TV)	17.8	3,076	84
4.	Man Behind The Badge (MCA-TV)	17.7	2,281	60
5.	Badge 714 (NBC Film)	17.4	4,871	126
6.	Mayor of the Town (MCA-TV)	16.8	1,408	56
7.	Science Fiction Theatre (Ziv)	16.3	5,054	121
8.	Liberace (Guild)	16.1	4,000	94
9.	Kit Carson (MCA-TV)	16.0	997	48
10.	Douglas Fairbanks Presents (ABC Film)	15.9	2,810	38

* Appearing in a minimum of 20 markets.

Copyright, Videodex, Inc.

Four Buy Half-Million Sports Package on WCFL

JOINT PURCHASE of a sports package for 1956 by four advertisers, involving radio expenditures of more than $500,000, was announced last week by WCFL Chicago, local American Federation of Labor outlet.

The contract, similar to one negotiated last year, calls for share sponsorship of baseball, football and basketball by General Cigar Co. (through Young & Rubicam); Coca-Cola Bottling Co. of Chicago (through D'Arcy Adv. Co.); General Finance Loan Co. (Gordon Best Co. Inc.), and Oklahoma Oil Co. (Maryland Adv. Agency).

The four clients will rotate sponsorship of U. of Notre Dame (college) and Chicago Cardinals (pro) football broadcasts, as well as pre-game, half-time and scoreboard segments; all Chicago White Sox regular and exhibition game coverage, plus adjacencies; U. of Notre Dame basketball broadcasts with adjacencies; a schedule of spot announcements, and an off-season remote program from the Ambassador East Hotel.

Sportscasters Bob Elson and Don Wells will handle the majority of announcing assignments for coverage originated by WCFL. Notre Dame coverage is originated by that university's own special network.

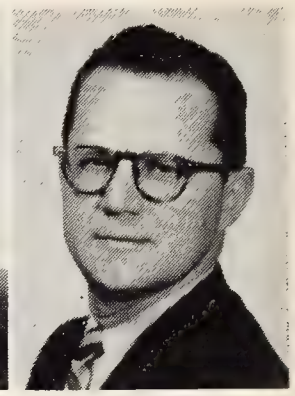
Martin, O'Reilly Become Vice Presidents at K&E

ACCOUNT EXECUTIVES Gerry Martin and Richard T. O'Reilly of Kenyon & Eckhardt's Detroit office were elected vice presidents of the agency last week.

Mr. Martin, who joined the firm last September, had been sales director of the former DuMont Television Network following a radio-tv career that started in 1935 when he was with NBC promotion and publicity and included various radio-tv and account executive posts in the agency field. Before joining K&E, Mr. O'Reilly held various posts with N. W. Ayer & Son, Detroit, most recent of which was account executive.



MR. MARTIN



MR. O'REILLY

H. J. Weil Changes Name; Three Elected Vice Presidents

THE NAME of H. J. Weil Inc., Buffalo advertising agency, has been changed to Gotthelf & Weil Inc. "in line with a general expansion of the company," it was announced last week.

Henry J. Weil, president, and Stephen Gotthelf, secretary-treasurer, who together formed the original firm in 1948, will continue in their respective capacities. Elected to vice presidencies are Ruth C. Quick, in charge of art; Peter King, director of television, and David I. Levy, in charge of creative services.

The agency recently moved to enlarged quarters in the Hurst Building, 47 West Huron St., Buffalo, where it has been located since 1950.

Thomas Greenhow Takes Post With McCann-Erickson, L. A.

THOMAS F. GREENHOW, director of talent operations, NBC, West Coast, has been appointed program director for television and radio at McCann-Erickson, Los Angeles, it was announced last week by C. Terrence Clyne, the agency's management director for television and radio.



MR. GREENHOW

Mr. Greenhow will report to George Haight, vice president in charge of the television and radio department. Before joining NBC, Mr. Greenhow headed the radio-television department of Famous Artists Corp. and before that was with Frederic W. Ziv.

At the same time, Joyce Cook was appointed production director for television and radio in M-E's Los Angeles office.

Pulse Shows It, Too!
Same Song - - Same Tune:

HIGHEST RATINGS

MORNING 44%
AFTERNOON . . 36%
EVENING 33%

K R N T

DES MOINES RADIO

WHERE SOMETHING HAPPENS EVERY HOUR OF EVERY DAY!

SALES RECORD BROKEN!

1955 Local Sales Volume Reached All-Time High and KRNT has had Some Pretty High Highs!

KATZ HAS ALL THE FACTS

Get the CHOICE* Advertising Buy In Iowa

KRNT . . . .

A Cowles Operation

*It's the choice of more local buyers who count their results at the cash registers. You can get the "local sell", too!

Bergen Evans talks



PRESS-TIME FLASH!

Fourteenth annual poll of the country's radio-television editors, conducted by *Radio-Television Daily*, ranks WBC's "Of Many Things" third among the five BEST NEW PROGRAMS of 1955!

WBC

"of many things" on WBC



. . . and shows

how exciting

radio

can be

today!

It's just one man talking into a microphone about any subject that strikes his fancy. But the man Bergen Evans has such wit and wisdom that "Of Many Things" is a newsworthy kind of program.

John Crosby in his syndicated column said, ". . . It's too bad it's not on more stations." *Variety* said, ". . . It's eminently satisfying programming. Radio could use a lot more of it."

WBC thinks that literate programs can be lively, and that education and showmanship mix very well. That's why the WBC radio stations produce "Of Many Things," in association with Louis G. Cowan, Inc. It is also why WBC recently produced a series of documentaries on the major problems of education and another series on childhood problems, "Growing Pains," featuring Helen Parkhurst.

They are all prompted by a basic WBC belief: That broadcast advertising is more effective on stations that have earned the respect and confidence of the communities they serve. For more facts call Eldon Campbell, WBC National Sales Manager, MUrray Hill 7-0808, New York, or your nearest WBC station. See why . . .

NO SELLING CAMPAIGN IS COMPLETE WITHOUT THE WBC STATIONS

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO	TELEVISION
BOSTON—WBZ+WBZA	**BOSTON**—WBZ-TV
PHILADELPHIA—KYW	**PHILADELPHIA**—WPTZ
PITTSBURGH—KDKA	**PITTSBURGH**—KDKA-TV
FORT WAYNE—WOWO	**SAN FRANCISCO**—KPIX
PORTLAND—KEX	

KPIX REPRESENTED BY THE KATZ AGENCY, INC.

ALL OTHER WBC STATIONS REPRESENTED BY FREE & PETERS, INC.

Allied Stores Meeting Hears NBC-TV Executive

FOR the first time in its history, the Allied Stores Corp., New York, last week invited a representative of the broadcasting industry to speak before a closed meeting of the corporation's executives. The semi-annual meeting of Allied sales promotion officials in New York last Thursday heard Murray Heilweil, manager of merchandising for NBC-TV, speak on the network's merchandising policies with respect to department stores.

Mr. Heilweil outlined briefly the operations of the NBC-TV merchandising unit in the department store field, and told the executives that the network was prepared to offer "editorial" support, providing that a promotion could become an integral part of a program and maintain the entertainment value of the show. He cited the department store feature on *Home*, which salutes a different outlet each week, as benefiting the store, the network and the sponsors whose products are exposed.

He recommended that proposed promotions be discussed with NBC-TV "well in advance" of the telecast date, so that adequate preparations can be made and maximum effectiveness achieved. Mr. Heilweil urged department store officials to initiate ideas and suggestions, pointing out that "merchandising is a two-way street."

Mr. Heilweil observed that department stores are meeting the population move to the suburbs by erecting stores there. Television, he said, could provide another step forward, bringing the stores "right into the home" of the potential customers. He predicted that television generally, and color tv in particular, will become "one of the best" advertising media for department stores.

GE Tv Receiver Dept. Plans Record Advertising Budget

A RECORD advertising budget has been set by General Electric's tv receiver department in support of its sales activities this year.

Specific campaigns which will perform "a pre-determined advertising task," as the company put it last week, will be undertaken during the year. All media will be used with the department continuing its participation in two ABC-TV shows, *20th Century-Fox Hour* and *Warner Bros. Presents.*



HAWAII HOLIDAY!

7 days—$469.50
from New York, plus tax,
including hotel and air fare

Fly United DC-7 Mainliners® for the fastest, most luxurious, service. Or fly United Air Coach with exclusive 2-abreast seating comfort.

UNITED AIR LINES

Remington Promotes Three

EXECUTIVE changes announced last week by the Remington Electric Shaver Div. of Sperry-Rand Corp., New York, affecting the advertising and sales departments, included Herbert Simpson, advertising manager, who was promoted to assistant general manager, and was succeeded by Robert P. Clarke Jr., formerly sales promotion manager, and A. C. Barioni, national sales manager, who becomes general sales manager.

Two Nielsen Men Promoted

EDWARD F. EVANS and George M. Baillie, local research services specialists at A. C. Nielsen Co., have been promoted to account executives for the market research firm. Mr. Evans will continue in the New York office and Mr. Baillie in Chicago, serving subscribers to local radio-tv measurement services, Nielsen Station Index and Nielsen Coverage Service and as liaison with stations and representatives.

A&A PEOPLE

Richard E. Gauen, vice president in charge of public relations and publicity for Young & Rubicam, Chicago, and account supervisor, appointed vice president of agency, which maintains separate publicity office.



MR. GAUEN

Elias B. Baker, Robert P. Crane Jr. and **Samuel E. Gill,** all vice presidents, Carl S. Brown Co., N. Y., elected to the board of directors of agency.

Frederick J. Wachter, vice president and copy director, Erwin, Wasey & Co. Ltd., promoted to vice president and general manager of agency's Chicago office.

Frank Kemp, assistant media director, Compton Adv., N. Y., for nine years and with firm since 1938, appointed vice president and director of media. He succeeds **Guy Richards,** who becomes media advisor.



MR. KEMP

Donald Wagnitz appointed vice president and office manager, Dallas office, Grant Adv. Inc., Chicago, and **George G. Sherry** appointed vice president. Both formerly operated their own agencies.

John Rohrbach appointed spot timebuyer at Needham, Louis & Brorby, Chicago, succeeding **Patricia Brouwer,** who resigned to join timebuying staff of Campbell-Mithun, Minneapolis. Mr. Rohrbach has been agency trainee.

Herbert G. Drake, vice president, J. Walter Thompson Co., N. Y., to Ted Bates, N. Y., as vice president and account executive on Brown & Williamson Tobacco Corp. products.

Donald T. Matthews, formerly in Tap-a-Cola Can marketing division, Pabst Brewing Co., Chicago, appointed Chicago regional account executive on Dodge Div. account of Chrysler Corp. at Grant Adv. Inc. He succeeds **Thomas E. Hardacre,** appointed manager of Grant's Calcutta, India, office.

Don Dickens, formerly group head at Needham, Louis & Brorby Inc., Chicago, to McCann-Erickson Inc., same city, as vice president and creative director.

Peter Franz elected vice president for plans, **Helmut Boenisch** vice president for creative services and **Alex Reitz** vice president for media and production at Wladie & Briggs Inc., Chicago agency.

Roland Berns appointed vice president and account executive at Allan David Adv., Chicago.

W. Leroy Marshall, 66, assistant advertising manager of Remington Rand Div., Sperry Rand Corp., died Jan. 10 at his Greenwich, Conn., home. Mr. Marshall created RCA Victor's "His Master's Voice" advertising picture and slogan.

Arthur A. Frooman promoted to vice president of sales and advertising, Silver Skillet Brands Inc. (frozen, canned foods), Skokie, Ill.

Ray L. Jordan appointed vice president and executive art director at Henri, Hurst & McDonald Inc., Chicago.

Philip E. Bash, formerly account executive, Clinton E. Frank Inc., Chicago, appointed vice president of agency.

Norman L. Peterzell, formerly with Biow Co., N. Y., to BBDO, N. Y., as account executive on National Cranberry Assoc. account.

Iris Baude, Byron H. Brown & Staff, L. A., to Ed Belford Agency, Studio City, Calif., in media buying department.

Jack Miller, formerly promotion manager, KCOP (TV) L. A., to Jimmy Fritz & Assoc., L. A., as merchandising and promotion manager.

Raymond P. Calt, copy director, Calkins & Holden Inc., N. Y., to Geyer Adv. Inc., N. Y., as copywriter.

AGENCY APPOINTMENTS

Aluminum Co. of America (Alcoa wrap), Pittsburgh, names Ketchum, MacLeod & Grove, Pittsburgh, for aluminum foil products. Agency already handles company's process equipment, chemicals, pigment, screening and institutional advertising.

L. B. Darling Co. (frozen meat products), Worcester, Mass., appointed Blaine-Thompson Co., N. Y.

General Electric Appliances, L. A. branch, names Stromberger, LaVene, McKenzie, L. A., effective Feb. 15. Mays & Co., same city, resigns account.

Hoffman Electronics Corp. (radio, tv sets), L. A., appoints Dan B. Miner Co., L. A.

Eckrich Packing Co. (meat products), Fort Wayne, Ind., names Frank Block Assoc., St. Louis, for campaign to introduce new package.

Whirlpool-Seeger Corp., St. Joseph, Mich., appoints Kenyon & Eckhardt Inc., N. Y., for RCA Whirlpool freezers and RCA Estate ranger. K&E also handles Whirlpool-Seegar Corp.'s home laundry equipment.

Welch, Collins & Mirabile Inc., Baltimore, adds: Burtell Mfg. Inc. (Thrf-T-Tool home workshop power tools), Baltimore; Western Md. Dairy, Baltimore, and Wyman Park Federal Savings & Loan Assn., Baltimore.

From NEWS SCENE to TV SCREEN...



within *minutes* on Du Pont High Speed Rapid Reversal Motion Picture Film!



News events break quickly . . . usually without warning. And in TV coverage where time is vitally important, the cameraman *has* to have a film he can depend on. The film must have fine grain, wide latitude and high speed to record effectively every news scene—especially under adverse shooting conditions like those shown above. But that's only half the assignment! The film you use must be processed quickly . . . so your footage can get on the screen while the news is still "news." Du Pont Rapid Reversal Film is specifically designed for TV spot coverage.

Photo-News Director Dick Hance of KSTP-TV, St. Paul, Minnesota, takes full advantage of the high speed of Du Pont Type 931 . . . even gets an ASA rating of 500 with special development! He feels Du Pont Type 930 and 931 Motion Picture Films deserve special credit for highest Twin City rating given his evening newscast.

And where quick processing is important, you can develop Du Pont Rapid Reversal Film at elevated temperatures. Processing can be completed in about 5 minutes . . . ready for projection.

Take advantage of the many features of these fine films in your own TV work! For more information, contact Du Pont, Photo Products Department, Wilmington 98, Delaware. In Canada: Du Pont Company of Canada Limited, Toronto.

DU PONT
MOTION PICTURE FILM

DU PONT
REG. U. S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING . . . *THROUGH CHEMISTRY*

DISTRICT OFFICES

ATLANTA 5, GA.	805 Peachtree Bldg.	Emerson 2841 or 2913
BOSTON 10, MASS.	140 Federal St.	Hancock 6-1711, Ext. 43
CHICAGO 30, ILL.	4560 Touhy Ave., Lincolnwood	Cornelia 7-1411
CLEVELAND 14, OHIO	1033 Union Commerce Building	CHerry 1-1348
DALLAS 7, TEX.	1628 Oak Lawn Ave.	Riverside 1404
HOLLYWOOD 38, CAL.	7051 Santa Monica Blvd.	Hollywood 9-5147
NEW YORK 11, N. Y.	248 West 18th St.	WAtkins 4-3100
PHILADELPHIA 2, PA.	225 South 15th St.	PEnnypacker 5-6160
EXPORT	Nemours Building, Wilmington 98, Delaware	

Philip Wylie's great stories
from the pages
of the **POST**

to **TV** screens...



CRUNCH

This brand-new series of 39 half-hour films is proving as popular with sponsors as the Philip Wylie CRUNCH and DES stories have been with readers of the POST for 17 years. And no wonder! They're wonderful stories of drama, romance, action, comedy, adventure...all realistically filmed on location in colorful Bermuda. Everything about this series adds up to a great popular success!

IN OVER 50 MARKETS THE FIRST TEN DAYS!



and DES *starring* FORREST TUCKER

Your markets may still be available, but don't delay.
Call or wire for an audition print...today.

NBC FILM DIVISION

SERVING ALL SPONSORS...SERVING ALL STATIONS

30 Rockefeller Plaza, New York 20, N. Y.
Merchandise Mart, Chicago, Ill.
Sunset and Vine Sts., Hollywood, Calif.
In Canada: RCA Victor, 225 Mutual St., Toronto; 1551 Bishop St., Montreal

FILM GROUP DEVISES UNIFORM CONTRACT

Trade association committee ends two years of work with adoption of recommended form for use by tv stations in negotiations with advertisers and agencies.

NARTB's Film Committee last week concluded two years of preparation for a uniform contract form for film purchases.

The committee, headed by Harold P. See of KRON-TV San Francisco, adopted a recommended contract form which stations and distributors may use, just as uniform contracts are employed in negotiations with advertisers and agencies.

The recommended form, collated by NARTB, will be distributed starting Thursday. It will be offered all tv stations for their voluntary use.

Chairman See, NARTB staff executives and committee members have contacted distributors, producers and other interested parties in developing provisions meeting industry practices.

Three-fourths of tv stations have no contracts of their own, the committee found. The other one-fourth operate with diversified language and requirements.

Some of the delays involved in the committee's two-year job have been due to the fact that distributors have no form of organization. This required contacts with individuals in an effort to decide what language was necessary to protect both parties.

In future negotiations the contracting parties will be able to reach a quick accord on all but rates and special demands because they are in a position to accept all or part of the recommended contract language.

The front page of the form, which covers flexible items in contracts, opens with a paragraph covering grant of limited license to reproduce the film. Scheduling language includes title and other details. Other paragraphs cover term of license and delivery details. The recommended language specifies that delivery is not effective until the film is on the premises of station or agent. Return of the film takes place when it reaches the proper designee. Bicycling practices are recognized.

Contract Is Flexible

Most of the language uses the word "picture" to describe the product. The contract is sufficiently flexible to include tape-recorded pictures. Warranties on past showings are covered by a run-and-clearance section. Other front-page provisions cover payment of fees (10th day of month after showing is suggested). Performance is defined as payment of fee and return of picture.

The back page of the uniform contract applies to warranties, rights and similar subjects considered more suitable to standard industry practices. While these can be changed at the pleasure of negotiators, it was felt that in many cases the parties would accept a heavy share of the language.

Opening paragraph covers lessor warranties on ownership of rights; other contracts that might be involved; violation of property rights; protection against claims by third persons. A paragraph specifies that pictures must be physically suitable for exhibition.

Under music performance rights, three categories are listed: 1, ASCAP, BMI or SESAC; 2, public domain; 3, controlled by lessor. The lessor is to furnish all necessary information about music, including data on composers, publishers and licensing organizations.

If a film is found by the lessee to be unsuited for showing because of physical defects, provision is made for remedy of flaws or substitution; otherwise the station is relieved of contract obligations.

Alterations language permits minor station cuts to conform to the NARTB Tv Code, FCC rules, or time requirements. Restoration to original condition is required. Rejection provisions permit the station to turn back a picture because it fails to meet station policy, FCC requirements, the code or related factors. Provision is made for substitution of another picture.

Stations also retain the right to cancel showings in case of outstanding special events, for example, with provision for reasonable notice and extension of license terms. A paragraph covers acts of God.

NARTB's Film Committee received a report on a proposal to draw up a film manual. Work is underway on the manual and distribution is scheduled for early June.

Committee members at the meeting, besides Chairman See, were Paul Adanti, WHEN-TV Syracuse, N. Y.; Joseph L. Floyd, KELO-TV Sioux Falls, S. D.; Elaine Phillips, WSPD-TV Toledo, Ohio; Raymond Welpott, WRGB (TV) Schenectady, N. Y. Irving Rosenhaus, WATV (TV) Newark, was excused. Representing NARTB were President Harold E. Fellows; Thad H. Brown Jr., tv vice president; Edward H. Bronson, director of tv code affairs; Robert L. Heald, chief attorney; Joseph M. Sitrick, manager of publicity and informational services, and Dan W. Shields, assistant to the tv vice president.

ERWIN EZZES RESIGNS FROM GUILD FILMS



MR. EZZES



MR. KAUFMAN

RESIGNATION of Erwin H. Ezzes as vice president and sales manager of Guild Films Co., New York, was announced last week by Reub Kaufman, president, who said that he himself would assume sales supervision of Guild Films.

Mr. Ezzes joined Guild Films in February 1955, coming from Motion Pictures for Television, where he was vice president in charge of sales.

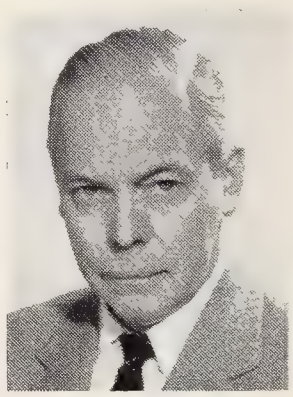
It was reported that Mr. Ezzes will renew a long-time association with Matthew Fox, president of C & C Television Corp., which will distribute the RKO Radio library of 740 feature films and more than 1,000 short subjects. For almost 10 years, before joining Guild Films, Mr. Ezzes was continuously with Mr. Fox at United World Films and at Motion Pictures for Television.

Mr. Kaufman reported that Guild plans to expand its world-wide television sales effort in 1956 and increase its sales staff. Art Gross, assistant sales manager, will continue in his present capacity, reporting to Mr. Kaufman.

Later this month, Mr. Kaufman, accompanied by Aaron Katz, Guild Films treasurer, will leave for a business trip to Europe. He will visit England, Italy, France and Germany and expects to negotiate several co-production agreements, as well as sales on current company properties.

Gilmour Heads New East Coast Film Firm

FORMATION of East Coast Television Inc., New York, producers of tv film commercials, industrial motion pictures and sales training films, is being announced today (Monday) by John Gilmour, president. Offices and studios have been established at 157 E. 69th St., New York 21. Telephone is Regent 7-9200.



MR. GILMOUR

Other officers of the company are William Huston and Ezra R. Baker, executive vice presidents, and Ben Krantz, treasurer and production manager. The four executives of the new company all were associated most recently with Screen Gems Inc.

Robert E. Gips Appointed Gold Productions Director

ELECTION of Robert E. Gips as vice president in charge of productions for Mel Gold Productions, New York, was announced last week by Melvin L. Gold, president. Mr. Gips, production supervisor of the company since 1954, also has been elected a director.



MR. GIPS

Previously, Mr. Gips had been with National Screen Service, New York, for two years, as assistant to the television director. He is a board member of the National Television Film Council.

Jary Tv Film Firm Formed

ESTABLISHMENT of Michael Jary Productions Inc., New York, as a production company for tv film programs and commercials, was announced last week by Michael Jary and Jay Frankel, principals in the new firm. Mr. Frankel will be in charge of the New York office at 11 W. 42nd St.

The firm will maintain studios in Hamburg, West Germany, where production of three pilot films has begun. Mr. Jary, a European film producer and composer, plans to use English and American performers in Europe for his tv series and claims the new company will produce film programs at about one-third the cost of a similar operation in the U. S.



Harvey Dinkins, Farm Service Director, with the National Safety Council's Public Interest Award presented to WSJS Radio-Television for exceptional service to safety on the farm 1954-55.



F. O. Carver and his news staff with the distinguished achievement award for radio news reporting presented to WSJS-Radio by the National Association of Radio and TV News Directors and the Medill School of Journalism of Northwestern University.

In North Carolina's rich Piedmont

They look . . . they listen to the winner!

WSJS wins national awards for distinguished service in Farm Safety and News Reporting

Outstanding WSJS-Radio and Television program features have long claimed audience loyalty in the big WSJS coverage area. Again national recognition by impartial judges attests to this quality and effectiveness. When you plan your radio and television schedules, consider first the audience and coverage leadership offered by WSJS Radio and Television in Winston-Salem, N. C.

WSJS
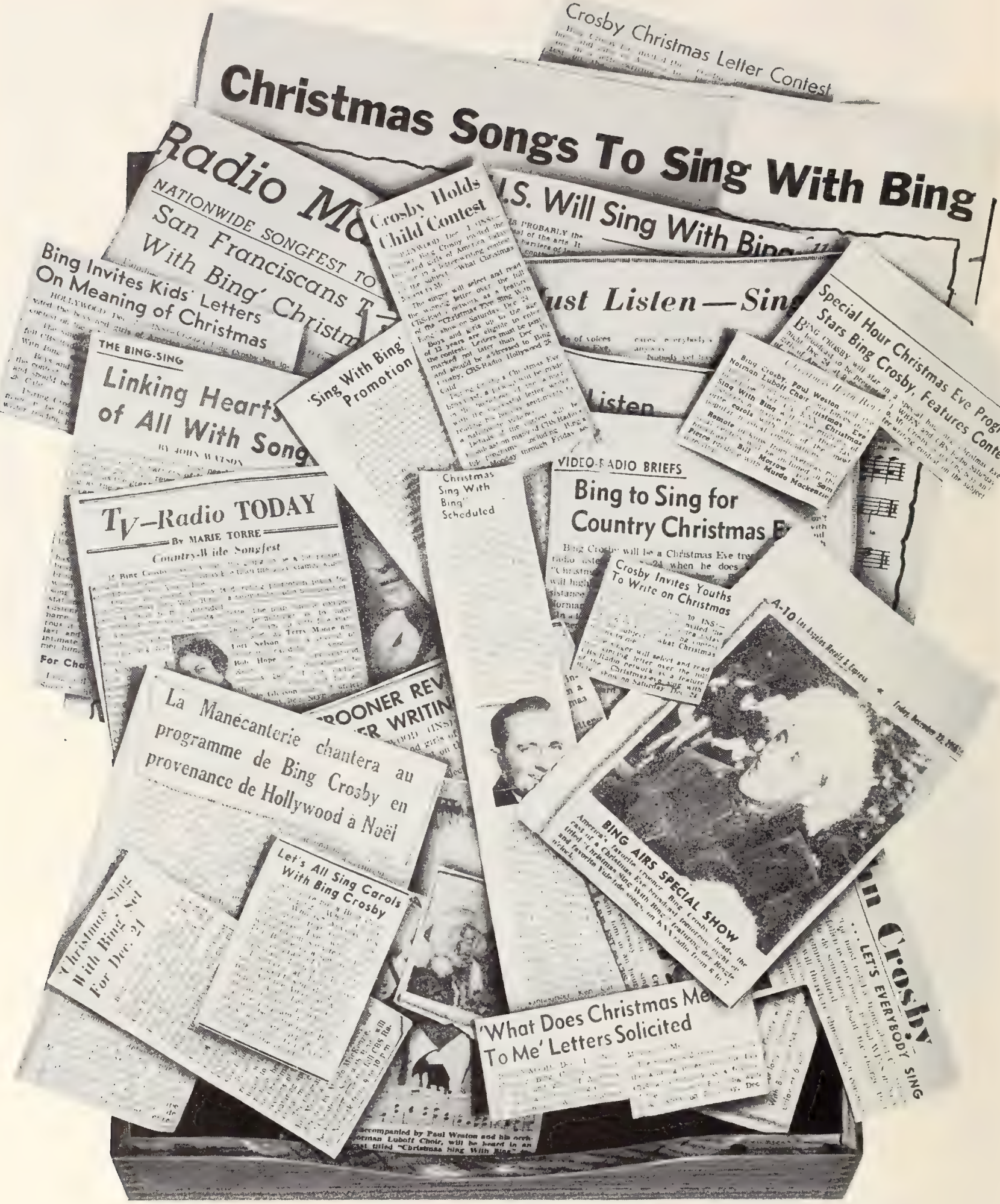
RADIO 5000 W • 600 KC • AM - FM

TELEVISION 316,000 WATTS

WINSTON-SALEM, N. C.

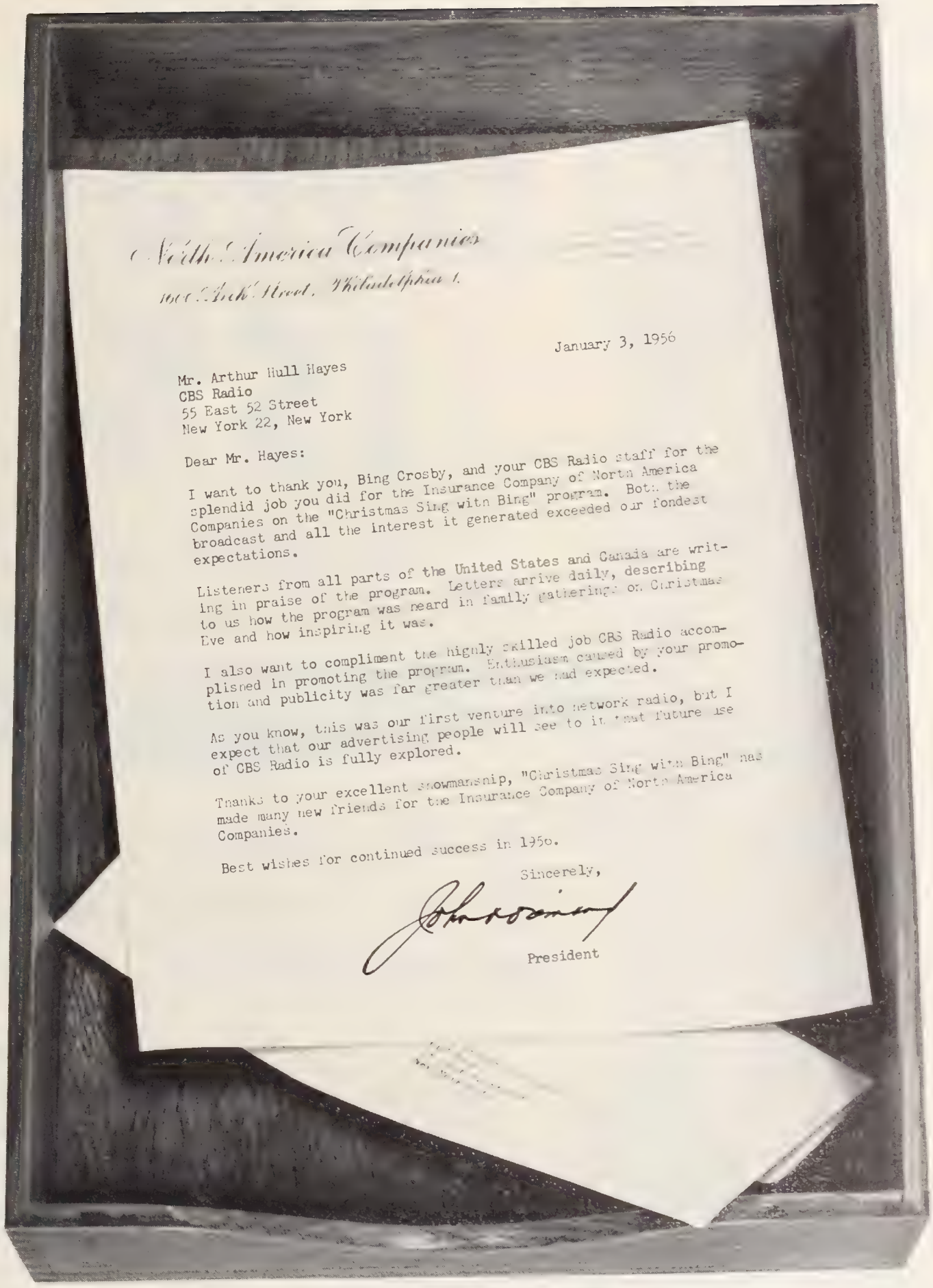
NBC for WINSTON-SALEM GREENSBORO HIGH POINT AFFILIATE

HEADLEY-REED, Rep.



IN

In came an unprecedented flood of attention and applause for a "one-time" show...
the right show for the right night... on the right network.



North America Companies
1600 Arch Street, Philadelphia 1.

January 3, 1956

Mr. Arthur Hull Hayes
CBS Radio
55 East 52 Street
New York 22, New York

Dear Mr. Hayes:

I want to thank you, Bing Crosby, and your CBS Radio staff for the splendid job you did for the Insurance Company of North America Companies on the "Christmas Sing with Bing" program. Both the broadcast and all the interest it generated exceeded our fondest expectations.

Listeners from all parts of the United States and Canada are writing in praise of the program. Letters arrive daily, describing to us how the program was heard in family gatherings on Christmas Eve and how inspiring it was.

I also want to compliment the highly skilled job CBS Radio accomplished in promoting the program. Enthusiasm caused by your promotion and publicity was far greater than we had expected.

As you know, this was our first venture into network radio, but I expect that our advertising people will see to it that future use of CBS Radio is fully explored.

Thanks to your excellent showmanship, "Christmas Sing with Bing" has made many new friends for the Insurance Company of North America Companies.

Best wishes for continued success in 1956.

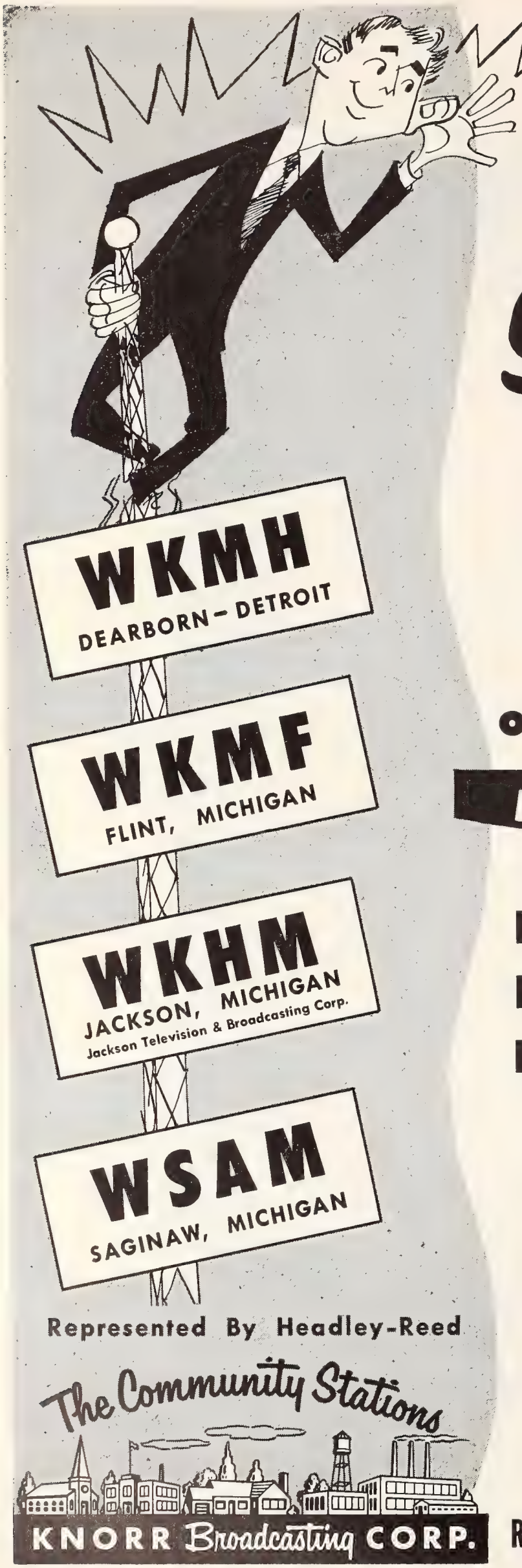
Sincerely,

President

OUT

Out came a letter of thanks and appreciation from a pleased company president... pointing up again the power of dynamic radio, dynamically used!

THE CBS RADIO NETWORK



NOW! SAVE up to 15%

By Buying 2 or More of These Powerful Stations

HERE'S HOW IT WORKS

Buy All 4 Stations...SAVE 15%

Buy Any 3 Stations..SAVE 10%

Buy Any 2 Stations..SAVE 5%

Now, you get more for your money than ever before! You get the biggest buy in radio in Michigan's Knorr Broadcasting Corporation's combined 4-Station deal! Here, bounded by Detroit, Jackson, Flint and Saginaw is 80% of Michigan's 6-billion dollar buying power. That's where nearly 100% of the homes and over 85% of the automobiles have radios. That's where WKMH, WKHM, WKMF and WSAM command the biggest listening audience, because that's where *everybody* likes News, Music, Sports.

REACHES MICHIGAN'S BIGGEST BUYING POWER

DISNEY PRODUCTIONS EARNINGS DOUBLE IN '55

Increase in income not attributed to new ventures into tv production or Disneyland Amusement Park but to two feature movies. Television to be cut back it it doesn't pay.

EARNINGS of Walt Disney Productions last year were double those of 1954 but were not attributed to new ventures into television production or Disneyland Amusement Park at Anaheim, Calif., company President Roy O. Disney announced last week. If television doesn't pay off, it will be cut back, he said.

Two feature movies, "20,000 Leagues Under the Sea" and "Lady and the Tramp," accounted for the major share of gross income of $24,638,652 last year, up from $11,641,408 in 1954. Net income last year totaled $1,352,576 or $2.07 a share, compared to $733,852 and $1.12 a share in 1954.

Mr. Disney, brother of Board Chairman Walt Disney, said the company's extensive film production commitments to ABC for the *Disneyland* and *Mickey Mouse Club* series involve "more hours of entertainment than the company produced in its entire history prior to going into television" and has required expanding employment to 1,271 from 855 a year ago.

"However, with respect to future television production," he said, "unless we can realize a proper direct profit from television pictures our output in this medium will be greatly reduced. Our television production costs to date have been substantially greater than the direct income. Fortunately, we have been able to recover most of these excess costs from other revenue indirectly attributable to television."

Other income, from publications, newspaper comics, licensing cartoon characters and music, swelled to $4,416,057 last year, Mr. Disney reported, up from $2,664,024 the previous year. Firm's fiscal year ended Oct. 1, 1955.

Interstate Television Corp. Billings Rise 100% in Year

GROSS BILLINGS at Interstate Television Corp., Hollywood, showed a 100% increase during 1955 over the previous year, according to G. Ralph Branton, president.

During 1955 Interstate acquired syndication rights to *Public Defender, I Married Joan,* and 32 motion picture westerns made available to television. Robert Newgard, western sales manager for the company, revealed that it now has acquired the Bing Crosby Enterprise film catalogue consisting of *Counterpoint, Royal Playhouse,* and the Ken Murray show *Where Were You?*

Interstate, a subsidiary of Allied Artists, also has ready for distribution 26 color films made by the parent company between 1948 and 1952.

Kling Remodeling Underway

EXTENSIVE remodeling of animation, sound and projection equipment is underway at Kling Film Productions, Chicago, it was announced Wednesday. Renovation program is proceeding under Harry W. Lange, whose appointment as executive vice president [B•T, Jan. 2] was confirmed the past week by Robert Eirinberg, president of the parent Kling Studios Inc. Mr. Lange resigned from Sarra Inc., production firm, to join Kling.

Border Patrol Series

CBS-TV Film Sales is discussing the prospects of a new tv film series with the U. S. Immigration Service, based on the activities of the U. S. Border Patrol. If approval is forthcoming, the one-half hour, dramatic series will go into production shortly for tv presentation next summer.

NBC Film Division Reports Record Year

SALES at NBC Film Div. last year were the largest in its three-year history and 20% above 1954, it was announced last week by Carl M. Stanton, NBC vice president in charge of the division, in a year-end review of activities.

Mr. Stanton attributed the record sales year not only to continued active sponsorship of such long-time properties as *Dangerous Assignment, Badge 714, Life of Riley, Victory at Sea* and *Hopalong Cassidy,* but to the several extensive regional sales on such new programs as *The Great Gildersleeve* and *Steve Donovan, Western Marshall* to Langendorf United Bakeries, Hekman Biscuit Co., Lucky Lager Brewing Co., Colonial Stores and Brock Candy Co.

The fall sales season of 1955, Mr. Stanton said, was "the largest quarter in the history of the NBC Film Div. "He added that the fourth quarter, usually "a slow selling season," was 51% ahead of the fourth quarter of 1954.

In line with this expanded sales activity, Mr. Stanton said, the NBC Film Div. is moving to larger quarters at 659-663 Fifth Ave., New York, on or about Jan. 23.

Guild Sells 'Popcorn Theatre' To Independent Grocers Assn.

REGIONAL sale of a newly-created tv film series, *Popcorn Theatre,* to the Independent Grocers' Assn. for showing in 17 markets was announced last week by Reub Kaufman, Guild Films president.

The one-hour program, conceived by George Gale and contracted to Guild Films, features a new character, Poppo the Clown, and consists of comedy skits, cartoons and film featurettes. It was tailored specifically for the grocery trade, according to Mr. Kaufman, and has merchandising aids available for supermarkets, including Poppo comic books, clowns and costumes.

Mr. Kaufman reported that Guild Films had its best December in history last month, with a total of 90 market sales.

Blatz Buys 'Man Called X' For Eight Markets in Wis.

PACED by a regional sale of *Man Called X* in eight Wisconsin markets to the Blatz Brewing Co., Milwaukee, total sales on the Ziv Television Programs tv film series have reached the 83 mark, it was announced last week by M. J. Rifkin, vice president in charge of sales.

The purchase by Blatz is expected to cover all television homes in Wisconsin, according to Mr. Rifkin. The Blatz sponsorship is set for early February. Agency is Norman, Craig & Kummel, New York. Other recent sales on the series include contracts to Miles Labs., Genesee Brewing Co., Brown Velvet Co., Ziegler Meat Packing Co. and Texas Coffee Co.

Reed Tv Inc. Formed To Film Commercials

A NEW COMPANY—Roland Reed Tv Inc.—has been formed. It takes over production of Roland Reed-Gross Krasne Tv Commercials, which last year produced $700,000 of television's commercials. Announcement was made last week.

The board of directors of Roland Reed Tv Inc. includes Roland Reed, president; Guy V. Thayer Jr., executive vice president, and James Fay, secretary-treasurer.

In addition to making commercial and industrial films, the company will concentrate on developing tv series. Soon to go into production is a pilot film for a series featuring fire fighters throughout the nation.

Gross-Krasne Inc. will continue to film tv series and theatrical features. The company will produce the *Test Pilot* series, starring Preston Foster, for which a pilot recently was made. *Big Town* and *The Lone Wolf* are other Gross-Krasne series.

In addition to Messrs. Reed, Thayer and Fay, officers of Roland Reed Tv Inc. include Frank Bibas, vice president in charge of production; George Faust, vice president and national sales manager; Russell Raycroft, vice president, creative consultant, and eastern representative, and Burton Neuberger, Jay Norman, and Hampton Howard, vice presidents.

Screen Gems 'Circus Boy' To NBC for Fall Showing

IN ITS first program sale of the 1956-57 broadcasting season, Screen Gems Inc., New York, announced last week it has entered into a licensing agreement with NBC-TV to present its new series, *Circus Boy,* starting in October. Screen Gems said it was the first time it had licensed a tv series directly to a network.

The series is slated to be carried on NBC-TV in Class A time either on Friday, Saturday or Sunday. A sponsor will be announced shortly, according to Screen Gems. Produced by Herbert B. Leonard and Norman Blackburn, *Circus Boy* centers around the adventures of a young boy who is adopted by a circus troupe. The series features 12-year-old Mickey Braddock, Noah Berry Jr. and Bob Lowery.

Sonderling Sells Interests In United, Klein Companies

EGMONT SONDERLING, president and general manager of WOPA Oak Park, Ill., and KXEL Waterloo, Iowa, has sold his interests in United Film & Recording Studios, Chicago, and in Klein & Assoc. advertising agency and production company to the only other stockholder, William L. Klein, it was announced last week.

Mr. Sonderling was co-founder of these enterprises in the early 1930's and was general manager of both until 1950. In October, 1950, he became associated with WOPA, and a year ago he headed a group that bought control of KXEL. Dividing his time between Oak Park and Waterloo, he currently is active as general manager of both radio stations.

Catholic Council Releases Filmed Series for Tv

THE National Council of Catholic Men has announced that its new film series, *We Believe,* is now available for free distribution to the nation's television stations. The series has been telecast in approximately 40 selected markets



HERO:

one of a series of paintings
of Washington by William Walton
commissioned by **WTOP Television**
at Broadcast House, Washington, D. C.

Represented by CBS Television Spot Sales



HERO *by William Walton.*
Third of a series of paintings of Washington
commissioned by **WTOP Television**
at Broadcast House, Washington, D. C.
Originally published in Broadcasting-Telecasting,
January 9, 1956.
Reprints of this series available on request.

for the past three months and the council reported that audience reaction was so good the series is being released nationwide ahead of the original schedule. Promotional materials for use at local level are also provided by NCCM.

We Believe consists of 13 half hour programs explaining basic Catholic beliefs in non-controversial, informal style. The Rev. James J. McQuade, S.J., of John Carroll U., Cleveland, is featured on the program.

FILM SALES

Interstate Television Corp., N. Y., reported new sales of *I Married Joan* in nine markets, *Jubilee Feature Package* in 13 markets and *Action Adventure Series* in nine markets.

Studio Films Inc., N. Y., has sold Studio Telescriptions musical library to KGGM-TV Albuquerque, N. M., KBET-TV Sacramento, Calif., KDUB-TV Lubbock, Tex., WBRE-TV Wilkes-Barre, Pa., KERO-TV Bakersfield, Calif., KFAR-TV Fairbanks, KENI-TV Anchorage, WCHS-TV Portland, Me., KTVO-TV Ottumwa, Iowa, and KMID-TV Midland, Mich.

FILM DISTRIBUTION

Association Films, N. Y., reports heavy demand from television stations for its documentary film in color and black-and-white, "A Matter of Time." Film, 13½ minutes, was produced for Institute of Life Insurance and deals with ways of avoiding heart trouble. Is available free to stations.

FILM PRODUCTION

Television Screen Productions, N. Y., is producing series of three, 20-second tv film spot announcements for American Legion Auxiliary for presentation during Poppy Campaign next May.

FILM RANDOM SHOTS

Circle Film Labs Inc., N. Y. tv film processor, introduced process which it claims increases the life expectancy of original negatives 200-300%.

United Film and Recording Studios, Chicago, reports doubled volume in 1955 and organization has added new personnel to its production and technical departments. Currently under production at United is *It's Baby Time* and other series, as well as national tv spots and industrial films.

CBS Radio's promotional film in color on changing character of American market and its effect on advertising media has been made available to Office of Technical Service of U. S. Dept. of Commerce for use in more than 50 U. S. Operations Missions overseas.

FILM PEOPLE

Perry W. Liebler, national advertising and publicity director, RKO Radio Pictures, subsidiary of RKO Teleradio Inc., has resigned, effective Feb. 1.

Theodore H. Markovic, formerly supervisor of NBC film library, appointed manager of NBC film exchange services.

Lee Carrau, former agency producer, Wade Advertising Inc., L. A., to Ozzie Glover Productions, L. A., as producer-director.

Duke Snider, Brooklyn Dodger centerfielder, signed by Screen Gems Inc., L. A., to play leading role in "Hero Father," episode of *Father Knows Best* series.

William L. Klein, president of United Film & Recording Studios, Chicago, married to **Marilyn Friedel,** advertising and public relations head of United.

THE ONE-TWO STORY

Consistently first choice in the Columbus Market

20 top pulse rated programs

day and night

CBS for CENTRAL OHIO WBNS radio COLUMBUS, OHIO

ASK JOHN BLAIR

NCAA CONTINUES LIMITED TV GRID FARE

Delegates at 50th annual convention of association in Los Angeles vote for television coverage of collegiate sport under same general plan of restriction as used last year.

TELEVISION COVERAGE of collegiate football this year will continue under the same general plan of restriction as that in effect last year, delegates at the 50th annual convention of the National Collegiate Athletic Assn. voted in Los Angeles last week. The 1955 NCAA plan, which allowed some regional and local games to be aired in addition to eight national telecasts, was considered to be a more liberal approach to college football telecasting than earlier NCAA plans.

There was a hint uhf stations may get some relief because of their smaller coverage areas. At the present, geographic restrictions governing telecasting exceptions are the same for both vhf and uhf stations.

Thursday afternoon the NCAA policy board announced the selection of its 12-man Television Committee, including nine holdovers from the 1955 committee, touching off predictions that the forthcoming plan will be patterned on the previous schedule. This was strengthened by the recommendation of the 1955 committee that the new group retain the same provisions of last year's program.

The new tv committee reportedly will meet before the end of the month in an effort to beat last year's timing in submitting a new plan to the full NCAA membership for a mail referendum. Last year's plan went to the membership on March 11.

NCAA officials told B•T the convention's directive to the new committee does not limit the scope of the committee in formulating a new plan except that the 1955 committee urged that some regional and local games be allowed on tv in addition to an unspecified number of national games. The rule of thumb is to provide that each team have one national and one regional appearance.

The new committee in making up its plan has freedom to arrive at a completely new formula that might allow 10 national games—or less than last year's eight—if it wishes, NCAA officials said. The same freedom applies to possible restrictions on regional and local games.

The speculation about deviation was not pronounced, though, since the 1955 committee reported such favorable results with its plan. The convention itself implied approval of the old plan when it passed the resolutions of the 1955 committee with very slight comment and only one dissenting vote—Notre Dame—out of a vote potential of 212. By contrast, television coverage was the subject of extensive convention discussion last year, before the more liberal approach was adopted.

While cooperating with the NCAA program, Notre Dame consistently has stood for unrestricted televising of games.

Gate Receipts and Tv

Concurrent with its report, the 1955 tv committee released report number seven of the National Opinion Research Center's study of the effect of television on gate receipts. Affirming earlier analysis that unrestricted tv hurts the college gate, the report noted the continued uptrend of gate receipts under the restricted television program. The report said that the 3.3% gain last year represented an estimated 14,556,000 advance in paid admissions, just above the 1951 level but still almost 700,000 below the pre-television years of 1947-48.

"This gradual narrowing of the gap between pre-television and current attendance levels," the NORC report said, "is undoubtedly a reflection of the continued growth in both student enrollment and national income. If these general trends of enrollment and income continue upward and the type of tv competition remains substantially the same, total college football ticket sales may soon fully regain their previous peak levels and go on to new records as the economy continues to flourish."

The resolutions approved by the convention directed that a new committee be selected and hearings held at which colleges and all other interested parties may appear and have "full opportunity to be heard and to make proposals for the 1956 television program." After the hearings, the committee is directed to "formulate a 1956 televison plan in accordance with the general spirit and purposes of this resolution and after full consideration of the suggestions contained herein, the information obtained at the hearings and such other explorations as it deems necessary and proper in light of the constant changing conditions in the field."

The resolution also directed the committee "to continue to study the present and potential effects of delayed, subscription and closed circuit television upon college football and shall have

"WIBW-TV HAS THE CLEAREST PICTURE"

—that's what TopekAREA viewers told Dr. Whan's surveyors!* Add the **clearest picture** to a proven preference for WIBW-TV's **sports, news, weather,** and **farm service,** and you have the reason why WIBW-TV is **most watched** throughout the farms and small towns in 20 Kansas counties.

* Dr. Forest Whan's *TV Study of the TopekAREA Audience,* a gold mine of hard-to-find information on TV listening habits, is yours for the asking. Just call your Capper man or write Topeka.

WIBW-TV Channel 13 VHF
SEE YOUR CAPPER MAN
The Kansas View Point

CBS
ABC

TOPEKA, KANSAS
Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV in Topeka
KCKN in Kansas City
Rep: Capper Publications, Inc.

DOMINANT

. . . *In Programs*

250 HOURS OF SPONSORED NETWORK SHOWS IN DECEMBER . . . PLUS TOP LOCAL & FILM FEATURES

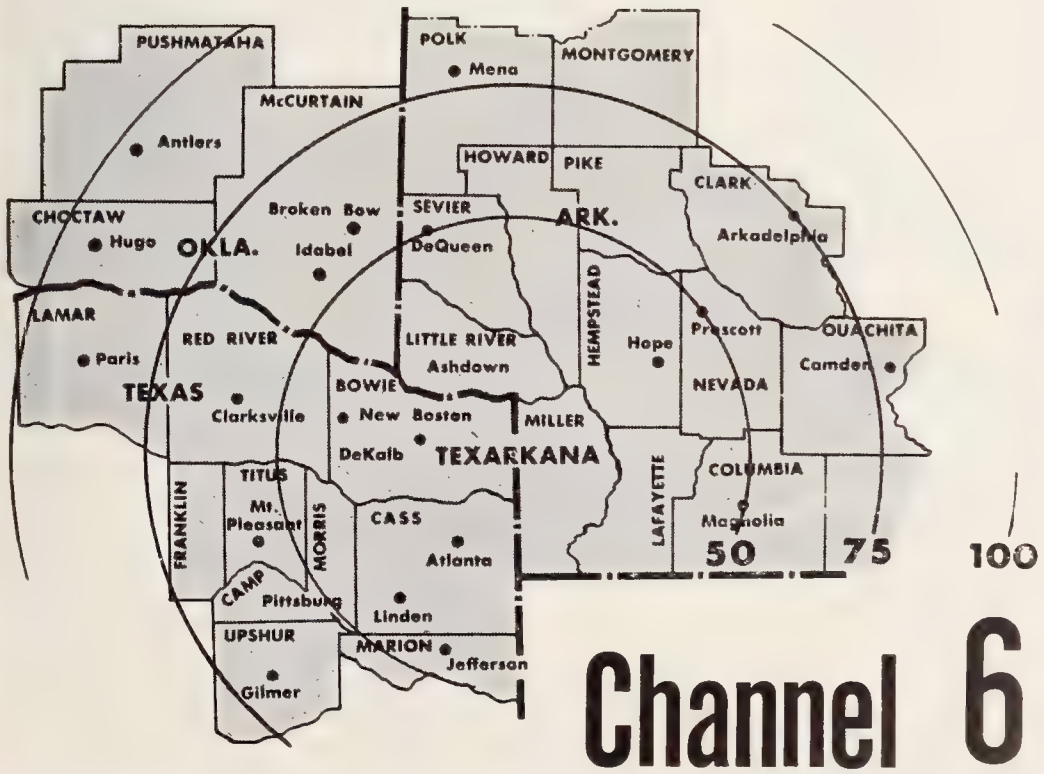
. . . *In Power*

100,000 WATTS ON CHANNEL 6 SINCE MAY, 1954 . . . PENETRATION OF AREA ALREADY ACCOMPLISHED

. . . *In Audience*

65% TOTAL WEEKLY SHARE IN 26-COUNTY AREA TELEPULSE (Sept. '55). FIRST IN EVERY PROGRAM PERIOD

The Powerhouse of the Southwest



Channel 6

CBS - ABC

INTERCONNECTED

KCMC-TV

TEXARKANA
TEXAS–ARKANSAS

Represented By
Venard, Rintoul & McConnell, Inc.
Walter M. Windsor, General Manager

authority to include in the 1956 television plan such provisions with respect thereto, if any, as it deems necessary to prevent adverse effects upon college football."

In its conclusions and recommendations to the new committee, the 1955 committee expressed the opinion that the 1955 plan "embodying both national and regional features, was successful and has greater possibilities of accomplishing all of the objectives of NCAA's controlled program than predecessor plans. Accordingly the committee recommends to the 1956 Television Committee that it give careful consideration to the 1955 plan with the thought of embodying both regional and national features in some combination in the plan to be finally adopted by the 1956 committee."

Chairman of the 1956 committee is Howard Grubbs, Southwest Athletic Conference, who was a member of the 1955 committee. Others renamed by the council to the new committee include Warren P. McGuirk, U. of Massachusetts, District 1; Robert J. Kane, Cornell U., District 2; Douglas Mills, U. of Illinois, District 4; Earl S. Fullbrook, U. of Nebraska, District 5; Mr. Grubbs, District 6; E. L. Rommey, Mountain States Athletic Conference, District 7 (last year's chairman); Theodore Harder, Santa Barbara College, small colleges (West); Asa S. Bushnell, Eastern College Athletic Conference, member-at-large, and Walter Byers, NCAA executive director, member-at-large. New appointments include James Weaver, Atlantic Coast Conference, District 3; Alfred R. Masters, Stanford U., District 8, and Rix N. Yard, Denison U., small colleges (East).

NCAA last year awarded its eight-game national schedule to NBC-TV under a competitive bidding system. NBC-TV paid $1.25 million for rights. NCAA officials estimated last week another $1 million was received in tv rights through regional telecasts.

NBC-TV sponsors for three of four combination segments included Schick Co., General Cigar Co. and the Crosley-Bendix Division of Avco Corp. The fourth segment was sponsored on 43 stations by Gulf Refining Co., while the remaining 82 stations were sold on a cooperative basis.

Twenty regional games were carried on NBC-TV and CBS-TV under various sponsorships while the NCAA allowed 14 small college games to be aired in local markets.

The 1955 plan generally allowed each team only one national and one regional appearance on television, with certain exceptions. These included instances of advance gate sell-outs and cases where the home team was playing far afield and home-town telecasting would not affect another game. Generally, the exceptions required prior approval of an administrative committee.

Vhf-Uhf Differential

The rule-of-thumb in determining exceptions has been the 90-mile radius of the television station involved. There was no distinction between uhf or vhf stations, but the 1955 committee report suggested that "in the future different sets of regulations may be needed for vhf transmitters on one hand and uhf facilities on the other."

The NORC report said the study series disclosed: "1950—heavy attendance losses under a policy of unlimited television, in spite of a relatively small number of tv sets. 1951—a slackening of the expected rate of loss, as a result of the NCAA program of limited tv. 1952-53—a general stabilizing of attendance trends at lower levels, as tv ownership approached universality and the limited tv program remained in effect. 1954—resumption of moderate gains in attendance, as student enrollments and national income continued to grow, and the television situation remained the same."

Study No. 7 noted that "the modest rise in attendance during the past year occurred despite a further increase of 4 million new tv sets during 1955. As predicted in our previous reports, the maximum harm of limited tv competition was probably reached in 1953, when practically every football fan already had easy access to a tv set. Since then, it is believed that the new tv set purchasers consist primarily of persons in the lower economic groups, who never had a great interest in college football and were not attenders anyway, and persons who are merely replacing older- and smaller-screen sets. Consequently, as was expected, these additional purchases of tv sets have had little adverse effect on actual attendance levels.

"It should also be emphasized that the upturn in ticket sales in 1955 occurred under a limited television program, and that college football attendance—in spite of vast population and income gains—still remains below the pre-television peaks. Were the present limited television program to be replaced by wide-open televising of major games, or by any other program which would substantially increase the number of top games available locally on tv screens, all evidence indicates a renewed adverse effect on attendance levels generally."

INTL. BOXING GUILD GETS DOUBLE SETBACK

Maryland decision to go along with New York ban prompts DuMont to keep Monday night bouts in N. Y. In Cleveland, Guild is indicated on antitrust charges in connection with boycott of WEWS (TV) studio fighters.

DuMONT BROADCASTING Corp. reported last week that its co-op telecasts of Monday night boxing bouts will continue to emanate from New York, though plans had been made to present the fights from sites outside the state [B•T, Jan. 9]. This action followed a move by Maryland officials to recognize an order of the New York State Athletic Commission, banning the International Boxing Guild of New York from operating in the latter state.

DuMont had planned to originate several telecasts of bouts from Baltimore and subsequently operate from other states.

The resignation of many managers of well-known boxers from the New York chapter of the IBG, led by Al Weill, manager of heavyweight champion Rocky Marciano, and the decision of James Norris, president of the International Boxing Club, which promotes the Monday night bouts, to continue operations in New York regardless of what the IBG does, paved the way for retaining the bouts in New York.

The IBG received another blow last week when a Federal Grand Jury in Cleveland, investigating alleged boycotting by the Guild, returned an indictment against the IBG, one of its local member organizations and three of its officers for violation of the Sherman Antitrust Act. The announcement was made in Washington through the Justice Dept. by Attorney General Herbert Brownell Jr.

The action arose out of an IBG boycott and picketing of studio boxing shows presented by WEWS (TV) Cleveland from April to October, 1955 [B•T, April 25, Sept. 5, 1955].

The indictment contends the Guild's activities culminated in the cancellation of WEWS' studio boxing and that managers who let their boxers fight in the television shows were boycotted and expelled from Guild membership and their fighters were forbidden from boxing in other cities.

Named as defendants along with the Guild were its president and treasurer, Charles Johnston and William Daly, The Boxing Guild of Ohio and its president, Albert W. Del Monte. Maximum penalty on conviction would be a year in jail and a $50,000 fine for the individuals and $50,000 fine for the Guilds.

The grand jury began its investigation last summer in Cleveland following an alleged boycott of boxer Jesse Rodriguez for participating in a studio tv bout. Federal authorities claimed that the boxer was prevented from obtaining any further matches, citing a scheduled fight on the West Coast which was cancelled without a reason being given after he appeared in a WEWS bout.

Mr. Del Monte denied that the Guild has boycotted anyone and said it worked for the good of fighters because "the promoters were making all the money from television." He admitted the Ohio Guild had picketed WEWS but said, "we have never tried to stop the fighters who appeared on those shows (WEWS studio boxing) from fighting anyplace." He said about 10 managers had been expelled from the Guild for allowing their boxers to participate in the WEWS bouts.

The trial will be held in Cleveland but no date has been set. In another case, the U. S. Supreme Court ruled Jan. 31, 1955, that boxing was an interstate activity and subject to the Sherman Antitrust laws.

TV CODE CHANGES TO BE CONSIDERED

PROPOSED changes in the NARTB television code designed to meet public comments and industry trends, will be considered by the NARTB Tv Code Review Board at a meeting to be held Jan. 26-27 in San Francisco, according to G. Richard Shafto, WIS-TV Columbia, S. C., review board chairman.

The board will study tv film problems, hear staff reports on monitoring and draw up plans for a spring publicity campaign. Complaints about code violations will be considered and films brought to the board's attention by staff monitors will be reviewed. Code amendments are subject to approval of the NARTB Tv Board, which meets Feb. 1 in Arizona.

Data on promotion of Hollywood films on the theatre circuit in return for release and use of studio-owned film properties or name stars will be reviewed on the basis of staff findings. The publicity campaign is to start in March, fourth anniversary of the code.

WQUA, WXIC, WILM Produce RAB Jewelry Contest Winners

THREE top winners in the Radio Advertising Bureau-sponsored "Jewelry Package Mailing Contest" among local radio salesmen were announced last week. First two prizes of Hamilton watches went to salesman Les Johnson of WQUA Moline, Ill., and General Sales Manager Gene Claussen of WXIC Iowa City, for getting the highest number of station sales among local jewelers. Chauncey Evans of WILM Wilmington, Del., received an attache case, the third prize.

LET HIM TAKE DOWN THE UMBRELLA



for the ASSOCIATION OF AMERICAN RAILROADS

ANA Workshop Schedule Begins Jan. 26 in N. Y.

FIRST IN A SERIES of special workshop sessions on key advertising subjects will be held by the Assn. of National Advertisers at the Hotel Plaza in New York on Jan. 26, with the full day devoted to a discussion of advertising recruitment, training and development. The workshop is for ANA members only.

Paul B. West, ANA president, said the first workshop session and subsequent one-day meetings on such topics as public relations, sales promotion, advertising research, and budget and cost controls "are part of the expanded ANA program for 1956 to provide a greater exchange of information and ideas among the nation's leading advertising and marketing men."

Howard Marple, Monsanto Chemical Co., chairman of the Jan. 26 workshop, said the session will highlight practical approaches and techniques that can be applied by the marketing and advertising personnel of every company, regardless of company and size. The program, he said, will feature presentations by outstanding men in the field and a special roundtable discussion following the luncheon.

Speakers at this workshop session will be John Howard, manager, Business & Technical Personnel Dept., Eastman Kodak Co., on the subject of "Where and How to Find the Best Candidates for Advertising Jobs"; Dr. Robert Garber, a psychological consultant, on "Some Good Ways to Reduce Your Risks in Selecting Advertising Personnel"; Morehead Wright, consultant, General Electric Co., on "Stop Looking for Loose Geniuses and Start Growing Your Own"; Francis J. Curtis, vice president for personnel, Monsanto Chemical Co., on "Developing People—the Key to Your Own Progress."

NARTB Labor Committee Urges More Cenvention Time

ALLOCATION of more time at the annual NARTB convention for matters covered by the NARTB Employer-Employe Relations Committee was urged last Thursday at a Washington meeting of the group. The committee felt that subject deserves more time and better scheduling in view of the increasing complexity of labor relations and its importance to station operation.

Leslie C. Johnson, WHBF-TV Rock Island, Ill., committee chairman, presided at the meeting. Other topics considered included a report on the new pension plan negotiated between major networks and AFTRA. Mortimer Weinbach, ABC, reviewed the plan.

Studies on selection and motivation of salesmen should be continued, the committee decided, along with further study of the proposed project to improve techniques in selection of salesmen by management. Charles H. Tower, NARTB employer-employe relations manager, reported on department activities during the year.

Dr. Baker Re-elected by IRE

DR. W. R. G. BAKER, vice president of electronics, General Electric Co., was re-elected treasurer for 1956 of the Institute of Radio Engineers, it was announced last week. Donald G. Fink, research director, Philco Corp., was elected IRE editor, succeeding John R. Pierce, electronics research director, Bell Telephone Labs. Elected directors were: Alfred N. Goldsmith, consulting engineer; T. A. Hunter, president, Hunter Mfg. Co.; and J. W. McRae, president, Sandia Corp.

SENATE STAMPS APPROVAL ON AMENDED SEC. 309 (c)

Changes in so-called 'economic protest' provisions of Communications Act approved by Senate Thursday. House has already approved measure which now goes up for Presidential signature. Amended subsection promises to speed FCC action on some cases, but will not be retroactive.

THE SENATE late Thursday passed the House-approved bill (HR 5614) amending the Sec. 309 (c) "economic protest" provisions of the Communications Act. The measure now goes to the President for signing.

The amendment proposal had been the subject of hearings last year by subcommittees of both the House and Senate Commerce Committees and after clearing the House was passed over on the Senate consent calendar at the end of the first session of the 84th Congress.

Although the bill met no objections during the Thursday Senate session, it was the cause of a flareup during the afternoon as Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Interstate & Foreign Commerce Committee, and Sen. John O. Pastore (D-R. I.), chairman of the committee's communications subcommittee, sought to bring the measure up for consideration amid senatorial oratory.

The proposed amendment, long sought by the FCC and many industry factions, would: (1) allow the FCC to determine if an evidentiary hearing is merited on a protest of a grant which has been made without a hearing; (2) give the FCC greater freedom in modifying issues presented by the protestant or adding issues of its own and give the Commission authority to sustain its own demurrer on issues which, even if proved true, would not merit a hearing, and (3) allow the FCC to determine at its own discretion whether in the public interest a grant should be stayed pending the hearing's outcome.

The Sec. 309 (c) amendment had been given priority the week before when it was cleared by the Senate Democratic policy committee and Senate Majority Leader Lyndon B. Johnson (D-Tex.) mentioned it among measures desirable for Senate consideration last week.

Sens. Magnuson and Pastore waited during the afternoon while several senators kept the floor to discuss favorite subjects. As the afternoon wore on, they asked Sen. George W. Malone (R-Nev.), who had the floor, to yield a few minutes, so HR 5614, which they described as non-controversial, could be considered.

Sen. Malone, who had started off on an hour-long speech on foreign trade, offered a minute and a half, but Sen. Pastore said action on the bill would take 7 to 10 minutes. Sen. Malone said he felt his own speech was more important than the proposed amendment and that, therefore, Sen. Pastore could wait.

"I'll wait till Hades freezes over," said the Rhode Islander. He said that if he couldn't have the requested amount of time he would accept no time at all.

"Then, sit down," said Sen. Malone.

Sen. Pastore stared angrily at the Nevada Republican for several seconds before taking the majority leadership seat, which he was occupying temporarily in Sen. Johnson's absence. When relieved a few minutes later, he stalked out with Sen. Magnuson, but returned near the end of Sen. Malone's talk, to introduce the bill.

He explained that the bill will have no retroactive effect in cases where the FCC has already designated a protest for hearing, and that the FCC will not invoke the amended law to reconsider a previous postponement of the effective date of a grant which has been protested under the present Sec. 309 (c).

Answering a question from Sen. William A. Purtell (R-Conn.), he said the measure, if enacted, will not affect the rights of persons who have filed pre-grant objections or oppositions and who, having these objections dismissed by the FCC, subsequently file protests. Such protests must be considered under the provisions of the present Sec. 309 (c), he said.

The House Commerce Committee's Transportation & Communications Subcommittee had held two days of hearings on HR 5614 [B•T, June 27, 1955] before it passed the House [B•T, July 25, 1955]. The Senate Commerce Committee's Communications Subcommittee held one day of hearings on a companion Senate bill (S 1648). The House-approved version then was placed on the Senate calendar.

The measure was called on the Senate consent calendar near the end of the first session last year, but met anonymous senatorial objections. It was not called again.

The FCC had objected steadfastly to Sec. 309 (c) since even before it was enacted in 1952. A number of congressmen, under pressure from constituents, largely in areas where primary television service was being held up by protests, also were vociferous in their objections to the section.

Amended Text

SUBSECTION (C) OF SECTION 309 OF THE COMMUNICATIONS ACT OF 1934, AS AMENDED

(Existing law proposed to be omitted is enclosed in black brackets, new matter is printed in italics, existing law in which no change is proposed is shown in roman):

(c) When any instrument of authorization is granted by the Commission without a hearing as provided in subsection (a) hereof, such grant shall remain subject to protest as hereinafter provided for a period of thirty days. During such thirty-day period any party in interest may file a protest under oath directed to such grant and request a hearing on said application so granted. [Any protest so filed shall contain such allegations of fact as will show the protestant to be a party in interest and shall specify with particularity the facts, matters, and things relied upon, but shall not include issues or allegations phrased generally. The Commission shall, within fifteen days from the date of the filing of such protest, enter findings as to whether such protest meets the foregoing requirements and if it so finds the application involved shall be set for hearing upon the issues set forth in said protest, together with such further specific issues, if any, as may be prescribed by the Commission.] *Any protest so filed shall be served on the grantee, shall contain such allegations of fact as will show the protestant to be a party in interest, and shall specify with particularity the facts relied upon by the protestant as showing that the grant was improperly made or would otherwise not be in the public interest. The Commission shall, within thirty days of the filing of the protest, render a decis-*



year in

At the very moment when 1955 was giving way to 1956, two-thirds of the New York television audience was tuned to Guy Lombardo and a gala New Year's Eve Show on WRCA-TV *(Trendex)*. That's the way the old year ended; that's the way the new year began. That's the story of WRCA-TV—greater audiences for local programming than any other station in the New York area, network or independent.



year out

Month after month, more people turn to Channel 4 for local programming. In December, TelePulse shows that *9 out of the top 10* local programs were seen on WRCA-TV. ARB isn't quite as favorable: only *8 out of the top 10.*

For the advertiser, this loyal audience following is only the beginning of the story. WRCA-TV capitalizes on this audience with powerful promotional support and merchandising services that turn viewers into customers.

Clairol sponsored the New Year's Eve program, and in the cold gray light of the morning-after, Foote, Cone and Belding studied the returns and picked up the option for New Year's, 1957. But you don't have to wait for a holiday—WRCA-TV can give you something to celebrate any day of the year. Write, wire or call for details.

SPECIAL TRENDEX STUDY

New Year's Eve, 11:15 p.m. – 12:15 a.m.

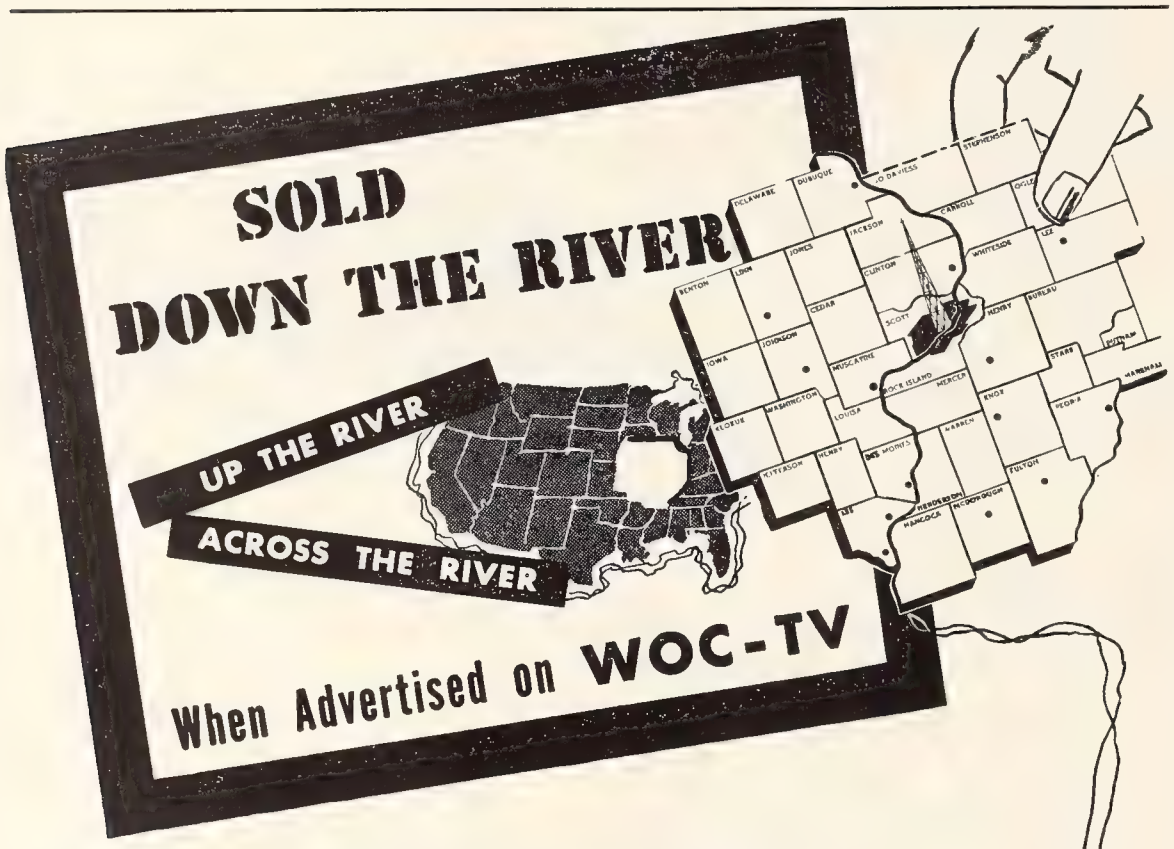
	rating	*share of audience*
WRCA-TV	31.8	65.2
SECOND STATION	16.0	32.9
ALL OTHER STATIONS	1.2	2.4

wrca-tv*4

NBC IN NEW YORK

Represented by NBC Spot Sales

ion making findings as to the sufficiency of the protest in meeting the above requirements; and, where it so finds, shall designate the application for hearing upon issues relating to all matters specified in the protest as grounds for setting aside the grant, except with respect to such matters as to which the Commission, after affording protestant an opportunity for oral argument, finds, for reasons set forth in the decision, that, even if the facts alleged were to be proven, no grounds for setting aside the grant are presented. The Commission may in such decision redraft the issues urged by the protestant in accordance with the facts or substantive matters alleged in the protest, and may also specify in such decision that the application be set for hearing upon such further issues as it may prescribe, as well as whether it is adopting as its own any of the issues resulting from the matters specified in the protest. In any hearing subsequently held upon such application [all] issues specified by the Commission *upon its own initiative or adopted by it* shall be tried in the same manner provided in subsection (b) hereof, but with respect to [all] issues *resulting from facts* set forth in the protest and not adopted or specified by the Commission on its own motion, both the burden of proceeding with the introduction of evidence and the burden of proof shall be upon the protestant. The hearing and determination of cases arising under this subsection shall be expedited by the Commission and pending hearing and decision the effiective date of the Commission's action to which protest is made shall be postponed to the effective date of the Commission's decision after hearing, unless the authorization involved is necessary to the maintenance or conduct of an existing service, *or unless the Commission affirmatively finds for reasons set forth in the decision that the public interest requires that the grant remain in effect,* in which event the Commission shall authorize the applicant to utilize the facilities or authorization in question pending the Commission's decision after hearing.



WOC-TV *Sells* . . . because it offers the advertiser:

39 Iowa-Illinois counties with a population of 1,558,000.*

39 Iowa-Illinois counties with 481,700* families, 62% of which have TV sets (as of January 1, 1955).

39 Iowa-Illinois counties with an annual Effective Buying Income of $2,455,303,000.*

39 Iowa-Illinois counties that spend $1,800,717,000* a year in retail outlets.

WOC-TV *Sells* . . . because it offers the advertiser:

Maximum power—100,000 watts video—transmitted over a 602-foot-high antenna system on Channel 6.

Basic NBC programming plus market-WISE local programming.

A responsive audience that sent this station 157,422 pieces of program mail in 1954—82 per cent of which was in response to local, studio-produced programs.

WOC-TV *Sells* . . .

because its 6 years of telecasting experience make it *the channel that is watched* throughout the Quint-Cities area. To find out more about what WOC-TV offers the advertiser, write us direct or contact your nearest F & P office.

* 1955 Sales Management "Survey of Buying Power"

CENTRAL BROADCASTING CO., Davenport, Iowa

Col. B. J. Palmer, president • Ernest C. Sanders, resident manager

BETTENDORF AND DAVENPORT
IN IOWA
ROCK ISLAND, MOLINE
AND EAST MOLINE
IN ILLINOIS

The
QUINT CITIES

CHANNEL 6
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IT'S OFFICIAL NOW: L'HEUREUX TO FCC

APPOINTMENT of Robert D. L'Heureux as administrative assistant to FCC Chairman George C. McConnaughey was announced last week. Mr. L'Heureux's appointment had been rumored for several weeks [B•T, Jan. 9].

The New Hampshire-born Mr. L'Heureux (pronounced "le rue") joined the FCC last Tuesday from his position as special counsel on television for the minority of the Senate Commerce Committee.

Before then, Mr. L'Heureux was chief counsel of the Senate Banking and Currency Committee and was a member of the staff of the Joint Committee on Defense Production. He left the banking committee to become chief counsel of the commerce committee when the late Sen. Charles W. Tobey (R-N. H.) became chairman of the Senate Commerce Committee at the start of the 83rd Congress. When Robert F. Jones resigned as special counsel for television for the Republicans, Mr. L'Heureux was named.

In his new job, Mr. L'Heureux will also serve as liaison representative with Congress, the FCC announcement said. It was understood that the Civil Service Commission has been asked to regrade Mr. L'Heureux's FCC job to count it as a GS-16 grade ($12,900). It is now graded for GS-15 ($11,600-$12,690). Even with the GS-16 grade, Mr. L'Heureux will be taking a $700 cut in salary, it was understood.

Court Orders FCC to Reopen Providence, R. I., Hearing

BECAUSE the FCC ordered a hearing examiner to certify the Providence, R. I., ch. 12 protest hearing without rendering an initial decision, the U. S. Court of Appeals last week ordered the FCC to reopen the hearing and follow regular procedure.

Involved is the 1953 grant of the ch. 12 facility to Cherry & Webb Broadcasting Co., following a merger agreement with two other applicants. WNET (TV) Providence, ch. 16, protested the grant. It was given a hearing by the FCC, but the examiner was ordered to submit findings of fact only.

In appealing to the court, WNET claimed it had been discriminated against by this action. The Commission claimed that it had ordered this procedure in order to expedite the decision.

The court held that there was no overwhelming reason for taking this short cut and that the Commission's reasons for doing this were "not convincing in view of the time-consuming process which was ordered." The unanimous decision was written by Circuit Judge Wilbur K. Miller, with Judges G. Barrett Prettyman and John A. Danaher concurring.

In its protest, WNET claimed that one of the provisions of the agreement was in actuality a "pay-off" for two stockholders of one of the applicants. This was a proviso permitting the payment of $205,500 in lieu of stock to Robert T. Engles and C. George Taylor. WNET also claimed Cherry & Webb began construction of the tv outlet before the grant was made.

WCPO
CINCINNATI

and

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KNOXVILLE

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JOHN BLAIR & COMPANY

as national representative
effective January 1, 1956 for WCPO
effective March 1, 1956 for WNOX

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WNOX
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KNOXVILLE 17, TENN.

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NETWORK INVESTIGATION TO OPEN TOMORROW WITH FCC TESTIMONY

Senate Committee Chairman Magnuson outlines points which he feels need Commission comment. Uhf-vhf problems are to be analyzed. Initial hearing may last two days with further hearings tentatively set for next week.

THE FINAL stage was set last week for the Senate Interstate & Foreign Commerce Committee to begin its first hearings tomorrow (Tuesday) in its investigation of tv networks and uhf-vhf troubles.

Committee Chairman Warren G. Magnuson (D-Wash.) last Tuesday sent a letter to the FCC setting forth subjects on which commissioners will be questioned when they become the first witnesses tomorrow at the planned series of hearings. In a news release on Thursday he went into detail on the committee's overall plans.

Later in the day he told B•T the initial hearings probably will last two days, with the FCC to return to subsequent hearings, "perhaps the next week," as the investigation develops. Although no hearing date has been set for the second group of witnesses, Sen Magnuson said the *ad hoc* engineering committee he named last summer from a cross-section of the industry to study tv allocations probably will be next on the witness stand.

He said the Senate group is trying to set up a hearing date with Massachusetts Institute of Technology Prof. Edward Bowles, chairman of the engineering group, for a preliminary report, but that a full report is not expected for several weeks.

Chairman Magnuson said he will preside at the initial hearings, but that Sen. John O. Pastore (D-R. I.), next ranking Democrat on the committee and chairman of the Communications Subcommittee, will head some of the later hearings. Sen. Magnuson explained that he will have his hands full with several other committee subjects.

Frank Pellegrini, chief counsel of the committee, will head the investigation during next week's hearings. Kenneth A. Cox, Seattle attorney newly named to head the tv probe, will take over the majority counselship after he becomes oriented. Wayne T. Geissinger, assistant chief counsel of the committee, will represent Republican members as minority counsel, and Nicholas Zapple, the committee's professional communications counsel, will continue to coordinate the investigation.

Specific points on which the FCC will be questioned, Sen. Magnuson told the Commission last week, are:

• **Progress of the FCC's $80,000 network study** and specific subject matter it intends to cover with target dates for completion of each phase. Will the FCC take remedial action as facts are developed or wait until the entire study is completed before acting?

• **The FCC majority's views on the dissents** of Comrs. Rosel Hyde and Robert T. Bartley to a recent FCC decision granting vhf in areas where uhf stations now operate. What, asked Sen. Magnuson, would the majority have to say to the dissenting statement that the FCC action "can have the effect of seriously hampering and perhaps of unalterably precluding the Commission from *giving proper* and *adequate consideration* to the overall study of the allocation plan?" (Sen. Magnuson's italics).

• **FCC's denial of deintermixture** in specific cases. How, asked the senator, can the FCC adopt deintermixture as a sound, overall policy after it has intermixed or further intermixed areas where deintermixture has been requested?

• **Deintermixture after intermixture has been permitted.** Will the public be penalized if a channel is permitted to go on the air and then taken off later because deintermixture proved a sound policy?

• **Booster or similar low cost tv operation** for smaller communities. What is the FCC doing or planning to do to assure smaller communities such a tv service?

• **Final decisions.** How many final decisions has the FCC issued in the past year in tv proceedings?

• **Actual coverage data on tv stations.** Did the FCC, when it adopted modification of its rules on antenna heights for stations in Zone I on July 22, 1955 (action later modified), have specific actual coverage data on stations which moved to new antenna heights under the order? Does the FCC have specific data on actual coverage of all stations, uhf or vhf? Does the Commission know the type and quality of coverage enjoyed by tv stations?

• **Overlap.** What is the FCC's policy on overlap? Is it based on Commission standards or actual coverage?

Sen. Magnuson said he would appreciate answers to the listed questions in addition to any other data or material to be submitted by the FCC. He said he hoped all the FCC members would be present so each can express his individual views.

The Washington Democrat said in his news release it is "considered possible" the committee may go into the manufacture of tv sets "to determine whether a bonafide effort is being made by the manufacturers to produce uhf receivers or comparable equipment as cheaply and expeditiously as vhf equipment or whether the slowness in production of uhf equipment is by design."

He told B•T he believed tv manufacturers and other members of the industry would be glad to tell the committee what progress they have been making to help the uhf-vhf situation.

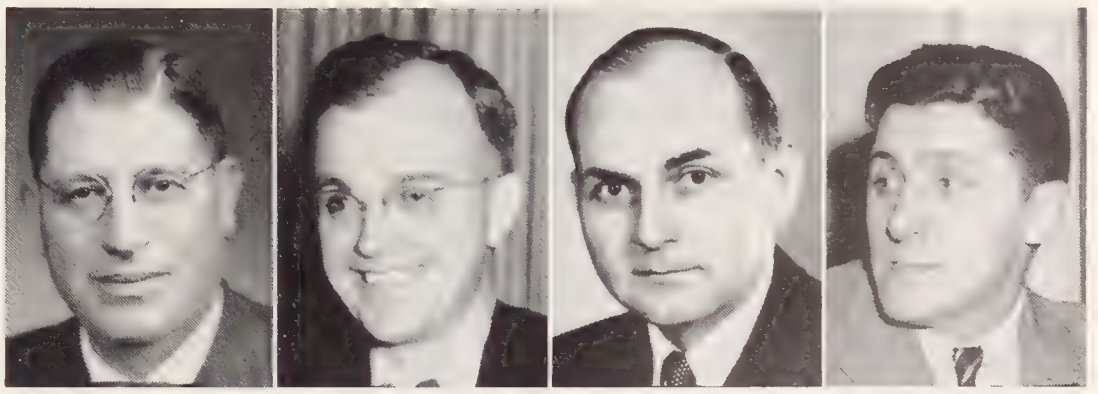
He said the committee may look into tv programming but only to see there are no "artificial restraints" on program availability for all stations from the "widest possible sources."

The hearings, he added will go into uhf, the possibility of expanding the vhf band and a bill (S 825) introduced by Sen. John W. Bricker

THESE ARE THE PROBERS



MAGNUSON PASTORE BRICKER



PELLEGRINI COX GEISSINGER ZAPPLE

Senate Commerce Committee Chairman Warren G. Magnuson (D-Wash.) will open hearings in the committee's tv network probe, with Sen. John O. Pastore (D-R. I.) to preside at later hearings. Sen. John W. Bricker (R-Ohio), as ranking Republican, will represent GOP members. Frank Pellegrini, chief committee counsel, will be in charge at first hearings until new majority radio-tv counsel Kenneth A. Cox, becomes acquainted with the probe. Wayne T. Geissinger, assistant chief counsel, will represent Republicans, and Nicholas Zapple, professional staff communications counsel, will coordinate the proceedings.



SCROLL of appreciation is handed former FCC Hearing Examiner Fanney N. Litvin by Charles S. Rhyne, president of the District of Columbia Bar Assn., at monthly meeting last week. Mrs. Litvin retired from government service last October.

(R-Ohio), ranking committee Republican and its chairman in the 83rd Congress, to place the networks under FCC regulation. Sen. Bricker began the committee's investigation during his tenure as chairman in 1954 under a Republican-controlled congress.

Sen. Magnuson said he hoped to have a report soon from former Sen. Clarence C. Dill (D-Wash.), an author of the Communications Act of 1934 and who helped create the old Federal Radio Commission. He said Mr. Dill is reviewing the present law and will advise the committee on what changes he believes should be made in the act.

The Commerce Committee chairman said he had asked the Senate Finance Committee to recommend legislation to eliminate the 10% federal excise tax from tv sets equipped with both uhf and vhf.

He said he was "particularly interested" in an FCC solution to the problem of tv for small communities. Although an FCC examiner recommended against contemplated cease and desist orders against operators of reflector booster stations, the FCC has not yet acted on the examiner's report of months ago and subscribers to the service still do not know what will be done, he said.

He said the FCC should change its regulations to authorize booster stations (see separate story, page 67), and indicated that the FCC should decide whether community antenna systems should come under Commission jurisdiction.

Asst. Chief Hearing Examiner Post Given to FCC's Kyle

JAY ALLEN KYLE, who last month joined the FCC as a hearing examiner, has been promoted to assistant chief hearing examiner, the Commission announced last week. Mr. Kyle, 49, was named last October [B•T, Oct. 24] to replace Examiner Fanny N. Litvin, who retired Oct. 1. Mr. Kyle began his FCC duties Dec. 1.

A native of Erie, Kan., Mr. Kyle came to the FCC from the Kansas Corporation Commission (public utilities), of which he was general counsel.

U'S TAKE VHF STAY PLEA TO COURT

Appeals Court in Washington hears debates on Corpus Christi, Madison and Evansville grants. Protestants claim FCC did not act on their appeals and should not make vhf grants while deintermixture is being studied.

FREEZE or no freeze. That was the gist of two and a half hours of argument before the U. S. Court of Appeals in Washington Thursday when seven uhf stations asked for a stay against recent vhf grants in three cities.

The court's decision will determine whether the Commission can continue to issue final decisions in almost 40 pending vhf hearing cases.

If the court grants the stay petitions, it will be a signal that no vhf stations may build or begin operation—whether or not the Commission continues to decide pending vhf cases—until the appeals are heard on their merits or until the Commission completes its current allocations proceeding.

The appeals involve the FCC's grants in recent weeks in Corpus Christi, Tex., Madison, Wis., and Evansville, Ind.

The uhf stations claim that the FCC did not rule on their petitions for deintermixture. Last November, the Commission dismissed all pending petitions for deintermixture and established a new proceeding to survey the entire range of allocation principles. It was this act that the uhf stations are challenging. They claim that the Commission should have ruled on their individual petitions.

The arguments were conducted before a three-judge court comprising Circuit Judges David L. Bazelon (presiding), John A. Danaher and George T. Washington.

The uhf attorneys pleaded for a stay of the three vhf grants on the contention that unless the stay was granted they would have to cease operating. "We want to be around when the appeals are decided," one attorney for a uhf station declared.

In the courtroom, which was filled with leading Washington communications lawyers, the court heard the pros and cons of vhf grants protested and defended. Involved are the following:

• Corpus Christi ch. 6 grant to KRIS appealed by ch. 22 KVDO-TV that city.

• Madison ch. 3 grant to WISC appealed by ch. 27 WKOW-TV and ch. 33 WMTV (TV) that city, and WTVO (TV) Rockford, Ill.

• Evansville ch. 7 grant to Evansville Television Inc. appealed by ch. 62 WFIE (TV) that city, ch. 50 WEHT (TV) Henderson, Ky., and ch. 21 WKLO-TV Louisville, Ky.

The essence of the arguments in favor of a stay was that the Commission did not adhere to the requirements for a ruling when it decided to dismiss the petitions. In the case of Corpus Christi, the Commssion dismissed the petition without a hearing, it was pointed out.

An immediate stay is required, the uhf stations held, because they would lose their network affiliations as soon as the vhf permittees began operating and with no network they would lose national and local advertisers. This would force them off the air, they said.

Also questioned was the propriety of making vhf grants while the FCC was considering deintermixture as one of the facets of the current allocations proceeding.

"The vhf grants are contrary to law, logic and commonsense," J. Roger Wollenberg, attorney for the Evansville-Henderson-Louisville uhf stations declared in his argument. How can the FCC properly consider possible deintermixture if the Commission "prejudges" the issue by making the vhf grants, he asked?

The other side of the argument was made by FCC Assistant General Counsel Richard A. Solomon.

The court is being asked to impose a freeze on vhf grants, he stated. That is an FCC decison, not the court's, he emphasized. The grants are in accordance with existing tv rules, Mr. Solomon declared, and can be changed later if the Commission so decides.

Vhf is necessary for wide area coverage, as a service to underserved areas not reached properly by uhf, the FCC counsel said. He also chided the uhf appellants for trying to prevent competition. "All the appellants want," Mr. Solomon said, "is protection [against vhf competition]."

There is no immediate injury on the horizon, he added. The vhf stations have told the FCC they would not begin operating until sometime between May and July, he said, and in any event all three cities are uhf-saturated markets—"99% converted."

The vhf grantees' position was most aptly summed up by Paul M. Segal, attorney for Corpus Christi's KRIS.

The uhf stations have no rights to intervene in the vhf cases, Mr. Segal said. Filing petitions for rule-making gives no right in adjudicatory cases, he declared. This was in answer to some uhf appeals to the FCC for the right to intervene in the vhf hearing cases.

In discussing the holdup of the KRIS grant for nine months during the hearings on deintermixture, Mr. Segal termed the FCC's action "dastardly."

Other attorneys who argued were: Paul Dobin, KVDO-TV Corpus Christi; Benito Gaguine, WKOW-TV and WMTV (TV) Madison; Vernon K. Wilkinson, WTVO (TV) Rockford; Arthur W. Scharfeld, WISC Madison, and Vincent A. Pepper, Evansville Tv Inc.

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 12

Bristol, Va.-Tenn., ch. 5; Canton, Ohio, ch. 29; Chattanooga, Tenn., ch. 3; Corpus Christi, Tex., ch. 10; Knoxville, Tenn., ch. 10; Miami, Fla., ch. 7; Miami, Fla., ch. 10; Norfolk-Portsmouth, Va., ch. 10; Omaha, Neb., ch. 7; Peoria, Ill., ch. 8; Seattle, Wash., ch. 7; Springfield, Ill., ch. 2.

AWAITING ORAL ARGUMENT: 11

Boston, Mass., ch. 5; Charlotte, N. C., ch. 9; Hartford, Conn., ch. 3; Indianapolis, Ind., ch. 13; Jacksonville, Fla., ch. 12; New Orleans, La., ch. 4; Orlando, Fla., ch. 9; Paducah, Ky., ch. 6; Raleigh, N. C., ch. 5; San Antonio, Tex., ch. 12; St. Louis, Mo., ch. 11.

AWAITING INITIAL DECISION: 4

Buffalo, N. Y., ch. 7; Hatfield, Ind. (Owensboro, Ky.), ch. 9; McKeesport, Pa. (Pittsburgh), ch. 4; San Francisco-Oakland, Calif., ch. 2.

IN HEARING: 11

Beaumont-Port Arthur, Tex., ch. 4; Biloxi, Miss., ch. 13; Caguas, P. R., ch. 11; Cheboygan, Mich., ch. 4; Clovis, N. M., ch. 12; Elmira, N.Y., ch. 18; Mayaguez, P.R., ch. 3; Onondaga-Parma, Mich., ch. 10; Pittsburgh, Pa., ch. 11; Redding, Calif., ch. 7; Toledo, Ohio, ch. 11.

1955 Sylvania Award takes its place on the crowded WBZ-TV mantel

The major news awards keep pouring in at WBZ-TV. In 1954 it was the Radio-Television News Directors top TV award . . . early in 1955, the Headliners Medal for dramatic coverage of a spot news event.

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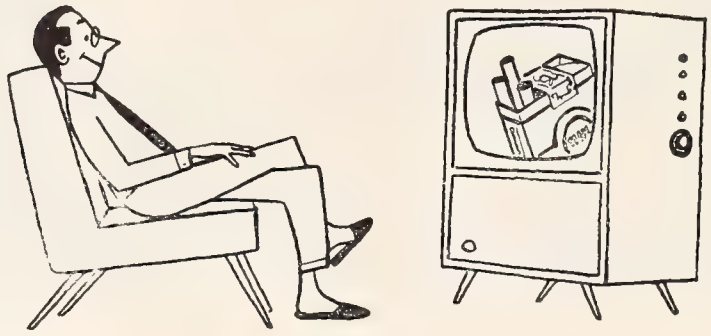


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BOSTON—WBZ+WBZA	**BOSTON**—WBZ-TV
PHILADELPHIA—KYW	**PHILADELPHIA**—WPTZ
PITTSBURGH—KDKA	**PITTSBURGH**—KDKA-TV
FORT WAYNE—WOWO	**SAN FRANCISCO**—KPIX
PORTLAND—KEX	

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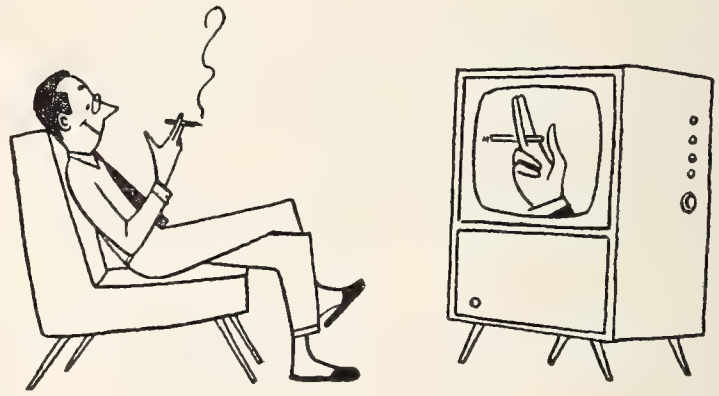


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Lee Breaks Stalemate, KFRE Gets Fresno Vhf

THE stymied Fresno ch. 12 case became unstuck last week when the FCC finally mustered a majority to grant the vhf channel to KFRE Fresno. The vote was four commissioners in favor of KFRE, one (FCC Chairman George C. McConnoughey) in favor of KARM Fresno, and two (Comrs. Rosel H. Hyde and Robert T. Bartley) maintaining no grant should be made.

For the last month, the KFRE grant was held up because there was no clearcut majority. The vote, it had been reported, stood at three commissioners in favor of KFRE, two in favor of KARM and two against making a grant to either one. Comr. Robert E. Lee changed his vote last week, permitting the grant to be made.

The Commission found that KFRE was to be preferred on the grounds of more civic participation by principals as well as greater integration of ownership and management. In deciding in favor of CBS-affiliated KFRE, the Commission reversed a November 1954 examiner's initial decision in favor of KARM.

Comr. Lee explained that he favored KARM, but thought both applicants would render a good service to Fresno. When the legal question of an FCC majority came up [CLOSED CIRCUIT, Dec. 12, 26, 1955], Comr. Lee said, he decided to cast his lot with majority in order to break the impasse.

Comrs. Hyde and Bartley maintained their position against making any grant in a uhf area until the allocations proceedings were over and a decision issued.

In a corollary decision, the Commission denied petitions by ch. 47 KJEO (TV) Fresno for a stay of the vhf grant or permission to intervene in the proceeding, and by ch. 32 KSAN-TV San Francisco to deny both vhf applications.

Meanwhile, KJEO filed an appeal in the U. S. Court of Appeals in Washington against the FCC's action last November in dismissing its petition for rule-making without a hearing. It did not ask for a stay.



THE FCC network investigating committee's special staff, headed by Dean Roscoe L. Barrow (seated, c) of the U. of Cincinnati Law School, poses for its first picture at New York's Waldorf-Astoria Hotel. L to r: seated, A. P. Bryant, FCC attorney; Dr. Louis H. Mayo, assistant dean, George Washington U. Law School, Washington, who is executive secretary of investigation staff; Dean Barrow; Hyman H. Goldin, chief, FCC Economics Div., Broadcast Bureau; Dr. Jesse Markham, associate professor of economics, Princeton U.

Standing, Peter Gerlando, FCC economist; Harry J. Nichols, formerly with Mumm, Mulloy & Nichols advertising agency, Columbus, Ohio; Dr. Warren Baum, Rand Corp. economist; James B. Sheridan, FCC Economics Div.; E. R. Eadeh, who has headed client coverage departments at CBS, MBS, and ABC and most recently was director of research for DuMont Tv Network, who is serving on staff as industry consultant, and J. F. Tierney, attorney. One staff member was unable to be present at picture-taking: Dr. Charles H. Sandage, chairman of Advertising Dept., U. of Illinois.

FCC Proposes 'Translators,' Pint-Sized Tv Satellites

THERE's a new type of television service on the horizon. It's called a "translator."

A sort of junior-size satellite, the translator method of bringing tv service to isolated areas was proposed by the FCC last week as a supplemental type of uhf station.

The Commission asked for comments on the proposal by March 5.

In essence, a translator is proposed as a low power satellite which picks up a radiated signal from a regular tv service, amplifies it and rebroadcasts it on uhf frequencies in the upper end of the uhf band (chs. 70-83).

The FCC's action comes three weeks after oral argument on the case of unlicensed Washington State boosters, which accomplish this same result [B•T, Dec. 26, 1955]. In those cases, unauthorized reradiators were established in central Washington to feed Spokane vhf signals to viewers who could not receive the signals directly. In the argument before the Commission representatives of the booster stations pleaded with the Commission to issue some sort of rule permitting this type of subsidiary service.

Authorization of the translator type service also looms as direct competition to the more than 300 community television systems. In this latter, communities at a distance from tv stations, or where tv signals are received with difficulty, are fed video programs by way of a high-gain, directional receiving antenna with the programs being fed to subscribers via coaxial cable. Charges for this type of service are $150-$175 for installation plus $2-$3 per month.

The Commission's proposals contemplate authorizing translators as low powered stations (up to 10 w maximum output). They would have to meet present separation factors and give no interference to existing tv assignments or other translators.

The proposal also provides that the translators may be operated with restricted radio operators (the lowest operator's license) and with remote control. Equipment, however, must be type-approved by the FCC, it is contemplated.

The Commission said it envisaged no geographical restrictions on where translators may be established. It also said it proposed no restrictions on ownership—multiple or overlap notwithstanding. No frequency monitors or other measuring instruments would be required, the FCC said. Nor would there be any specific times of operation. Station identification would be permitted through a keying device which would make the transmitter identifiable to FCC monitors. Directional patterns would be permitted, the Commission said. Only a token log would be required.

Rebroadcast rules would apply, the Commission said.

It was felt that such stations could be established at a cost of about $1,000 for equipment, the Commission said.

The FCC warned that translators should not be confused with booster stations—proposed to be established in another rule-making proceeding.

Court of Appeals Retains Stay on Pittsburgh Grant

THE LID was really clamped down on WWSW Inc., holder of a new tv station grant for Pittsburgh's ch. 11, when the U. S. Court of Appeals in Washington last week amended its stay order of last October to retain it in effect until the FCC issues its decision on the pending hearing and until the court officially dissolves the stay.

The stay was secured by ch. 16 WENS (TV) Pittsburgh several months ago [B•T, Oct. 31, 1955]. At that time, the court ordered the stay effective until the Commission acted on a WENS petition for reconsideration on the Pittsburgh ch. 11 grant to WWSW Inc. last summer, following a merger of the WWSW application and that of WJAS Pittsburgh for the same facility. When the Commission set WENS' request down for hearing, it informed the court that it considered the stay at an end. WENS objected, and last week's order amending the October stay order resulted.

The hearing on WENS' petition for reconsideration is scheduled to begin Jan. 18. Issues involve financial qualifications, overlap and the question whether WWSW ownership has been changed.

Tv Grant to WSAV Savannah Upheld by Court of Appeals

GRANT of Savannah ch. 3 to WSAV, that city, a year ago, was upheld unanimously by the U. S. Court of Appeals in Washington last week.

The court held that the FCC's grant—which was conditioned on WSAV not using some steel sleeves it had built onto steel columns on the roof of the Liberty National Bank Bldg. in Savannah—was legal. The appeal had been taken by WJIV-TV Inc., the unsuccessful applicant for that facility. It urged that the provision of the Communications Act forbidding the grant of a station to an applicant who began construction before a permit had been granted was mandatory.

WSAV-TV is scheduled to begin operating next month.

Regionals, Clears Oppose Fixed Hours for Daytimers

FIRST formal opposition was filed with the FCC last week against a Daytime Broadcasters Assn. petition which asked the Commission to authorize fixed hours for daytime station operation [B•T, Dec. 12, 1955]. The opposition came from 11 regional and clear-channel stations which filed a joint petition asking the FCC to dismiss the DBA request.

The daytime stations have asked for FCC authority to operate from 5 a.m. (or local sun-

rise, whichever is earlier) to 7 p.m. (or local sunset, whichever is later) instead of present variable sign-on, sign-off hours which are dictated by sunrise to sunset requirements. The sunrise-sunset rule is designed to prevent interference from daytimers to dominant clear-channel stations on their frequencies.

The 11 stations opposing DBA's request were: WCKY Cincinnati; KSTP St. Paul, Minn.; KOMA Oklahoma City, Okla.; KTBS Shreveport, La.; WBEN Buffalo; WAWZ Zarephath, N. J.; KGER Long Beach, Calif.; WVET Rochester, N. Y.; KSVP Artesia, N. M.; KFXD Nampa, Idaho, and WSMB New Orleans.

The protesting stations charged that the DBA petition was devoid of engineering support and necessary technical data pertaining to its proposal. The stations further claimed that the DBA request constitutes a late filing in both the daytime skywave and clear channel proceedings.

As to DBA's contention that failure to grant its proposal would result in discrimination against daytime-only stations, the protestants said the daytimers applied for and accepted their grants with full knowledge of service limitations and possibilities as a business venture.

13 Ownership Changes Approved by Commission

THIRTEEN ownership changes were approved by the FCC last week with over $5 million changing hands in the four biggest transactions.

Triangle Publications Inc. was granted permission to buy WFBG-AM-TV Altoona, Pa., from Lebanon Broadcasting Co., for $3.5 million [AT DEADLINE, Nov. 2, 1955]. Triangle owns WFIL-AM-FM-TV Philadelphia, WNBF-AM-TV Binghamton, N. Y., WLBR-TV Lebanon, Pa., and 50% of WHGB Harrisburg, Pa., and issues, among other publications, the *Philadelphia Inquirer*.

Also approved were the sales of KWFT-TV Wichita Falls, Tex., by Rowley-Brown Broadcasting Co., to KSYD Television Co., for $750,000 and of KWFT by Rowley-Brown, to Kenyon Brown, former 50% owner, for $75,000 [AT DEADLINE, Dec. 5, 1955]. The new KWFT-TV owners own KSYD Wichita Falls. Besides KWFT, Mr. Brown is 33% owner of KGLC Miami, Okla., 49% owner of KBYE Oklahoma City, 33.3% owner of KFEQ-AM-TV St. Joseph, Mo., and 50% owner of the firm seeking FCC approval for a change in ownership of KANS Wichita, Kan.

In Honolulu, KULA-AM-TV was purchased from Pacific Frontier Broadcasting Co., by Television Corp. of America Ltd. for a total consideration of $600,825 [AT DEADLINE, Dec. 5, 1955]. Principals include: President Richard C. Simonton (25%), 36.6% owner of KRKD-AM-FM Los Angeles; Exec. Vice Pres. Jack A. Burnett (25%), 10% owner of Pacific Frontier; Secy.-Treas. Arthur B. Hogan (25%), KRKD-AM-FM president, and Albert Zugsmith (25%), movie producer and media broker. The Albert Zugsmith Corp., owned by Messrs. Hogan and Zugsmith, is 36.6% owner of KRKD-AM-FM.

King Broadcasting Co., which before the present action was 40% owner of KGW Portland, Ore., was granted permission to acquire an additional 20% for $175,000 [B•T, Dec. 19, 1955]. King already owned 60% of KTLV (TV) Portland, which will be merged with KGW. King is the licensee of KING-AM-FM-TV Seattle, Wash.

For other ownership changes see FOR THE RECORD, beginning on page 96.

THREE REASSIGNED AT STORER STATIONS

Haid, Bailey and Baxter changed in move prompted by separation of radio and tv operations in Toledo and vacancy at Birmingham.

CHANGES involving management of three Storer Broadcasting Co. stations—WSPD-AM-TV Toledo, Ohio, and WBRC Birmingham, Ala.—were announced last week by Stanton P. Kettler, Storer vice president in charge of operations. The realignment was necessitated by the separation of radio and tv operations in Toledo.



MR. HAID

Allen L. (Dutch) Haid, vice president and managing director of WSPD-AM-TV, has been appointed vice president and managing director of WSPD-TV, Storer's first tv station.

James E. Bailey, vice president and managing director of WBRC, moves to WSPD as vice president and managing director.

Lionel Baxter, WBRC sales manager, has been promoted to managing director.

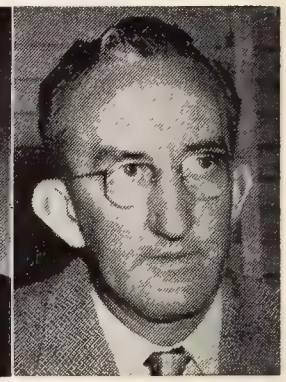
Mr. Haid entered the broadcasting field in 1926, joined Storer at WWVA Wheeling, W. Va., in 1937 and has been with WSPD-AM-TV since late 1951.

Mr. Bailey has been with Storer since 1943. In 1953, when he was managing director of WAGA Atlanta, he was named to head the radio division of the then newly-acquired WBRC-AM-TV.

Mr. Baxter, then vice president and general manager of WSFA-AM-TV Montgomery, Ala., joined WBRC in 1955 as sales manager. He has been in radio since 1934.



MR. BAXTER



MR. BAILEY

Barron Howard Named To Manage WRVA-TV

BARRON HOWARD, business manager of WRVA Richmond, Va., has been named a vice president and general manager of WRVA-TV, ch. 12 permittee which expects to go on the air in April, it was announced last week by C. T. Lucy, president of Richmond Television Corp.



MR. HOWARD

Mr. Lucy also named Samuel S. Carey program director of the new tv station; James D. Clark Jr., sales manager, and Sanford Terry Jr. chief engineer.

In addition, Mr. Lucy, as vice president in charge of radio and tv for Larus and Brother Inc., which owns and operates WRVA and owns 60% of the television corporation, appointed new executives for the radio station. John B. Tansey, assistant program manager, was made general manager; William R. Preston, former production manager, becomes assistant general manager, a newly-created position, and Raymond L. Kennedy will succeed Samuel S. Carey as program manager.

Harold Barre will become sales manager; Harold Phillips, former production supervisor, will become production manager, and Rudolph Raabe will be new chief engineer, succeeding David C. Woods, general engineer for WRVA and WRVA-TV. G. W. Garthright will succeed Mr. Raabe as control room chief.

Cameras, Mikes Cover W. Va. Legislature

WSAZ-AM-TV feeds one-hour pickup to four tv and seven radio stations. Legislators comment on lack of noise and disturbance.

OPENING joint session of the West Virginia Legislature was covered live by radio and tv Wednesday when WSAZ-AM-TV Huntington fed a pickup to four tv and seven radio stations.

First official action of the House was introduction of a resolution by Majority Leader Martin C. Bowles. Approved unanimously, it commended WSAZ Inc. for "its pioneering achievement in bringing the public this historic simulcast" and "notable contribution to freedom of information." Two bills and a number of other resolutions were passed during the simulcast.

Nick Basso, WSAZ-AM-TV director of news and public relations, was commentator on the hour-long pickup. Other stations were WOAY-TV Oak Hill; WHIS-TV Bluefield; WTAP-TV Parkersburg; WHTN-TV Huntington. Radio stations were WGKV Charleston; WWVA Wheeling; WHIS Bluefield; WHTN Huntington; WLOG Logan; WAJR Morgantown and WHAR Clarksburg. The program was offered by WSAZ Inc. through the Freedom of Information Committee of the West Virginia Broadcasters Assn.

Leading legislators commented on the lack of noise or disturbance during the coverage. Lawrence H. Rogers II, WSAZ Inc. vice president and general manager, voiced appreciation for the legislators' cooperation and the help of Gov. William C. Marland.

Text of the House resolution follows:

"Whereas it is deemed desirable and appropriate for the people of West Virginia to be advised instantaneously of the actions and decisions of the West Virginia Legislature,

"Whereas through the electronic marvels of sound and pictures through the air, it is now a physical possibility for the people of West Virginia to be so informed,

"Whereas television station WSAZ-TV, established in Huntington with affiliated facilities in Charleston, is the first such station to undertake the task of televising the actions and decisions of this body at considerable expense in the time and talents of numerous of its staff

NTA's

T-N-T

IT'S



. . .

NTA's TERRIFIC

30 STAR-SPANGLED, FIRST RUN FULL-LENGTH FEATURE FILMS FOR TELEVISION!

Exploding WITH
Thrilling Noteworthy Titles

- Hellzapoppin'
- Guest Wife
- It's In The Bag
- Pardon My Sarong
- Stranger On The Prowl
- The Boys From Syracuse
- Butch Minds The Baby
- Tight Shoes
- Court Martial
- Conquest Of Everest
- Not For Each Other
- Heidi
- The Well
- Last Chance
- See My Lawyer
- Crazy House

and 14 more famous films

Bursting WITH
Top Name Talent

- Jack Benny
- Martha Raye
- Abbott & Costello
- Claudette Colbert
- Maureen O'Hara
- Farley Granger
- Dana Andrews
- Broderick Crawford
- David Niven
- Paul Muni
- Anne Baxter
- Olsen & Johnson
- Don Ameche
- Adolph Menjou
- Walter Brennan
- Rita Hayworth

and many more leading stars

NTA

National Telefilm Associates, INC.

IN A TRADITION OF QUALITY . .



In keeping with our policy of offering the finest in quality feature film entertainment for television . . . we are proud to announce that through arrangements with Mr. David O. Selznick, NTA has acquired a gallery of masterpieces by some of the premier motion picture producers of our time . . .

Mr. Alfred Hitchcock

Mr. Dore Schary

and

Mr. David O. Selznick

These incomparable films will be offered under the title of

"Selznick Presents . . ."

truly a milestone in television entertainment.

In a tradition of quality . . . another step by NTA in bringing the finest in motion picture entertainment to the television audiences of America.



Ely A. Landau, Pres.
National Telefilm Associates, Inc.

IN A TRADITION OF QUALITY . . .



Since You Went Away
I'll Be Seeing You
Notorious
The Paradine Case
Bill Of Divorcement
Portrait of Jennie
The Farmer's Daughter
Intermezzo
The Spiral Staircase
Garden Of Allah

NEW THIRTY



HELLZAPOPPIN'



GUEST WIFE



COURT MARTIAL



HEIDI



STRANGER ON THE PROWL



THE BOYS FROM SYRACUSE



BUTCH MINDS THE BABY



TIGHT SHOES



IT'S IN THE BAG



THE WELL



LAST CHANCE



PARDON MY SARONG

60 West 55th Street, New York, N. Y. Plaza 7-2100

NTA ...first with the finest in FEATURE FILM Television Entertainment!

First with the record-breaking

"FABULOUS 40"

NOW SOLD IN 96 MAJOR MARKETS

RECORD-BREAKING AUDIENCE RATINGS

IN 96 MAJOR MARKETS . . . "FABULOUS 40" has been breaking time-sales records (participations) for feature films.

IN 96 MAJOR MARKETS . . . "FABULOUS 40" has been breaking audience-rating records for feature films.

IN 96 MAJOR MARKETS . . . "FABULOUS 40" has been breaking selling records for participating sponsors.

FOR SALES DYNAMITE . . . LOOK TO NTA . . .
FIRST IN TOP-QUALITY, FULL-LENGTH FEATURE FILMS!

For details, audition prints and prices . . . CALL-WRITE-WIRE, TODAY!

HAROLD GOLDMAN, V.P. CHARGE OF SALES

NTA

National Telefilm Associates, INC.

60 West 55th Street, New York, N. Y. · PLaza 7-2100

CHICAGO, ILLINOIS
612 N. Michigan Avenue
Phone: Michigan 2-5561

HOLLYWOOD, CALIFORNIA
8721 Sunset Blvd.
Phone: Crestview 1-1191

MONTREAL, CANADA
1434 St. Catherine St.
Phone: University 6-9495

MEMPHIS, TENNESSEE
2605 Sterick Building
Phone: Jackson 6-1565

BOSTON, MASS.
Statler Hotel Office Building
Phone: Liberty 2-9633

MINNEAPOLIS, MINNESOT
1109 Currie Avenue
Phone: Lincoln 7013

and the installation of considerable equipment and facilities, first through the medium of news film in 1953, and subsequently through succeeding sessions to this historic day,

"Whereas said station WSAZ-TV has arranged for radio and television stations throughout West Virginia to be able to recreate the broadcast and telecast of this joint gathering of the Senate and House of the address by the Governor, Hon. William C. Marland,

"Now therefore be it resolved that television station WSAZ-TV be commended for its notable contribution to freedom of information and that such commendation be entered into the official records of this occasion."

Mr. Rogers said, "We are grateful to House Speaker Flannery and Senate President Bean and their Rules Committees, and of course Gov. Marland, for the opportunity to prove beyond question the unobtrusiveness of live television cameras and radio microphones in bringing the events and activities of government to the people of West Virginia.

"We are particularly pleased that the House of Delegates unanimously adopted its resolution of commendation to WSAZ-TV, which we shall consider a tribute to all the broadcasting industry in general and the signal of a new era of equal access to public deliberations by all media of information.

"The Rules Committees of the West Virginia Legislature are deserving of the highest praise for their leadership in recognizing the right of the public to be fully informed of great events through the unique and unerring on-the-spot techniques of radio and television. It is our hope that the success of this project will establish a precedent paving the way for wider acceptance of electronic coverage of all legislative bodies in action."

The event was described by WSAZ as probably the first live telecast in the nation of an elective legislative body in law-making procedures.



HISTORIC coverage of West Virginia Legislature's opening session was fed to radio and tv stations by WSAZ-AM-TV Huntington. Two-camera chain was used.

NBC Managers Meet Today in New York

TWO-DAY annual meeting of managers of radio and television stations owned by NBC will open in New York today (Monday) with discussions to be centered around color television, 1956 budget goals, new merchandising plans, the leadership contest which was held during the last half of 1955 and a review of performance in the past year.

The closed meeting at the Plaza Hotel will hear a report by Charles R. Denny, vice president of NBC owned stations and NBC Spot Sales, placing the increase in local radio sales of the owned outlets at 19.5% and local tv sales at 19.1%, as compared with 1954. Mr. Denny will report that national sales spot business during 1955 was 11% over 1954.

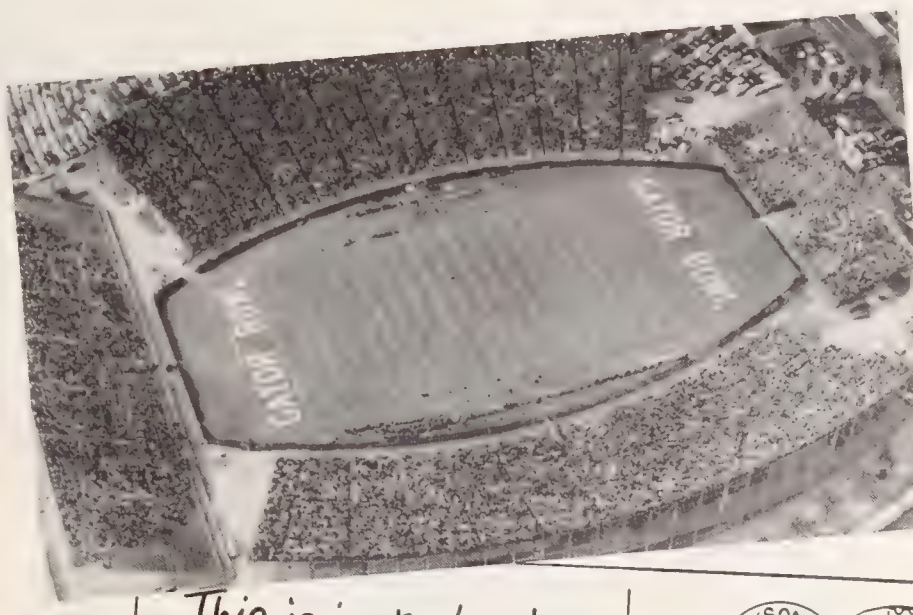
Attending the meetings from the stations will be: WRCA-AM-TV New York—Hamilton Shea, vice president-general manager, and William N. Davidson, assistant general manager; WRC-AM-TV Washington—Carleton Smith, vice president, and Joseph Goodfellow, director of sales; WTAM-WNBK (TV) Cleveland—Lloyd Yoder general manager; WMAQ-WNBQ (TV) Chicago—Jules Herbuveaux, vice president-general manager, and Henry Sjogren, assistant manager; KRCA Los Angeles—Thomas McCray, general manager; KNBC San Francisco—William K. McDaniel, general manager, sales manager, and WBUF-TV Buffalo—Charles C. Bevis Jr., general manager.

NBC personnel who will attend the meeting are Thomas B. McFadden, vice president of NBC Spot Sales; John H. Reber, director, television spot sales; H. W. Shepard, director, radio spot sales; Richard H. Close, national manager for represented stations; Morton Gaffin, manager, new business and promotion; Charles H. Colledge, director, engineering and operations; Jerry A. Danzig, director of program planning and development; Thomas S. O'Brien, divisional business manager; Max E. Buck, director of advertising, merchandising and promotion; Don Bishop, director of publicity, and Nicholas Gordon, rate and pricing analyst.

Founders Corp. Purchases WFBL for $227,500

SALE of WFBL Syracuse, N. Y., (5 kw on 1390 kc) by Oscar F. Soule and associates to Founders Corp. for $227,500 [CLOSED CIRCUIT, Dec. 26, 1955], was announced last week. Founders Corp., a subsidiary of Tele-Trip Co., owns KPOA Honolulu, WTAC Flint, Mich., and has a 50% interest in ch. 2 KTVR (TV) Denver. John M. Shaheen is president of Founders Corp. The transaction was handled by Hugh MacBride, radio and tv station broker, and is subject to FCC approval.

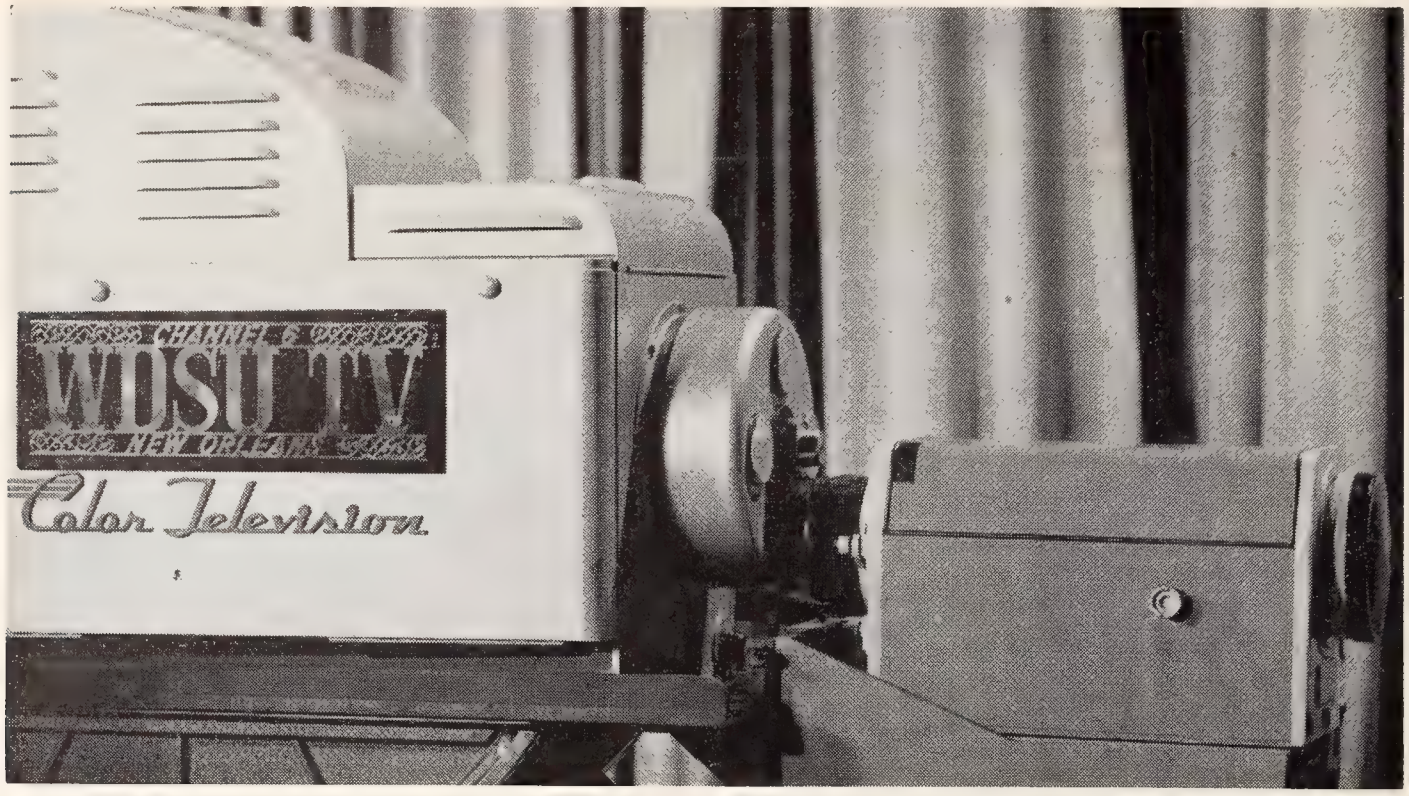
Charles F. Phillips, general manager of the 33-year-old station, will be retained by the new owners, the announcement said. WFBL is affiliated with CBS, but is due to join ABC this spring. Present WFBL stockholders sold their shares to Howson Realty Corp. (headed by New York investment broker Howard Jackson). The Howson firm in turn sold the radio properties to Founders Corp.



This is just a fraction of the number of customers who hear your spots on WMBR Radio. WMBR sells for two reasons--our d.j.'s are $12,000-a-year salesmen and we're CBS Radio!
Regards,
Glenn Marshall, Jr.

JACKSONVILLE JAN 1 '56 FLA.

Mr. Frank Snell
General Manager
Florida Coca-Cola
Bottling Co.
Jacksonville,
Florida



THE PLUNGE INTO COLOR, AS MADE BY WDSU-TV

THE PHILOSOPHY with which WDSU-TV New Orleans approached colorcasting, the problems station personnel encountered in producing local live color programs, the methods they used to solve them, the manner in which they have educated the advertisers and advertising agencies of the New Orleans area in the use of color and the way in which the station's first color rate card was evolved are set forth in the following transcript of a B•T recorded interview with Edgar B. Stern Jr., president; Robert D. Swezey, executive vice president, and the operating color staff of WDSU-TV.

Q: You've put a lot of money into color development work at WDSU-TV, haven't you? When do you expect to start getting it back?

A: Yes, we will have about half a million dollars invested in color before we're through, counting the new building, which we certainly wouldn't have needed if it hadn't been for color. And we've started getting it back already, in a small way, since Maison Blanche [New Orleans department store] began using color tv as part of its Christmas advertising. We're producing the store's five-minute Thursday evening *Mr. Bingle* program in color in our color studio.

Q: Then you are making an extra charge for color, even with the limited number of color receivers around?

A: Yes. Our philosophy is that a color program is something special, something extra and if an advertiser wants us to broadcast his show in color he should be willing to pay a premium for it. Eventually, of course, circulation will determine the cost of color tv, as it does of all advertising media. But even from the start, when most people will see the program and the commercial in black-and-white, we feel we're entitled to some extra charge—even the very little one we are making—for color.

Q: So you expect to get back your extra costs of color plus a little profit, do you?

A: Yes. We're certainly entitled to get our costs back and I think we deserve a little profit as well. Now I want to make a distinction between the sale of time and the sale of production facilities. It is a simple matter to ascertain costs of special sets, graphic arts and other materials required in producing a color program. We want to get our cost back, plus a small profit to take care of part of our overhead.

Q: That's production. What about time charges?

A: We plan to make an additional charge for time for color telecasting. You notice that in all other media the advertisers for years have been paying special extra rates for color. I don't think those rates necessarily tie in completely with the additional costs of supplying color. For example, they run anywhere from 25% to 50% just to have color in newspapers, and it's not very good color at that. Now, I realize that it costs these other media considerably more for color, just as it will us. But I think it's a special service, so desirable to the advertiser that it should warrant an extra charge without regard to our immediate cost to produce it.

Q: Just how much extra are you charging for color?

A: Our present, and first, color rate card, which is tentative, provides for a 50% increase in live studio charges and 10% increase above the normal time charge for monochrome.

Q: How did you prepare your color rate card?

A: On the basis of a cost accounting study we had made so we could find out how much more color actually costs us.

Q: Have you any other sponsors signed for color, in addition to Maison Blanche?

A: We have several prospects with Tip Top buying a spot schedule.

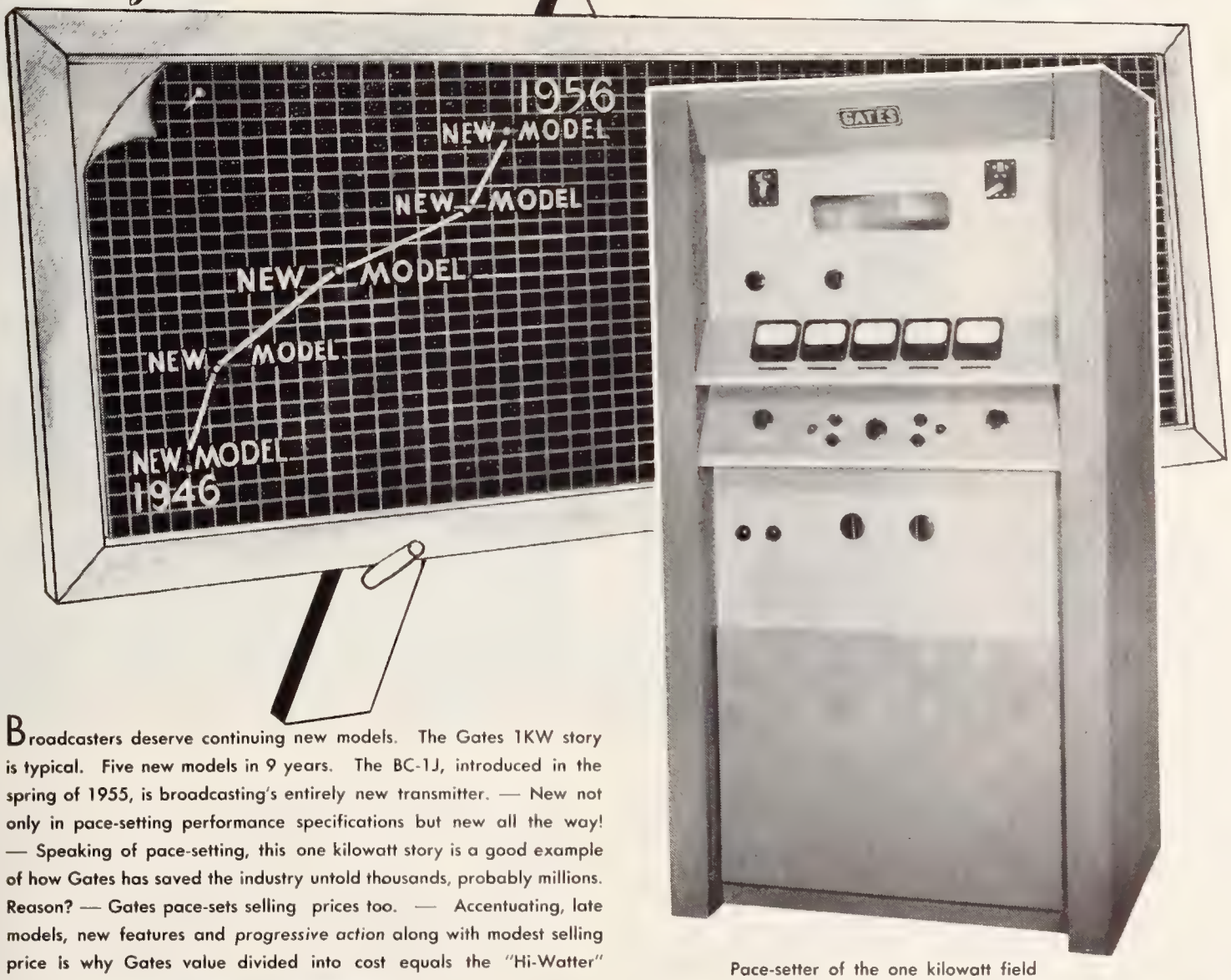
Q: With your first sponsor a department store, do you think that generally color is going to make stores more interested in television than they have been?

GATES GOES AHEAD

By . . .

Progressive Action

GATES
Hi-Watter SERIES
MORE WATTS PER DOLLAR INVESTMENT



Broadcasters deserve continuing new models. The Gates 1KW story is typical. Five new models in 9 years. The BC-1J, introduced in the spring of 1955, is broadcasting's entirely new transmitter. — New not only in pace-setting performance specifications but new all the way! — Speaking of pace-setting, this one kilowatt story is a good example of how Gates has saved the industry untold thousands, probably millions. Reason? — Gates pace-sets selling prices too. — Accentuating, late models, new features and *progressive action* along with modest selling price is why Gates value divided into cost equals the "Hi-Watter" trade-mark of "More watts per dollar invested".

Pace-setter of the one kilowatt field
———the Gates BC-1J "Hi-Watter"



GATES RADIO COMPANY, Quincy, Ill., U. S. A.

Manufacturing Engineers Since 1922

OFFICES — NEW YORK - WASHINGTON, D. C. - LOS ANGELES - HOUSTON - ATLANTA

A: Let me take you back to the early days with radio. You remember what a desperate disappointment the department stores were. There were very few markets where the department stores were really sold on radio. Our experience here with black-and-white television and department stores has been most encouraging. Our earliest tv sponsors were department stores—Holmes, Maison Blanche and Godchaux—and we've also had two or three furniture stores. They've been about our best tv customers. Now, judging from the reaction we've had in the closed circuit demonstrations, the local department stores realize the additional value of color.

Q: Judging by what they have said, do you think it's possible that other cities will get department store business as color is added?

A: I think it's not only possible but probable—particularly the larger stores around the country that are allied with buying groups who get together from time to time in New York or Chicago to discuss their advertising problems. I know that Maison Blanche is part of a large buying group. They have taken success stories on television back to the group, and I think that must eventually permeate the thinking all over the country. It's so easy to demonstrate the effectiveness of television — especially color television.

Q: Have any other New Orleans advertisers, aside from department stores, shown an interest in using color?

A: We're using our color clinics to stimulate their interest in color. We've already had several nibbles and I'm sure it won't be long before we have some promises.

Q: Have any of them seen any recent color programs?

A: Yes. From the very beginning we adapted our transmitter to take advantage of NBC spectaculars. Every time a spectacular was broadcast we ran a special session for a particular group of people. For example we would take one large agency and all of its clients and invite them to come. There might be as many as 150 people to view one color program. After we ran through the agencies, we took other groups in town, the educational groups and others we thought might be interested in the development of color.

Q: In addition to the network color programs, you've been showing what you are equipped to do locally, haven't you?

A: Yes, through our color clinics. These sessions are weekly affairs which we started last July. Usually we confine a clinic to one advertiser and show him, and his agency if he has one, how his products look on color tv, using film and slides as well as live telecasting.

Q: That sounds like sort of an elaborate presentation. Isn't it a lot of work?

A: Yes, but we think it's worth it. The way we handle it is to start with a meeting of our production people—usually a producer, director, scenic art director, graphic arts director and engineer—with the agency producer and his assistants to decide what products will be displayed and what sets and materials will be needed. Two days in advance of the clinic all props, sets, products and whatever else is needed are set up in the color studio. The day before the clinic is devoted to a rehearsal that runs all day, from 9 a.m. to 5 p.m. The morning of the clinic there's another rehearsal and that afternoon, usually from 1:30 to 3:30, the show goes on.

Q: Now I'm convinced it's a lot of work.

A: On the average, about 14 hours of preparation go into each clinic, 11 of them actual studio, on-camera rehearsal. The Maison Blanche clinic, which included demonstrations of paints, china, crystal, silver, copper, brass, wood, linens, dolls, men's and women's fashions, furniture, wallpaper and reproductions of actual store displays—just about everything that a store might want to show on tv—took up nearly 1,800 man-hours in preparation, rehearsal and presentation, according to Dave Cloud, producer.

Q: That clinic was apparently worth all the work, since it sold Maison Blanche on color tv. What about the others?

A: Well, it's true that they haven't produced any other orders—yet—but we still think they've been worthwhile. First, these weekly sessions have shown color tv and its uses to a lot of potential WDSU-TV clients. Second, they've been good client-agency relations for us by demonstrating that our policy of keeping them well informed of all new developments is not just a sales pitch but something we actually do as well as talk about.

Also, these clinic sessions have given the agency people as well as our own staff firsthand experience with color television techniques. In fact, our color studio has become a workshop training center for everyone who will be involved with the production of local color shows on WDSU-TV. So, from the standpoint of what the politicians call enlightened self-interest, we think the clinics have been worth all they have cost us.

Q: Can you point to any specific benefits you've derived from the clinics such as new techniques or ways of doing things?

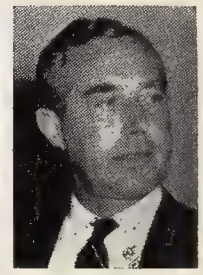
A: Yes, indeed. As a matter of fact, from what we've learned during the clinics we've been able to set up several initial policies for our local colorcasts. First, we've learned that everything to be

B•T INTERVIEWS STERN, SWEZEY, STAFF

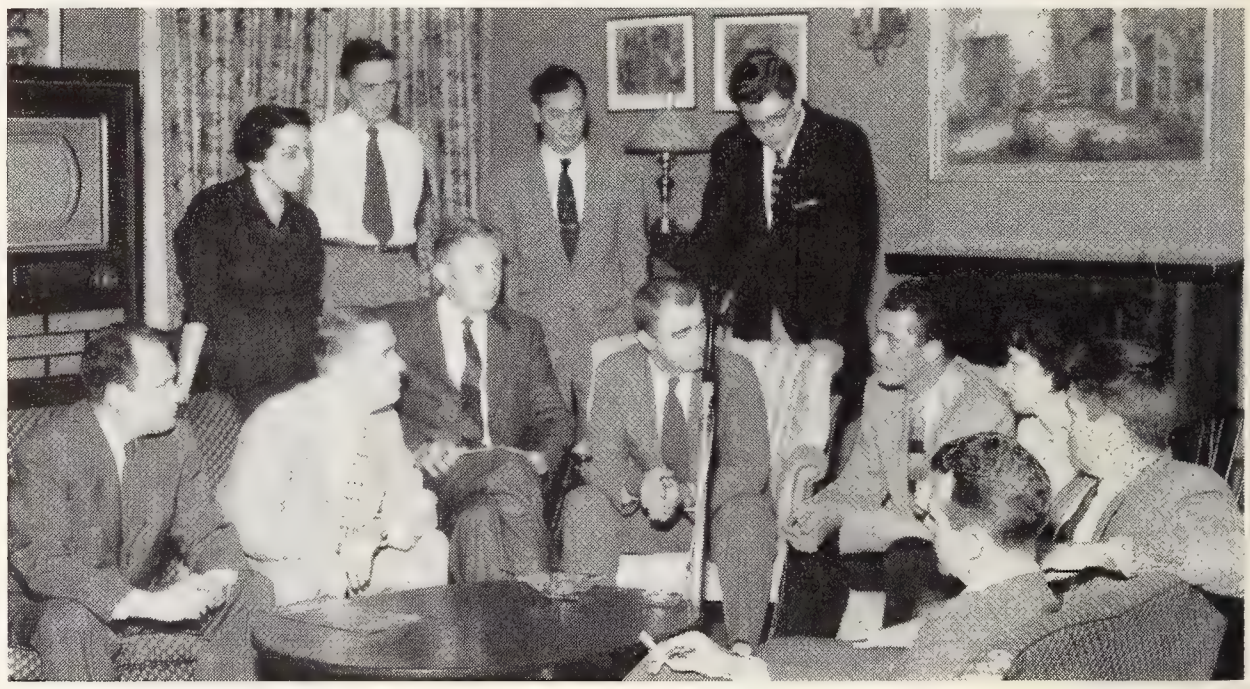
PARTICIPANTS in the New Orleans huddle: At right, President Edgar B. Stern Jr. and Exec. V.P. Robert D. Swezey. Below, B•T senior editor J. Frank Beatty with WDSU-TV staffers (l to r): (seated) Lindsey Riddle, Mr. Beatty, John Muller, Stan Rames, Tom Hicks, Judy Page, Bob Blanchard, Don Howell; (standing) Marion Annenberg, Lowell Otto, Eddie Tong, Mel Leavitt.



MR. STERN



MR. SWEZEY





You Might Score 40 Points in One Game—*

BUT . . . YOU NEED WKZO RADIO TO MAKE POINTS IN KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN!

6-COUNTY PULSE REPORT
KALAMAZOO-BATTLE CREEK AREA—MARCH, 1955
SHARE OF AUDIENCE
MONDAY—FRIDAY

STATIONS	6 a.m. 12 noon	12 noon 6 p.m.	6 p.m. midnight
WKZO	41%	37%	35%
B	18	17	16
C	10	12	11
D	10	9	7
E	8	7	8
OTHERS	14	18	24
Sets-In-Use	20.1%	20.2%	17.5%

NOTE: Battle Creek's home county (Calhoun) was included in this Pulse sampling, and provided 30% of all interviews. The other five counties: Allegan, Barry, Kalamazoo, St. Joseph and Van Buren.

WKZO — CBS for Kalamazoo-Battle Creek and greater Western Michigan—is one of America's most obvious radio buys.

New Pulse figures, left, prove it. WKZO leads in all 72 quarter hours—*gets more than TWICE as many listeners as the next station in 54 of the 72 quarter hours!*

Write direct or ask Avery-Knodel for rates and availabilities.

AM – TV – FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS

WKZO

CBS Radio for Kalamazoo-Battle Creek and Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives

** Ernie Nevers of the Chicago Cardinals set this N.F.L. record in a 1929 game against the Chicago Bears.*

used in a color program or commercial must be completely camera checked before the actual broadcast. You just can't assume in color that the subjects are all within the contrast range. They must be pretested *every time* for color and compatibility. Next, while it's obvious that color tv calls for more preparation and rehearsal time than black-and-white television, the clinics have given us a pretty good idea of how much more time will be needed for a particular program or commercial, which is very helpful in planning the time and money outlay in advance.

Q: Do you have any other general pointers which might be helpful to agency or station people just starting out with color tv?

A: Let's see. Well, we found that packages come through best when their colors are well defined and in large areas. Fine lines, dots and any small bits of color cause difficulty. Another thing about packages: flat ones are easier to light than round ones, and transparent packages, particularly bottles of liquids, are the most difficult of all. Take beer, regardless of how you light it it seems to pick up all the colors near it, even the flesh tones of the hand holding the bottle in the demonstration. When, during rehearsal, one of the models walked behind it, we discovered beer looked best with movement showing through and that's how we showed it.

Q: Are there any other special color techniques you've learned?

A: Chiefly that some colors are intrinsically harder to work with than others. White is probably the hardest to handle, but when we use it with light colored objects it comes through best. Yellow's another problem. We were trying to show a whipped margarine product whose yellow content is stressed in its advertising. But on camera the pale yellow looked white and the product more like cottage cheese than margarine, so we added coloring until it looked right on the screen. Once in a while such doctoring is necessary, particularly with foods, as all advertising photographers have long known, but we were somewhat surprised to find that we seldom had to make any changes in packages. Apparently if a package looks good on a store shelf it looks good on color tv.

Q: What companies have participated in your clinics?

A: The makers of every kind of product you can imagine, from neckties (Wembly Ties) to salad oil (Wesson Oil). There were Blue Plate Foods, Godchaux Sugar, Jackson Brewing Co., Fulton Bag, American Brewing Co., Louisiana State Rice, Dixie Brewing Co., Gold Seal Creamery, King Cotton Products, Brown's Velvet Dairy, Interstate Electric, Hibernia Homestead Assn., New Orleans Public Service, Luzianne Coffee, LuAnn Products, Maison Blanche.

Q: Let's backtrack for a minute. You've just signed your first color sponsor. How long was that after you'd started in color?

A: About 18 months. To go back to the beginning, we started picking up network color programs around the first of July, 1954. We converted the transmitter for color as soon as the telephone company could deliver a color picture to us from the network. By the time they were able to give us a color picture, we were able to transmit it and we've transmitted practically every color program that's come down to us since then.

Q: What about the local end?

A: As soon as we put on network programming, we started planning our local color operation. From the very beginning we realized color meant physical expansion. Just one color camera requires four racks of space.

Q: When did you get your first color camera?

A: A year ago. We assembled it immediately and then for a period of about six weeks turned it over to our engineers to allow them to become familiar with its operation. During this period we drafted final plans for the complete system and designed an entirely new control room for color as well as black-and-white. We also began negotiations for the purchase of an additional building directly adjoining our present studios for our color operation.

Q: Is this built differently from your other studios?

A: No, it's about the same, except we have much more air conditioning for it and larger power lines for lighting.

Q: Why?

A: Because it takes much more light for color than it does for black-and-white, three to four times as much. Light makes heat and so color takes much more air conditioning. We put in 30 tons of air conditioning equipment for this one 40 x 52-ft. color studio.

Q: When did you get into actual programming?

A: Before I answer any more specific questions, I think I had better give you our whole approach to color. We have some rather definite ideas concerning it. Our thinking differs from that of other stations. First of all, we built the color studio, a separate studio just for color, so we could devote time to color without interfering with our black-and-white schedule. I think this is a fairly important step in our overall development.

We also started out with the idea that we should do live color first to learn as much as possible about it. We realized you run into the real problems with live colorcasting. Film and slide were of secondary concern in providing complete color facilities. This is just the reverse procedure used by most of the stations. Our basic approach was not to program regularly, at least for the first six months, but to conduct a series of closed circuit clinics, bringing various agencies and clients into the station to show them color television as we have been discussing it here.

IT'S GOT TO BE BIG FOR COLOR

Q: When you were building this color studio you were still doing some research with the camera. Did you learn anything that changed your studio planning?

A: Only one thing. We wish we'd made the studio a little bigger. We're finding that color sets are much deeper.

Q: Is there a difference in perspective in color?

A: Well, for one thing we have only one camera and in order to make it versatile we use a Vari-Focal lens on it. At the greatest distance we have in the studio, we can cover only—at one shot—a space about 14 feet wide. In order to get a larger picture, or wider picture, we have to back out into the hall.

Q: In color, don't you have to put your set pieces further away from the background?

A: That's a primary problem in lighting a color set in order to pick up color on the backdrop. The backdrop has to be lighted to the proper degree for pickup, but because of that the subjects have to be moved forward far enough so that they too can be fully lighted and yet not cast a shadow on the backdrop.

Q: Could we take one particular program?

A: Let's start with *Magic Tree,* as long as that was our first one. It's a woods scene, a painted backdrop with several live pieces in front of it, and we brought in greenery and pine needles to cover the ground, etc. The show consists of a storyteller who tells a fairytale to six children, who sit around this one tree. The storyteller dresses in a costume of one of the characters in the story that she is relating. In this particular one she was a fairy, and her costume was an orchid red and she had wings that were transparent. It looked very good to the eye, but when we got her on camera her costume went blue.

Q: Why was that?

A: Well, it might have been the adjacency of the tree, the soft contrast furnished. That, incidentally, is one of our biggest prob-

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lems—contrast of colors. When you get two colors widely separated in a contrast range they have a tendency to throw each other off. More probably the material of the dress was responsible.

Q: Well, now, you had a red dress that came out blue. What did you do?

A: Nothing. You see, fortunately in this case, it really didn't make any difference whether it looked blue or red, just as long as it looked good. The audience at home doesn't know that this is supposed to be a red dress, so unless it has some real bearing on the story, you let it go. It isn't worth the problem of trying to correct it. Since that costume didn't bear on the story, we concentrated on getting natural flesh tones and let the costume fall to whatever color it wanted. People at home know flesh tones; that's their only standard.

Q: But suppose it was important to get that color?

A: Then we would have had to choose a material that would give a truer color. In other words, the absorption of the material, whether it would be cotton or wool, or whatever it would be, has a lot to do with it.

I think the whole thing is that the camera must be adjusted so that it reproduces flesh tones first. You don't adjust the camera for one color and then go over and and see if it works on flesh tones. You do it the other way.

Flesh tones must be correct. If you are selling a product, it must be accurately reproduced. It is of no particular consequence if the red dress comes out blue if the other factors are right.

Q: How do you go about planning a color show?

A: Like many local stations, we can go on the air and do black-and-white shows without too much rehearsal, particularly if the show is one of an established series. Color is entirely different. In our type of operation, you must plan and coordinate every element. One camera necessitates the use of a great deal of film, and color film takes a bit longer to develop than black-and-white. Therefore you have to shoot your film further ahead of time. Actually you should receive the film back in sufficient time to thoroughly check and reshoot if necessary.

This points out that the coordination between the person who takes the film and the engineering department, which will have to put it on in our color system, has to be close. I think that first and foremost the thing that we learned out of our first color shows was the fact that there has to be, even to a greater degree than in black-and-white, the closest kind of cooperation among the art department, the engineering department and the production people. It's absolutely essential.

Q: On the average, how many more man-hours does it take for a color program than a black-and-white program?

A: If we were doing a fairly standard show live daily, take for instance a kitchen show or a homemakers show in which the set is basically standard, and if we were given a certain period of time in which we learn what background and colors coordinate with what colors costumewise in the foreground, then I think that after a while the time involved for putting a color presentation of that sort on, compared to black-and-white, won't be too largely changed. At this stage, however, where we are learning what is good background in terms of foreground and costume and that kind of thing, it still takes much more time.

Q: You're talking in terms of a series now.

A: Well, that's most of the things we do. It's more practical, the operation of a series. But once they're launched, I don't think it'll take much more time. I think we put on the books 25% more, as just a rough . . .

Q: Twenty-five percent more of what?

A: Well, engineering, for example. Some of it will take much more, some perhaps not as much—but we expect a fourth more work or expense in engineering to put a show on in color.

Q: You mean for the production of the program?

WDSU-TV'S COLOR STUDIOS: HALF-MILLION DOLLAR INVESTMENT



A: Well, actually putting it on. In other words, it will take more engineers, the camera's on more, it costs more to operate the camera, it requires more lighting.

Q: To be specific, it takes how long to line up a black-and-white camera?

A: Twenty minutes to a half-hour.

Q: How long does it take for the color camera?

A: It ranges from two hours to two and a half hours, depending on conditions. Actually, you come in three hours before scheduled use of the camera to turn it on and allow it to warm up. An hour later you can start adjusting and then go through your rehearsal. Thirty minutes before airtime you must release the camera for final adjustments.

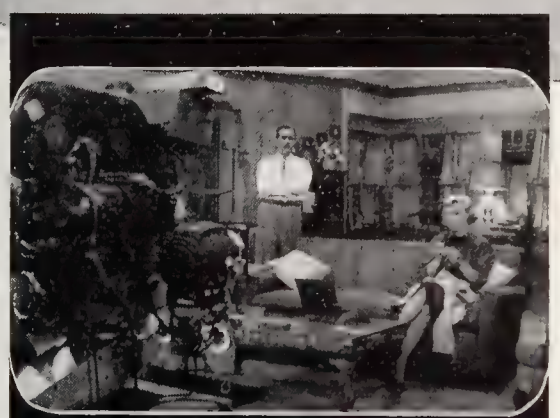
Q: Have station costs gone up much because you've been working color?

A: Well, you must have a studio. That is an expensive proposition, of course. Then there are equipment costs: the transmitting equipment; color cameras; extra engineering personnel on tap. I'm sure we have at least one or two extra people as a result of our color requirements.

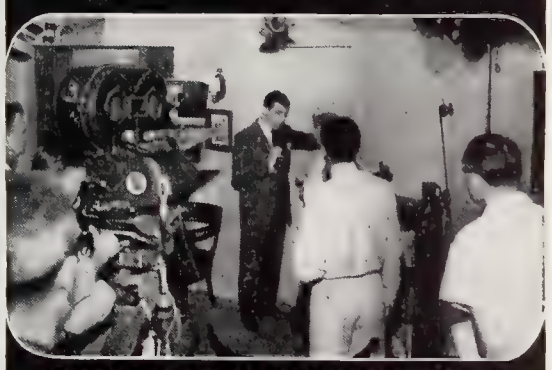
Q: How are you going to get circulation for your colorcasts? Is anyone doing anything to sell color receivers?



On the set of "I Love Lucy," starring Lucille Ball and Desi Arnaz. The nation's Number 1 TV show for 1951, 1952 and 1953 is a pioneer of the technique of filming its program as a live show with audience. Desilu Productions uses three Mitchell 35mm BNC cameras in filming "I Love Lucy."



Joan Davis on the set of "I Married Joan," produced by P. J. Wolfson and appearing on NBC. Three Mitchell 35mm BNC cameras are used on this top TV show, which is in its 2nd year. Jim Backus plays the male lead.



Dennis Day, star of "The Dennis Day Show," a top-rated NBC program. Originally "live," this series is in its second year, and is now produced on film by Denmac Productions, using a Mitchell 35mm BNC camera.

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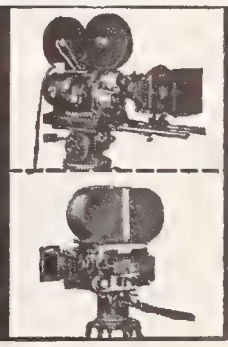
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A: One approach that we hope to take to try to sell color television sets—and that's going to be the big problem over the next year—is instead of doing so many things on the air, to do closed circuits to department stores. We want to do a show where we have a lot of color, maybe a ten-minute show, say the first ten minutes of every hour, and have sets throughout the stores, so that as many people in New Orleans can see color television as possible. One of the reasons we built the separate color studio was so we could do that sort of operation all day long, completely separate from our regular on-the-air performances.

Q: If the price of color sets comes down and circulation starts increasing within a year, do you figure you will be in color pretty deep?

A: Yes.

Q: Do you look for a good sale of color sets before the winter season is over?

A: Not unless there's a break in the price. I think that will have to come sooner or later, but I don't think it's going to come until more manufacturers become active in the field.

Q: From what you've been doing so far, you think you're pretty well ready for color?

A: Oh, yes. I think we have the foundation on which to build.

Q: And the departments are getting experience and you have the trained people in each department?

A: We might have to add some personnel, according to how far we get into this. For instance, we may need extra light people who work as light directors on shows. We probably will need more people in the graphic art department and the scenic design department. Administration and production-wise, from the standpoint of directors and similar personnel, I doubt that we will have to increase our staff much. We will interchange people in black-and-white and color operations as requirements demand.

Q: You have done a lot of pioneering in color. Have you any lessons from your experience that you might offer other stations?

A: I can tell them what we did, and what we didn't do. Instead of going just into slide and film, for example, we went into a live camera operation. We had two cameras ordered and I asked that only one be delivered because we wanted to see how effectively that one would operate before we started with two and we thought for our immediate small efforts that one would be sufficient. But I would rather have had the live camera than the slide and film equipment. I think it's terribly important for a station to train its personnel in color.

Color is inevitable. I have a feeling that in tv it isn't going to be like the use of color in motion pictures, which has been spotty. You and I would just about as soon go to a black-and-white picture, if the story was good and the talent was good, as to see a color picture. Color is not an essential in motion pictures even today. I think it will be an essential in television and I think packaging alone will determine that.

It won't be audience demand, probably, quite so much as client demand. The minute one national advertiser in the food business goes into color with his packaging and his programming, the others will almost have to follow. That's true of cigarettes, soaps, all national brands. The minute you get one into color, the second advertiser in the same field of equal strength isn't going to be happy to see a ghost of his product and his package while the other fellow is showing his in its true colors.

Once the price of sets goes down and a few leading advertisers in the various fields get into color, I think the rest will follow like sheep, and that's going to make your local programming look awful bad. If you have a lot of network color and it's interspersed with gray locally, it's not going to be a heads up operation. I'm perfectly confident that color is inevitable and I mean a full color and that we're not going to wind up with a patchwork business of part black-and-white and part color. It's going to be all color.

Q: You have spent a lot of money in your color development work. Will it be a long time before you recover it?

A: Including our new building, which we would not have required had it not been for color, we will have something like a half-million dollars invested in color before we're really equipped. It takes a long time to get a half-million dollars back.

MEMORANDUM ON COLOR

WBAL-TV Baltimore broadcast an entire month of its Monday-Friday 'Homemakers' program in color. When it was over, Director John Michael White wrote an intra-station memorandum describing this practical test of the new medium. It follows.

DOING *The Homemakers* in color is fun. This may not be the most practical aspect of our first month's programming, but it has resulted in a refreshed outlook of all concerned. The interest shown in the challenges inherent in colorcasting, and in surmounting these challenges, has been an important part of our color operation. In the last four weeks of daily colorcasting I feel we have learned more than in the previous months of occasional or one-shot color shows.

Although I cannot speak for the engineering department, the evidence is that the equipment has reached a status quo, and is able to maintain it. One equipment failure in 20 [see box] for a new operation seems to me an excellent record. (Remember, the second b-&-w show *could* have gone in color, had the director not cancelled it.)

Given the right conditions, the color achieved can be counted upon to be excellent, definitely up to, and in many instances exceeding, network results. The "color mixer," with which we turn b-&-w slides into color slides, is a great aid and is capable of very useful color effects.

Contrast is the bug-a-boo of colorcasting. The smallest "bright-white" object in a scene can cause us trouble, since a white object causes an intense video "spike." To darken the white object down to controllable limits, the rest of the picture must be darkened too, hence poor color. This is especially marked where flesh tones (faces, hands) are concerned. For ideal color television, all objects should be, although of different colors, of the same general tone and intensity. But what is ideal for color would turn a b-&-w screen into a confusing mass of similar shades of grey. So we come to our first problem, that of achieving enough contrast for black-and-white, while maintaining it within the limits of the color camera.

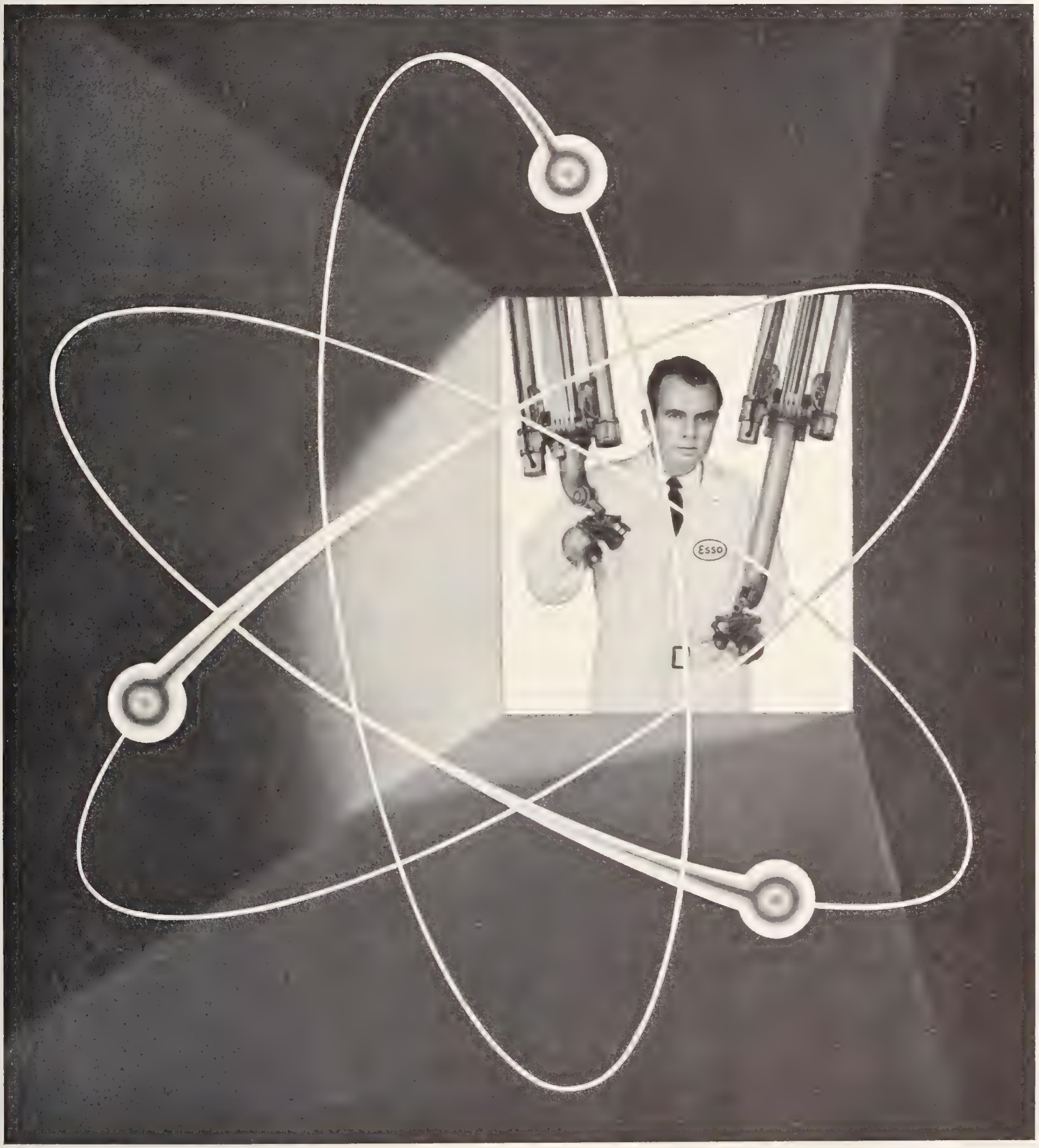
BOXSCORE: 20 SHOWS

Color: 18
B-&-W: 2*
* 1 equipment failure just before airtime
1 equipment failure repaired in time for show but director had set show for b-&-w, so cancelled color.

Allied with the problem of contrasts is the question of getting close enough to see the subject. In b-&-w tv the camera position can often overcome the contrast question. A camera shooting down and tight on a sizzling steak can show the steak in great detail, even if it is on an all-white or all-black platter. This shooting down-and-tight is beyond our present capabilities. With the Zoomar lens on the color camera, the camera remains about 15 ft. from the action; we find this an almost happy medium between wide shot and tight shot. "Almost happy" because we would often like to be either tighter or wider, but the zoom has its own limits within which we must work. This 15 ft. working distance also precludes shooting down—a definite hindrance in the

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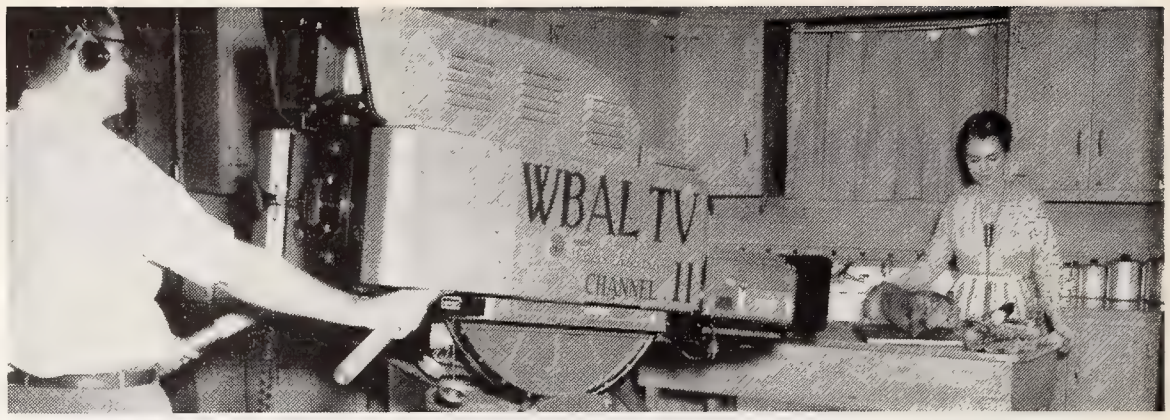
An atomic scientist, by remote control, maneuvers a piece of cobalt metal made more radioactive than all the radium ever refined. This powerful tool at Esso Research will dig out brand new secrets from petroleum. What secrets? No one knows for sure. But you can be sure of new benefits from oil. Yes, **ESSO RESEARCH** *works wonders with oil.*

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kitchen, since the side of a bowl is little or no indication of its contents.

If we call the position of the camera our second problem, the single fact of a single camera looms large as our third problem. Most of our thinking, picture-wise, at WBAL-TV involves two cameras, in other words, a wide shot and a tight shot, and selective cutting between them. With one camera the train of "video thought" must flow smoothly; while the zoom permits wide and tight shots, the transitions between them can be very disturbing if indiscriminately used. Zooming into a tight shot can be justified only if the shot is maintained for an appreciable time; thus, if a small object is to be shown it must be interesting enough to look at for at least 30 seconds, or else there should be accompanying articles to "pad" the shot. Likewise, limbo shots [those of an item shown by itself] must be set so only a small pan is needed to get from the personality to limbo and back. Going to black between shots is a last resort. The exigencies of space, time, and the necessity of having all elements of the show at exactly the same distance from the camera position (for purposes of focus) often present considerable difficulties, which we have so far been able to solve.

At last we come to the question of lighting, which I hesitate to call a problem, since I think it will be the key to more and better color. So far we have tried to confine the show to the lighting available, but recently we have been learning to utilize the light to better advantage. In the show of Dec. 1, 1955, we far exceeded the contrast range of anything we have yet done, up to and including a tight shot of a dark skillet on the white stove. It may not sound earth-shaking, but it is a milestone as far as our color operation is concerned.



THE WBAL-TV color camera, manned by Kenny Bareham, trains on *Homemakers'* co-hostess Mary Landis during one of the Baltimore station's colorcasts of the program described by Director White's memorandum.

To be extremely serious for a moment, an experienced lighting man on the show means an appreciable improvement in color. A set can be lit with a light meter and good color will result, but a man with experience can give you good color and good pictures of light and shade and substance that spell the difference between good and excellent color. Manpower is a problem, I know, but in all sincerity I feel that the addition of an experienced lighting man to the show would be the biggest single step forward in our color shows.

Speaking of manpower, the interest shown by all concerned has been a big factor in the success of the show. Lou Wagner [chief engineer], John Peters and Park Plowman [color engineers] have been most helpful in explaining the technical limits under which we must work, and Kenny Bareham on camera and Bill Merryman, the floor director, make a director almost superfluous while the show is in progress.

Mollie and Mary [Mollie Martin and Mary Landis, co-hostesses of the show] have been very good sports in this trial and error period. Adjusting one's camera technique must be hard, but they've both weathered the storm of suggestions and comments with flying colors. Pat Montfort, the associate producer, has done a yeoman job of co-ordination, and is always ready with an aspirin.

As I say, daily color is a lot of fun.

WVEC-TV Norfolk Uhf Sales Rise 32% in '55

THOMAS P. CHISMAN, president and general manager of WVEC-AM-TV Hampton (Norfolk), Va., announced last week that his uhf ch. 15 television station increased gross revenue by more than 32% in 1955 and not only operated "completely in the black" but also overcame a $118,000 deficit from 1954.

He also noted that WVEC-TV's contract as an NBC basic affiliate had been renewed through 1958 and said the station was making plans for "an improvement and expansion program" including the possibility of acquiring "additional media facilities in the area."

Outstanding factors in the station's "steady climb," his report said, were "the almost complete disappearance of the conversion problem" (a station spokesman estimated conversion at about 75%) and "the steadily rising volume of national advertisers" using the station. During the final quarter of 1955, Mr. Chisman said, WVEC-TV was carrying more than 40 national advertisers and received 100% renewal for 1956. He cited Pepsi-Cola specifically as one that "not only renewed for 52 weeks, but diverted funds from other media to increase the budget of WVEC-TV—an increase predicated on a great surge of Pepsi consumption in the area serviced by WVEC-TV."

Local advertising on the station in 1955 was up 60% from 1954, he reported.

WKRC-TV Names Goorian, Promotes George Rogers

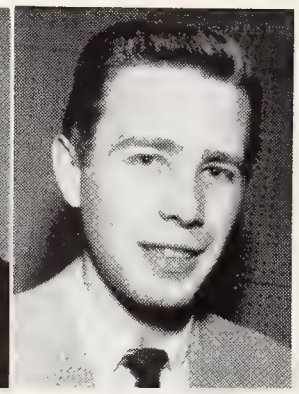
WKRC-TV Cincinnati has added one administrative person and promoted another, according to David G. Taft, executive vice president-general manager.

Leonard P. Goorian was added to the staff of the ch. 12 outlet as executive producer and assistant to Paul Shumate, program director. He will be responsible for improving present program standards and creating new local programs.

George H. Rogers Jr., a member of the WKRC-TV program department for the past 18 months, was promoted to commercial production manager.



MR. GOORIAN



MR. ROGERS

WBUF-TV Returns to Air After Move to New Home

WBUF-TV Buffalo, newly-acquired NBC uhf, returned to the air Monday after a week's shutdown that permitted a move of its broadcast equipment from its former location, where it shared space with WGR Inc., to a new home, a three-acre plot at 2077 Elmwood Ave., where temporary quarters have been erected. The station left the air at midnight, New Year's Eve. Engineers immediately began unbolting the transmitter (equipped for color during the move) and preparing other equipment for the shift-over. WBUF-TV went back on the air at 9:56 p.m. EST Monday, off schedule 3 hours and 54 minutes because of a freezing rain and sleet storm in the Buffalo area last week.

WFLY (FM) Institutes Multiplex Broadcasts

WFLY (FM) Troy, N. Y., claimed last week that it is the first fm station to multiplex its broadcasts. Multiplexing calls for the simultaneous transmission of two broadcasts on the same wavelength, a process that permits fm stations to increase revenue by selling a "pick-a-back" broadcast to commercial establishments using special receivers.

WFLY Manager Robert Goodrich reported that the station went "multiplex" last week on a "try-out basis" and plans to convince banks, factories and restaurants in the Troy-Schenectady-Albany area to install special multiplex receivers which are being demonstrated by the station's sales staff. Billing for background music programming will be on a monthly service-charge basis, since the multiplex broadcasts will be without commercials.

William S. Halstead, president of Multiplex Services Corp., New York, whose firm developed and supplied the multiplex equipment, reported that MSC had received orders from other U. S. fm stations. Multiplex transmitters for Mr. Halstead's firm are made by the Gates Radio Co., Quincy, Ill.; receivers by Browning Labs, Winchester, Mass.

Hildreth, Coleman Named

SHERMAN HILDRETH, WRCA-TV New York technical operations supervisor, and James V. Coleman, WRCA-TV technical director, have been appointed WRCA-AM-TV technical operations manager and WRCA-AM-TV technical operations supervisor, respectively, Arthur Hamilton, manager of production and business affairs for the stations, announced last week.

WBIR Appeals Ruling Of Internal Revenue

WHEN a radio stations spends almost $40,000 to compete in a hearing for a television station is that expense a normal business outlay, or is it a capital asset?

The answer to that question can mean a significant change in federal tax rates and will probably come from the U. S. Tax Court, which has received an appeal on this point from WBIR Knoxville, Tenn.

WBIR appealed an October 1955 Bureau of Internal Revenue ruling that this expense cannot be treated as "ordinary and necessary." The bureau said that WBIR would have to calculate its tv hearing outlay as capital, and also stated that there could be no writeoff of this amount since a tv license has no life span. Involved is approximately $15,500 in taxes for 1953-54.

The position of WBIR is that the expenses in connection with its battle for a tv station were "ordinary and necessary." A tv station is a requirement for a broadcaster in order to protect his am investment, the Knoxville ABC, 250 w affiliate declared in its appeal to the tax court.

Alternatively, WBIR stated, if the tv hearing expenses—including legal fees and the expense of bringing witnesses to Washington—must be considered a capital expenditure, then it should be permitted to depreciate this sum over the life of the license, three years. Tv station grants have that normal span for tax purposes, WBIR said, based on the license term.

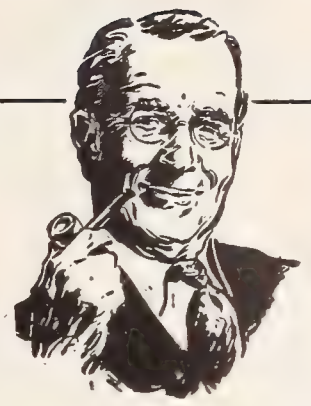
WBIR holds an initial decision for Knoxville ch. 10. The hearing began in June 1953. Other applicants for the vhf facility are WNOX and Tennessee Television Inc. (Guilford Glazer and associates).

In a secondary plea, WBIR also asked the tax court to reverse the tax bureau's refusal to permit the Knoxville station to depreciate its fm equipment on a five-year basis. WBIR had been writing off the $16,000 fm equipment expense on a 10-year basis (similar to the rule on am), but in 1952-53 decided that this should be placed on a five-year term. This was on the judgment that fm broadcasting had become a loss operation. The amount involved is $6,500.

The appeal to the tax court was filed by WBIR's Washington attorneys, Dow, Lohnes & Albertson.



FINISHING TOUCHES to big bolts anchoring the 752-ft. transmitter tower of KOSA-TV Odessa, Tex., are put on by Cecil L. Trigg (l), president and general manager, and Paul Mowrey, New York television consultant. KOSA-TV, a CBS affiliate, began programming Jan. 1.



Advertisement

From where I sit
by Joe Marsh

They Sure "Got My Number"

This is to inform Baker Bros. Garage of Center City that they have got themselves a steady customer—any time I'm in their area.

It happened that their four "islands" were all being used when I stopped by last week for a car-wash and oil change. Didn't feel like waiting so I drove off and found me another gas station.

Somebody must have seen me leave, though, and took the trouble to get my license number—because the next day I received a note saying: "Sorry we were full when you called. See if we don't do better next time."

From where I sit, the man who deserves your patronage, and friendship, is the man who makes an effort to see things from your viewpoint. We all have our characteristics. Some people (like me) are always in a hurry, others are more easy-going—just as some people dote on buttermilk, while others prefer a quiet glass of beer. It pays to make a few allowances for the other fellow's likes and dislikes.

Joe Marsh

Copyright, 1955, United States Brewers Foundation

A TALE OF 3 CITIES: RATING RHUBARBS

ON three widely-separated fronts last week, broadcasters were involved in disputes either with rating services' methods or tactics allegedly used by rival stations in using such measurements. The tiffs involved Milwaukee, Denver and Huntington, W. Va., outlets.

TWO MILWAUKEE BROADCASTERS BLAST 'RIGGED' PHONE SURVEYS

LETTERS deploring "rigged" telephone surveys of Milwaukee, Wis., radio listeners have been sent by two station officials in that city to advertising agencies and national survey firms, it was disclosed last week. One official said the matter would be brought to the attention of the Federal Trade Commission.

The letters were sent by Hugh K. Boice Jr., general manager of WEMP, and I. E. Showerman, manager of WISN-AM-TV following a meeting Jan. 5 of Milwaukee radio station representatives and executives of the city's Better Business Bureau [B•T, Jan. 9]. The meeting was held to discuss the need for a standard of practice to cover certain questionable on-the-air promotions that induce listeners to report themselves tuned in to a certain station.

Mr. Boice, in his letter to agencies, decries the recent use in Milwaukee "by some stations" of "gimmicks that completely distorted the national surveys . . . there is no place for the publication of a distorted survey and its careless and indiscriminate use as a sales tool."

He continues:

"In our efforts to clear the air—that is a survey of the air—we determined to use the technique of fighting 'fire with fire.' For the past three weeks we have been running the following chainbreaks similar to the type that distorted the most recent survey:

"' Win cash. . . . If you are listening to WEMP when you are called on the telephone or called on at home, you will win cash. . . . ' "

WEMP paid out "lots of cash and announced winners after each promotion announcement," Mr. Boice declares.

Results of the test by the station prove conclusively that surveys can be distorted, he concludes, citing figures to prove his point.

In his letter to Pulse, Hooper, ARB and Nielsen, WISN's Mr. Showerman says in part:

"There is little question that these giveaways have a bearing on the published results of surveys. Agencies which are buying time based upon misleading surveys believing they represent true audience popularity in Milwaukee are being misled.

"This results in time purchases on a group of bought-audience stations which, unless the agencies and advertisers are apprised of the true situation, can only result in ineffective use of client money.

"You can perform a real service to the broadcasting industry by withholding Milwaukee data based upon bought audiences."

Dempsey & Koplovitz, Washington, D. C., law firm for Hearst radio and tv interests, which include WISN-AM-TV, has been instructed to bring Mr. Showerman's letter to the attention of the Federal Trade Commission.

The controversy over telephone surveys originally was raised by the deputy district attorney's office in Milwaukee, according to Richard Jordan, general manager of the Milwaukee Better Business Bureau.

Mr. Jordan said that as a result of a Jan. 5 meeting between representatives of seven Milwaukee stations and BBB officials it was agreed that "those stations which are currently using promotions designed to induce members of the public to state they are listening to a particular radio station when actually they may not be listening to that station, will permanently discontinue such promotions as of midnight, Saturday, Jan. 7."

He added that the group agreed there was a need for a local code of advertising standards for Milwaukee radio broadcasters and that a luncheon meeting has been set for Jan. 23 to draw up such standards.

PULSE DOESN'T MAKE ALLOWANCE FOR EARLY SIGN-OFF—KOSI

A DISPUTE was in progress last week between KOSI Aurora (Denver), Colo., and The Pulse Inc. over the rating service's failure to "adjust" its Denver radio measurements to take into account the early sign-off of daytime stations, including KOSI.

David M. Segal, president of KOSI and also of KUDL Kansas City, wrote Dr. Sydney Roslow, director of The Pulse, charging, "ridiculous manipulation of figures" and asking "why, because a station goes off the air at 4:45 in the afternoon must its ratings be analyzed with stations that stay on through the day."

Mr. Segal, questioning the recall method of measurement, said that "for seven straight months, June through December 1955, KOSI . . . has been strong No. Three station in the morning, and fighting for the No. One and Two position in the afternoon via Hooper," and that "Hooper at least has the decency to adjust their ratings for early sign-off."

Dr. Roslow replied that he knew of no way to adjust figures "to give a station a rating when it is off the air." In fact, he said, any such "adjustment" would involve "manipulation." (C. E. Hooper Inc. officials said their "adjustment" was simple: "We compute a station's share for only the time it is on the air.")

Dr. Roslow said his original proposal to the Denver stations was to conduct a measurement like the one in Salt Lake City, and that the Salt Lake City report—also with "unadjusted" figures—had been available for inspection at the time.

ARB HUNTINGTON SURVEY CALLED UNFAIR BY WHTN-TV

WHTN-TV Huntington, W. Va., has prepared a brochure protesting an American Research Bureau survey made in the Huntington-Charleston area in November 1955, just one month after the station went on the air using a temporary transmitter.

The station claims the survey does not give a fair picture to prospective advertisers of the WHTN-TV audience because at the time the station was operating with 20 kw from an antenna mounted on top of a utility pole. Under these conditions the station's signal was not competitive in the area surveyed and ARB knew of the conditions, was thoroughly appraised of the situation, but would not agree to a suggested postponement of the study and did not offer any explanatory information, the station claims.

WHTN-TV, an ABC-TV affiliate on ch. 13, put its new tower and 316 kw transmitter into operation Dec. 24, 1955.

Griswold, Beavers Appointed At St. Joseph, Mo., Stations

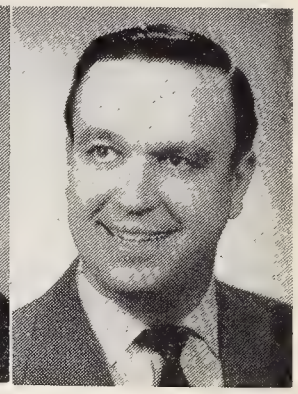
GLENN GRISWOLD has been appointed general manager of KFEQ-AM-TV St. Joseph, Mo., it was announced last week by Kenyon Brown, president of the Midland Broadcasting Co., which assumed ownership last month.

One of Mr. Griswold's first actions in his new post was to name Wayne Beavers as commercial manager of KFEQ-TV.

Mr. Griswold was commercial manager of KFEQ from 1935 to 1953, when he assumed



MR. GRISWOLD



MR. BEAVERS

commercial managership of KFEQ-TV. He also served as assistant manager to Barton Pitts, previous owner of both properties.

Mr. Beavers has been with KFEQ-TV for two years as regional sales director.

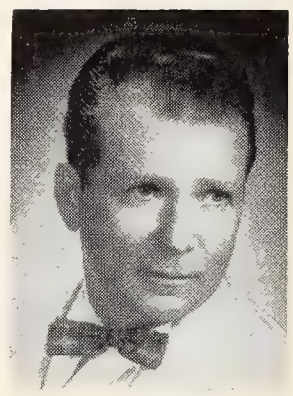
REPRESENTATIVE PEOPLE

James L. Greenwald, advertising sales and promotion director, Product Promotions Assoc., N. Y., appointed to N. Y. radio sales staff of The Katz Agency Inc., N. Y.

Seymour H. Thomas, Chicago office of Venard, Rintoul & McConnell, station representatives, named manager of Chicago office of Joseph Hershey McGillvra Inc., representation firm. He was erroneously reported as becoming Chicago manager of Venard, Rintoul & McConnell in B•T Jan. 9. Mr. Thomas formerly was sales manager of WRRR Rockford, Ill.

STATION PEOPLE

Buddy E. Starcher, formerly with Interstate Television Inc., Hollywood, named manager of WMIE Miami, Fla.



MR. STARCHER

Robert E. Aiken, chief announcer, KCFM St. Louis, Mo., appointed general manager.

John N. Merrell, KWBB Wichita, Kan., to KFH Wichita, as sales manager.

Richard Pomeroy, WILS Lansing, Mich., to WHFB Benton Harbor, Mich., as promotion manager.

Louis C. Blizzard, manager, WHOS Decatur, Ala., to WMSL-AM-TV Decatur as commercial manager. He has been in radio since 1939.



MR. BLIZZARD

Charles S. Gerber, formerly account executive, WVNJ Newark, N. J., to WAAT Newark sales department.

Herbert J. Weber appointed to WJBK Detroit sales staff.

Len O'Connor, news reporter-commentator at NBC Central Div., is author of article, "The Young Criminals Talk to a Stranger," in current (January) issue of *Chicago* magazine. Article is based on his radio documentary series, *They Talked to a Stranger,* on WMAQ that city.

DEPT. STORE ADS SOUGHT BY NBC-TV

'Window,' new program concept for network owned stations, presented at dry goods dealers convention. Plan also will be offered to affiliates.

A NEW tv program concept for the use of department stores was announced Wednesday by NBC owned stations during a joint RCA-NBC tv presentation at a sales promotion session of the National Retail Dry Goods Assn. convention at the Hotel Statler, New York (see story, page 32). The program has been designated as "Window" and will be made available to advertisers Feb. 13 on NBC owned tv stations, according to Charles R. Denny, vice president in charge of NBC owned stations and NBC Spot Sales.

Mr. Denny said details of the plan would be made available to those stations his spot sales organization represents and to other NBC-affiliated stations.

The programs will be five minutes each and will be slotted in or adjacent to "high-rated, successful local and network shows." Arlene Francis, of NBC-TV's *Home,* who was m.c. for the demonstration colorcast, said during the closed circuit show that the program probably would be scheduled after *Today* and before both the *Home* and *Matinee Theatre* shows.

At the demonstration, rate cards for the "Window" shows—described as the first new type of program service of the tv industry "to help retail advertisers move merchandise at low sales-advertising cost ratios"—were distributed. The card provides rate information for WRCA-TV New York, WRC-TV Washington, WNBQ (TV) Chicago and KRCA (TV) Los Angeles. Rates on WPTZ (TV) Philadelphia, whose acquisition by NBC has been given FCC approval, will be announced later.

For participation in the program on WRCA-TV, the one-time weekly rate is given as $325 net commisionable and the five-time weekly rate as $1,300 net commissionable on a 13-week basis (price includes time, talent and production).

Similar figures for WRC-TV are one-time weekly, $146.25, and $585 per 13 weeks. If five times weekly; WNBQ is $275 and $1,100 and KRCA, $160 and $750, for the corresponding categories.

Price at WNBQ and WRC-TV includes time, talent and production with the strip rate of $585 at WRC-TV for the introductory 13-week period only. After 13 weeks, that station's price increases to $679.75. The KRCA rate is applicable only if the store provides the talent since it includes time and production only.

The shows will be telecast in color "where color equipment is available," NBC said, and will use a shopping format of commercials integrated with informative editorial material. The sponsoring store's merchandise will be featured by a station or store personality inserting the articles in program schedules at various times during the broadcast day.

NBC said the program is designed to increase telephone and mail orders and store traffic, to better other media in "presenting a store's personality," to permit retailers to bring newspaper ads to life by demonstrating those products so advertised and to "sell a variety of items per program so that the advertising cost per item is lowered or spread over several departments."

CBS-TV Sets Discount As Small Station Aid

A NEW discount incentive—designed as further encouragement for advertisers to use the smaller market stations that make up CBS-TV's Extended Market Plan—was announced last week by William H. Hylan, CBS-TV vice president in charge of network sales.

The new plan, which became effective yesterday (Sun.), lets an advertiser apply to his EMP gross billing the same total discount he earns on his regular station billing (station-hour and annual or over-all discounts). In addition, CBS-TV will apply to the net the special discount structure already established for EMP use. Under the new set-up, officials said, EMP billing can be reduced as much as 36.75%.

The new discount benefits, like the special EMP discounts, will be absorbed by the network, leaving station revenue undiminished.

CBS-TV gave this example of the way the new procedure works:

KOTA-TV Rapid City, S. D., described as a typical EMP station, is listed at $30 per nighttime half-hour. An advertiser earning the maximum of 25% on his regular station billing can now apply that discount to the cost of buying KOTA-TV, reducing the $30 cost to $22.59. Then, by using at least 19 other EMP stations he can earn the maximum EMP discount of 15% and reduce the KOTA-TV cost to $19.12. Under the old arrangement, $25.50 ($30 minus 15%) would have been the minimum cost for the use of KOTA-TV.

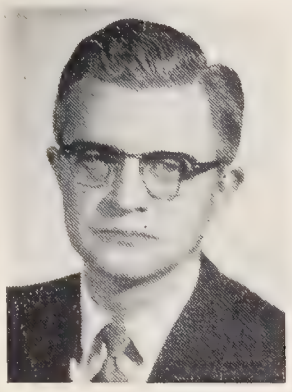
Mr. Hylan said the success of EMP, which was established more than a year ago as a means of encouraging advertisers to include smaller-market stations in their network lineups, led CBS-TV to add the new incentive. Currently, 26 stations are members of EMP and 46 CBS-TV advertisers are using these stations to carry part or all of 59 programs.

WROW-TV to Be CBS Primary

WROW-TV (ch. 41) Albany-Schenectady, N. Y., currently servicing both ABC-TV and CBS-TV as an alternate affiliate, will join CBS-TV as a primary affiliate Feb. 1. Herbert V. Akerberg, CBS-TV vice president in charge of station relations, said Thursday that WROW-TV "has generated enough set conversions [to uhf] in the one year of its connection with CBS-TV as a limited alternate affiliate to justify the primary affiliation." WROW-TV is owned and operated by Hudson Valley Broadcasting Co. of Albany.

NBC Elects Hammerschmidt

ANDREW L. HAMMERSCHMIDT, who last December succeeded the late Robert E. Shelby as NBC chief engineer [B•T, Dec. 19, 1955], has been elected a vice president of the network, Robert W. Sarnoff, NBC president, announced last week.



MR. HAMMERSCHMIDT

Mr. Hammerschmidt was associate director of technical operations for NBC before he was appointed chief engineer for the network a month ago.



Time on your hands?

sesac sells it for you

A time-tested program service, the SESAC Library is a sales-tested service, too.

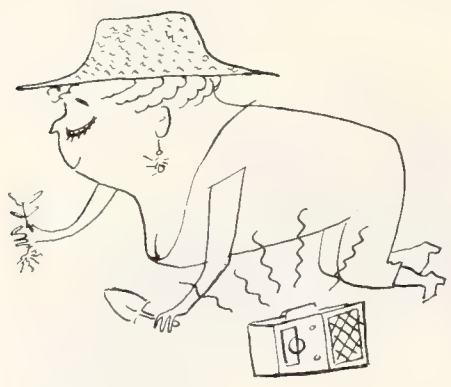
And selling time is just one of the jobs that SESAC can do for you. Write today for complete details on the SESAC Transcribed Library . . . the Library that brings you "the best music in America."

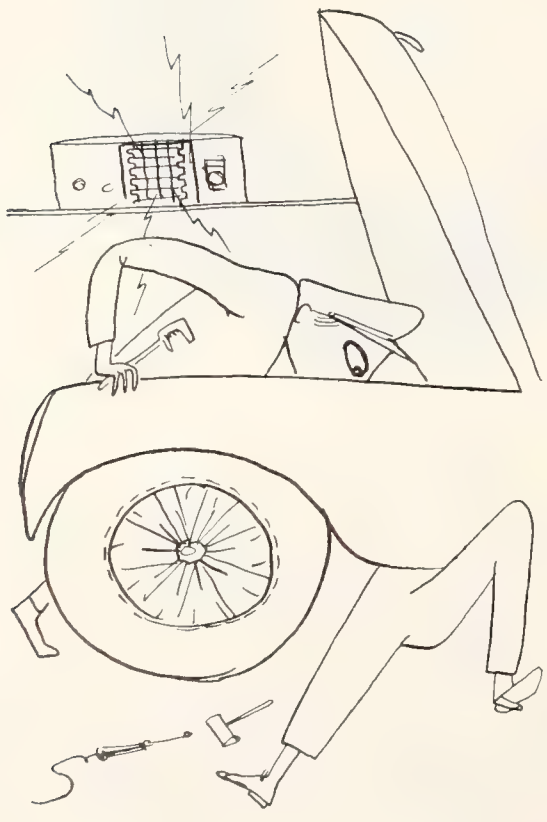
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RADIO AND THE

WHAT is the place of radio in a television era?

In November 1954, looking for clues to network radio's future, NBC commissioned the Bureau of Applied Social Research of Columbia U., New York, to conduct a study. The result was a 156-page report, "Future for Radio," which, unlike most research works, is short on statistics and long on "interpretation and theorizing." The "interpretation and theorizing" are based on what the report's authors call "case studies of families' living habits and their uses of the broadcast media, among randomly chosen *television* families." In all, there were more than 200 such case studies, with interviews ranging in length from an hour and a half to three hours apiece and conducted in a half-dozen tv centers across the U. S.

The study was launched before NBC's now-famed *Monitor* concept was originated —it was developed independently—but NBC did have the benefit of some preliminary reports when it was formulating that new programming structure. NBC officials, according to Research and Planning Director Hugh M. Beville Jr., consider it "a highly constructive piece of fundamental research" but "do not necessarily agree with all of the conclusions and certainly don't consider it as a blueprint for future operations."

With NBC permission, B•T has condensed two chapters which it considers especially pertinent to an evaluation of the new role of radio. The first, on "Shared Time," appears below. The second, dealing with "Radio and Technological Change," will appear in the issue of Jan. 23.

ALL LEISURE-TIME media and particularly broadcast media are peculiarly vulnerable to encroachments on their time. When the eight hours of sleeping, eight of working, two of eating, and two of various details attendant on these essentials are added up, there are scarcely three or four hours left for genuine "leisure." And assuming television will continue to take at least several of these hours, all the other media—and particularly radio—find themselves tightly squeezed into a narrow strip of really "free" time.

Random and Reference Radio Audiences

Where is radio to find the time to survive?

A young salesgirl has solved the problem by simply cutting down the time she listens to the radio to only one-half hour a day, and even that not too dependably so. On the day of the interview, the last time she had heard the radio was in the morning the day before, while arranging her clothes; she had heard some popular music. The last time she heard the radio at night was several days earlier, "for about 15 minutes, in the car while I went to the store. I always turn on the radio in the car, it's a habit. I know this station plays popular recordings and sometimes the news comes on in between records and I keep up on the news that way."

Another woman, a housewife, averages at most only about ½ hour a day of radio listening. This is because in her free time in the afternoons, she reads, and at night watches television. Yet in the mornings she sometimes has the radio on for a time while doing the wash, or straightening the house. "It's only occasionally that I can have it on (kid's programs on tv interfere), but I do like to have a music program then. Just soft music, low volume. I don't know what station, perhaps WLW but I can't say for sure. . . . No special program, just music and news. They come on and I don't know what station or what recording it is most of the time (but) I always enjoy music when I work or rest."

Imagine millions of people behaving in such ways—which are random with respect to time or program or station, or random in all three respects. Then among these people the broadcaster is getting not a large bloc of assured time and attention from a loyal, regular audience. Instead he is getting a kind of low-order probability, say a nearly random chance of about 1/100th of any one individual's listening in any one hour to his station. Yet the total available "traffic" is enormous, both in terms of the numbers of people coming in and out of the radio audiences like this and also in terms of the numbers of hours per day, week, and year available for them to do so. The cumulative possibilities are huge.

Now, consider a somewhat different variant of the same trend toward *minimum time* requirements for still effective communications (and advertising) functions. The use of clock radios provides one illustration. For example, the girl quoted just above has a brother who uses a clock radio for two purposes: to wake him up in the morning at a specified time, and to bring on a sports-news program at another specified time. In fact, now the mother in the family wants a clock radio, to bring on classical music at the time the family is awakening. There is no unpredictability here; rather the use of clock radios is precisely to make specified radio services available at the *right* time and place, when needed.

The idea is more directly illustrated by cases in which radio is used as a "standby"

FIGHT FOR TIME

news source. A gardener listens intermittently during the day, depending on whether there are any important news "breaks." On the morning of the interview he had heard the news from 7 to 7:30, and on the previous day from 12 to 12:15 at noon. When asked how he happened to turn on the radio, rather than television, for this news, he said, "I've always known they have news on then (7 a.m. and at 12 noon)." These intermittent episodes of news listening are his only radio listening, but whenever the news interest him, he knows *where* to go for it. Others have different services they refer to when needed —stock market or farm reports, weather service, religious programs, sports news programs (in very many instances, ball games not on television), and so on.

In this respect, then, the radio comes to resemble the classified advertising, weather maps, obituaries and other vital notices of a newspaper—essentially a *reference* service.

Thus, counting both random and reference radio as but variations on the same general theme, one clear answer emerges to the question: How is radio to get the *time* to survive? It is that certain ways are possible for radio to survive effectively in the aggregate, without actually needing so much time from any one individual. It is only because radio was so greedy of time before, and built its audience measurement and sales units on that system, that radio feels that it has lost something essential now.

Multiple Attention

Yet, looking at the matter as a kind of poker game, the above potentials are but a lower-order "pair" among the possibilities; for many years now radio has always had an "ace" up its sleeve. Precisely the trouble with this ace, in fact, has been that it was always kept concealed, never really exploited—and never seen as an ace. This asset is, of course, the fact that people don't have to pay exclusive attention to radio; they can do other things while listening.

Brought out into full view now, this previously embarrassing fact is probably radio's salvation.

Because people can listen to the radio while doing other things, the potential hours of listening to the radio are greater, not only than the 1/12th or 1/24th of the day available to an average person, for most all other non-broadcast media, but potentially for more than the 1/8th or 1/6th of a day available for even *television* itself. Horrible as it is to contemplate aesthetically, the largest part of the population theoretically could hear the radio up to ½ of the entire day, and 2/3rds of their waking hours!

In other words, the one medium everyone feels so sorry for is in fact the only medium with large and realistic opportunities for expansion outside of the orbit of the leisure-time squeeze. One should note that the emphasis is on *expansion*—not merely that radio will survive, but that it could grow under these new conditions.

Note also the term "new" conditions; television seems to *precipitate* this kind of radio listening. Of course, the listeners were probably well ahead of the industry in sensing this potential for radio long ago.* But in subtle ways, the arrival of television into radio homes made housewives critically sensitive—perhaps even more so than professional broadcasters—about how best to *use* the two media in complementary rather than competitive ways. The decision almost invariably is, "radio while doing something else."

This explicit awareness of what radio can do that television cannot comes out most clearly in a series of sentence-completion questions asked during the case-study interviews. For example, one of the sentences read off was "I'll never stop all radio listening because . . ." Here is how typical listeners completed the sentence in their own words:

". . . because of the things I can do when I listen—I can move around . . . in the kitchen, ironing, lying in bed."

". . . because radio is most convenient when you're busy—when I'm in the kitchen working."

". . . because I can listen at work and in the car—it is company while I'm working."

It is remarkable to find interviewees so completely explicit about the reasons they prefer one medium to another in a given situation. Another sentence-completion test like that above started with "I like to listen when. . . ." Now this could be answered in many ways, for example in terms of hours, or programs offerings, or competing alternatives, and so on. Yet the most common "when" was in terms of activities. The comments were typically, "I like to listen . . ."

". . . when I get up in the a.m., dressing."

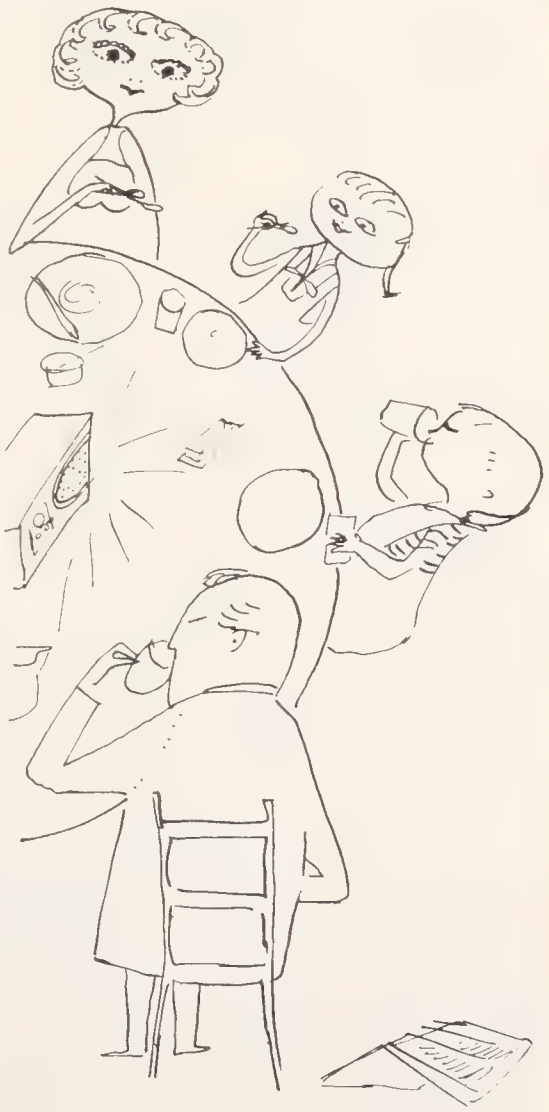
". . . when we eat—three times a day."

". . . when I'm doing things around the house."

Were it not for television, many of these people probably would not have been nearly







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* See, for example, P. F. Lazarsfeld and H. Dinerman, "Research for Action," in *Communications Research, 1948-49,* Lazarsfeld and Stanton (eds.), Harper & Bros., 1949, pp. 73-110. This earlier NBC-Bureau of Applied Social Research collaboration reached the conclusion, in the early 1940s, that the best opportunity for daytime radio expansion lay in programming of a type which could more easily accompany other activities than could, say, soap operas.

so aware of radio's value for multiple-attention, multiple-activity situations. Instead, radio then was a first-class medium that "you *listened* to." It was a special treat. Perhaps it was used for a few special daytime programs, but mainly as a kind of reward when the work was done at night. Now it is less of a treat than something that "you let run continuously" all day, as one woman put it.

Consider where the hours of the day go. The largest time consists, of course, of the working hours. It is already well known that housewives like to listen while working; what is perhaps not so well known is how *long* some of them listen in comparison to the one-hour or so average for the total population. For example, an engineer's wife in the Los Angeles area listens four to five hours per day. Why?

> "I don't like housework. It's revolting. Radio makes my work go faster and makes it less revolting. I don't think about it so much. I like the disc jockey programs with popular recordings."

Note, incidentally, that the long hours of listening are associated with a certain kind of programming (disc jockeys) suitable for the activity. Many other housewives today complain that they would listen more during the day if only there were better programs, neither radio's old stereotypes (serial drama, variety) nor its new stereotype (popular recordings) being "standable," as one put it, for too many hours per day. Thus, radio's expansion possibilities in the direction of shared time or multiple-activity listening are intimately connected to its programming which, with the exception of disc jockeys, has probably not really responded to the opportunity.

While the new generation's habits of using radios while working at home are not completely formed, the stocking of the *home* with radios convenient for this has progressed a long way. Not so with the case of radios for the places of *work* of the employed population. For obvious reasons, the places of work of most people are not equipped with radios. Yet it might in part foretell the future to note that, where the work place has a radio and the type of work permits its use, incredibly long hours of listening are put in—hours which dwarf the old two or three hours of nighttime radio for the employed population.

For example, the owner of a small wholesale meat firm in Cincinnati listens seven hours a day. A Los Angeles mechanic reports that the radio in his shop stays on the same station for the staggering total of eight hours.

Most of these listeners among the employed population are in small organizations —retail shops, garages, restaurants, etc. While it is absurd to make forecasts of how far such work-radio trends will go—and how far it does go will in part depend again on suitable programming—yet this notion of radio-while-you-work is very much in accord with the whole drift of radio trends as displayed in the present case studies. It is toward a routine *background* for any and all activities.

Consider the next largest bloc of time other than work, sleeping. Obviously, this time is impregnable by any and all media except, believe it or not, radio. Radio is penetrating into the half-awake, half-asleep hours of rest just before and just after sound sleeping: ". . . while I undress" . . . "while I read until I'm sleepy" . . . dozing off to the sound of a clock radio" . . . listening by insomniacs.

Abundant illustration has already been given, in discussing clock radios, of the listening in the early morning while waking up. It should be recalled, incidentally, that clock radios were singled out as a technological innovation whose sales potentials still lie in the future. What is not fully appreciated is that with these set-sales will inevitably go *consequences* for listening behavior—for example, more clock radios will place more accent on the late evening and early morning hours. And those stations will benefit which best meet the needs of people who are, virtually, listening while they sleep.

Listening at meal times is also a familiar American habit, but again one which seems on the increase due to several reasons. One is that, in the old-style radio, people were accustomed really to *listen*. Thus it definitely was an infringement on the family meals to have people listening, say to Bob Hope's jokes, instead of to each other's jokes. Many people adopt this same attitude toward television today. It is "too much" to have tv at mealtimes.

Yet how about the radio? Oh no, that would be all right, says a Brooklyn mechanic's wife: "nice dinner music, soft, something like that." That is, one reason radio is more suitable for meals than it used to be is precisely because people do not think it requires as much attention as it used to. It is one of the paradoxes that the less people pay attention to radio, the more useful it becomes!

A second reason for possible increased mealtime listening is that the programming today is more suitable. Yet perhaps the greatest single reason is the conjunction of modern trends which find the family eating in a *place* where there is a radio. In the old dining room, there was no radio convenient. In the modern kitchen or dining alcove off the kitchen, there is a radio handy.

For example, consider the family of an aircraft welder in California. The mother listens to a clock radio in the bedroom while waking up and dressing in the morning. The husband uses one in the garage while tinkering with or washing his car; to get his sports programs. The children carry a radio around to different rooms, between their school and play hours. The kitchen radio is the most frequently heard, for general utility, by all members of the family.

The use of radios while traveling in autos to and from work is familiar. Yet several aspects of it are not well understood. First and foremost, to the degree that television reduces total home listening, the old ratio of outside to inside home listening no longer holds. What used to be, for example, a half-hour "bonus" of outside listening on top of two-and-one-half hours of inside listening becomes, when that inside listening is now cut to one-half hour itself, not a bonus but *half* the audience at certain times.

Secondly, as was indicated earlier, one of the truly dynamic elements in contemporary radio listening is *not* interest in radio, but rather the technological convenience and accessibility of radio receivers. Given more and more car radios, the rising new generation cannot fail to give increasing emphasis to automobile—and eventually airplane—listening.

The mention of the "new generation" is extremely important in this context. The effects of technological developments in radio, our data strongly indicate, have a considerable "lag" in them. For example, the younger generation of housewives seems to be making really full use of the new and convenient radios around the house. It is they who have the radio on, not simply for a few favorite soap operas, but as virtually a day-long background of sound. In the present discussion, the people who still resist automobile listening seem very much concentrated among the older generation.

The generation that grew up in the 1920s or before, treated cars with awe and respect, as difficult to drive and dangerous not to give full attention to. Similarly, radio listening was a full-time occupation. Naturally, the two were not mixed. In the current generation, a not uncommon pattern is, as one young California woman put it, for the radio "to go on with the ignition." Not only are automobiles treated as more routine conveniences, but especially *radios* are becoming routine accompaniments for any and all kinds of activities—even for driving deadly machines at high speeds.

NETWORKS COLD TOWARD 'TELEVISION CITY' PLAN

Zeckendorf proposal regarding $300-500 million development in New York City receives faint recognition from ABC-TV, CBS-TV and NBC-TV.

A LONG-RANGE proposal for eventual construction of a new "Television City" [B•T, Jan. 9] received faint recognition last week by that segment of the radio-tv industry which would be expected to benefit from the facilities.

All three tv networks—ABC-TV, CBS-TV and NBC-TV—took the cautious approach, noting that the proposal was just that and at this time far from realization.

The tv project, featuring a 1,750 ft. "freedom tower" for broadcast transmission; large, horizontal areas for tv studios, and an apartment hotel to house network people, was placed before Mayor Robert Wagner and other city officials Jan. 5. The tv facility would be part of a huge (near 50 acres) and costly ($300-500 million) redevelopment of Manhattan's west side area near Pennsylvania Station. Backer is real estate tycoon William B. Zeckendorf, who has acquired 50% interest in KBTV (TV) Denver.

Dr. Frank Stanton, CBS president, said the tv industry "could certainly absorb" the facilities offered by such a massive redevelopment, but although CBS officials had been "exposed" to Mr. Zeckerdorf's planning before the public disclosure, CBS had not entered into the project. He said more would have to be known before further comment could be made.

NBC revealed that its officials also had been

"exposed" to the plan and had taken the matter "under consideration."

ABC President Robert Kintner said last week that his network had not had an advance look at the plans and that he foresees no further requirement for facilities for ABC for some 10 years.

Although Dr. Stanton admitted that CBS needs a plant under one roof in New York, he thought that "actually, there is not so much pull to the West Coast" as to make a move there necessary. Dr. Stanton specifically denied a report that the network was considering an exodus from East to West. Dr. Stanton said that as of Dec. 3, 1955, 67% of CBS-TV shows emanated from New York compared to only 27% from Los Angeles and another 6% elsewhere.

Asked by B•T to supply similar figures, NBC-TV reported that as of October 1955, 77.1% of its shows originated in New York, with 13.3% from Hollywood and the remainder by remote. ABC-TV said that about 24¾ hours weekly were originated by the network in New York, only one hour in Hollywood, 2¼ hours from Chicago, 1½ hours from Springfield, Ohio, and half-hours from Washington, Denver, Cincinnati and Baltimore.

Perhaps half of the ABC-TV New York-originated shows are filmed in Hollywood.

All three networks have various studios—most of them remodeled theatres—in use throughout New York City. These are in addition to regular executive offices and some studios maintained on or near Madison Ave.—in the 50's by CBS, Rockefeller Center by NBC and in the West 60's by ABC. NBC, it was learned, still entertains a long-dormant plan to expand facilities as necessary—probably depending on color tv needs—toward Sixth Ave. As an adjunct to Rockefeller Center facilities, and ABC owns the property where it now is housed (more than a block), which was contracted for the network by Mr. Zeckendorf.

In a discussion of revitalizing downtown trade areas by retailers in all city business centers, the National Retail Dry Goods Assn. convention in New York last week heard Mayor Wagner assert that "for every business leaving the city two or three others are seeking to locate here."

CBS-TV Plans Special Show On Mental Health March 18

CBS-TV said Tuesday it will treat the mental health problem in a special program, "Out of Darkness," that will preempt the *Omnibus* Sunday, 5-6:30 p.m. EST period on March 18.

The one-shot show is being produced by CBS Public Affairs, consulting with the American Psychiatric Assn. and the National Assn. for Mental Health. The network described the 90-minute, special "actuality drama" as "television's first full-scale attempt to penetrate the private world of mental patients and mental hospitals."

Apparently CBS-TV is confident that the program will have a sponsor by the time it goes on the air. A spokesman said last week that the regular *Omnibus* advertisers—Aluminium Ltd., Scott Paper and J. P. Stevens—most likely would have first chance at sharing the tab of the special show.

Medical narrator on the program will be Dr. William C. Menninger, one of the country's leading psychiatrists and former director of the neuropsychiatry consultants division, U. S. Army in World War II. Most of the program was filmed in the Metropolitan State Hospital in Norwalk, Calif. Producer-writer is Albert Wasserman, whose "First Steps" film won an Academy Award in 1947 as the best short documentary.

NETWORK RADIO PRAISED AS 'SMART NEW MEDIUM'

CBS' John Karol, speaking before Pittsburgh club, sees more advertisers turning or returning to medium.

MORE ADVERTISERS are either turning or returning to radio and "for many advertisers and their agencies, network radio is the smart new medium," John Karol, vice president in charge of network sales, CBS Radio, told the Pittsburgh Advertisers Club Tuesday (Jan. 10).

Mr. Karol cited set sales which were more than 14 million last year, up 40% from 1954, with some three-quarters of them additional receivers. The sale of radios, he said, was nearly twice that of tv sets. There now are 132 million radios (more than 30 million of these in autos), meaning every home has a radio and that more than half of the homes have more than one.

Speaking of "shifting strategy" among the radio networks, Mr. Karol said that often in the past he has tried "to speak for all networks and for radio in general," but that this year "this approach is not possible."

He continued:

"There have been . . . sharp divisions of opinion on how a network should be programmed and how its programs should be sold. The reasons for this kind of activity have stemmed from two causes. First, we have been, and are, in a period of extremely high prosperity, and this means a good deal of extra money for advertising.

"In spending this money, advertisers have tended toward the most expensive medium, television, and have—until recently edged away from the most economical medium, network radio. I want to add, parenthetically, that tv is usually a good medium—just as are magazines and supplements and newspapers. Almost without exception, the best advertising is a combination of media in the correct proportions. It's the same way with diet: the caviar is fine, but we need the meat and potatoes.

"The second reason for the shifting strategy of radio networks has been the competition of television for people's leisure time as well as for the advertisers' dollars. We are convinced, and I believe the facts prove, that we have the key to attracting audiences."

CBS-TV Fall Series 'A First'

A WEEKLY, live 90-minute dramatic series for the fall season was announced by CBS-TV last week. The new program will place the network as the first to schedule a weekly series of shows of this length, which heretofore have been limited to monthly intervals, the network claimed. Title of the series is *Playhouse 90* with other details such as time and day as yet unrevealed. Hubbell Robinson Jr., vice president in charge of CBS-TV programming, designated Carey Wilson, former M-G-M producer, as executive producer of *Playhouse*.

Sullivan to Honor Composers

ASCAP composers will take part in the *Ed Sullivan Show* next Sunday (8-9 p.m. EST) when the variety program salutes the history and activities of the music licensing organization. Among guests scheduled to appear are Margaret and Barbara Whiting.

It's **Merchandising Extras,** superior programs and Complete Coverage that make **KROD-TV THE** Television Buy in El Paso

Just Look at **KROD-TV's** EFFECTIVE PROMOTIONS IN 1955 to aid 142 of its advertisers

PROMOTIONAL REPORT 1955

Newspaper Advertisements in lines	8,046
Texas Size Postcards to retailers	21,225
Point of Purchase, Window Streamers, etc.	7,000
On the air promotion — IDS 20 sec.	5,400
Program schedules	3,650
	26,000



No Wonder 18 out of 19 National Spot TV ADVERTISERS using programs are on KROD-TV

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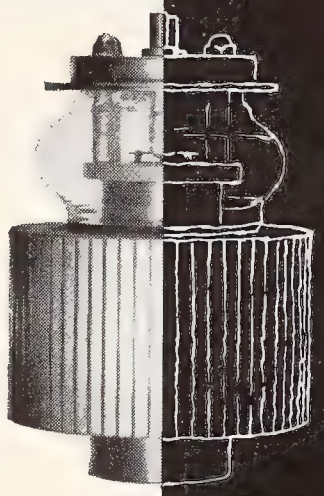
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"...as of August 23, 1955 our three kilowatt FM type 5530 tube had 20,468 plate hours. It was still going strong and showing little sign of age..."

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Nearly 60 years electron tube experience.

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TV NETWORKS' NOV. GROSS SETS RECORD

Nearly $39 million in billings chalked up by the three television networks. Publishers Information Bureau statistics also released on first 11 months of past year.

NETWORK tv gross billings totaled $38,896,704 in November, establishing it as a record month for the January-November period covered by Publishers Information Bureau, according to figures reported by the bureau last week. The previous high month for the year was October [B•T, Dec. 12, 1955].

Two of the networks—ABC-TV and CBS-TV—rang up their highest monthly gross billings in November for any one of the first 11 months of 1955, while NBC-TV was only a shade under its top month, which was October.

In the 11-month period, CBS-TV chalked up more than $172 million gross, a figure that was more than half the total reported for all the tv networks in the 11-month period in 1954. CBS-TV and NBC-TV together in the 1955 11-month period totaled more in gross billings than did all four networks (then including DuMont Television Network in addition to ABC-TV) from January-November 1954.

Last November, CBS-TV grossed nearly $17 million, NBC-TV nearly $15.5 million and ABC-TV nearly $6.5 million.

For the 11-month period of 1955, the networks grossed $367,577,743, more than $80 million ahead of the 1954 mark for that time when it grossed $286,593,934. The complete PIB table follows:

NETWORK TELEVISION

	November 1955	November 1954	Jan.-Nov. 1955	Jan.-Nov. 1954
ABC	$ 6,496,236	$ 4,134,103	$ 45,091,856	$ 30,718,266
CBS	16,911,189	14,186,194	172,009,261	131,162,007
DuMont**	....	1,397,328	3,102,708	11,686,483
NBC	15,489,279	12,357,133	147,373,918	113,027,178
TOTAL	$38,896,704	$32,074,758	$367,577,743	$286,593,934

NETWORK TELEVISION TOTALS TO DATE

	ABC	CBS	DuM	NBC	Total
Jan.	$ 3,718,195	$ 15,831,141	$ 723,960	$ 13,172,695	$ 33,445,991
Feb.	3,567,696	14,694,726	597,275	12,419,641	31,279,338
Mar.	3,806,425	16,036,896	628,625	14,102,093	34,574,039
Apr.	3,527,558	15,426,214	462,335	13,285,933	32,702,040
May	3,606,427	15,978,680	273,640	13,591,687	33,450,434
June	3,542,304	15,724,184	218,845	12,238,694	31,724,027
July	3,263,803	14,635,011	131,105	11,966,760	29,996,679
Aug.	3,562,676	14,959,098	55,385	11,767,789	30,344,948
Sept.	4,123,780	15,188,805	11,538	13,720,643	33,044,766
Oct.	5,876,756*	16,623,317	....	15,618,704*	38,118,777*
Nov.	6,496,236	16,911,189	....	15,489,279	38,896,704
Total	$45,091,856	$172,009,261	$3,102,708	$147,373,918	$367,577,743

* Revised as of 1-11-56.
** Effective September 15, DuMont Television network changed from a national network to a local operation.

MBS, Fulton Lewis Face Suit for Libel

IMMEDIATE libel action against MBS commentator Fulton Lewis Jr., the network itself and radio stations which carried Mr. Lewis' broadcast of Jan. 6 has been promised by Mrs. Pearl A. Wannamaker, Washington state superintendent of public instruction, according to the *Seattle Times*.

Mr. Lewis, in a broadcast criticizing Mrs. Wannamaker for revoking last month the suspension of a former Tacoma school teacher, erroneously identified the Washington state education official as a sister of George Shaw Wheeler, who in 1947 was fired as an American military government official in Germany and who afterward sought refuge in Czechoslovakia while denouncing the U. S.

Mr. Lewis later called his broadcast identifying Mrs. Wannamaker with Communism as "one of the great boo-boos of all time," telegraphed an apology to her and broadcast a retraction Jan. 9.

Mrs. Wannamaker, however, said the apology "doesn't satisfy the damage." She is a past president of the National Education Assn. and was one of two persons who wrote the final summary at the White House Conference on Education last month.

Mr. Lewis explained that he intended to identify Mrs. Margaret Jean Schuddakopf, the suspended teacher, as the sister of George Shaw Wheeler. Mrs. Schuddakopf had been suspended by the Pierce County school superintendent after invoking the Fifth Amendment in refusing to answer questions before the House Un-American Activities Committee in June 1954 at Seattle.

The MBS commentator in his broadcast had attributed his information about Mrs. Wannamaker to James R. Stack, a Tacoma American Legion figure and wartime aide to President Eisenhower.

Mr. Stack, a retired colonel, said Mr. Lewis "must have written down the information wrong and got the names twisted."

Mr. Lewis, in his broadcast last Monday night, expressed his regrets for mistakenly associating Mrs. Wannamaker with George Shaw Wheeler, explaining that he had twisted the names of Mrs. Wannamaker and Mrs. Schuddakopf while under pressure of preparing his script a few minutes before broadcast time, had failed to notice the error during the broadcast, and in fact did not believe he had aired the misidentification until his secretary produced the script. He offered free time on his network program to Mrs. Wannamaker to use as she sees fit to make amends.

Hal Keith of NBC-TV Dies

HAL KEITH, 38, NBC-TV producer-director of such programs as *Mr. Peepers, Your Show of Shows,* and more recently, *Wide Wide World,* died Wednesday of cancer at the Columbia-Presbyterian Medical Center, New York, after a month's illness. He is survived by his wife, the former New York City ballet soloist Beatrice Tomkins, his mother, Mrs. Blanche Kahn, and a brother, both of San Francisco.

ABC Reports $7 Million For Radio Since Dec. 1

ABC RADIO NETWORK last week reported that contracts signed since early December passed the $7 million mark with the signing of six new advertisers for the segmented Don McNeill *Breakfast Club* (Mon.-Fri., 9-10 a.m. EST) and another sponsor renewed sponsorship in the program. Three of the advertisers, new to network radio, are La Choy division of Beatrice Foods Co., Chicago, through Foote, Cone & Belding, Chicago; Sta-Nu Corp., Chicago, through Lester L. Jacobs Inc., Chicago, and Ball Bros. Co. (canning jars), Muncie, Ind., through Applegate Adv., Muncie.

Other new *Breakfast Club* sponsors are Sleep-Eze Co., Long Beach, Calif., through M. B. Scott Inc., West Hollywood; Calgon Inc., Pittsburgh, through Ketchum, MacLeod & Grove, Pittsburgh, and Dixie Cup Co., Easton, Pa., through Hicks & Greist, New York. General Foods Corp., White Plains, N. Y., added to its *Breakfast Club* schedule with a 52-week Mon.-Wed.-Fri. contract through Young & Rubicam, New York.

These purchases, plus the extension of ABC Radio's *No School Today*, Saturday morning children's show, from 30-min. to an hour by the Table Products Div., Safeway Stores, San Francisco, through Hoefer, Dietrich & Brown of that city, accounts for part of ABC Radio's reported billings in excess of $7 million by Don Durgin, ABC Radio vice president.

NBC-TV Plans Color Documentary Series

NBC reported last week it plans to produce a series of documentaries, filmed in color and running for 60 to 90 minutes, which would feature a narrator and host who is considered an authority on the subject matter presented. At the same time, American Express Co. was said to be interested in sponsoring several of the documentaries.

The projected series, similar to the documentary film on India carried on NBC-TV several months ago, will encompass four to nine filmed programs, and is earmarked for presentation in prime evening time periods, starting in the fall. It is estimated that each film will cost about $100,000 to produce.

Though neither the subjects nor the narrators have been selected, NBC envisions programs of these types: "Assignment: Schoolhouse," with John Hersey, who has been active in educational activities; "Assignment: Paris," with Maurice Chevalier; "Assignment: London," with Noel Coward; "Assignment: Japan," with John D. Rockefeller Jr., who is head of the Japanese-American Institute, and "Assignment: Broadway," with Helen Hayes, Katherine Cornell or Paul Muni. Ted Mills, who produced "Assignment: India," is working on the proposed series.

CBS-TV First of Networks To Order New Nielsen Study

CBS-TV has become the first network to order the A. C. Nielsen Co.'s forthcoming Nielsen Coverage Service Survey No. 2, CBS-TV Research Director Oscar Katz and Nielsen Vice President John K. Churchill are announcing jointly today (Mon.).

Field work on the study, which will measure the audience coverage of both tv and radio stations and networks, is slated to start this spring and delivery of reports and servicing are scheduled to begin in the fall [B•T, Oct. 17, 1955; Jan. 2].

"This survey," Mr. Katz said, "will provide CBS Television with long-needed information in the vital research field of station coverage and circulation. The tremendous increase in the number of television stations since the 'freeze' and resulting changes in coverage and set ownership make it imperative that we now have available up-to-date and uniform data. Such data will enable us to better evaluate our network and station facilities and to provide improved and current factual information to our clients."

Mr. Churchill said CBS-TV "has shown its alertness in recognizing the values of this important media survey, the first comprehensive study in this field since 1952."

29-Year-Old Radio Network Program Goes Off The Air

WHAT is claimed to be the longest record of continuous network radio sponsorship will be terminated tonight (Monday) with the last broadcast on NBC Radio of the *Band of America* (9:30-10 p.m. EST) by its sponsor, Cities Service Co.

The oil firm has presented music on network radio for the past 29 years on a 52-weeks-a-year basis.

Demise of the program series coincides with Cities Service plans now underway for "expanding emphasis" on local radio and local tv and other media. A company spokesman said last week that spot and locally sponsored programs are being considered. Ellington & Co., New York, is Cities Service's agency.

Huntley on New NBC-TV Show

A WEEKLY tv news program featuring NBC newscaster Chet Huntley is scheduled to start on NBC-TV, Feb. 5 (Sundays, 2-2:30 p.m. EST). Mr. Huntley was transferred from NBC-TV's West Coast headquarters to preside over *Outlook*—a weekly round-up of news and features from NBC correspondents in this country and abroad. As yet NBC-TV has not signed a sponsor for the program, although it has been reported that Standard Oil Co. of New Jersey is considering sponsorship [CLOSED CIRCUIT, Jan. 9].

'Peter Pan' Called Big Draw

NBC-TV's second two-hour telecast of "Peter Pan," starring Mary Martin and Cyril Ritchard, was seen Monday (Jan. 9) by 55-60 million people, according to network estimates.

NBC-TV, which had claimed an estimated 67 million viewers for the 1955 live telecast, said last week's show had the largest audience for a tv program since the first tv presentation of the play. As it did last year, NBC-TV reported critical acclaim across the country. "Peter Pan" parties of children watched the show in color at station studios, hospitals, department stores and tv set dealer stores.

NETWORK PEOPLE

Richard Goode, director, NBC-TV *Lux Video Theatre,* resigned, effective Feb. 15.

Phil Kalfus, staff writer for Barry & Enright Productions' *Winky Dink and You* series, carried on CBS-TV, promoted to associate producer.



GREATER CLEVELAND'S
NUMBER 1 STATION
RADIO WSRS
John E. Pearson Co., National Representatives

MID-YEAR RISE FORECAST IN COLOR TV

Production will step up materially, say executives at International Home Furnishings Market in Chicago. New color tv models, however, are conspicuous by their absence.

PACE of color tv production will step up "materially as industry squares away for the last half of 1956" and an "increasing number of manufacturers will enter the field."

That prediction was voiced by an RCA merchandising executive during a television appliance news conference at the International Home Furnishings Market in Chicago last week.

New color television models were conspicuous by their absence at the 12-day winter show, which got underway last Monday at the Merchandise and American Furniture Marts. The first complete line shown by RCA was an exception.

Allen B. Mills, tv merchandising manager of RCA, Camden, N. J., summed up the color tv situation when he predicted "June introductions will probably herald the first real industry effort." Output of any sizable amount at the manufacturer's level is not generally anticipated before the second quarter of 1956 he said.

Ogilby's Forecast

The same prospect for a mid-year swing to color was voiced by Fred Ogilby, vice president-marketing, Philco Corp. He said the change from black-and-white would start getting into "full swing" by June. In addition, Mr. Ogilby foresees a change from one to two set families and the emergence of automatic controls (push button and remote) as replacements for conventional switching, which he compared to the old-fashioned automobile cranks. Philco showed 13 basic tv models with price range of $159.95 to $525.

Extensive new lines of black-and-white sets were much in evidence along with introduction of new transistor radio models. Perhaps the most revolutionary were two models unveiled by CBS-Columbia, claimed to be the first transistor home radios without need of plug-in cords.

Speaking as "a member of the television industry" rather than as an RCA executive, Mr. Mills said it is a "reasonable supposition" that (1) industry will produce up to 300,000 color sets in 1956; (2) that more set-makers will go into color, and (3) that color programming will expand with expanded set production, bringing on "somewhat lower list prices."

Transition from monochrome to color in industry will be effected with "far greater ease" than from radio to monochrome tv, he said.

The new year may not approach 1955 in unit sale records (1955 and 1954 both were record years, he noted) but 1956 dollar volume "should compare favorably with that of 1955," Mr. Mills said.

Other points made by the RCA merchandising executive in response to floor questions:

- Color tv will reach billion-dollar sales "very much more rapidly than did black-and-white."
- RCA senses "a very gratifying attitude" on the part of independent stations with respect to installation of equipment for originating color programs.
- A "big problem" in the merchandising of color will be the "education of servicemen," but industry will "lick it."
- Set sales on black-and-white are not confined to metropolitan areas alone. "We are advertising extensively to the farm market now, and the percentage of televisions used on farms is jumping very rapidly."

RCA showed its complete line of 21-inch color models, including three consoles, a consolette and table model, and a calendar clock radio that gives the day and date with time.

Admiral also was represented along with RCA on new color models. The former introduced a new 21-inch color receiver (with 28-tube chassis) with a suggested list price of $895. Among its features were a 260-square-inch picture and a "color killer" for automatically cutting off unused color circuits during black-and-white programs. Push-button tuning highlights its five new 21-inch monochrome receivers, along with printed circuitry in which Admiral pioneered.

CBS-Columbia displayed its 19-inch 205 Colortron along with 16 basic tv models ranging from 17-inch table types to a 24-inch console in the $149.95-$399.95 price range.

Robot-tuning, which permits remote channel-switching, is one of the new features in CBS-Columbia's line. Similar remote automatic tuning devices are included in lines shown by RCA and Admiral Corp., designed for turning sets on or off, or changing stations and adjusting volume. Zenith Radio Corp. exhibited its Flash-Matic gun device to shoot off "objectionable" commercials.

CBS-Columbia's all-transistor radio takes the form of a pocket-sized hearing-aid type model and another portable which, when placed on a metal stand, converts to table size. Unveiling of the cordless receivers was described as the "first practical use of transistors as replacement for vacuum tube in the full-sized home radio field."

The home radio operates on six transistors and a self-contained battery pack, promising over 1,500 hours of normal listening. Pocket unit contains five transistors operating on a long life battery. Firm also showed table and clock radios.

General Electric showed a 23-model television line, with 11 sets in the "new" category and a price spread from $99.95 to $399.95. Weight-reduction is claimed for three new portable models, and two console types are equipped with automatic clock timers.

Twenty-four monochrome and three color models comprise the Motorola tv line, featuring "right-up-front" tuning and automatic push-button controls. Aviation Corp. unveiled two tv console models to supplement its "short line" of sets. Whole Bendix line includes only 12 models, said to cover all style preferences and tv performance standards.

Zenith Radio Corp. showed four new 4-speed phonograph models, an all-transistor radio (with seven transistors) and tv lines as it prepared for its annual distributors meeting in Miami Beach Jan. 16-18. Promised in the mid-winter line is a "revolutionary technical development" (a new circuit tube) designed for fringe reception locations and others where outside antennas are not permitted. Entire tv, radio, phonograph and high-fidelity lines will be previewed.

Raytheon, Philco Corp., Crosley, Westinghouse and other set-makers also maintained exhibits at the show.

Greenleaf W. Pickard Dies

GREENLEAF WHITTIER PICKARD, 78, board chairman of Pickard & Burns, Needham, Mass., and a noted inventor and radio engineer, died Jan. 8 at the Newton-Wellesley Hospital, Newton, Mass.

Mr. Pickard, a grand-nephew of poet John Greenleaf Whittier, was reported to be one of the first scientists to obtain successful speech transmission via electrical waves, and was inventor of the crystal detector, the radio compass and static eliminator. Honored for his work by such organizations as the Institute of Radio Engineers and the Radio Club of America, Mr. Pickard worked as a consulting engineer for AT&T and RCA. He is survived by his wife, the former Helen Liston, two sons and four daughters.

Bell Revenue Rises in '55

OPERATING revenues of the Bell Telephone System for the year ended Nov. 30, 1955, rose to $5,252,846,746 from $4,746,655,518 in the previous fiscal year, according to Bell's annual report, released last week. Net income for the period was listed at $673,532,481, equal to $13.01 a share, compared with $559,377,950, or $11.93 a share, for the year ended Nov. 30, 1954. Cleo F. Craig, president, said the system invested more than $1.6 billion in new and improved telephone facilities during the past fiscal year.



—an old Cincinnati Habit:
—listening to WCKY;

10 years of 24 hour a day music and news programming has created in Cincinnatians, the habit of tuning to WCKY for

The Best in Music
The Latest in News

*21% of morning audience
22% of afternoon audience
21% of night time audience

BUY WCKY

RCA Forms Two Engineering Units

THE Engineering Products Div. of RCA has been divided into two new units—Defense Electronic Products and Commercial Electronic Products, it was learned last week.

T. A. Smith, vice president and general manager of the parent division, will be in charge of the Defense Electronic Products organization, which will handle weapon systems, support systems and electronic equipment for all branches of the armed forces.

A. L. Malcarney, general manager of Engineering Products, will be in charge of the Commercial Electronic Products organization, which will handle electronic equipment for industrial, educational, theatre and business services as well as radio and tv transmitting and studio equipment.

Nov. Retail Radio Set Sales Highest of 11 Month Period

RETAIL radio sales (not including auto sets) increased in November to 865,602, highest for any of the 11 measured months of 1955, according to Radio-Electronics-Tv Mfrs. Assn. Sales in October were 724,305 sets, with 669,166 sold in November 1954. Retail radio sales for 11 months of 1955 totaled 5,532,583, an increase over the 5,272,155 sets sold in the same 1954 period.

Tv retail sales totaled 591,366 in November compared to 746,274 in October and 779,105 in November 1954. Eleven-month sales totaled 6,487,617 in 1955, 6,223,332 in the same 1954 period.

Sales of tv picture tubes totaled 1,086,998 in November, 1,224,990 in October and 1,157,866 in November 1954. Eleven-month picture sales totaled 9,992,769 units compared to 8,904,106 in the same 1954 period. Eleven-month sales of receiving tubes totaled 441,753,000 units compared to 347,180,000 in the same 1954 period.

General Dynamics Sues For Protection of Name

GENERAL DYNAMICS CORP., New York, last week initiated a suit against the Dynamics Corp. of America, New York, in New York State Supreme Court to enjoin the latter company from using the word "Dynamics" as part of its corporate name and from "otherwise infringing the corporate name rights of General Dynamics Corp."

John Jay Hopkins, chairman and president of General Dynamics, said the suit has been filed to "protect the name" of the corporation and to "prevent confusion and misunderstanding among investors, customers and the public generally." He said that although General Dynamics is listed on the New York Stock Exchange and Dynamics Corp. of America is listed on the American Stock Exchange, "confusion has persisted even in financial circles." He asserted the company has built up the names of "General Dynamics" and "Dynamics" to "an eminent place in American industry" and has come to be known generally as "Dynamics" in financial, investing and industrial circles, as well as in the public's mind at large.

General Dynamics is an electronics company that consists of an Electric Boat Div. (atomic submarines); Convair Div. (U. S. air force and commercial aircraft); Stromberg-Carlson Div. (radio-tv receivers and telephone equipment); Candair Ltd. (airframes and guided missiles), and Electro Dynamic Div. (electric motors).

A spokesman for Dynamics Corp. of America said the company had "no comment" on the legal action. Formerly known as Claude Neon Inc., the current name was adopted last May. Dynamics Corp. of America manufactures television transmitters, electrical household appliances, electronic computer systems and various electronic components.



FINAL AGREEMENT for the purchase of a DuMont 50 kw transmitter and associated studio equipment by WRVA-TV Richmond, Va., is consummated by (l to r) Lewis Radford Jr., DuMont sales representative; Sanford Terry Jr., chief engineer, WRVA-TV; C. T. Lucy, president, Richmond Television Corp., and David C. Woods, WRVA-TV engineer. Transmitter and studio equipment will be delivered in February.

Emerson Reports Net Sales Increase $7 Million in '55

AN INCREASE of nearly $7 million over its 1954 net sales was reported Friday by Emerson Radio & Phonograph Corp. and subsidiaries, Jersey City, N. J., by President Benjamin Abrams. He told stockholders that Emerson's net profit for 1955 exceeded the previous year's by over 30%.

For the fiscal year ended Oct. 31, 1955, Emerson established an alltime sales record of $87,383,028, as compared to 1954's net sales of $80,559,994. Mr. Abrams pointed out that "this is the fifth consecutive year showing progressively higher sales for the company." Mr. Abrams told stockholders that Emerson's current net worth is $21,754,714 as against 1946's net worth of $4,913,929. Income before taxes rose 38% to $4,770,140, with net income coming to $2,468,063.

Chicago Judge Approves Muntz Reorganization Plan

TRUSTEES' plan for reorganization of Muntz Tv Inc., Chicago tv set manufacturer involved in bankruptcy proceedings since March 1954, won approval in Chicago District Court last Monday. The company reported $1,250,000 in net profits for 1955.

Under the new plan, announced by Judge Win G. Knoch, the government will receive $400,000 in 30 days and another $900,000 after three years for back taxes. The company originally owed $6.7 million overall, and the government reduced its own federal tax claim from $2.7 million to $1.3 million. Holders of some 1,363,000 common shares will receive stock in the company on a share-for-share basis.

As part of the reorganization, Muntz has relinquished 82 television stores in favor of six dealer franchises. Judge Knoch also approved a seven-man board of directors, with founder Earl Muntz continuing as operating manager. The board comprises two trustees, two attorneys and three industrialists.

MANUFACTURING PEOPLE

Dr. Henry M. O'Bryan, manager of physics laboratory of Sylvania Electric Company's Bayside, N. Y., research center, appointed manager of scientific liaison.

Donald M. Christie, manufacturing and engineering coordinator for mobile department, Allen B. DuMont Labs' communication products division, named manufacturing manager of the government manufacturing division.



"My husband listens to KRIZ Phoenix twenty-four hours a day."



TV SET PLANT IN MEXICO ESTABLISHED BY SYLVANIA

Subsidiary of U. S. firm also to manufacture aluminized black-and-white picture tubes. Company to be in Monterrey.

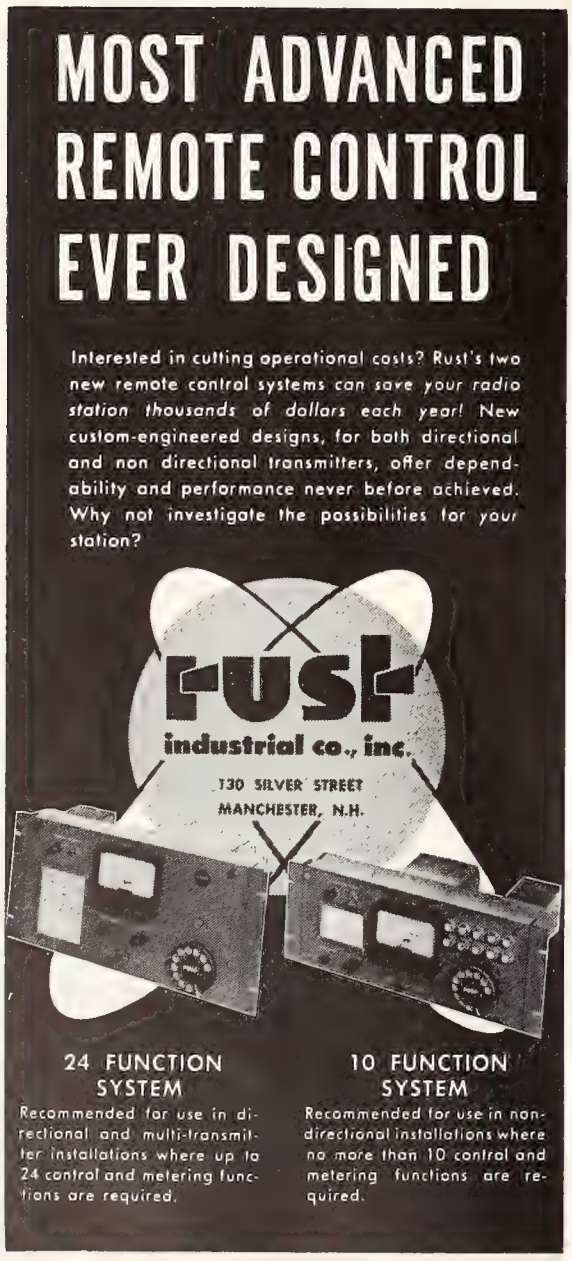
THERE is no siesta for Mexico when it comes to tv expansion—the country is rapidly increasing facilities, has three stations already operating, four more under construction and another four licenses have been granted for future tv outlets.

So reported Sylvania Electric Products Inc., New York, in announcing Thursday the formation in Monterrey of Semsa Electronica S. A., a manufacturing subsidiary of the U. S. firm. The new company is building a 40,000 sq. ft. plant for the production of tv sets and picture tubes. It is scheduled to begin the manufacture of aluminized black-and-white picture tubes in early March and sets by mid-year.

According to B. K. Wickstrum, vice president and director of sales at Sylvania and a Semsa director, who has been in Mexico attending meetings with other officers and directors of the company, estimates are that 60,000 picture tubes were sold in Mexico last year, 80,000 will be sold this year and 100,000 next year.

The majority of capital stock in Semsa will be held by Sylvania and its sales subsidiary, Sylvania International Corp. Minority stock will be owned by Semsa's chairman and president, Patricio Sordo, and a director, Bernando Jimenez Sr., both Mexican electronics industrialists, who also are principal share owners in two other Mexican companies in which Sylvania Electric has acquired interests: Radios Universal S. A., Monterrey, home radio receivers, and Radios y Television, Mexico City, sales.

Edmond J. Parker, who joined Sylvania in New York early last year, is general manager and a director of Semsa. Sylvania also has production subsidiaries in Canada, Brazil and Puerto Rico as well as six foreign manufacturing associates, one each in England and Argentina and two each in France and Mexico.



12.7 Million Radios, 82,000 Tv Sets in Japan

THERE are now more than 12.7 million radio receivers and over 82,000 tv sets in Japan, which has a more than 34 million daily newspaper circulation and a 272 million annual magazine sale, according to a Japan Broadcasting Corp. (NHK) survey of mass communications media in the islands populated by 80 million.

NHK said the figures, except for tv which is a "late-comer" in Japan, compare favorably with the U. S., Canada and Western Europe. Also disclosed in the survey, reported by the United Press last week, were these findings: Five tv stations now operate in Japan, 78% of all Japanese households own a radio. NHK (subsidized by the government) operates 46 radio outlets while 41 private radio companies operate 53 other stations.

Nearly 700,000 Tv Sets Sold In Canada in 11-Month Period

CANADIAN TELEVISION receiver sales in the first 11 months of 1955 totaled 690,071 (valued at $209,160,249), an increase over the 530,350 sets sold in the same 1954 period.

Sets in the 18 to 22 inch screen sizes accounted for 535,163 of the 1955 total. Figures released by the Radio - Electronics - Television Manufacturers Assn. of Canada show that 254,692 sets were sold in the province of Ontario, 181,337 in Quebec province, 39,163 in Nova Scotia, 22,903 in New Brunswick and Prince Edward Island provinces, 8,876 in Newfoundland, 50,802 in Manitoba, 19,933 in Saskatchewan, 47,560 in Alberta and 64,805 in British Columbia.

Latest tabulation of All-Canada Television, Toronto, Ont., based on manufacturers' figures at the end of November, shows 1,899,710 tv receivers in Canada, of which 915,471 are in the province of Ontario; 544,433 in Quebec province; 99,013 in the four Atlantic coast provinces of Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland; 192,238 in the prairie provinces of Manitoba, Saskatchewan and Alberta, and 148,555 in British Columbia province.

Bretz to Assist Fremantle Associate Firm in Australia

RUDY BRETZ, program-production consultant, left last week for Sydney, Australia, to assist Artransa Pty. Ltd., associated with Fremantle Overseas Radio & Tv Inc., New York, in setting up film and live tv production facilities. Artransa plans to build two tv-film studios on Sydney's outskirts.

According to Fremantle, six tv stations are expected in Australia by the end of next year, three located in Sydney and three in Melbourne. Each city will have a noncommercial outlet to be operated by the Australian Broadcasting Commission, Fremantle reported. Mr. Bretz similarly worked with German tv (via a State Dept. mission), the Canadian Broadcasting Corp. and was director of State Educational Television Service at Birmingham, Ala.

Canadian Broadcasters Plan Tv Clinic in Toronto Jan. 19

ADVERTISING and sales executives of Canada's biggest companies have been invited to a television advertising clinic at Toronto Jan. 19 by the Canadian Assn. of Radio and Television Broadcasters. In inviting these executives, Jack Davidson, CARTB president, said that television is now within reach of 80% of the entire Canadian population, with over 55% of all electrically equipped homes in Canada now having a television receiver.

The clinic starts with a luncheon and reception at which representatives of Canada's 25 privately-owned tv stations will be present. The clinic will be conducted by Oliver Treyz, Television Adv. Bureau, New York; Rodney Erickson, in charge of tv development for Young & Rubicam, New York, and Keith Chase, tv director, McKim Adv. Agency Ltd., Montreal.

Radio Spot Sales for 1955 $10 Million in West Germany

RADIO spot sales in West Germany totaled an estimated *Deutschmark* equivalent of $10 million during 1955, it was reported last week.

Most of the spots on West Germany's stations are broadcast in special "advertising" segments, and the stations use revenue from spot sales to supplement general income from a monthly license fee on sets.

The number of licensed radio sets in West Germany (Federal Republic) and in West Berlin on Dec. 1, 1955, was 13,178,345.

There are no privately owned stations in Germany as yet, although plans have been made to introduce them soon.

Three New ITA Transmitters Planned for England in '56

THREE new Independent Television Authority transmitters will begin operation in England this year, making commercial tv available to 60% of the population of that country, it was reported last week.

The first new station, located at Lichfield, plans to begin operation Feb. 17 and will serve a population of 5.5 million in the midlands. A second station, located in Lancashire, will serve 7 million when it goes on the air in April, and a third, covering the Yorkshire area of 4.5 million, will go on the air in the fall.

Wasey to Continue Operation In Canada Despite U.S. Sale

ERWIN WASEY of Canada Ltd., Toronto, Ont., will continue operation in Canada under the same name and management, despite the sale of the United States parent company. Offices are in Toronto, Montreal and Vancouver. Ralph L. Lawson, executive vice president and managing director of the Canadian branch, has become a partner in the Canadian operation, following the sale in the United States [B•T, Jan. 2]. Charles G. Sheppard, until recently manager of the agency's Montreal office, has become a director with headquarters at Toronto. John D. Wilson has been elected a director.

Canadian Advertisers Spend $395 Million During 1954

CANADIAN ADVERTISERS spent nearly four times as much in 1954 as they did in 1944, according to a tabulation released early this year by the Dominion Bureau of Statistics, Ot-

tawa, Ont. In all media Canadian advertisers spent $395,053,843 in 1954, as compared to $104,925,535 in 1944. In radio, Canadian advertisers spent $31,710,690, as against $11,486,954 in 1944. Radio's share of the advertising dollar dropped in the decade from 10.9% to 8.02%.

Television, which was not included in the 1944 figures, accounted for $8,595,626 in 1954, or 2.2% of the advertising dollar.

Daily newspapers, magazines, business and trade papers all showed a smaller share of the advertising dollar in 1954 as compared to 1944, whereas week-end papers and weekly newspapers, outdoor and directory advertising showed increases on a percentage basis.

M-E Opens Canadian Company

McCANN-ERICKSON INC., New York, which has maintained branch offices in Montreal and Toronto in previous years, last week announced the establishment of a new company, McCann-Erickson (Canada) Ltd. Elected as president of the new agency was Evan W. Hayter, formerly managing director of the Toronto office, with J. Lawrence Dampier, manager of the Montreal office, elected vice president. Duncan MacInnes, of the Toronto office, was elected secretary-treasurer.

RFE Seeks Newswriter

RADIO FREE EUROPE, privately financed and operated information agency, is "in desperate need" of an additional newswriter for its New York office, officials reported last week. They said the job pays $4,800 a year and that they were seeking, preferably, a young person with training in newswriting and some experience or training in international affairs. Applicants may contact Edward Macy, Free Europe Committee, 110 W. 57th St., New York.

CKGN-TV Goes on Air

CKGN-TV North Bay, Ont., began telecasting on ch. 10 last month, five to six hours daily. The station, operating with 51.5 kw video and 25.7 kw audio, is on the Canadian Broadcasting Corp. non-connected network until early in the new year when the microwave to North Bay will be completed. CKGN-TV is first in Canada not connected with any other advertising media or theatre interests. It is represented by Paul Mulvihill & Co., Toronto. Russ J. Eastcott is general manager.

INTERNATIONAL PEOPLE

R. I. P. Cameron, formerly advertising and sales promotion manager, Philips Industries Ltd., Toronto, to E. W. Reynolds Adv. Agency, Toronto, as account executive. **Robert G. Platt,** formerly of Nestle (Canada) Ltd., also to Reynolds as account executive.

Pat Freeman, formerly executive secretary, Canadian Assn. of Adv. Agencies, appointed manager, succeeding **Alex M. Miller** who remains as consultant.

Stuart D. Brownlee, general manager and secretary, of Radio-Electronics-Television Manufacturers Assn. of Canada, Toronto, Ont. to executive vice-president of Canadian Admiral Corp., Port Credit, Ont. **Edwin Whittaker,** supervisor of Admiral sales branches, to vice-president and general sales manager.

David G. Hill, CKDA Victoria, B. C., promoted to manager. **Allan Klenman,** formerly Vancouver sales manager, CKNW New Westminster, B. C., to CKDA as local sales manager.

Chicago Educ. Tv Needs Half Million

STILL LACKING over half a million dollars for operating expenses through the spring of 1957, the Chicago Educational Television Assn. has set aside March 11 to raise funds for WTTW (TV) that city.

Edward L. Ryerson, CETA president, WTTW licensee, announced plans for the drive Wednesday, noting that $175,000 has been raised thus far from "special gifts and contributions." WTTW set its initial goal at $1,100,000 for construction and first year operation before going on the air last September with a limited schedule. WTTW operates on ch. 11 Monday-through-Friday, 4-10 p.m. CST, from new studios in the Museum of Science and Industry.

Over 300 Illinois communities will participate in the March 11 drive, headed by Mrs. Robert E. Meany, past president of the Illinois Congress of Parents and Teachers, and George Sisler, vice president of Chicago's First National Bank.

Wisconsin U. Radio Series Given $3,960 Educ. Grant

THE U. OF WISCONSIN has received a $3,960 grant from the Educational Television & Radio Center, Ann Arbor, Mich., to finance 13 half-hour shows to be produced by the university's non-commercial station, WHA Madison, for national distribution to other educational stations.

Prof. H. B. McCarty, WHA director, said the series, *America Onstage,* will present American life and attitudes as reflected in significant American plays beginning with the first native comedy in 1787.

Wisconsin is one of nine colleges and universities awarded grants totaling about $40,000 by the Center for the production of educational radio programs during the 1955-56 school year.

WROL Gives $50,000 Antenna To U. of Tennessee Station

WROL Knoxville, Tenn., has given the U. of Tennessee's WUOT (FM) an eight bay antenna and a 10 kw transmitter with a combined value of $50,000, according to Kenneth D. Wright, university station director.

Mr. Wright said the gift is an example of the spirit of cooperation existing between commercial stations and the state university. Sixty-five of these stations give free time to more than 2,000 quarter-hour programs produced and distributed by the university, he said.

KDKA Makes Gift to College

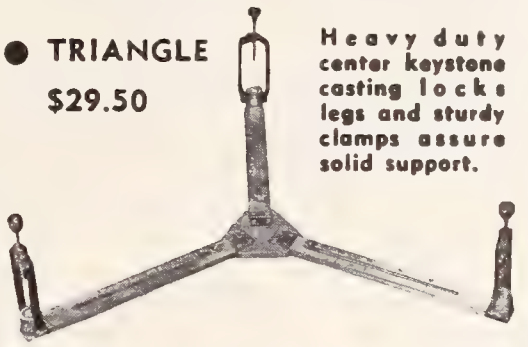
KDKA Pittsburgh last week presented Chatham College (formerly Pennsylvania College for Women) in that city with its musical arrangements collection, described as one of the largest collections of its kind in the United States and valued at $50,000.

Included in the library are more than 2,000 complete instrumental orchestrations of symphonies, suites, light opera, opera and musical comedy; more than 5,000 vocal orchestrations for grand opera, light opera, musical comedy and popular songs; more than 3,000 pieces of sheet music dating from 1929 to 1953, and an unestimated number of popular arrangements ranging from duets to large choral arrangements.

CAMART

TV TRIPOD SUPPORTS

● TRIANGLE
$29.50



Heavy duty center keystone casting locks legs and sturdy clamps assure solid support.

● CAR-TOP CLAMPS

Insure a steady tripod support for your newsreel camera when atop a station wagon or car platform. Heavy bronze construction. Weatherproof.

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$53,752,000 IS A LOT OF HAMMERING!



THE MARKET
Pennsylvania Anthracite Region
Retail Sales—$885,484,000
Building Supplies—$53,752,000
THE BUILDERS—
WHWL and WISL
Complete Coverage of 9 Counties
Cost—60 Cents per 1000 Families
NAIL DOWN THIS RICH MARKET!
1954 Consumer Markets—SRDS
See FORJOE & CO.
WISL 1 KW—Shamokin, Pa.
WHWL 1 KW—Nanticoke, Pa.

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CONDUCTS COKE CAP AUCTION

IN CONJUNCTION with the Coca-Cola Bottling Co., Syracuse, N. Y., WHEN-TV there is auctioning off cartons of king-size Cokes and other gifts for the largest number of Coca-Cola bottle caps produced by a bidder. In a planned audience participation show titled *Auction Block*, WHEN-TV will auction off more than $100 worth of gifts a week to viewers who bid on particular items with the highest number of bottle caps.

BIG SEND-OFF FOR WREC-TV

MEMPHIS knew about it when WREC-TV went on the air. Preceding the Jan. 1 debut of Hoyt Wooten's new station the *Memphis Press-Scimitar* and the *Commercial Appeal* each carried a 10-page WREC-TV section. Full page station ads led off news sections filled with congratulatory advertisements by Memphis businesses, CBS program features and tv news. WREC-TV also used day and night painted billboards, sheet posters, bus cards and other promotions.

WOV ANNOUNCES JAZZ CONTEST

WOV NEW YORK, American-Italian language independent, has announced this year's jazz piano scholarship competition among high school and college jazz pianists, whereby three winners are given free advanced training by such jazz pianists as Mary Lou Williams and Hank Jones. Closing date for applications is Jan. 29, with finals scheduled for late March. Further information may be obtained from Ruth Thompson, WOV, 730 5th Ave., N. Y. 19.

BUYING THE BUYERS

WOWO Ft. Wayne has launched a contest among 4,000 advertising agency account executives and timebuyers to point up the "neglected" market that lies between Detroit, Cincinnati and Chicago and is served by the station. The Westinghouse station has issued the first in a series of mailings outlining the importance of WOWO in serving its market covering 4 million people and ending with a "teaser" announcement that details on the contest will be provided in subsequent brochures. Prizes will include a two-week, all-expenses-paid trip for two to Jamaica, a Westinghouse laundromat, 10 Westinghouse electric blankets, 10 Westinghouse "Cook-N-Fryers," in addition to radios and watches.

LIFE MUSIC INC. BRINGS SUIT TO NULLIFY BMI, ASCAP, SESAC BLANKET LICENSING

Ultimate dissolution of three organizations, $7.5 million as treble damages under antitrust laws sought in court action. Among co-defendants are RCA, NBC, CBS Inc. and Columbia Records.

A SUIT to nullify blanket licensing by BMI, ASCAP, and SESAC—and seeking ultimate dissolution of those organizations—was filed Thursday by Life Music Inc., which split with BMI some two years ago and undertook to license broadcasters directly [B•T, March 8, 1954; Dec. 13, 1954].

In the suit Life Music also seeks, among other things, $7.5 millon as treble damages under the antitrust laws.

Named as co-defendants with the three performing rights organizations are RCA, NBC, CBS Inc., and Columbia Records and three of its subsidiaries: Columbia Music Publishing Co., Master Records Inc. and Okeh Music Publishing Co.

Counsel for the various defendants said late Thursday they had not seen Life Music's complaint and accordingly could not comment on the suit.

In all the years of stormy relationships between BMI and ASCAP, the suit marks the first time the two have been named co-conspirators. Spokesmen for both BMI and ASCAP called attention to this precedent, and a spokesman for ASCAP cracked: "You might say we're amused by the association."

Life Music, a music publishing firm whose principals are Barney Young and D. M. Fox, has had numerous disagreements with BMI, extending back to the period when it was a BMI affiliate, and more recently has been reported quarreling also with ASCAP. Its suit was filed by Sidney W. Rothstein, New York attorney, in the U. S. District Court for the Southern District of New York.

The suit charges that through the ownership of stations, networks, and "the major record producing and distributing companies," NBC and CBS have "control over a major segment of the supply and performance of music in the U. S.;" that NBC and CBS are "the major stockholders" of BMI and "exercise a dominant position" in its operation; that records "must" carry a label showing that the composition "is in either the BMI or ASCAP catalog and, to a lesser degree, in the catalog of defendant SESAC," and that "in the absence of any such label or marking . . . the broadcaster will not perform or use the composition."

Although representatives of the defendant companies declined to comment on the action pending receipt and study of the complaint, observers pointed out in connection with the attack on the blanket licensing procedure—a key target of the suit—that blanket licensing by both ASCAP and BMI has been permitted by the government under consent decrees involving these organizations.

The suits asks for:

1. "A preliminary and permanent injunction" outlawing the blanket license agreement; forbidding defendants to give preference or priority to "the performance, recording, publication or exploitation" of works to which BMI, ASCAP, or SESAC hold copyright or performance rights; forbidding the marking of records "as either BMI or ASCAP records;" forbidding BMI to give rebates or discounts to its licensees or to provide them with any service (e.g., clinics, programming services) "other than a title clearance service;" forbiddng BMI to enter into any agreement with a member or affiliate "whereby the compensation paid or to be paid by defendant BMI to such members or affiliates is based upon guarantees or other arbitrary considerations regardless of actual performance or use of the musical works and compositions of such members or affiliates;"

2. "A permanent, mandatory injunction" directing BMI, ASCAP and SESAC to offer licenses on a per-use-per-selection basis with rates "fairly and reasonably fixed;" and requiring NBC and CBS and their subsidiaries and affiliates to divest themselves of all common stock and other interest in BMI.

3. That radio and tv stations owning capital stock in BMI—the complaint placed the number at about 700 radio stations—"be directed to divest themselves of such stock in any ancillary or supplementary proceeding to be instituted;"

4. "For separate, different and affirmative relief," that the court instruct the "appropriate" U. S. government agency to take steps to enforce compliance with antitrust laws and also such action "as may be necessary and proper for the dissolution of the defendants BMI, ASCAP, and SESAC."

5. That Life Music be awarded $7.5 million as treble damages to date, plus "threefold the amount of damages which plaintiff may hereafter sustain up to the entry of judgment herein, by reason of the illegal and unlawful acts and conduct of the defendants in violation of the antitrust laws."

Life Music charges in the suit that BMI, ASCAP, and SESAC own or control the performance rights to "upwards of 95%, if not all, of the music performed by radio and television stations and other users throughout the U. S." The annual gross volume of business of these three organizations, the complaint claims, is approximately $30 million.

Life Music contends that during the time it was affiliated with BMI—from about Oct. 20, 1948, to about Feb. 28, 1954—performance of the music in its repertory, which had been assigned to BMI, increased to a point where, in 1953, Life Music's earnings from BMI "amounted to upwards of $250,000." Before

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name *title/position*
company name
address
city *zone* *state*
Please send to home address — —

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ecutive Offices
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ffices and Laboratories
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ashington, D. C. ADams 4-2414
*Member AFCCE **

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
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—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. MO. 3-3000
Laboratories Great Notch, N. J.
*Member AFCCE **

GEORGE C. DAVIS
501-514 Munsey Bldg. STerling 3-0111
Washington 4, D. C.
*Member AFCCE **

ommercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
ITERNATIONAL BLDG. DI. 7-1319
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30 Years' Experience in Radio Engineering
Pennsylvania Bldg. Republic 7-2347
WASHINGTON 4, D. C.
*Member AFCCE **

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
*Member AFCCE **

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C.
*Member AFCCE **

ank H. McIntosh & Assocs.
CONSULTING RADIO ENGINEERS
1216 WYATT BLDG.
WASHINGTON, D. C.
Metropolitan 8-4477
*Member AFCCE **

RUSSELL P. MAY
711 14th St., N. W. Sheraton Bldg.
Washington 5, D. C. REpublic 7-3984
*Member AFCCE **

WELDON & CARR
Consulting
Radio & Television
Engineers
Washington 6, D. C. Dallas, Texas
1001 Conn. Ave. 4212 S. Buckner Blvd.
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PAGE, CREUTZ, STEEL & WALDSCHMITT, INC.
Communications Bldg.
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Washington 5, D. C.
303 White Henry Stuart Bldg.
Mutual 3280 Seattle 1, Washington
*Member AFCCE **

KEAR & KENNEDY
302 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
*Member AFCCE **

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
INWOOD POST OFFICE
DALLAS 9, TEXAS
JUSTIN 6108
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*** 1953 ARB Projected Readership Survey**

THE ASSOCIATION OF RADIO COMMUNICATIONS CONSULTING ENGINEERS
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disaffiliation from BMI, the suit continues, the uses of Life Music's works totaled "at least 10%" of the uses of all musical works in the BMI catalog.

When Life Music split with BMI, the complaint asserts, LM's works were deleted from the BMI repertory and LM undertook to license stations directly—first for its approximately 195 original works and subsequently including also an offer of clearance for approximately 50,000 other musical works, the latter "being for the most part in the public domain." LM continues:

"The response to both these aforesaid offers was *de minimis*. The offerees and prospective users represented to plaintiff (Life Music) that they would perform plaintiff's musical works and compositions but were unable to do so because of the blanket license agreements they were obliged to purchase from defendants BMI, ASCAP, and SESAC; that the economic burden occasioned by the aforesaid rendered it economically impossible to purchase additional performance rights licenses."

Life Music says that it offered to sell performance rights licenses to its original works to NBC and to CBS but that these network companies refused to purchase "except upon unreasonable, unjust, and wholly inadequate terms and conditions." BMI also rejected a Life Music attempt to reaffiliate, the complaint asserts.

Asserting that stations spend the equivalent of about 25% of their net income on blanket license agreements with BMI, ASCAP and SESAC even though they actually use only a small percentage of the numbers in these catalogs, the complaint charges the three organizations "resort to the use of the blanket license agreements . . . for the sole purpose and with the design of dominating and controlling the available and normal channels of musical use and exploitation in the U. S., and to create, establish and perpetuate a monopoly, and to obstruct, limit and restrict trade and commerce therein."

BMI, ASCAP, and SESAC "as a general operational policy" do not offer or sell per-use-per-selection licenses "and, in rare instances, where a per-program agreement is requested . . . it is tendered by said defendants on onerous terms . . . and at economically prohibitive rates," the suit charges.

Life Music claims that, while affiliated with BMI, it entered into independent agreements with some 600 radio stations, all licensees of BMI, and that the logging reports furnished by these stations regarding uses of LM music "indicated a gross inaccuracy in the logging reports which defendant BMI employed as a basis for its payment of compensation to plaintiff."

Station Authorizations, Applications
(As Compiled by B • T)

January 5 through January 11

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf—ultra high frequency. ant.—antenna, aur.—aural. vis.—visual. kw—kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization.

Am and Fm Summary Through Jan. 11

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,814	2,809	207	228	152
Fm	536	526	52	18	1

FCC Commercial Station Authorizations
As of December 31, 1955*

	Am	Fm	Tv
Licensed (all on air)	2,804	521	147
Cps on air	20	19	335
Cps not on air	111	17	108
Total on air	2,824	540	482
Total authorized	2,935	557	590
Applications in hearing	152	1	166
New Station requests	217	4	28
New station bids in hearing	97	0	112
Facilities change requests	140	5	41
Total applications pending	750	80	289
Licenses deleted in Dec.	0	0	0
Cps deleted in Dec.	2	0	0

*** Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary Through Jan. 11

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	342	100	442
Noncom. Educ. on air	13	5	18

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	298	310	608[1]
Noncom. Educational	19	17	36[2]

Applications filed since April 14, 1952:

(When FCC ended Sept. 28, 1948-April 14, 1952 freeze on tv processing)

	New	Amend.	Vhf	Uhf	Total
Commercial	966	337	780	543	1,303[3]
Noncom. Educ.	59		32	27	59[4]
Total	1,025	337	792	570	1,362[5]

[1] 161 Cps (32 vhf, 129 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 34 already granted.
[5] Includes 642 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

ACTION BY FCC

Bishop, Calif.—Inyo Bcstg. Co. application for new tv station returned to applicant for nonconformance with rules re proposed frequency assignment. Action of Jan. 10.

APPLICATION

Elmira, N. Y.—Elmira Star-Gazette Inc., vhf ch. 9 (186-192 mc); ERP 316 kw vis., 189.5 kw aur.; ant. height above average terrain 1,000 ft., above ground 515 ft. Estimated construction cost $501,850, first year operating cost $480,000, revenue $635,000. Post office address 201 Baldwin St., Elmira. Studio location Elmira. Trans. location Southport, N. Y. Geographic coordinates 42° 00′ 26″ N. Lat., 76° 49′ 18″ W. Long. Trans. and ant. RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Richard K. Blackburn, Rochester, N. Y. *Elmira Star-Gazette* is owned by Gannett Co. which owns **WHEC-AM-TV Rochester, N. Y., WENY Elmira, WDAN-AM-TV Danville, Ill.**, and **WHDL-AM-FM Olean, N. Y.** Gannett Co. owns or controls 17 newspapers. Filed Jan. 9.

APPLICATIONS AMENDED

Coos Bay, Ore.—KOOS Inc. amends application for new tv station to change officers and directors, stock and stockholders and studio location to northwest corner of 3rd and Commercial Sts., Coos Bay. Amended Jan. 9.

Coos Bay, Ore.—Pacific Television Inc. amends application to correct coordinates and change studio location to "none proposed." Amended Jan. 9.

Lead, S. D.—Black Hills Bcstg. Co. of Rapid City amends application for new tv to furnish additional financial data, to show change in construction cost, programming, hours of operation, furnish amended articles of incorporation, change ERP to 9.5 kw vis., 4.75 kw aur., change studio location to trans. site at Terry Peak, Lead, and request waiver of sec. 3.613 of FCC rules, change ant. height above average terrain to 1,607 ft. and make equipment changes. Amended Jan. 9.

Port Arthur, Tex.—Jefferson Amusement Co. application for new tv amended to change officers, directors, stockholders, programming, hours of operation, construction and financing, change description of trans. location (not move), change studio location from 2912-30 17th St., Port Arthur, to 17th and Woodworth Blvd., Port Arthur, change trans. and ant. system and other equipment and ant. height above average terrain from 682 ft. to 702 ft. Amended Jan. 6.

Existing Tv Stations . . .

APPLICATIONS

WBZ-TV Boston, Mass.—Seeks cp to change ERP to 56.24 kw vis., 28.12 kw aur., change trans. location to 101 St. Mary St., Needham, Mass., and make equipment changes. Filed Jan. 9.

WROW-TV Albany, N. Y.—Seeks mod. of cp (which authorized new tv station) to change ERP to 515 kw vis., 256 kw aur. and make equipment changes. Filed Jan. 6.

WTVE (TV) Elmira, N. Y.—Seeks mod. of cp to change to ch. 9, change ERP to 190.5 kw vis., 95.5 kw aur. and make equipment changes. Ant. height above average terrain 1,168 ft. Filed Jan. 10.

WKBT (TV) La Crosse, Wis.—Seeks cp to change ERP to 250 kw vis., 125 kw aur. and make equipment changes. Ant. height above average terrain 808 ft. Filed Jan. 6.

PETITION

Albert J. Balusek—Petitions FCC to amend rules so that sec. 3.630 will read: "All tv station

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ALLEN KANDER
And Company

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broadcast licenses will be issued as to expire at hour of 3 a.m. EST and will be issued for normal license period of five years." Announced Jan. 6.

New Am Stations . . .

APPLICATIONS

West Warwick, R. I.—Neighborly Bcstg. Co., 1420 kc, 500 w D. Post office address 25 7th St., Providence. Estimated construction cost $12,100, first year operating cost $21,000, revenue $53,000. Principals are: Pres. **Jack C. Salera** (47.5%), part owner-manager of **WNRI Woonsocket, R. I.**; Secy. **Peter B. Gemma** (47.5%), pres. Perk T.V. Corp., and Treas. **Lorraine M. Salera** (5%), WNRI secy. Filed Jan. 10.

Big Spring, Tex.—J. Homer McKinley, 1270 kc, 1 kw D. Post office address 410 Petroleum Bldg., Big Spring. Estimated construction cost $28,300, first year operating cost $40,000, revenue $60,000. Mr. McKinley is feed dealer. Filed Jan. 5.

Existing Am Stations . . .

ACTION BY FCC

KLIF Dallas, Tex.—Application for mod. of license to change name of licensee corp. from Trinity Bcstg. Corp. to McLendon Investment Corp. returned to applicant; filed in wrong name. Returned Jan. 9.

APPLICATIONS

KEVT Tucson, Ariz.—Seeks cp to change hours from D to unl., change frequency from 690 kc to 1600 kc; increase power from 250 w D to 500 w N and 1 kw D. Filed Jan. 9.

KAFY Bakersfield, Calif.—Seeks cp to change from DA-1 to DA-2; contingent on outcome of pending cases. Filed Jan. 6.

KWIP Merced, Calif.—Seeks mod. of cp to specify studio location and operate trans. by remote control. Filed Jan. 9.

KVOD Denver, Colo.—Seeks cp to change from DA-1 to DA-N and request for remote control operation of trans. during D. Filed Jan. 6.

WTUX Wilmington, Del.—Seeks cp to increase power from 500 w to 1 kw. Filed Jan. 5.

WFBF Fernandina Beach, Fla.—Seeks cp to increase power from 250 w D to 1 kw D. Filed Jan. 9.

WKMC Roaring Spring, Pa.—Seeks cp to increase power from 500 w to 1 kw and make equipment changes. Filed Jan. 10.

APPLICATION AMENDED

KWIQ Moses Lake, Wash.—Application for mod. of cp to change ant.-trans. studio location and remote control point to W. 414 3rd Ave., Moses Lake, Wash., amended to change ant.-trans. location to 2760 ft. south of intersection of County Rd. and U. S. Hwy. 10. Amended Jan. 9.

Ownership Changes . . .

ACTIONS BY FCC

KGEE Bakersfield, Calif.—Granted assignment of license to KGEE Inc. for $85,000. Principals include: Pres. **C. Dexter Haymond** (55%), vice pres. -2.4% owner of **KIT Yakima,** and vice pres.-6.7% owner **KMO-AM-TV Tacoma,** both Wash.; Vice Pres. **Carl E. Haymond** (45%), pres.-97.6% owner KIT, pres.-93.3% owner KMO-AM-TV, and Secy.-Treas. **Paul F. Benton** (no stock), secy.-treas. of KIT and KMO-AM-TV. Granted Jan. 11.

WDVH Gainesville, Fla.—Granted assignment of license to WDVH Inc.; stock transaction. **Winnie S. Vaughn** and **Thomas R. Hanssen** own 33.3% and 61.6%, respectively, of WDVH Inc. Five percent is owned by Secy.-Treas. **James L. Hailes,** former commercial salesman for **WRUF Gainesville.** Granted Jan. 11.

WFEC Miami, Fla.—Granted assignment of license to Florida East Coast Bcstg. Co. for $70,000. Principals are: Pres. **Harry Trenner** (60%), dir., RKO Teleradio Pictures, and vice pres., MBS; Vice Pres.-Secy. **Herbert Schorr** (40%), gen. manager of WFEC; **Florence Trenner,** housewife, and **Lillian Schorr,** WFEC employe. Granted Jan. 11.

WSTU Stuart, Fla.—Application for assignment of license to Blue Water Bcstg. Co. returned application not complete. Action of Jan. 6.

WKLX Paris, WPRT Prestonsburg, both **Ky.**—Granted assignment of cp and license, respectively, to **Stephens Industries Inc.** Corporate change only; no change in control. Granted Jan. 5; announced Jan. 10.

WKLZ Kalamazoo, Mich.—Granted assignment of cp to Circle Corp. Change is corporate only; no change in control. Granted Jan. 5; announced Jan. 10.

WKOV Wellston, Ohio—Granted transfer of control (65%) to **Dexter Park Robinson,** presently 25% owner of station, for $13,000. Granted Jan. 11.

KGW Portland, Ore.—Granted assignment of license to North Pacific Television Inc. King Bcstg. Co., presently 40% owner of station licensee, is to acquire additional 20% for $175,000. Licensee corporation will then be dissolved and merged with North Pacific. King Bcstg. is licensee of **KING-AM-FM-TV Seattle, Wash.** North Pacific is permittee of **KTLV-TV Portland** (not on air) for which large equipment expenditures are contemplated. Granted Jan. 5; announced Jan. 10.

WFBG-AM-TV Altoona, Pa.—Granted transfer of control to Triangle Publications Inc. for $3.5 million. Triangle owns **WFIL-AM-FM-TV Philadelphia, WNBF-AM-TV Binghamton, N. Y., WLBR-TV Lebanon, Pa.** and 50% of **WHGB Harrisburg, Pa.** Granted Jan. 11.

WCED-AM-FM Du Bois, Pa.—Granted transfer of control to **Jason S. Gray** and **Harold T. Gray,** Purchase price of $266,846.06 includes real estate, *Du Bois* (Pa.) *Courier-Express,* and other printing property. No breakdown of price was made. Messrs. Gray each held 25% of WCED-AM-FM prior to present transaction. H. T. Gray is 12½% owner of **WILK-AM-TV Wilkes-Barre, Pa.** Granted Jan. 11.

KZIP Amarillo, Tex.—Granted assignment of license to Panhandle Bcstg. Co. for $20,000. Present stockholders **David P. Pinkston** and **Ray Winkler** will then be equal partners. Mr. Winkler is purchasing 40% of station held by **W. J. Duncan** for above amount. Granted Jan. 5; announced Jan. 10.

KSYD, KWFT-AM-TV Wichita Falls, Tex.—Granted assignment of KWFT to **Nat Levine, Irving and Murray Gold, Sidney Grayson, Theodore Shanbaum** and **Ben, Leon and Roy Aaron** (Messrs. Grayson and Levine presently own KSYD) for $75,000 and of KWFT-TV for $750,000 plus $73,366.40 for color and power-boosting equipment not yet in use. KWFT is then resold to present principal **Kenyon Brown** for $75,000. KSYD ownership is to be enlarged to include Messrs. Aaron, Shanbaum and the Golds. New KSYD owners are to purchase their interests for $40,600 and hold same percentages in KSYD as in KWFT-TV. Mr. Grayson, pres., will hold 5%; Mr. Levine, secy-treas., 25%; Irving Gold, vice pres., jobber of venetian blind supplies, 12.5%; Murray Gold, electrical contractor, 12.5%; the Aarons (Ben is a vice pres.), dry goods wholesalers, each holds 6.7%, and Mr. Shanbaum, vice pres., optical firm interests, 25%. Granted Jan. 11.

KULA-AM-TV Honolulu, Hawaii—Granted assignment of license from Pacific Frontier Bcstg. Co. to Television Corp. of America Ltd. for $600,-825.50. Principals include: Pres. **Richard C. Simonton** (25%), electrical engineer, wired-music interests, and 36.6% owner of **KRKD-AM-FM Los Angeles;** Exec. Vice Pres. **Jack A. Burnett** (25%), 10% owner of Pacific Frontier; Secy.-Treas. **Arthur B. Hogan** (25%), investment broker and pres. of KRKD-AM-FM and **Albert Zugsmith** (25%), movie producer, media broker. Albert Zugsmith Corp., owned by Messrs. Hogan and Zugsmith, is 36.6% owner of KRKD-AM-FM. Granted Jan. 11.

APPLICATIONS

WHOS-AM-FM Decatur, Ala.—Seek assignment of licenses to North Alabama Bcstg. Co. for $35,000. Principals are present 50% owner **John H. Jones** and his wife who was not member of corporation. Filed Jan. 10.

KGAN Kingman, Ariz.—Seeks assignment of license to Stonybrook Bcstg. Co. for $25,000. Equal partners are **Wallace E. Stone,** former sales-promotion manager of **WITV (TV) Fort Lauderdale, Fla.,** and **John F. Holbrook,** free lance radio-tv announcer. Filed Jan. 5.

WSTU Stuart, Fla.—Seeks assignment of license to Blue Water Bcstg. Co. Change is corporate; principal stockholder **Lester M. Combs,** also is transferring 16% of his interest in station to his wife. No change in control. Filed Jan. 10.

WCPM Cumberland, Ky.—Seeks assignment of license to Tricity Bcstg. Co. for $18,000. Sole owner **Edward F. Shadburne** is manager of WCPM. Filed Jan. 5.

WPEP Taunton, Mass.—Seeks acquisition of control by present 50% owners Mr. and Mrs. **J. Marshall McGregor** for $15,000. McGregors will now be sole owners. Filed Jan. 10.

WAAB-AM-TV Worcester, Mass.—Seeks assignment of license and cp to **Wilson Bcstg. Co.** Corporate change only; no change in control. Filed Jan. 5.

WDXN Clarksville, Tenn.—Seeks assignment of license to **Clarksville Bcstg. Co.** Corporate change only; no change in control. Filed Jan. 10.

WBEJ Elizabethton, Tenn.—Seeks assignment of license to WBEJ Inc. for $95,000. Principals are: Pres. **Raymond C. Turrentine** (25%); Vice Pres.-Gen. Manager **William R. Wagner** (25%), former manager of **WQOK Greenville, S. C.**; Vice Pres. **James L. Turrentine** (25%) and Secy.-Treas. **Anne Turrentine Hazen.** Filed Jan. 10.

KBRZ Freeport, Tex.—Seeks transfer of control to **William D. Schueler** for $59,525. Mr. Schueler is former 50% owner of Brent Gunts Prod. (radio-tv show producer) and former salesman for Interstate Television Corp. Filed Jan. 10.

WCAW Charleston, W. Va.—Seeks transfer of control to Pete Johnson Bcstg. Co. for $23,360 plus $17,200 in miscellaneous expenses. Sole

(Continues on page 102)

MAGNIFY YOUR SALES
IN THIS STABLE $140,000,000.00 MARKET
CBS KGVO-TV MISSOULA MONTANA
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Music and sports team up in this series devoted to eye-witness accounts of dramatic action on the winter sports scene.
February's continuity package contains 12 fifteen-minute programs featuring the sports of the month . . . ice hockey, basketball, hunting, track, along with some of the great anecdotes of the world of sports.
Your Station Program Department should be receiving this script package regularly. If not, please write to BMI's Station Service Department for "Stories from the Sports Record."
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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

Station manager for 250 watt fulltime Carolina station needed. Prefer mature person with family, and at least three years experience. Good market, but competitive. Sales ability preferred, but not essential. Will consider selling part interest to right person. Box 970E, B•T.

Outstanding opportunity for strong selling station manager. Contact Bill Tedrick, KWRT, Boonville, Missouri, immediately.

Experienced manager for new 1M watt daytimer 900kc. Third station in Mississippi's third market. Must have proven sales-management background. Complete charge. Want manager now to plan studios, equipment and build staff. Give complete details first letter. Enclose recent picture John T. Gibson, Delta-Democrat-Times, Greenville, Mississippi.

Salesmen

Radio salesman! Permanent! Guarantee, commission. Wisconsin. Full details, salary requirements. Box 906E, B•T.

Immediate opening for aggressive salesman. Salary and incentive. Must be experienced in major market operation. Write directly to Gus Nathan, Commercial Manager, WKNB, 1422 New Britain Avenue, West Hartford, Conn.

Salesman, if you are a top producer, we have good opportunity. Single station market. Commission plus draw. Opportunity for advancement excellent. Write WSPT, Box 251, Stevens Point, Wisconsin.

Immediate opening for male or female interested in settling in an active metropolitan district city. Some experience desired. Write or call WSTC, 270 Atlantic Street, Stamford, Connecticut. DAvis 4-7575.

Wanted—Experienced radio salesman for WTAD, 5 kw CBS affiliate. Draw against liberal commission. Write giving background, previous employment and photograph to WTAD, WCU Building, Quincy, Illinois.

VALUABLE FRANCHISE FOR EXECUTIVE SALESMEN

Well rated concern national in scope. Advertising or intangible experience necessary. No investment or inventory. A business of your own with protected territory. Men must be of high caliber, educated, nice appearance, and experienced in calling on top management. Reference required. 95% renewal year after year. We have testimonial letters from over 80% of our customers. This is a startling new idea, but old enough to be proven. This is prestige advertising and Public Relations in its most palatable form. We are now setting up restricted territory. Our plan of pay is much better than a draw. If you can meet the requirements above and will conscientiously work for two years, your renewals will be enough to retire on. We pay you immediately although we bill customers monthly. Write RANDALL, Suite 100, BUSINESS DIGEST & FORECAST, 1724 20th St., N. W., Washington 9, D. C.

RADIO

Help Wanted—(Cont'd)

Announcers

Outstanding disc jockey for midwest station. Must have ability to sell on air. Give complete details and references. Box 848E, B•T.

Experienced announcer for heavy commercial shift. Good newsman. Box 903E, B•T.

Young announcer with potential and some basic experience. Illinois kilowatt. $60 to start. Box 904E, B•T.

Wanted: Experienced announcer who is ready for competitive market of 125,000. Position open now. Wire immediately. Box 916E, B•T.

Wanted: Actor-DJ-stage, tv, radio acting experience (soap opera). Les Tremayne type voice. Narrative "story teller" delivery. Ohio. Box 944E, B•T.

General staff announcer: 250 watt southern Kentucky independent station. Experience desirable, but not necessary. Must be a native of Kentucky or bordering states. Send complete resume and audition tape, first letter. Must be married. Box 951E, B•T.

Leading independent station in large eastern market needs experienced announcer-engineer. Must have first class ticket. Short week. Good starting salary. Apply Box 955E, B•T.

Announcer-DJ wanted by top-flight eastern metropolitan indie. First class license preferred but not necessary. Top rate of pay for top man. This is permanent. Confidential. Box 123F, B•T.

Oregon CBS station wants another top grade production and sales-mined announcer. $100 for 40 hours plus percentage. Airmail tape to Bud Chandler, KFLW, Klamath Falls.

Opportunity for good experienced, married staff announcer. Send resume. ABC Network. KFRO, Longview, Texas.

Staff announcer. Commercial, ad lib, and board ability. Contact Bob Clausen, PD, KGLO, Mason City, Iowa.

Wanted: Good announcer with first class license. Good working conditions. Contact Jim Robinson, KOGT, Orange, Texas.

Combo-first phone, 250 watter, swell climate, good pay. No drunks. KTRC, Santa Fe, N. M.

Immediate openings for announcers, announcer-engineers, announcer-salesmen. New midwest station group. Contact Bill Tedrick, KWRT, Boonville, Missouri.

Progressive independent—Ohio's third market wants experienced hard selling DJ. Send tape to WHOT, Youngstown 8, Ohio.

Deejay. With personality and selling ability. Must know music and news type operation. Good salary and working conditions. Send tape to: C. F. Walker, WKDA, Nashville, Tennessee.

Announcer-chief engineer. Emphasis announcing—New beautifully equipped 1000 watt-daytimer—immediate. Send resume, tape or call Bill Duke. Main 4-4908, WKDL, Clarksdale, Mississippi.

Announcer with first class license for our mountain studios. Single, car and usual ability to live closely with others necessary. Liberal time off, good salary. Send tape and full details to WMIT, Charlotte, North Carolina.

Good announcer with 1st class license, capable of transmitter maintenance. Offer congenial staff, beautiful town, permanent job, ocean beaches, year 'round fishing, swimming, future tv opportunity. $350 month. WSTU, Stuart, Florida. Send tape, references.

RADIO

Help Wanted—(Cont'd)

Technical

Am transmitter engineer—5kw fulltime in midwest—experience preferred—salary depending on ability and experience. Box 911E, B•T.

Wanted: First class engineer-announcer. Immediate opening. Call or write KENM, Portales, N. M.

Wanted: Combination engineer-announcer, permanent position. Send tape, KPOW, Powell, Wyoming.

Engineer with first phone license at 1 kw directional. Vacation, sick leave plan. Announcing unnecessary. Need immediately. Contact Lloyd McKinney, WACL, Waycross, Georgia. Phone 2475 after five p.m.

Immediate opening for first class engineer-announcer. $80.00 per week—40 hours. Reply WCPM, Cumberland, Kentucky.

Wanted: Chief engineer, combo announcer. $100.00 week. Rush resume. WKNK, Muskegon, Mich.

Progressive independent in ideal southwestern climate needs chief with air experience for announce shift and maintenance of Gates 250 w transmitter, remote unit, and studio equipment. Nation's 2nd-fastest growing city. Phone full details to: Ed Sleighel, 3-1744, collect, Albuquerque, N. M.

Secking superior engineer-announcer with net calibre voice and versatility. Send tape showing pace and adaptability, plus experience and personal data, to Box 437 Kennewick, Washington. Pay $90 to $100 week.

Programming-Production, Others

Continuity writer for midwest. Male or female. Box 849E, B•T.

Program director-announcer. Mississippi daytimer. Southerner—25-35—married. Copy-interviews-special events-play-by-play. Join congenial staff at $75-$85 week. Box 907E, B•T.

Program director. Leading news and music regional in large midwestern city has opening for experienced man, able to take full charge of department. The man we want has a successful record as PD in like operation. He knows music, news, continuity and production, is a competent executive and willing worker. He is familiar with ratings and knows how to build them. Top salary and bright future to successful applicant. Please do not reply unless you have necessary qualifications. Give your background in detail, present earnings, and salary expected. Confidential. Box 956E, B•T.

Young aggressive Chicago advertising agency needs a writing automaton who can turn out reams of hard selling radio and tv commercials copy for local advertisers that will make cash registers ring! $75 a week to start—more as you prove your worth. Send complete personal and experience data, when you'll be available, plus sample radio commercials for jewelry store, furniture store, automobile dealer or other local merchant, in first reply. Everything kept strictly confidential. Box 969E, B•T.

Top-flight radio-tv newsroom in major market needs newsman capable of aggressive local reporting. Those without reportorial experience need not apply. The man we're looking for combines good reporting and writing with forceful delivery. Send tape, photo, news copy, and resume, including salary expected and when available to Box 980E, B•T.

Wanted: Continuity writer for fulltime 250 watt station in Wisconsin. Experience necessary. Must be able to write good copy, fast. Will pay well for experienced writer or anyone that can fill the job. Write Box 987E, B•T.

Radio program director, 5000 watt CBS affiliate, Great Falls, Montana. Must know all phases radio. Moral and financial responsibility, references required. Must have own transportation. Position open Jan. 16th. Do not send tapes unless requested. State minimum salary acceptable. Airmail all replies, including photograph, to Assistant Manager, KFBB, Box 1139, Great Falls, Montana.

Radio news reporter, male or female. Opportunity for active participation in local news gathering and writing. Some experience preferred. Write or call WSTC, 270 Atlantic Street, Stamford, Conn. DAvis 4-7575.

Copywriter wanted immediately. Must be experienced, able to write hard sell copy and run continuity department. Will pay excellent scale to right person. Send full resume to WTAC, 740 South Saginaw, Flint, Michigan. Michigan second largest market.

RADIO

Situations Wanted

Managerial

Manager-salesman for hire. Present account executive for top station. Heavy on organization and sales. Always bill of $100,000. Not arm chair man, high pressure or fly by night. My account always renew. Family, college, 33, experience: Manager, commercial manager, large and small markets. Have first ticket. Have put station on air from ground up. Best references. Available for interview. Box 854E, B•T.

General manager or sales manager—top experienced organizer—salesman. Family man. Desires permanency with good station. Box 102F, B•T.

Manager. Can also direct sales. Radio veteran. Aggressive, dependable, efficient. Box 103F, B•T.

Manager—aggressive—imaginative—dependable. Came up the hard way—announcing—programming—sales—sales manager—manager. Presently employed $10,000 yearly plus. Wants to relocate permanently in pleasant growing community. I know how to build ratings, sales and good will. Am looking for a high calibre station into which I can put all my energies and take pride. Top personal and business references guaranteed. Box 106F, B•T.

Managerial-ownership opportunity desired. Can invest. 12 years rounded experience. 35. Family. Best references. Box 125F, B•T.

Salesmen

Ohio. Salesman, high calibre anonuncer, good voice. Experienced. Emphasis on sales. First class license. Box 968E, B•T.

One of the industry's top sales-gals is looking for a change . . . in climate. I'm more than happy with my current position, where I bill over $5,000 a month in one of the top 10 markets, but both my young daughter and I need a warmer climate in which to live. I have sold both on the air and off and have been billed as top talent on a network tv show. My minimum salary requirement is $150 a week and I would like to double in air work and sales, but predominantly sales. Box 100F, B•T.

Announcers

Country western DJ, musician-specialist. Experienced staff announcer. Third. Presently employed. Sincere, progressive stations only. Salary —talent. Box 841E, B•T.

Experienced announcer, third class license. Wants to settle small station Georgia, Florida, Alabama. Box 861E, B•T.

Experienced announcer. Desires permanent position with small station, 250w-1000. Excellent background. Tape. Box 891E, B•T.

Announcer or PD for radio or tv. Knows sports. Married, 33. Average voice. Box 905E, B•T.

Award winning sportscaster wants larger market. Ten years in the industry, last two with joint radio television operation. Resume and brochure will reveal capabilities. Box 954E, B•T.

Announcer—six years in radio. All phases of air work except play-by-play sports. Married, sober, reliable. Presently employed. Box 958E, B•T.

Morning man. 5 year proven top rating in highly competitive midwest, six station market. Radio, tv, stage and motion picture background. Nothing under $125. Box 959E, B•T.

Country DJ—nine years experience—radio or tv. Musician—employed. Box 967E, B•T.

Announcer, first phone, five years successful experience all phases, especially air. News editor, copy and PD. Interested in combo operation. Would consider learning sales. Prefer small town (1500) in Florida. Will accept others. Box 972E, B•T.

Announcer, two years radio experience all phases except play-by-play, recent first phone. Seek permanent announcing or combo position. Some tv desirable. Responsible family man, 25, discharged veteran. Prefer in person interview. Available February. Box 973E, B•T.

Recent broadcasting school graduate. Good DJ, news, sports, board, tape. Box 974E, B•T.

Think! It's not always necessary to pay high wages in order to get a good performance. Top newscaster, DJ, personality, commercials. Idea man personified. Someone different. Willing and capable. Box 976E, B•T.

Announcer—DJ—sports—news, veteran—24—reliable—good references—tape. Box 977E, B•T.

Comboman, first phone, please DJ personality, authoritative newscast, limited experience. Tape and references. Can relocate. Box 984E, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Top-flight announcer available immediately. Now employed as news editor of live five kilowatt midwestern indie. Looking for a future. Married, draft exempt, sober, steady. Best recommendation from present employer. Box 985E, B•T.

Florida-Texas-New Mexico-Arizona-California stations. Need capable, experienced listener getter, newsman? Let's confer. Box 989E, B•T.

1½ years experience. Employed. Desires permanent position in northeast. Dependable. Box 993E, B•T.

DJ, news, sports. Beginning program for creative young college grad. (MA). N. Y. show business experience. Box 994E, B•T.

News, sports, first phone. Eight years play-by-play football, baseball, basketball. State award winner news, sports. Remotes and special production. Writing. Ideal for PD's job. Some sales. If deal is right will invest. Currently at $6,500. Interview is necessary. Prefer west, midwest or southwest. All offers considered and answered. Box 995E, B•T.

Give your listeners or viewers a new personality for '56. Box 996E, B•T.

Woman announcer and disc jockey, experienced. Box 997E, B•T.

Pianist wants to learn radio announcing. Prefer northeast, immediate south. Experienced accompanist. Small station. Box 998E, B•T.

Experienced pop DJ staff announcer. Presently employed midwest. Wishes to relocate to east coast. Prefer Middle Atlantic or New England states. Box 999E, B•T.

Now hear this tape! California tv announcer wants California radio. DJ or staff, 9 years experience, family man, desires permanency, $95.00 minimum. Box 104F, B•T.

Young college man desires summer job. Going into radio business. Three years DJ, announcing, engineering experience. Would like to learn all phases radio business. Original! Box 105F, B•T.

Platter spinner. Sportscaster, newsman, veteran, single. Tape on request. Box 107F, B•T.

Tops in copy. Disc jockey. This idea gal is great. Hire me now. Not too late. Box 108F, B•T.

Young vet, 22, beginner, radio school graduate, looking for steady position as announcer or position leading to announcing. Box 109F, B•T.

Experienced staff announcer wishes position with progressive station. Mature voice, good news, heavy commercial. Tape and resume. Box 110F, B•T.

Excellent announcer. Play-by-play all sports. Personality DJ. 5 years experience, all phases. $100 minimum. Tape, resume, references. Box 111F, B•T.

Top-notch staff announcer, newscaster—terrific selling voice, family, presently working southern network . . . interested relocating north. Box 113F, B•T.

Radio DJ and/or tv MC. 8 years experience. Now earning $100 week. Family. Dependable. Box 114F, B•T.

Personality-DJ, production minded, 6 years radio and tv, musician, college grad. Box 115F, B•T.

Play-by-play sports, 6 years radio and tv, college grad. Box 116F, B•T.

Announcer-DJ, ten years experience, every phase radio, some tv. Employed. Want job with future. Minimum $125, talent. Personal interview if feasible. Box 120F, B•T.

Let's go. Stations within 200 miles N.Y.C. Here's an experienced staff announcer, DJ. Good knowledge music, strong news, commercials that sell. C.B.O. 3rd ticket, single, mature. Best references. Available one week. For particulars contact Jack Collins, 16 Madison Avenue, Yonkers, N. Y. Phone YO 3-1021. Act now!

North Carolina (preferably Piedmont)—experienced staff announcer, native North Carolinian. College graduate. Married. Bill Gates, Longchamps Apartment 6-A, Macon Avenue, Asheville, N. C. Phone 3-3250.

Top negro DJ. Pops to rhythm and blues. Top commercials. Will travel. Tape, photo, data available. James Itson, 5933 Calumet, Chicago.

Experienced announcer relocating permanently. Staff, versatile air personality, news, commercials. Teenager platter appeal. Tom Hopkins, Box 775, Bernardsville, New Jersey, after 6 p.m.

RADIO

Situations Wanted—(Cont'd)

Announcers

Staff announcer. Broadcasting school graduate. Bill Parker, 2219 N. Parkside, Chicago.

Experienced announcer returning from Army desires position in Texas. Joe Sones, Box 705, New Boston, Texas.

Technical

Want transmitter position, 1st phone, 1 year experience. Phone Denver RA 20439. Box 919E, B•T.

Desire change in location. One year's experience as chief of small station. No bad habits. Box 924E, B•T.

Engineer. Presently employed as CE, must relocate due to health. Desires permanent position as CE with progressive established station. Married. 9 years experience. Good references. Prefer south or southwest, will consider any. Available mid-February. Box 978E, B•T.

Engineer, 1st phone, experienced, desires permanent position with well established station. Capable of operation and maintenance and willing take responsibility. Would like to file application with stations anticipating future engineering staff expansion or offering tv opportunity. Box 981E, B•T.

Tv studio engineer, 3rd phone, all phases, including film technician. Married, children, reliable. Resume available. Prefer northeast. Paul Scibetta, 138 James Street, Lodi, California.

Programming-Production, Others

Copywriter—four years radio, two television. Have deejay, directing, production experience. Box 953E, B•T.

Woman's show . . . experienced in air work, programming, all phases, four years. References. Available two weeks. Box 982E, B•T.

Program director. Assistant manager. Ten years experience competitive markets. Air work if needed. Strong special events, news. Family man. Box 983E, B•T.

(Continued on next page)

WANTED! WANTED!

ANNOUNCERS

NEWS DISC JOCKEY STAFF

NEWS Must be able to gather and edit on local level as well as compile national; report and announce same. Prefer man with newspaper background or radio journalistic experience.

DISC JOCKEY Must have definite individual style and personality; able to ad lib. (Will consider colored or white).

STAFF Must be good commercial copy man with voice sales personality. Ability to ad lib is desired.

Requirements are needed for 1000 watt Regional Daytime Station located in Kentucky. Must have board ability. Salary open for right men but they must be good. Send tape, complete resume of background, including recent photograph, in first response.

Box 124F, B•T

RADIO

Situations Wanted—(Cont'd)

Programming-Production, Others

Outstanding producer-director, three years experience. Excellent background. Box 991E, B•T.

Though happily employed I want to better myself. Eight successful years as announcer, salesman, program director and assistant manager. If you need production conscious, aggressive program director or general manager, let's get together. Young family man with ambition and experience. Eastern location preferred but will move anywhere for right opportunity. Box 121F, B•T.

TELEVISION

Help Wanted

Salesmen

One of America's best and best-known television stations has opening for one new salesman at $7,500 to $10,000 first year. Very large midwestern city. Applicants must be college graduates under 35, with at least 18 months experience in television sales. Send all details and snapshot to Box 965E, B•T.

Man with proven local tv sales history, for well-known NBC-affiliated vhf in major southeastern market. Excellent opportunity for right man. Send complete background, earning history, photograph. Box 992E, B•T.

Wanted—experienced radio or television salesman to sell television in two-station market for CBS affiliate, 316 kw on channel 7. Write giving background, previous employment, and photograph to KHQA-TV, WCU Building, Quincy, Illinois.

Announcers

Tv announcer who can do outstanding newscasts and some general staff work. Successful vhf net affiliate in southwest. Consider mature radio announcer seeking tv opportunity. Box 963E, B•T.

Experienced tv all-around staff man. Possible to produce your ideas into shows. Apply in person or sound on film auditions. Peter Gallagher, WGLV-TV, Easton, Pa.

TELEVISION

Help Wanted

Announcers

Want your chance to try tv. WIMA Radio-Tv, Lima, Ohio, wants experienced announcer who can do strong professional job on commercial, news, and DJ personality show. Singing or specialty talent helpful. Send photo and tape.

Technical

Experienced transmitter engineer for 316kw installation in midwest. Salary depending on experience and ability. Give full particulars in first letter. Box 910E, B•T.

Wanted: Experienced tv maintenance chief engineer for northwest CBS station. Give references and salary requirements. Box 940E, B•T.

Immediate opening for television engineer with first class ticket. Permanent. Non-metropolitan market. Maintenance experience preferred. Box 964E, B•T.

Programming-Production, Others

Television promotion assistant wanted. Must be strong on publicity and have education and/or experience in merchandising. Advancement opportunities for hard worker. Tell all first letter. Box 915E, B•T.

Program director for maximum powered NBC-TV affiliate. Must have ideas, be able to maintain good production and handle staff. Prefer man who can also do some announcing. Right man can become assistant station manager. Box 962E, B•T.

Fine opportunity for newsman with strong midwest tv-radio outlet. Want man who can report and write local news and do both television and radio air work. Send full information, tape, availability, salary, photo, experience to Box 119F, B•T.

Situations Wanted

Announcers

Announcer, 3 years radio southwest, now employed, desires television opportunity, or radio with tv in future. Age 26, married, dependable. Box 961E, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Technical

Tv engineer, construction experience, 4 years operational experience, availability January 31st. References. Box 990E, B•T.

Tv chief engineer for three years. Ex-NBC New York. Put three stations on air. Experienced all phases uhf and vhf. Major station operation, management and construction. Desire climate change. Bill McAlister, 970 Cedar Hills Blvd., Beaverton, Oregon.

Programming-Production, Others

Production manager with medium size vhf interested in position as director in larger operation. Resume on request. Box 897E, B•T.

Production-Programming, Others

Tv program director-production manager who can direct and switch. 6 years tv. Best references. Box 957E, B•T.

Television director-announcer, experienced. Seeking permanent location small or large market. Box 960E, B•T.

Production specialist—top director-announcer, 2 years tv. Seeking opportunity in larger market. Box 971E, B•T.

Tv cameraman. SRT-TV graduate plus one year professional experience. Ambitious and meticulous. Salary up to employer. Desire to relocate in California. Box 975E, B•T.

Sincere program-production man will provide you versatility, imagination, loyalty, drive. PD of two U's seeks challenging "v" or agency position. College. Married. Box 986E, B•T.

Television-radio announcer-director, ad, floor manager. Strong mature voice. Confident creative direction. Experienced all phases radio, tv production. College and workshop graduate. Veteran. Married, family. Tape and photo on request. Box 118F, B•T.

BROADCASTERS THROUGHOUT THE COUNTRY FIND...



Time, worry and expense can be saved by calling Northwest *First*. John Birrel, our Employment Counselor may have just the person you need. There's no charge for this service and you are assured of well-screened, professionally trained people.

Here's why Broadcasters prefer Northwest's graduates...

- Over 16,000 square feet devoted to studios, control rooms, and student servicing.
- Five complete image orthicon camera chains.
- Six complete control rooms with professional consoles, rack-mounted tape recorders, disc recorders, turntables, monitors, switchers
- Film editing equipment
- An outstanding staff of professional instructors who are presently working at network affiliates—NBC, CBS, ABC.
- Practical training. Professional trainees learn by doing — actually participating in closed-circuit productions.

Your collect wire or call is always welcome Call Northwest *first*. Our Employment Counselor . . . John Birrel . . . assures you of immediate, personal attention

SUBSCRIBER TO NARTB

NORTHWEST RADIO & TELEVISION SCHOOL

HOME OFFICE: 1221 N. W. 21st Avenue Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822

CHICAGO, ILLINOIS. . . . . . 540 N. Michigan Avenue DE 7-3836

WASHINGTON, D. C. . . . . . 1627 K Street N. W. RE 7-0343

TELEVISION

Situations Wanted—(Cont'd)

Programming-Production, Others

Tv writing desired. Novel handled currently Curtis Brown Agency. Won hundred dollar novel prize. Short story prize. Revised three novels request of national publishers. $125 minimum. Hollywood or New York. Recommendations exchanged for information. Hettie Milam Cook, 337 Camellia, Corpus Christi, Texas.

Stop-look-read, ambitious young married man seeks tv start. Trained all phases, finest schools. Will relocate. Excellent potential, references. James Masucci, 310 W. 80th Street, N. Y. C.

FOR SALE

Stations

Rapidly growing daytimer in $40,000,000 local market. Best opportunity in southest for person with the money. No giveaway but real value. Box 914E, B•T.

Will sell 20% interest for $10,000.00 in well-known national advertising and sales organization to a young man who will relieve me of traveling to various cities to call on radio-tv stations, or one experienced in marketing new products in midwest home office. Company has netted $20,000 to $90,000 annually since 1931. Write Box 979E, B•T.

Fm—multiplexing station, sale or lease. Best equipment, 35,000 watts. Biggest market to sell background music and programs to Chicagolands 6.5 million people. Write Was Corvine, 2707 North Drake, Chicago 47, Illinois.

Southern top 100 market, asking price $125,000, terms. Paul H. Chapman, 84 Peachtree, Atlanta.

We offer excellent radio and tv buys throughout the United States. Ask for our free list. Jack L. Stoll & Associates, 4958 Melrose Avenue, Los Angeles 29, Calif.

West Coast 250w fulltime. Exclusive, gross $50,000. Only $15,000 down. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Eastern buyers should contact me for good sound deals in radio and tv stations. John Hanly, 1739 Connecticut, N.W., Washington, D. C.

Equipment

Frequency extension kit consisting of six high pressure nitrogen condensers, other related items. Material unused. Excellent condition. Sacrifice. Box 765E, B•T.

For sale: 500 feet of 5/8 inch coaxial cable for immediate delivery. Make bid. Cable in perfect condition. Contact Radio Station KIUP, Box 641, Durango, Colorado.

Western Electric 25-B console with attached metal desk. Write KLIZ, Brainerd, Minnesota.

For sale—300 G Collins 250 watt transmitter complete with tubes and FCC spares. Like new. Increasing power. Make offer. KWFC, Hot Springs, Arkansas.

PE-5A film camera channel (GE); PE-100A 16mm projector (GPL); PE-3C slide projector (GE); and other items. Never used! 50% off cost! Write Radio KXOA, Sacramento 15, California.

RCA counsel tape recorder . . . type RT-11A with accessories . . . make reasonable offer. WCNB, Connersville, Indiana.

2—RCA TK-20-D inoscope film camera complete with camera pedestals, control chassis, beam metering panels, DC power units, edgelight projectors, inter-connecting cables, and TP-9C multiplexers with adjustable RCA slide-projector pedestals. Equipment is less power supplies and master monitors. Like-new condition. Will sell 1 or both. Make us an offer. WKBN-TV, Youngstown, Ohio. STerling 2-1145.

Audio equipment consisting of microphone and turntable preamps, program and monitor amps, mounted in relay racks and wired. Two consoles in good condition. For full details write Cliff Inman, WWIN, Baltimore, Maryland.

Console. Studio control, meets am-fm broadcast specifications. Write for literature. U. S. Recording Co., 1121 Vermont Avenue, Washington 5, D. C.

Magnecord recording equipment—demonstrators. Perfect condition. Factory guarantee. Models PT63-AH, PT7-P, PT6-BAH (binaural), voyagers, portable Magnecordette, M-33. All 30% off list. U. S. Recording, 1121 Vermont Avenue, Washington 5, D. C.

FOR SALE—(Cont'd)

Equipment

Booth Leasing Corporation—A national leasing service—which includes everything from store and office fixtures to executive aircraft—whereby you choose the equipment you need—new or used—BLC purchases it from your supplier, and places it in your studio, transmitter and office on flexible lease terms written to meet your specific requirements. Rentals paid under leases drawn as recommended by BLC are tax deductable expense items. For full information for your attorney, tax counsel and yourself, write, wire or phone Gene O'Fallon & Sons, Inc., Channel 2, TV Building, 550 Lincoln Street, Denver, Colorado. KEystone 4-8281.

WANTED TO BUY

Stations

Will trade money-making motel, located on two major highways in Missouri, for radio station in any market over 100,000. Box 966E, B•T.

Equipment

Used lights: Key klieg—1500 to 2000, fill bucket—750 to 2500, or comparable. Box 864E, B•T.

World, thesaurus and Associated transcription catalogs issued prior to 1950 wanted. State condition and price. Box 895E, B•T.

Used 300mm beacon and #10 copper wire for ground system. Sell or trade three disc recorders, Fairchild, Radiotone, Presto. Box 952E, B•T.

Wanted: Video sweep generator, vhf demodulator, and lighting equipment. Write Evans, KLIX-TV, Twin Falls, Idaho—price and condition.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 1-T, 821 19th Street, N.W., Washington, D.C.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W., 21st Street, Portland 9, Oregon.

FCC first class phone. After ten years successfully training men for their first class radiotelephone operators license, this same course is now available to you at home. Write the Don Martin School, Ext. Div., 1653 North Cherokee, Hollywood 28, California.

RADIO

Help Wanted

Managerial

A REAL MANAGERIAL OPPORTUNITY

For a live wire, aggressive sales-minded manager or sales manager, who wants to be a manager, our station offers a real money-making deal, including salary and percentage. We operate a successful station serving an important southern, metropolitan market. State experience, sales record, education and other details and attach photo.

Box 117F, B•T

EXPERT

Sales Director for live wire indie in major market operation that's good. Must have experience and success record proof to qualify. Salary-override-profit bonus, plus possible part-ownership after several years through our progress sharing plan, if you are our man. All negotiations strictly confidential. Write full details and photo to President.

Box 122F, B•T

RADIO

Help Wanted—(Cont'd)

Technical

ENGINEERS WANTED

AM & TV transmitter engineers and studio technicians—immediate openings for permanent positions. Previous experience necessary. Salary depending on ability. Long established major western network affiliate. Airmail complete details to Box 943E, B•T.

Programming-Production, Others

TOP CONTINUITY JOB

Leading Ohio Indie wants Continuity Writer. Three years experience preferred. This is a professional writing job and your only responsibility will be to write hard-selling copy. You'll replace a pro who's been with us four years and is leaving for personal reasons. Salary open. Tell all first letter and enclose samples.

Box 880E, B•T

ARE YOU A NEWSCASTER? . . . . ARE YOU GOOD?

If so, we can offer you a top-flight job (salary open) in a 50,000 watt operation located in a major midwest market. We are strong on news and have a hard-hitting news staff. So, if you are not *really* good, don't waste our time and yours, too. Rush tape and photo immediately to Box 101F, B•T. All tapes will be auditioned and promptly returned.

Situations Wanted

Managerial

RADIO-TV EXECUTIVE

Major company—national rep, six years experienced all phases advertising—11 years merchandising, station promotion, public relations, syndicated and feature films. Strong sales, local-regional-national. Know problems of national rep and what he needs to produce. Seek management connection, National or Local Sales Manager-Radio-TV or combined operation. Policy matter forces change. Age 35, married. Send for resume-photo. Available for interview.

Box 988E, B•T.

RADIO

Situations Wanted

Managerial

MANAGEMENT

I've never placed an ad like this, but I want to see my radio-TV Program Director move up the ladder. He has been my right hand. Fine, clean cut, imaginative, excellent administrator, trained in cost control. Please contact:

Raymond F. Kohn, Pres.

WFMZ-TV-FM, Allentown, Pa.

YOUNG RADIO EXECUTIVE

30 years old Commercial Manager, 1kw indies, ready to move up in Radio, TV or Ad Agency. East Coast area preferred. 9 years experienced. 8 years top play-by-play. "A" and "B" Baseball—Football—Boxing. 4 years Sales and Management—PD—News and Sports Director. Excellent commercial and DJ delivery. 5 years present job. Top references. Married, 3 children. Salary important—but opportunity prime factor. Available for New York area. Interview February. All replies promptly answered.

Box 126F, B•T

Announcers

RADIO & TV

Personality—Top Rated Singing DJ. Interested Relocating Position with Secure Future—Thorough Background In All Phases Of Radio—Currently Employed 50,000 Watt Radio Station Large Metropolitan Area.

Box 112F, B•T

Programming-Production, Others

VERSATILE RADIO-TV WOMAN

Strong on women's commentary, shopping shows, children's programs, special features. Thoroughly experienced in both media with newspaper and acting background. At present working in Baltimore on radio and TV but desire new opportunity. Prefer East but will consider any challenging offer. Resume, photo, tapes available.

Box 950E, B•T

(Continues from page 97)

owner **Earl Johnson** is former 33.3% owner of **WMID Atlantic City, N. J.**, and former vice pres. of MBS. Filed Jan. 5.

WSWW Platteville, Wis.—Seeks assignment of license to Southwest Wisconsin Co. for approx. $40,000 (exact price to be determined from records of station). Principals are Pres. **Miriam B. Monroe** (11.8%), Vice Pres.-Treas. **John F. Monroe Jr.** (29.4%), Secy. **Mary Ellen M. Schmitz** (29.4%), and **Margaret J. Monroe** (29.4%). All are engaged in investment banking business. Filed Jan. 10.

WAPC Waupaca, Wis.—Seeks transfer of control to Chain O'Lakes Bcstg. Corp. with voting trust, consisting of 52% of outstanding stock, to be set up. Will be controlled by present part owner **Harry Vose** and engineer **Nathan Williams.** Other corporate principals resigned from corporation to permit trust. Filed Jan. 6.

KABI Ketchikan, KJNO Juneau, KENI-AM-TV Anchorage and KFAR-AM-TV Fairbanks, all Alaska—Seek transfer of control from Lathrop Co. (controlled by estate executors) to 51 beneficiaries. Major inheritors either are already connected with stations or have no other broadcast interests. Filed Jan. 9.

KIPA Hilo, KHON Honolulu, Hawaii—Seek transfer of control to **Ira G. Mercer** for $1,530 plus assumption of $78,470 note. Mr. Mercer is presently 24% owner of licensee of KHON which owns majority interest in licensee of KIPA. Filed Jan. 5.

Hearing Cases . . .

OTHER ACTIONS

KVAR (TV) Mesa, Ariz.—Is being advised that application to move main studio from 1 mile west of Mesa city limits to its am studio location in downtown Phoenix (11.75 miles from present site and about 12.75 miles from nearest city limit of Mesa) indicates necessity of hearing. KVAR (TV) operates on ch. 12. Action of Jan. 11.

WTVH (TV) Peoria, Ill.—FCC designated for hearing application for mod. of cp to increase ant. height from 608 ft. to 1,009 ft. and reduce vis. ERP from 191 kw to 171 kw and aur. from 129 to 92.3 kw. Action of Jan. 11.

Dover, N. H.—FCC (1) denied protests of **WWNH Rochester, N. H.**, and **WVDA Boston, Mass.**, and (2) confirmed Jan. 27, 1955, grant to Granite State Bcstg. Co. for new am (formerly **WDNH**, now **WTSN**) to operate on 1270 kc, 5 kw unl. in Dover, N. H. Action Jan. 4.

Raleigh, N. C.—By memorandum opinion and order of Jan. 11, FCC (1) dismissed as moot petition and supplement filed by **WNAO-TV Raleigh** for stay of comparative proceedings on applications of WPTF Radio Co. and Capitol Bcstg. Co., for new tv station on ch. 5 in Raleigh and (2) denied supplemental requests by WNAO-TV for intervention, stay and for consolidation of comparative hearing proceedings with overall rule-making proceeding.

WGNS Murfreesboro, Tenn.—By order of Jan. 11 FCC granted petition to reconsider Commission May 5 order which directed **WGNS Murfreesboro** to show cause why its license should not be revoked; terminated and dismissed said proceeding.

Routine Roundup . . .

January 5 Decisions

By Comr. Robert E. Lee

John F. Thorwald, Harlingen, Tex.—Granted petition for extension of time to Jan. 6 to file exceptions to initial decision in re his am application. Action of Jan. 4.

Broadcast Bureau—Granted petition for extension of time to Jan. 4 to file its response to "Petition for Repudiation or Clarification" filed by Lake Huron Bcstg. Corp. on Dec. 20, re application of **WJRT (TV) Flint, Mich.** for mod. of cp. Action of Jan. 4.

By Hearing Examiner Herbert Sharfman

WJRT (TV) Flint, Mich.—Ordered that oral argument on petition of Lake Huron Bcstg. Corp., filed Dec. 20, and oppositions thereto filed by applicant and Broadcast Bureau Dec. 30, to defer action on application of **WJRT (TV) Flint**, for mod. of cp. Action Jan. 3.

WNIA Cheektowaga, N. Y.—Ordered hearing now scheduled for Jan. 10, re application of **WNIA Cheektowaga** for mod. of permit to extend completion date, is continued without date, pending further action by Commission. Action of Jan. 4.

By Comr. John C. Doerfer

Theodore Feinstein, Newburyport, Mass.—Granted petition for extension of time to Jan. 16, to file replies to exceptions to initial decision re his am application. Action of Dec. 27.

By Chief Hearing Examiner James D. Cunningham

Clovis, N. M.—Ordered hearing shall commence Feb. 24 in ch. 12 proceeding, Clovis, involving applications of Video Independent Theatres Inc. and KICA Inc. Action of Dec. 23.

Florida—Ordered hearing shall commence Feb. 24 in am proceeding involving applications of Joseph M. Ripley Inc., Jacksonville; Raymac Inc., Palatka, and Radio Starke, Starke. Action of Dec. 23.

By Hearing Examiner Thomas H. Donahue

New Castle-Salem, Ind.—Gave notice of prehearing conference in proceeding re am applications of Courier-Times Inc., New Castle, and **WSLM Salem,** Jan. 3. Action Dec. 27.

By Hearing Examiner Hugh B. Hutchison

Sanford A. Schafitz, Lorain, Ohio—Granted petition for continuance of hearing from Jan. 6, to March 6, re his am application. Action Jan. 4.

Broadcast Bureau—Granted petition for extension of time from Dec. 30 to Jan. 6 to file proposed findings of fact and conclusions re am application of **KUZN West Monroe, La.** Action Jan. 3.

KOB Albuquerque, N. M.—By order, affirmed ruling made in hearing conference Dec. 20, regarding certain evidence to be received in proceeding on applications of **KOB Albuquerque** for mod. of cp to operate on 770 kc, 50 kw unl., for license to cover same, and authority to determine operating power by direct measurement and retained Jan. 31 as date for next hearing conference. Action Jan. 3.

Clovis, N. M.—Gave notice of prehearing conference to be held Jan. 17 in ch. 12 proceeding, Clovis. Action Jan. 3.

Tennessee—Ordered hearing in am proceeding, involving applications of Columbia-Mt. Pleasant & Spring Hill Radio Corp., Columbia and Savannah Bcstg. Co., Savannah, is scheduled for Feb. 15, and that prehearing conference is scheduled for Feb. 1. Action Jan. 3.

Valley Bcstg. Co., Murphy, N. C.—Denied petition requesting that issues in proceeding re its am application and that of Cherokee Bcstg. Co., Murphy, be enlarged to include following issue: "To determine whether funds available to Cherokee Bcstg. Co. will give reasonable assurance that proposal set forth in application will be effectuated." Action Dec. 27.

By Hearing Examiner H. Gifford Irion

The Delsea Bcstrs., Pitman-Glassboro, N. J.—Granted petition for continuance of hearing from Jan. 9 to March 12 re its am application. Action Dec. 29.

By Hearing Examiner J. D. Bond

Franklin Bcstg. Co., Philadelphia, Pa.—Granted

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KVLH—$40,000

To terminate a partnership, KVLH is for sale. Eight-year average billing $53,314.82. Serves rich agricultural-oil area with three other good towns. Excellent opportunity for capable owner-operator. Half can be financed if desired. James T. Jackson, P.O. Box 106, Phone 1910 or 631, Pauls Valley, Oklahoma.

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petition for leave to amend its am application so as to change site for location of its trans. Action of Jan. 4.

January 5 Applications

ACCEPTED FOR FILING

Modification of Cp

WORX Madison, Ind.—Seeks mod. of cp (as mod. which authorized new am station) for extension of completion date.

Renewal of License

WEVE Eveleth, Minn.; KWAT Watertown, S. D.

SCA

KFML-FM Denver, Colo.

January 6 Applications

ACCEPTED FOR FILING

Renewal of License

KCMO-FM Kansas City, Mo.

Modification of Cp

WHEF-TV Brockton, Mass.—Seeks mod. of cp (which authorized new tv station) to extend completion date.

WJDW (TV) Boston, Mass.—Seeks mod. of cp (which authorized new tv station) to extend completion date.

WKNX-TV Saginaw, Mich.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Aug. 2.

KOOK-TV Billings, Mont.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Aug. 4.

WENS (TV) Pittsburgh, Pa.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Aug. 9.

WTTW (TV) Chicago, Ill.—Seeks mod. of cp (which authorized new non-commercial educational tv station) to extend completion date to July 6.

January 9 Applications

ACCEPTED FOR FILING

Modification of Cp

WNMP Evanston, Ill.—Seeks mod. of cp (which authorized change in ant.-trans.-studio location) for extension of completion date.

WROM-TV Rome, Ga.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Aug. 9.

WCKG (TV) New Orleans, La.—Seeks mod. of cp (which authorized new tv station) to extend completion date.

KECC Pittsburg, Calif.—Seeks mod. of cp (which authorized increased power and change to DA-2) for extension of completion date.

KWIQ Moses Lake, Wash.—Seeks mod. of cp (which authorized new am station) for extension of completion date.

KTTS-TV Springfield, Mo.—Seeks mod. of cp (which authorized changes in existing tv station) for extension of completion date to April 17.

WIRI (TV) North Pole, N. Y.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Aug. 26.

WMTV (TV) Madison, Wis.—Seeks mod. of cp (which authorized new tv station) to extend completion date to March 16.

License to Cover Cp Returned

WFNM De Funiak Springs, Fla.—Application for license to cover cp (which authorized new am station) returned; improperly dated.

License to Cover Cp

WWPC (FM) Chambersburg, Pa.—Seeks license to cover cp, as mod., which authorized new fm station.

Renewal of License

KSO Des Moines, Iowa; KLIL Estherville, Iowa; WMBH Joplin, Mo.

January 10 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner Elizabeth C. Smith

WMLP Milton, Pa.—Granted motion to accept appearance filed one day late, Dec. 28, 1955, in proceeding re am application of **WARC Milton.** Action of Jan. 6.

Clarksburg Pub. Co., Clarksburg, W. Va.—Granted motion for indefinite postponement of hearing now scheduled for Jan. 16, re application of Ohio Valley Bcstg. Corp., Clarksburg, for cp for new tv station, ch. 12, subject to being rescheduled to commence on date not less than 30 days from date of order of rescheduling. Action of Jan. 5.

By Hearing Examiner Herbert Sharfman

WJRT (TV) Flint, Mich.—Issued memorandum of ruling denying petition filed by Lake Huron Bcstg. Corp. Dec. 20, 1955, to defer action on application of **WJRT (TV) Flint, Mich.**, for mod. of cp (ch. 12). Action of Jan. 6.

By Hearing Examiner Annie Neal Huntting

Musser Bcstg. Co., Elizabethtown, Pa.—Denied petition for leave to amend its am application, re staffing proposals. Action of Jan. 9.

New Johnsonville, Tenn.—Ordered prehearing conference Jan. 31, re am application of Johnsonville Bcstg. Co., New Johnsonville. Action of Jan. 6.

By Hearing Examiner Jay A. Kyle

KSLM-TV Salem, Ore.—Ordered prehearing conference Jan. 31, re tv application of **KSLM-TV Salem** (ch. 3), for mod. of cp. Action of Jan. 6.

By Hearing Examiner H. Gifford Irion

Arline S. Hodgins, Brighton, Colo.; Harry Laurence Hill, Fort Lupton, Colo.—Granted petition of Hodgins for leave to amend her am application so as to request use of 1250 kc, 500 w D, using DA, and to show certain resultant changes in cost of construction; application of Hodgins, as amended, and application of Harry Laurence Hill are both removed from hearing status and returned to processing line. Action of Jan. 5.

By Hearing Examiner Hugh B. Hutchison

KOB, Albuquerque, N. M.—Granted motion of Jan. 5, for reconsideration of order issued by examiner Jan. 3, re **KOB** applications for mod. of cp and for license to cover cp as mod., authority to determine operating power by direct measurement, and for hearing conference Jan. 9; effective date of hearing examiner's order of Jan. 3, is postponed until after conclusion of conference. Action of Jan. 5.

By Hearing Examiner Basil P. Cooper

Manchester, Conn.—Upon informal request of Commission's Broadcast Bureau, ordered further conference on Jan. 6, re am applications of Manchester Bcstg. Co., Manchester, Conn. Action of Jan. 4.

Herkimer, N. Y.—Issued order for conduct of hearing in am proceeding re applications of Radio Herkimer, Herkimer, N. Y., **WBSM New Bedford, Mass.**, and **WBEC Pittsfield, Mass.**; evidentiary hearing will begin Jan. 26. Action of Jan. 3.

By Hearing Examiner Elizabeth C. Smith

WARC Milton, Pa.—Ordered prehearing conference Jan. 12 in proceeding re am application of **WARC Milton.** Action of Jan. 6.

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of Jan. 6

KFPW-FM, Fort Smith, Ark.—Granted request to cancel license of fm station; call letters deleted.

Following were granted licenses for am stations: **WTIV Titusville, Pa.; KGAS Carthage, Tex.; KVHC O'Neill, Neb.; KYES Roseburg, Ore.; WSYL Sylvania, Ga.**

WCTA, Andalusia, Ala.—Granted license covering increase in D power.

WEKZ, Monroe, Wis.—Granted license covering increased power.

KGLN, Glenwood Springs, Colo.—Granted license covering change in frequency, increase in power, change in hours of operation and changes in ant. system.

WMAL-FM, Washington, D. C.—Granted license covering changes in licensed fm station.

WEPS (FM), Elgin, Ill.—Granted licsense to cover pending application for cp authorizing changes in licensed educational fm station.

Following were granted extensions of completion dates as shown: **WATE Knoxville, Tenn.**, to 6-1-56; **WTTW (TV) Chicago, Ill.**, to 7-6-56; **WJKO East Longmeadow, Mass.**, to 3-31-56.

Actions of Jan. 5

Following were granted extensions of completion dates as shown: **KWFT-TV Wichita Falls, Tex.**, to 6-19-56; **WGBS-TV Miami, Fla.**, to 7-20-56.

Actions of Jan. 4

KHAD-TV Laredo, Tex.—Granted STA to operate commercially on ch. 8 for period ending Jan. 20.

WRVA-TV Richmond, Va.—Granted STA to operate commercially on ch. 12 for period ending July 30.

NBC, New York, N. Y.—Granted extension of authority to deliver via direct relay, air or rail express, various television programs broadcast in United States over television stations owned by NBC to **CBFT (TV) Montreal** and **CBLT (TV) Toronto,** for broadcast in Canada, for period beginning 3 a.m. EST, Feb. 1 and ending 3 a.m., EST, Feb. 1, 1957.

CBS, New York, N. Y.—Granted extension of authority to deliver via direct relay, air or rail express, various television programs broadcast in United States over television stations owned and operated by CBS to **CMTV (TV) Havana, Cuba** for broadcast in Cuba, by CMTV; and to **CBFT (TV) Montreal, CKLW-TV Windsor, Ont.** and **CBLT (TV) Toronto,** for broadcast in Canada, both for period beginning 3 a.m. EST, Feb. 1 and ending 3 a.m. EST, Feb. 1, 1957.

Following were granted extensions of completion dates as shown: **WJHL-TV Johnson City, Tenn.**, to 7-28-56; **WJBK-TV Detroit Mich.**, to 5-14-56; **WISN-TV Milwaukee, Wis.**, to 5-1-56; **KAKE-TV Wichita, Kan.**, to 7-29-56; **KTVO Kirksville, Mo.**, to 8-1-56; **KVOS-TV Bellingham, Wash.**, to 7-30-56; **KHAS-TV Hastings, Neb.**, to 5-4-56; **KFSA-TV Fort Smith, Ark.**, to 7-1-56; **WSUN-TV St. Petersburg, Fla.**, to 8-3-56; **WHIS-TV Bluefield, W. Va.**, to 8-1-56; **KVSO-TV Ardmore, Okla.**, to 7-12-56.

Actions of Jan. 3

WSHE Sheboygan, Wis.—Granted mod. of cp to make changes in DA pattern.

January 10 Applications

ACCEPTED FOR FILING

Remote Control

WEIM Fitchburg, Mass.; WILK Wilkes-Barre, Pa.

Renewal of License Returned

KYNT Yankton, S. D.—Application for renewal of license returned; improperly signed.

Modification of Cp

WHUM-TV Reading, Pa.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Aug. 1.

January 11 Decisions

By the Commission

Granted Renewal of License

WGEM-AM-FM Quincy, Ill.; WFUL-AM-FM Fulton, Ky.

UPCOMING

JANUARY

Jan. 16: National Appliance & Radio-Tv Dealers Assn. Convention, Chicago.
Jan. 19-21: **South Carolina Broadcasters Assn.** Annual Convention, Clemson House, Clemson.
Jan. 25-27: Georgia Radio & Tv Institute, U. of Georgia, Athens.
Jan. 26-27: NARTB Tv Code Review Board, San Francisco.
Jan. 27-29: American Management Assn. Annual Electronics Conference & Exhibit, Hotel Commodore, N. Y.
Jan. 30: International Alliance of Theatrical Stage Employes, General Executive Board, Hollywood—Roosevelt Hotel, Hollywood, Calif.
Jan. 30-31: NARTB Board Committee, San Marcos Hotel, Chandler, Ariz.
Jan. 30-31: Annual Convention, British Columbia Assn. of Radio & Tv Broadcasters, Hotel Vancouver, Vancouver, B. C.
Jan. 30-Feb. 3: Winter General Meeting, American Institute of Electrical Engineers, Hotels Statler & Gov. Clinton, N. Y.

FEBRUARY

Feb. 1-3: **NARTB Board of Directors, San Marcos Hotel, Chandler, Ariz.**
Feb. 2: Sports Broadcasters Assn. Ninth Annual Dinner, Park-Sheraton Hotel, New York.

Carolina Independent

$70,000.00

Profitable independent property located in a desirable and heavily populated Carolina market. Gross is in excess of purchase price. Valuable real estate and some working capital included. Cash required, $25,000.00 —balance on liberal terms.

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William T. Stubblefield
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111 Sutter St.
Exbrook 2-5671-2

It Should Stay Out of Print

EVER hear of the Blue Book?

It will have an anniversary March 7—its tenth. That was a black March 7, the day the Blue Book was born. It marked the first concerted effort of a regulatory agency to foist upon broadcasting an overall program censorship. It used the back door in an effort to force broadcasters, so the then FCC said, to perform in programming as they promised when they applied for facilities.

The Blue Book was contrived by a New Deal FCC. Not one member of that Commission serves today. It was not a formal opinion. It was not based on a hearing or on rule-making. It couldn't have been, because the Communications Act of 1934, and all its predecessors, specifically precluded censorship of programs. Programs were and are the editorial content of broadcasting.

A vicious fight ensued. Broadcasters were a phalanx in opposing the FCC's attempt to strip their medium of its freedom. After many months—and the loss of a key case wherein two outsiders sought to wrest a license of an existing station mentioned in it—the Blue Book appeared to die a silent, ignominous death. In the process, most of the FCC membership changed too.

We cite the upcoming birthday of the Blue Book because history has an innocent way of repeating, notably where regulatory bodies are concerned. A few weeks ago the FCC cited 17 stations in Wisconsin and Illinois for purported "imbalance in programming." Those states happened to be the first of the cycle before the FCC on license renewals. Others presumably are to follow.

Those 17 citations went virtually unnoticed, except for the stations affected, and for the news coverage provided in this newsweekly. Except for an old-timer or two, we doubt whether the FCC even gave thought to censorship or the ill-begotten Blue Book, in authorizing the letters. The staff served them up, and the Commission apparently saw no harm in prodding the stations because they hadn't lived up to the mathematical commitments in their previous renewals on religious, agricultural, education and public service programming and perhaps ratio of sustaining to commercial programming.

Who is the judge of what the public wants? Has the public complained? The public accepts or rejects programming as it pleases. Those stations which do not win the public's favor lose audience and business. They do not survive.

We happen to think that program censorship is farthest from the minds of the incumbent FCC members. Individual members may feel that there is need for improvement in some areas. So do we. What art, business, or government agency can't be improved? What newspaper, or trade journal?

The point is the public, preponderantly, likes what it is getting over radio and tv. Even if it didn't, the recourse would be to Congress and to the Constitution. The FCC cannot censor, by the front door, back door, or basement.

Something Missing

WE SUPPRESS our natural modesty to announce that this issue's story of the effects of the Detroit newspaper strike is, to our knowledge, the most comprehensive and objective yet published on that subject.

Newspapers, magazines and news services have carried many stories about the effects of the strike, but most of the reports have been at best superficial and at worst slanted to make things seem better or worse than they actually were. It was our intention, in sending a senior editor to Detroit, to try within the limits of human prejudice to obtain an impartial report. We think we succeeded.

It would make the jobs of radio and television promotion men easier if we could conscientiously say that newspapers weren't missed in Detroit and the jobs of newspaper promotion men easier if we could say that Detroit business was bad. Neither report would be true.

As has been apparent in our week-by-week coverage of the strike, the absence of newspapers did not constitute a civic calamity. But people wished they had their papers to read, and advertisers wished they had more places in which to advertise. The simple truth is that the removal of all the city's three metropolitan dailies created a severe shortage of advertising vehicles. Radio and television did not have time enough to accommodate the total Detroit advertising volume. If the situation were reversed, and radio and television were out of business, newspapers would find it impossible to absorb the advertising that would suddenly be homeless.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Our guest on tonight's sports show is none other than the all-state center from City High School!"

The fact that many Detroit retailers have been able successfully to convert their advertising from newspapers to the broadcast media will, of course, accrue to the benefit of radio and tv when the newspapers resume publishing. The strike has installed radio-tv in the consciousness of advertisers who previously had ignored those media.

But to say that radio and television can do the whole advertising job for Detroit or any other city would be as idiotic as to say that in the contemporary business world newspapers can do the whole job without radio and television.

Ours is a complex advertising structure which needs all its parts in good working order if it is to function at maximum efficiency.

Farmer & the FCC

YEARS ago, even before the FCC began business, Washington's regulators learned that farm dwellers wouldn't tolerate undue interference with their radio reception. Through their federations and granges, they stormed Congress whenever curtailment of service was threatened.

The farmer and radio are inseparable. The farmer arises and retires with it. He plans his day by it. He listens while he tills. He buys what radio sells. And he gets his commodity prices as he trucks to market.

Now, according to the Census Bureau, television has come into the farmers' life to the extent of coverage of 40% of the farm population. The degree to which tv has invaded the farm market in a half-dozen post-war years appears to be in direct proportion to availability of service. In compact New Jersey better than 80% of the farmers have sets. In sparse Wyoming it is 7.6%

These statistics are of importance as the FCC ponders anew the overall problem of tv allocations. Most of the farm audience is supplied by remote stations. Farmers have spent hundreds of dollars for receiving antennas to pick up these signals. The farm audience began to spurt as tv stations went to full power, enabling them to provide greater coverage.

In considering proposals for reduced separations to allow "drop-ins" or for directional antennas and other shoe-horn allocation devices, the FCC must take into account the consequences of loss of service to rural and remote areas. The economics of tv are such that the farm viewer, if he is denied the service for which he must now reach at considerable expense, probably would be deprived of any substitute service for the foreseeable future.

Drop-ins, for the most part, are being sought in populous areas. Some few might function without doing violence to engineering standards and without impairing rural and remote service. But those will be the exceptions. The FCC should be cognizant of the furor that inevitably will arise if farm viewers now getting service suddenly are blacked out.



TOP SHOWS!
TALLEST ANTENNA!
FULL POWER!

Yes, WREC-TV, Channel 3, is bringing to the great Memphis and Mid-South market a hard-to-beat combination for viewers *and advertisers* alike! To the choicest spot on the Memphis TV dial, *WREC-TV* has brought the "know-how" and standards of excellence that have consistently kept WREC-Radio Number 1 on radio survey after survey by Hooper, Pulse and S.A.M.S.! Add to this a full basic affiliation with the CBS Television Network . . . and you'll agree that an availability request is in order. See your Katz man soon.

WREC-TV

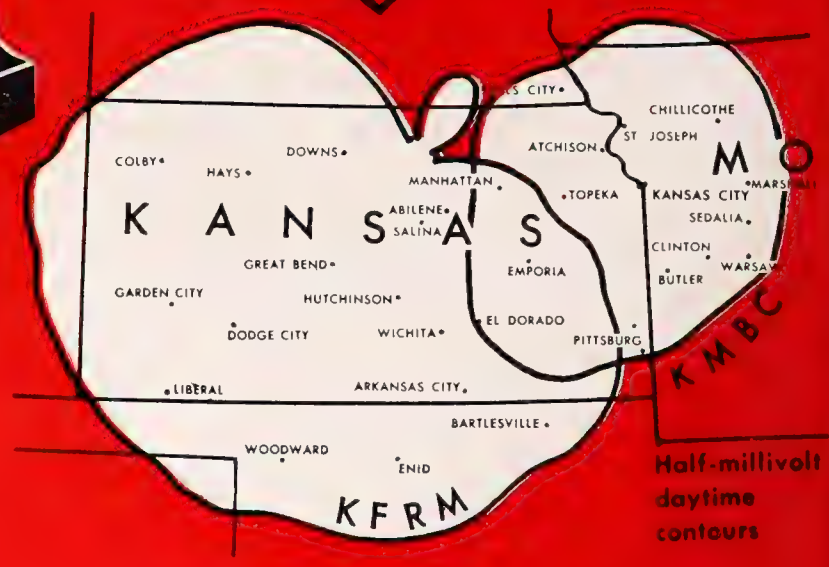
CHANNEL 3 MEMPHIS, TENN.

Represented Nationally by The Katz Agency

LISTEN

The New Sound of KMBC-KFRM

1st in the Heart of America!



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Dave Andrews
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Play-by-Play Baseball
K. C. Athletics



Larry Ray
Play-by-Play Baseball
K. C. Athletics



Torey Southwick
"Time for Torey"
"The Torey Southwick Show"



Buckey Walters
"Tune Time"
"The Buckey Walters Show"



Sam Molen
Sports Director



Claude Dorsey
Director, KMBC KFRM News Bureau



Bill Griffith
KMBC-KFRM News Bureau



Rev Mullins
KMBC-KFRM News Bureau



Neal Johnson
KMBC-KFRM News Bureau

These are the air personalities who put the KMBC-KFRM Radio Team first in the Heart of America. Some of the best known names in the Midwestern broadcasting world are pictured on this page—people who are known, respected and *followed* throughout the Team's widespread service area.

When you combine the talents of these highly successful *local* personalities with the appeal of such big ABC network names as Don McNeill, Bishop Sheen, Bill Stern and other national radio figures, it's easy to see why KMBC-KFRM captures such a solid share of the big, responsive Heart of America radio audience.

There's a new sound to Kansas City radio . . . a sound that both listeners and advertisers are finding more and more irresistable. For all the details on the powerful, new concept of KMBC-KFRM radio programming, the man to see is your Free & Peters Colonel. He will prove to you that KMBC-KFRM is the blue ribbon buy in a blue chip market!



Frank Wiziarde
Producer & Emcee
"Cowtown Jubilee"



Jack Layton
Staff Announcer



Harvey Brunswick
"The King of Hearts"



Henry Effertz
Staff Announcer



B. B. Dilson
"The B. B. Dilson Show"



Keith Pointon
Staff Announcer



KMBC of Kansas City

Don Davis, First Vice President
John Schilling, Vice Pres. & Gen. Mgr.
George Higgins, Vice Pres. & Sales Mgr.
Dick Smith, Director of Radio

KFRM for the State of Kansas

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25TH year

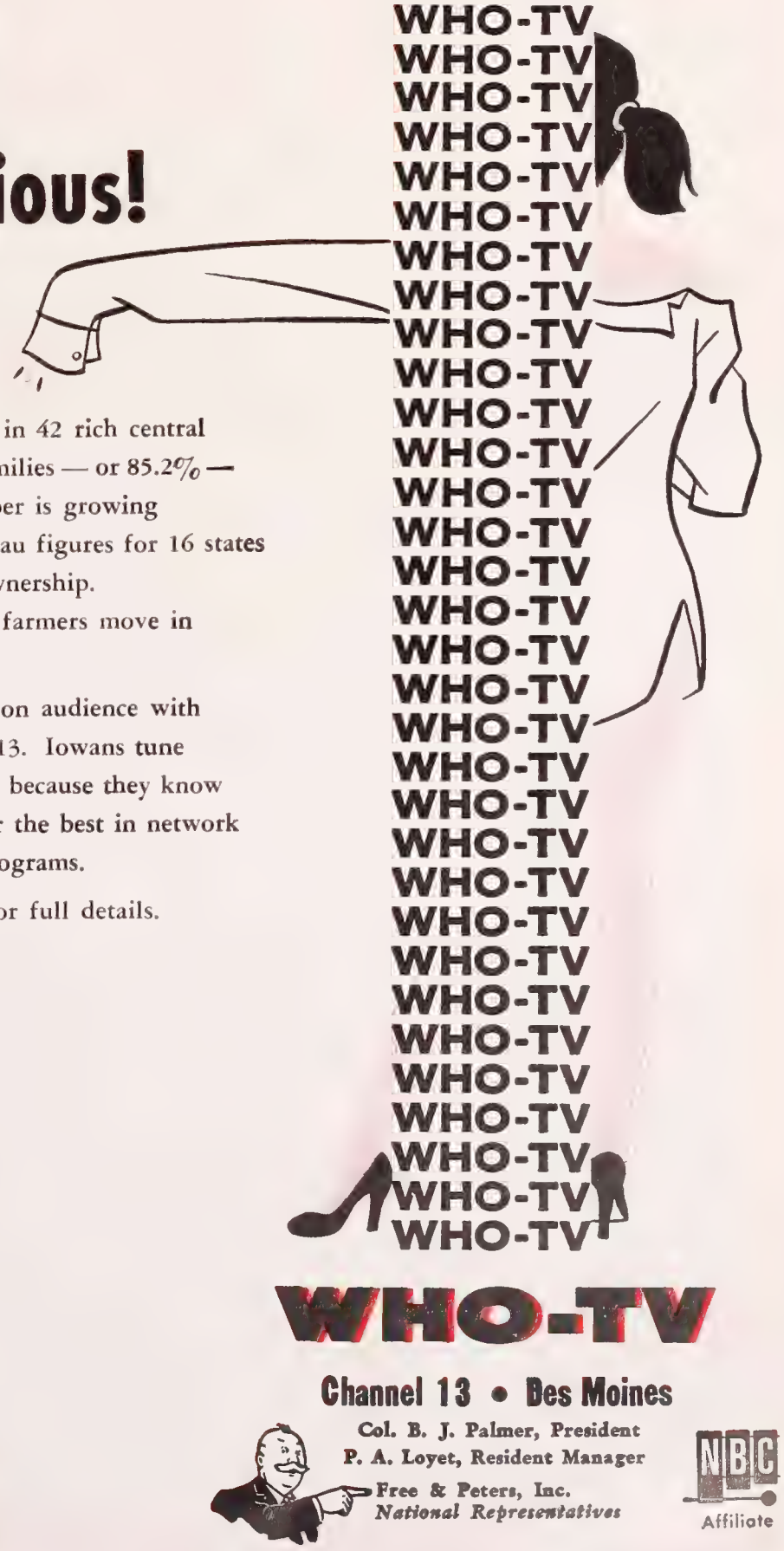
THE NEWSWEEKLY OF RADIO AND TV

It's all pretty obvious!

WHO-TV serves 329,320 families in 42 rich central Iowa counties. 280,500 of these families — or 85.2% — have television sets, and the number is growing rapidly. Recent U. S. Census Bureau figures for 16 states rank Iowa first in farm TV-set ownership. First-on-the-farm in a state where farmers move in upper-income circles!

WHO-TV reaches this big television audience with 316,000 watts on bright Channel 13. Iowans tune in consistently and enthusiastically because they know they can depend on WHO-TV for the best in network features, *plus* outstanding local programs.

Ask your Free & Peters Colonel for full details.



WHO-TV

Channel 13 • Des Moines

Col. B. J. Palmer, President
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Free & Peters, Inc.
National Representatives

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TELEPULSE SURVEY PROVES KVTV LEADING SIOUX CITY STATION

Latest Telepulse Survey in Sioux City, Iowa (August 8 through 12, '55) shows the way for advertisers wanting to sell this billion dollar market.

KVTV Channel 9	70% share of audience from 12:00 noon to sign off.
KVTV Channel 9	all 40 of the top 40 shows.
KVTV Channel 9	98.2% quarter-hour wins in Class "A" time.
KVTV Channel 9	89.6% quarter-hour wins when both Sioux City stations were on the air.
KVTV Channel 9	30.04 in Class "A" . . . Station B, 12.84 (and this was an August survey).
KVTV Channel 9	is the lowest-cost-per-thousand way to reach 204,500 well-to-do families in the rich Sioux-land market. You can reach KVTV Channel 9 through your Katz man.

CBS • ABC

KVTV Channel 9

SIOUX CITY, IOWA

Serving Iowa's 2nd largest market. A Cowles station. Under the same management as WNAX-570, Yankton, South Dakota. Don D. Sullivan, Advertising Director.



*108,000 UNDUPLICATED TV HOMES
IN THE TERRE HAUTE AREA
CBS - ABC
WTHI TV channel 10

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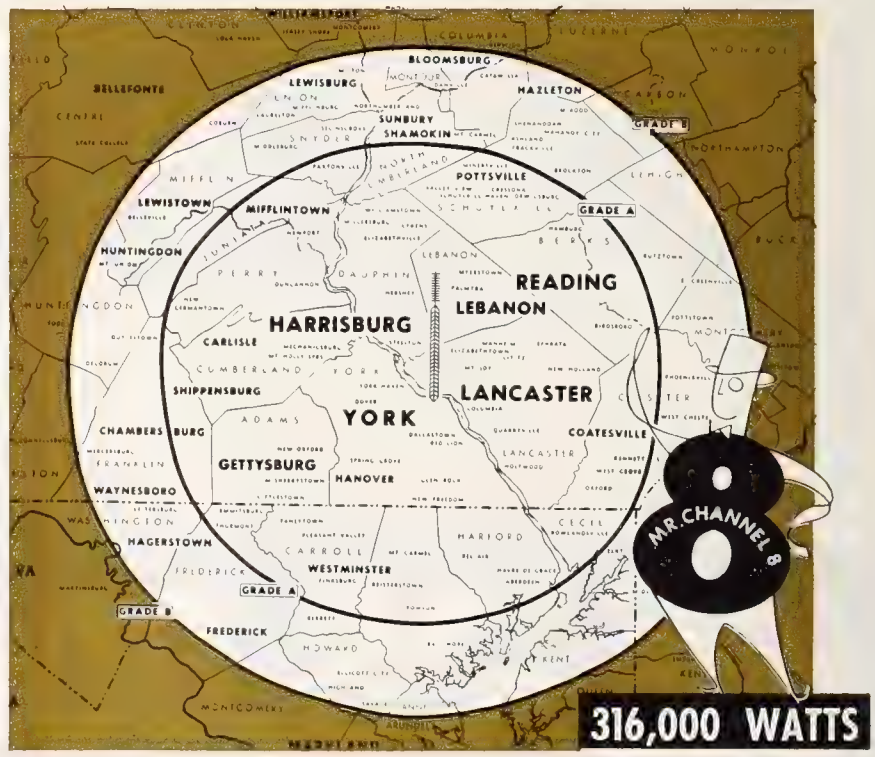
high-caliber profit

WGAL-TV

LANCASTER, PENNA. NBC and CBS

That's the sales story in the Channel 8 Multi-City Market! Here are the facts about this market—*ready made for selling YOUR product.* Population: 3½ million. TV sets: 912,950. Yearly effective buying income: $5½ billion. Aim for high-profit sales for YOUR product.

CHANNEL 8 MULTI-CITY MARKET



STEINMAN STATION

Clair McCollough, Pres.

REPRESENTATIVES:

MEEKER TV, INC.

New York
Chicago
Los Angeles
San Francisco

closed circuit®

STANTON STAYS • Demolishing reports of his imminent retirement as operating head of CBS Inc., Dr. Frank Stanton was prepared to lay before company's first management conference Saturday (Jan. 21) complete organization plan contemplating major expansion over next decade. Chart shows William S. Paley as chairman, Dr. Stanton as president, with provision for number of new staff vice presidencies of parent company. One new appointment was announced Friday—that of Clarence Hopper, executive of Arma Labs, New York, as staff vice president, Production Services, CBS Inc., covering services, manufacturing, materials and real estate (story, page 7). At New York Ambassador Hotel session (9:30 a.m. to 10 p.m.) were to be 80 officers and key executives for indoctrination on 10-year forecast covering electronics expansion as well as broadcast services.

B•T

IN EXPANSION of CBS Inc., name of Sylvester L. (Pat) Weaver, NBC board chairman and former president, has arisen in connection with possible top-level creative programming slot, rather than in operations. Several new appointments will be made at policy level, not all at once, and some by promotion from within. Stanton organization charts provide for them as necessary in 10-year plan designed to place that company in manufacturing forefront, presumably as segment-for-segment rival of RCA-NBC.

B•T

MOVE TO UHF? • Proposal for long-range move of all tv to uhf is being considered by Sen. John W. Bricker (R-Ohio), ranking Republican and former chairman of Senate Commerce Committee. Said to have been suggested and approved by industry engineers and manufacturers who have little or no stake in vhf, plan would protect existing vhf stations by giving them first shot at uhf channels. Amortization plan for present vhf outlets would have them moving over to uhf channels as uhf sets and equipment become plentiful and present vhf gear and sets wear out, with 1964 mentioned as target date for complete changeover.

B•T

OHIO Republican, first said to be readying proposal into bill form early last week, appeared to be somewhat less enthusiastic as week wore on. Spokesman indicated Sen. Bricker is only "studying" plan, with these possibilities: (1) taking no action at all; (2) asking for study of plan by full committee, and (3) submitting plan as Senate bill. One Bricker measure already being considered by committee in its tv probe calls for regulation of networks by FCC.

INTERFERENCE CHARGED • Specific complaints charging interference by Executive Branch in FCC decisions on tv and radio broadcast matters are being studied by Evins Subcommittee of House Small Business Committee. Staff of group headed by Rep. Joe Evins (D-Tenn.) is making inquiries and will set hearing for FCC, probably in February, after FCC replies to questionnaire sent several days ago (story page 66). Spokesman says congressmen not only will look into direct interference, but will examine question of whether regulatory agencies actually are independent and will study concepts of law governing their functions.

B•T

SALIENT item No. 1 missing from NBC's presentation for its new Window *color program proposal for department stores, set before National Retail Dry Goods Assn. convention in New York (B•T, Jan. 16): None of NBC's o&o stations will place* Window *on air (local-originated in all cases) unless all of program's five minutes is sold to single store. Proposal is aimed for Feb. 13 scheduling by stations. No store sales recorded by stations according to check late in week, but some nibbles reported in New York. Item No. 2: Two NBC-owned stations are not equipped to show* Window *in color—WRC-TV Washington and WPTZ (TV) Philadelphia.*

B•T

NEWSPAPER OWNERSHIP • FCC's decision Friday favoring Biscayne Television Corp. over three rivals for ch. 7 in Miami, establishes new precedent on newspaper ownership issue, in minds of legal observers. While *Miami Herald* and *Miami News* are not directly involved in ownership, principals and executives of newspapers and their stations are substantial stockholders in Biscayne. Final decision meets diversification-newspaper issue head-on and is regarded as most significant ruling on this highly controverted subject in recent regulatory annals. Principal architect of decision, in making since last May when oral arguments were heard, was John L. FitzGerald, chief of Opinions and Reviews.

B•T

SALE OF WQAM-AM-FM Miami by Miami Herald *expected to be negotiated within next few weeks by virtue of FCC's final decision in ch. 7 Miami case (see above). FCC's decision provides that station must be sold prior to commencement of program tests to entity neither directly nor indirectly interested in Biscayne Television Corp. It's understood at least three "serious offers" will be considered forthwith to comply with FCC's mandate.*

B•T

WHITE HOUSE EDITING • Bid of NBC to carry President Eisenhower's Wednesday news conference on live am and tv basis instead of recorded was rejected by White House secretariat. Network felt intense public interest in first news conference since August justified live coverage. White House pointed to danger of inept Presidential utterance that could have international implications, whereas opportunity to kill remarks still remained before broadcast through editing of film and tape. Network pointed out that newsmen with fast pencils would catch flubs anyhow.

B•T

BYRON PRICE, one of the nation's top journalists, has accepted appointment as member of Awards Committee of Alfred I. duPont Awards Foundation. Mr. Price, who retired two years ago as Deputy Secretary-General of United Nations, was wartime director of Office of Censorship and, prior to that, served as executive editor of the Associated Press.

B•T

HIGH AND HOMELESS • Quest of WHAS-TV Louisville for site for its proposed new 2,003 ft. tower continues with rejection last week by Washington Air Space Panel of proposed site No. 14. Million dollar project (for tower and antenna) would provide nation's tallest tower. Victor A. Sholis, vice president and director, said after ruling that new site is being sought in hope that it will meet approval of Washington authorities.

B•T

CONVERSATIONS looking toward acquisition of 10% interest in ch. 9 KGUL-TV Galveston by Texas Broadcasting Co. (Mrs. Claudia T. Johnson) have been dropped, it was ascertained last week. Determination was reached that TBC (which owns KTBC-AM-TV Austin and minority interest in ch. 10 KWTX-TV Waco) should not tax its executive personnel through expansion at this time.

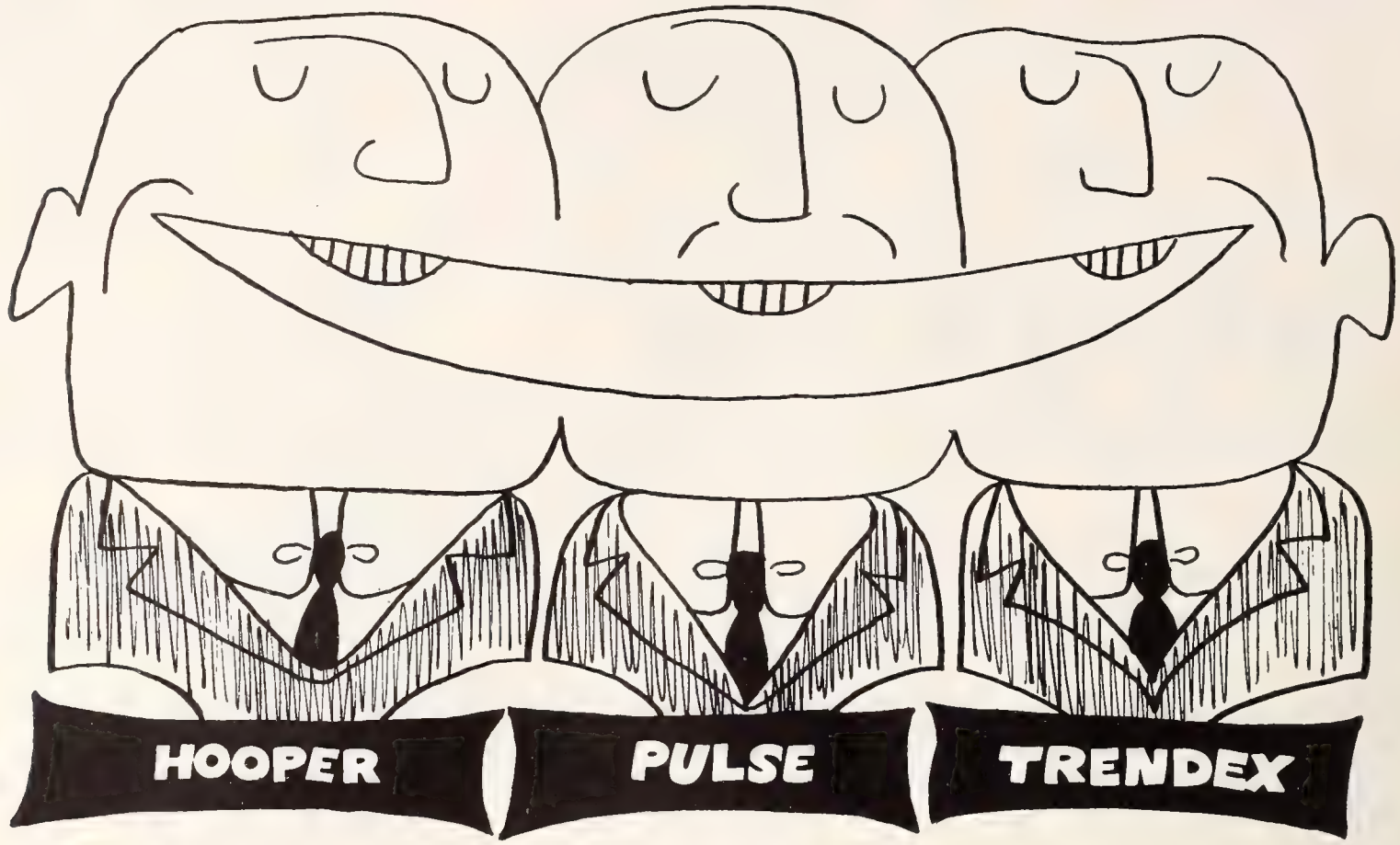
B•T

WINDFALL • FCC did rather well with Bureau of the Budget in President's budget message last week (see story page 66). It didn't get all it asked for, but pretty near all. There were no major deletions or prunings, it is understood. In fact one informed source declared that $7.85 million, recommended for FCC by President, was better than any previous recommendation in his knowledge.

B•T

KEY MEDIUM in nation's biggest political promotion—American Heritage Foundation's get-out-the-vote drive during Presidential campaign—will be television, according to word seeping out from Advertising Council sources. Foundation figures on going for above 61.2 million vote polled in 1952 campaign. Leo Burnett will be volunteer agency for promotion.

all three say the same mouthful:



No matter who asks the question in **OMAHA**

the answer is **KOWH**

Master of all who survey Omaha! That's KOWH—with 43.7% average share-of-audience by Hooper (Oct.-Nov.). The latest Pulse for Omaha-Council Bluffs has KOWH on top in every time period! So does Trendex. KOWH has placed first in audience year after year, gradually increasing first place dominance until now KOWH is first in every time period of every survey in the Omaha market. Mid-Continent programming and excitement—plus good coverage (660 KC.) are accomplishing wonders for national as well as local advertisers. So whichever rating you rate tops, you make no mistake with KOWH, which rates first with all three. Get an earful from the **H-R** man, or KOWH General Manager **Virgil Sharpe.**

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

WHB, Kansas City
Represented by
John Blair & Co.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

KOWH, Omaha
Represented by
H-R Reps, Inc.

at deadline

Treyz, Boyle Loose Salvo On Newspapers' Anti-Tv Ad

OLIVER TREYZ, president of Television Bureau of Advertising, struck back Friday at Metropolitan Sunday Newspapers Inc.'s ad branding television as "such an 'iffy' thing" (also see editorial, page 102). Jack Boyle, president of Qualitative Research Inc., affiliate of Trendex, also attacked Metro ad, calling its use of commercial-recall figures "ridiculous."

Mr. Treyz said ad led him to conclusion that "Metro is such a worried thing"; that "there is nothing 'iffy' about television circulation . . . [or] fact that, from 1951 to 1955, tv homes reached per dollar went up 38% and newspaper circulation per dollar decreased 12% [and] that *Sunday* newspaper circulation per dollar dropped 13%."

Mr. Boyle said low commercial-recall figures cited by Metro were based on technique employing unaided recall on following day—technique "far removed" from that employed in print ad recall surveys conducted by Starch (with which Mr. Boyle was formerly associated). Using more nearly comparable aided-recall technique, he said, Metro's researchers would have found that 65 to 75%, not 22%, of viewers could recall having seen single commercial and that the figure runs as high as 85% in case of one or more commercials in average half-hour show.

Official: 309(c) Revision Signed by Eisenhower

PRESIDENT EISENHOWER Friday signed into law HR 5614 revising protest Sec. 309(c) of Communications Act. President signed bill two weeks after it was passed by Senate [B•T, Jan. 16]. House previously had passed bill at end of first session in 1954.

In essence, bill permits FCC to exercise discretion in staying effectiveness of grant where protest is granted and in using its judgment to deny protest where allegations, even if true, are not sufficient to withdraw grant. Commission has said new powers will not be applied to those protests already set for hearing, but that it will apply discretionary provisions to those still in litigation and others in future.

MAGIC CARPET

PRESIDENT EISENHOWER, addressing half-dozen Republican dinners around country by way of closed-circuit tv Friday, said he was "deeply moved" by chance to observe and take part in dinners through "magic carpet of television." Address was not carried live by tv networks but kines were made for use in news shows. ABC Radio carried live and other networks taped text.

NBC, Westinghouse Swap Made Final at Signing

NBC and Westinghouse Broadcasting Co. were scheduled to sign final papers Saturday and put into effect on Sunday morning their exchange of stations in Cleveland and Philadelphia [CLOSED CIRCUIT, Jan. 16]. At sign-on yesterday (Sun.), NBC was slated to commence operation of WPTZ (TV) and KYW Philadelphia—whose call letters change to WRCV-AM-TV on Feb. 13—while Westinghouse was to take over WNBK (TV) and WTAM Cleveland, which, also on Feb. 13, will become KYW-AM-TV.

Donald H. McGannon, WBC president, was to sign for Westinghouse at closing of deal, in which NBC paid WBC $3 million in addition to exchanging stations. NBC was to be represented by Joseph V. Heffernan, financial vice president, and Charles R. Denny, vice president in charge of NBC owned stations.

Hopper Named CBS V.P.

CLARENCE H. HOPPER, vice president-manager, manufacturing and operations, Arma Div. of American Bosch-Arma Inc., named vice president for production services of CBS Inc., Dr. Frank Stanton, CBS president, is announcing today (Mon.). Mr. Hopper takes charge of newly created Production Services Div. that will play major role in CBS' long-range planning and other services relating to facilities, industrial engineering, materials, real estate, production administration and control, network said.

• BUSINESS BRIEFLY

NORELCO ON 'PROJECT 20' • North American Philips Inc., for its Norelco electric shavers and other products, has signed for three programs of NBC-TV's *Project 20* series, Robert W. Sarnoff, NBC president, and Pieter van den Berg, president of North American, are announcing today (Monday). First program, "The Twisted Cross," story of Adolf Hitler, is set for March 14 (9-10 p.m. EST). C. J. La Roche & Co., N. Y., is agency.

WATCHBAND BUYING • Gemex Co. (watchbands), Union, N. J., will use network tv participations in approximately 44 markets starting sometime in February, but no specific date has been set. Agency: Fairfax, N. Y.

RADIO FOR WILLIAMS • J. B. Williams (shaving cream) considering radio spot campaign in about 16 markets to start in approximately two weeks and to continue for rest of year. Tv spot campaign on behalf of Williams' electric shave lotion has been in 29 markets since Jan. 2. Agency: J. Walter Thompson Co., N. Y.

SPOT TV FOR OXYDOL • Procter & Gamble (Oxydol) launched tv spot campaign in 60 markets effective last week. Agency: Dancer-Fitzgerald-Sample, N. Y.

ARMOUR IN 35 • Armour Co. (Cloverbloom margarine), Chicago, placing television spot announcement campaign in 35 markets with varied starting dates but to run until April 27. N. W. Ayer & Son, N. Y., is agency.

PARLIAMENT PLANNING • Parliament cigarettes, through Benton & Bowles, N. Y., planning television spot announcement campaign to start mid-March and run through end of June in about four major markets.

CITRUS CAMPAIGN • Florida Citrus Commission, for its Temple orange crop, placing television spot announcement campaign Jan. 29 to run for four or five weeks in nine major eastern markets. Agency: Benton & Bowles, N. Y.

GOP SETS CONVENTION SPONSORSHIP CODE

SPONSORS "acceptable to the public as a whole" and commercial messages reflecting the "highest standards of dignity and taste" and "mainly institutional" are basic provisions of radio-tv code for coverage of GOP Convention starting Aug. 20 in San Francisco.

In statement to be announced tomorrow (Tuesday), GOP committee said proposed code has received approval of Robert E. Kintner, ABC; Richard S. Salant, CBS, and Davidson Taylor, NBC.

The code's provisions follow:

"The Republican Party enthusiastically approves of network radio and television coverage of its 1956 National Convention and is confident that the several networks will adhere to the same principles of taste and judgment as in 1952.

"Without wishing in the slightest to impede or hinder the networks in their coverage of this tremendously important event, the Republican Party must, out of respect for the sensibilities of all radio listeners and televiewers, insist on certain standards in regard to sponsorship and the presentation of commercial messages.

"First, the Party takes for granted the fact that the networks, in good faith, will endeavor to sell their commercial time only to sponsors acceptable to the public as a whole.

"The Republican Party must also request that commercial messages be presented on the air only during recesses or long pauses in the actual Convention proceedings. The Party feels certain the networks are aware that the injection of commercial messages during important speeches or balloting would be both disruptive and annoying to the listening and viewing audience.

"The commercial messages themselves, of course, must reflect the highest standards of dignity and taste and should be mainly institutional in character. Direct 'hard' selling ought to be avoided. Also, commercial announcements must be made from the network booths, studios or other remote spots, but specifically not from the Convention floor.

"At the beginning and end of each broadcast or telecast period, it must be made unmistakably clear that the client concerned is sponsoring the network's coverage of the Convention and that this sponsorship in no way implies endorsement of the product by the Republican Party.

"With over 34 million sets in use in the nation today, the potential television audience alone could—on the accepted basis of three viewers per set—reach more than 100 million Americans. This audience, of course, will include millions of school children who will be watching the telecasts as part of their education in the mechanics of American government."

The "EYES" Have it!



NOW

The CBS-TV Affiliate in OMAHA

is WOW-TV Channel 6

✓ Check your TV-spot schedules in the light of current adjacencies in the Omaha market. Call Fred Ebener, WOW-TV, Omaha, while a few really top spots are still open.

Frank P. Fogarty
Vice President & General Manager

Fred Ebener
Commercial Manager

Blair-TV, Inc.
Representatives

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO RADIO	KCMO TV	WHEN RADIO	WHEN TV	KPHO RADIO	KPHO TV	WOW RADIO	WOW TV
810 kc.	Channel 5	620 kc.	Channel 8	910 kc.	Channel 5	590 kc.	Channel 6
CBS	CBS	ABC	CBS	ABC		CBS	CBS

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. — BLAIR TV, INC.

MEREDITH *Radio and Television* STATIONS

affiliated with **Better Homes and Gardens** and **Successful Farming** magazines

at deadline

Bishop Attributes Loss To Tv, Revlon's Success

HAZEL BISHOP Inc. (cosmetics) had net loss of $460,177 for fiscal year ended Oct. 31, 1955, board chairman Raymond Spector said in annual report, attributing conditions in part to "very unproductive" tv campaign of its own and "unexpectedly" successful one launched by its "principal competitor."

Presumably referring to Hazel Bishop sponsorship of NBC-TV spectacular, of which he has been highly critical, Mr. Spector said Hazel Bishop put $1.6 million into special network tv campaign which "due to circumstances beyond our control . . . did not begin to meet our expectations." He was obviously referring to Revlon's *$64,000 Question* when he told stockholders that "during the past six months, a new television program sponsored by your company's principal competitor captured the imagination of the public."

Despite this program's popularity, he said, it is "significant" that Hazel Bishop sales and operating earnings for fourth quarter were highest in company history—and would have been higher except for shipment delays caused by Connecticut floods. Year's net loss figure of $460,177 was after giving effect to tax credits, he said. Declaring "the future of your company is bright," he added, "as a result of its advertising expenditures of over $18 million during the past six years, its devotion to the highest quality standards, and its aggressive sales policies Hazel Bishop cosmetics should not only achieve an ever-increasing share of the rapidly growing cosmetic volume, but face lessened competition from marginal brands."

L&M to Buy Heavily On Southern Radio Stations

EIGHTY-FIVE per cent of radio stations in South Carolina, North Carolina, Mississippi and Alabama will be used by Liggett & Myers to promote L&M filter cigarettes in areas where filter sales are below average, Jerome Fenniger, Cunningham & Walsh media director, told South Carolina Radio & Tv Broadcasters Assn. at opening session Friday in Clemson. Contracts average 15 spots per week for 13 weeks [B•T, Dec. 19, 1955].

Information of help to timebuyers, he said, includes community data, coverage, ratings, programming, station services such as weather and highway news, public response to programs. He criticized back-to-back spots and observed that night rates in some cases are still higher than daytime despite falling-off in audience.

Clifford B. Marshall of Blackburn-Hamilton Co., radio-tv brokerage firm, told the meeting that country music is generally profitable in the Southeast as an appeal to the Negro market. He pointed to an increasing demand in larger markets for stations which can be converted into special programming outlets, with such outlets easy to sell on today's market.

Other speakers included Halsey V. Barrett, Television Bureau of Advertising; Charles H. Tower, NARTB employer-employe relations manager, and Dr. R. F. Poole, president of Clemson U. Officers were to be elected Saturday morning.

TRIPLE FEATURE

NEW CONCEPT in daytime tv film showing by independent stations may be launched next month when WABD (TV) New York inaugurates *Tune In Anytime Theatre*. Daily series will feature one 2-hour film running on continuous basis from 10 a.m. to 4 p.m., with only interruptions provided by newscasts and commercial spot announcements.

Four Sales Filed at FCC

APPLICATIONS were filed with FCC Friday for four station sales. Involved are WFBL Syracuse, N. Y., KBLA Burbank, Calif., KGPH Flagstaff, Ariz., and WSSC Sumter, S. C.

WFBL was sold by Oscar F. Soule and associates to Founders Corp., for $227,500. Founders owns WTAC Flint, Mich., KPOA Honolulu and 50% of KTVR (TV) Denver.

KBLA Burbank, Calif., owned by Broadcasters of Burbank Inc., was sold for $175,000 to George E. Cameron Jr. Mr. Cameron is director of Hartford Telecasting Co., applicant for ch. 3 at Hartford, Conn.

KGPH was sold by Frontier Tv Co. to John L. Hogg and associates for $27,500. Purchasing group owns 80% of KOY Phoenix and 66⅔% of KYMA Yuma, both Ariz.

Dr. Hugh H. Wells sold his 50% interest in WSSC to J. A. Gallimore, who now owns 100% of station, for $25,000.

ABC Affiliates Elect

ELECTION RESULTS of ABC Radio Affiliates Advisory Board announced Friday by Edward J. DeGray, ABC Radio's director of station relations. Re-elected for new two-year terms: Simon Goldman, WJTN Jamestown, N. Y., Dist. One; C. B. Locke, KFDM Beaumont, Tex., Dist. Five, and J. B. Conley, KEX Portland, Ore., Dist. Seven. Ben A. Laird, WDUZ Green Bay, Wis., succeeds Harry Linder, KTOE Mankato, Minn., Dist. Three. Board members whose terms expire end of this year: John P. Williams, WING Dayton, Dist. Two; T. B. Lanford, KRMD Shreveport, La., Dist. Four; Frank C. Carman, KLUB Salt Lake City, Dist. Six, and A. D. Willard Jr., WGAC Augusta, Ga., Dist. Eight.

UPCOMING

Jan. 25-27: Georgia Radio & Tv Institute, U. of Georgia, Athens.
Jan. 26: Senate Interstate & Foreign Commerce Committee opens hearings in investigation of tv networks and uhf-vhf problems, 10 a.m., Rm. G-16, U. S. Capitol.
Jan. 26-27: NARTB Tv Code Review Board, San Francisco.
Jan. 27-29: American Management Assn. Annual Electronics Conference & Exhibit, Hotel Commodore, N. Y.
For other Upcomings see page 101.

PEOPLE

EDWIN J. FITZSIMMONS, general sales manager, Weed Television, national station representatives, N. Y., appointed vice president in charge of sales. Mr. Fitzsimmons has been with Weed since 1944.

BOB LILIEN, associate media director, Bryan Houston Inc., N. Y., to J. Walter Thompson, N. Y., as timebuyer. **JACK DUNFORD,** Roy S. Durstine, N. Y., effective Feb. 1 will succeed Mr. Lilien at Bryan Houston.

JAMES J. TURCK, radio-tv sales account executive, Weed & Co., national station representatives, to eastern division sales staff, NBC Spot Sales, as tv account executive, effective Feb. 1.

IRWIN UNGER, formerly with John H. Perry Assoc., station-newspaper representatives, and previously on sales staff of WLS Chicago, to account executive staff of Gill-Perna Inc., Chicago, radio-tv station representative, starting today (Mon.).

JEANNE RUZEK, formerly with Earle Ludgin & Co., Chicago, to radio-tv department of Grant Adv., same city, as coordinator. **MAURICE F. DUNNE JR.,** formerly vice president-partner, Dunvar Inc. (manufacturers representative, electronic components), and **GEORGE S. GRIFFIN,** previously manager for Sterling Drug in South America, to Grant as account executives.

GLEN BAMMANN, formerly with McCann-Erickson's Cleveland office, to Marschalk & Pratt Div. of McCann-Erickson, N. Y., as business manager of radio-tv department. Mr. Bammann replaces **JACK POWERS,** now with parent company.

ADOLPH A. KATZ, assistant traffic manager, Allen B. DuMont Labs, appointed traffic manager, succeeding **KENNETH KISTLER,** who died Dec. 8, 1955, of heart attack.

WARREN ABRAMS, NBC participating programs sales development manager; **EDWARD M. KEATING JR.,** RCA Radio & Victrola Div. assistant sales manager; **DENMAN J. JACBSON,** Scott Paper Co. New York regional manager; **ROBERT R. WEIKART,** Scott Paper Co. Boston sales promotion staff, and **F. GLENN RINK,** N. W. Ayer & Son, Philadelphia, added to Ayer's Detroit office on Plymouth Motors account, agency announced Friday.

CHARLES R. BUCHWALD, superintendent, General Electric Co. cathode ray tube plant, Syracuse, N. Y., appointed manager of manufacturing engineering.

KTLA (TV) in Regular Color

WITH RCA underwriting unspecified part of extra transmission costs, KTLA (TV) Los Angeles Friday announced it will begin regular weekly colorcasting schedule this week of one and a half hours. It claims to be first independent station to undertake regular weekly colorcasts.

Klaus Landsberg, station vice president-general manager, said RCA participation was prompted by desire to further stimulate sales of color sets.

Stanton to Commerce Post

FRANK STANTON, CBS president, appointed to Business Advisory Council of Dept. of Commerce at quarterly session. He was one of three new members elected to council, comprising top-level management representatives from American business. Appointments are recommended by council committee to Secretary of Commerce, who invites appointees to serve.

the week in brief

GUARANTEED CIRCULATION

It's something agencies would like to have from broadcast media but do not expect to get, media executives say in replies to B•T questionnaire 31

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in whatever quantity buyers and sellers want and are willing to pay for, rating research men tell RTES timebuying and selling seminar 33

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coming in b•t

THE CALIFORNIA MARKET STORY

Another in B•T's continuing series on U. S. economic development . . . Jan. 30

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James Montagnes

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Pulling Power!

WJBK-TV LEADS IN 121 OUT OF 180 DAYTIME RATED PERIODS IN DETROIT

Daytime TV viewing and advertiser interest are on the upswing, and both ARB and Pulse show WJBK-TV as the completely dominant daytime buy for the Detroit area's 1,600,000 TV homes. Here are the figures for the 180 weekday periods indicated:

MON. - FRI., 8 A.M. TO 5 P.M., DECEMBER ARB

WJBK-TV,	**First in**	**121**	**Quarter Hour Periods**		
STATION B,	"	**23**	"	"	"
STATION C,	"	**21**	"	"	"
STATION D,	"	**10**	"	"	"
TIES		**5**	"	"	"

Further, 50 of these periods on WJBK-TV have ratings of 8.0 or above, comparable on a rate card basis to a nighttime rating of 21.0. December Pulse not only agrees, but shows WJBK-TV's position to be even stronger: 26 firsts out of 36 Monday through Friday quarter-hour strips, 8 A.M. to 5 P.M. Average rating 8.2.



Such pulling power means extra selling power for you on WJBK-TV in the rich Detroit and Southeastern Michigan market. Cash in on the greater audience you get with WJBK-TV's top CBS and local programming, commanding Channel 2 dial position, 1,057-foot tower and maximum power of 100,000 watts.

WJBK-TV CHANNEL 2 DETROIT

A STORER STATION

Represented Nationally by THE KATZ AGENCY

National Sales Director, TOM HARKER, 118 E. 57th, New York 22, MURRAY HILL 8-8630

NBC SPOT SALES
IS PROUD TO
WELCOME

KOA-TV



DENVER

NBC Spot Sales is happy to announce that effective February 1, KOA-TV, VHF channel 4 in Denver, Colorado, joins the roster of great television stations which it represents nationally.

308,800 families, with an effective buying income of nearly 1.7 billion dollars, live in KOA-TV's coverage area. And KOA-TV leads all other Denver TV stations in overall share-of-audience.

A sure way to reach and sell a prosperous and growing market —

KOA-TV
represented nationally by
NBC SPOT SALES
30 Rockefeller Plaza
New York 20, N. Y.

also representing television stations WRCA-TV *New York,* WNBQ *Chicago,* KRCA *Los Angeles,* KSD-TV *St. Louis,* WRC-TV *Washington, D. C.,* WNBK *Cleveland,* KOMO-TV *Seattle,* KPTV *Portland, Ore.,* WAVE-TV *Louisville,* WRGB *Schenectady-Albany-Troy,* KONA-TV *Honolulu, Hawaii.*

NBC SPOT SALES
IS PROUD TO
WELCOME

KOA



Radio

DENVER

NBC Spot Sales is happy to announce the return of KOA-Radio, effective February 1, to the roster of great radio stations which it represents nationally.

KOA-Radio, with 50,000 watts power, serves Denver . . . a top ranking metropolitan area . . . and 302 counties in 12 states. It has been delivering coverage, circulation and results to advertisers for 31 years.

Let dominant KOA-Radio sell for you in the Western Market.

KOA-RADIO
represented nationally by
SPOT SALES
30 Rockefeller Plaza
New York 20, N. Y.

also representing radio stations WRCA *New York,*
WMAQ *Chicago,* KNBC *San Francisco,* KSD *St. Louis,* WRC *Washington, D. C.,*
WTAM *Cleveland,* KOMO *Seattle,* WAVE *Louisville,* KGU *Honolulu, Hawaii,*
and the NBC WESTERN RADIO NETWORK.



KNOW JOE?

HIS PICTURE IS FAMOUS IN 3 STATES!

Yes, Joe Floyd's big-powered KELO-KDLO beams a picture that blankets South Dakota's large trading zones, plus populous areas in Minnesota and Iowa. It's a terrific picture for you to be in—the magic spot for smart merchandisers who want to sell a whole group of volume markets at one flash, and for one smart buy.

THE BIG TV COMBO

78% of South Dakota, plus western Minnesota, northwestern Iowa

KELO-TV

JOE FLOYD, *President*

Evans Nord, Gen. Mgr. Larry Bentson, V. P.

NBC PRIMARY

H-R Representative

IN REVIEW

MAGIC FLUTE

COULD MOZART himself find fault with *NBC Opera Theatre*'s "Magic Flute" Sunday? Maybe he, or maybe the well tempered, hi-fi ear would want to point out some imperfection. But here's at least one auditor who would not.

NBC apparently spared no expense for these two hours. It hired two prestige writers, poet W. H. Auden and Chester Kallman, to write a new translation for the Mozart bicentennial telecast. Their words were worthy of Mozart's notes. George Balanchine, N. Y. City Center Ballet's imaginative choreographer, did a glittering job of staging the colorcast. And, most important, Peter Adler's musicians, led by William Lewis, John Reardon, Leontyne Price and Laurel Hurley, demonstrated acting as well as singing ability in their demanding roles. Miraculously, most of their words could be understood. Of course, Mozart's librettist didn't do right by him. But the music's sweet reason makes a senseless plot seem unimportant. Maybe the network and its writers will dare to doctor the story a little next time. And there really should be a next time.

Production costs: $150,000.
Broadcast sustaining on NBC-TV in color and black-and-white, Sun., Jan 15, 3:30-5:30 p.m. EST.
Cast: Leontyne Price, Laurel Hurley, Adelaide Bishop, Yi-Kwei Sze, William Lewis, John Reardon, Andrew McKinley, 30 singers and actors, Symphony of the Air Orchestra.
Producer: Samuel Chotzinoff; director: Kirk Browning; music and artistic director: Peter Herman Adler; stage director: George Balanchine; English translation: W. H. Auden and Chester Kallman; special production consultant: Lincoln Kirstein; scenery and costumes: Rouben Ter-Arutunian.

BLITHE SPIRIT

A LACKLUSTER performance by the playwright himself surprisingly enough was the one jarring note in an otherwise mildly funny television version of Noel Coward's stage hit "Blithe Spirit." Mr. Coward's stilted carryings-on during the *Ford Star Jubilee* colorcast of Jan. 14 gave rise, on more than one occasion, to the thought that perhaps the fabulous Britisher should have quit when he was 90 minutes ahead (in his American tv debut last season with Mary Martin).

On the other hand, Claudette Colbert, in the role of Coward's second wife, and Mildred Natwick, portraying the zany spiritualist Madame Arcadi, fared much better in the Coward comedy of supernatural errors. Miss Colbert's deft vocal inflections managed to wring every bit of humor from her somewhat tepid lines, and Miss Natwick's playing of a plum role was all that could be desired—unless, of course, Margaret Rutherford, who was the Madame Arcadi of the British film some years ago, could have been imported for the production. There also was little to quarrel about in Lauren Bacall's playing of the first wife, who returns from the hereafter to give the play its plot.

Production costs: $200,000.
Sponsored by Ford Div. of Ford Motor Co. through J. Walter Thompson Co. on CBS-TV, Sat., Jan. 14, 9:30-11 p.m. EST. Live and in color from Hollywood.
Director: Noel Coward; producers: Lance Hamilton and Charles Russell; staging: Frederick de Cordova; art director: Robert Tyler Lee; producer for CBS-TV: Richard Lewine. Entire production under supervision of Harry Ackerman, CBS-TV executive producer of special projects.

OUTSIDE U. S. A.

IF TELEVISION is made up of fleeting images to be seen and forthwith to be forgotten, ABC-TV and commentator Quincy Howe have a pat formula in their news-in-depth treatment of the world's troubled areas.

The half-hour "Italy: A Troubled Volcano" essayed pictorially developments and history since World War II, the Communist problem, the unrest beneath the surface-smooth Italy of artistic, architectural and scenic splendor, the overpopulated north and the poverty-stricken south, the need for land reform, the meaning of the existing bond between the U. S. and Italy and the influence of the Roman Catholic Church. To put it bluntly: too big a bite to chew in 30 minutes.

Some of the material presented was interesting—notably, police action in bludgeoning a Communist-led street riot; a roundup of black marketeers and female fraternizers of GIs (in the post-surrender occupation period); ski troops on a NATO maneuver; the American landing at Salerno, and the seen before mob treatment of the bodies of Mussolini and his mistress.

Not only has Italy a problem to live with for some years to come, but Mr. Howe and the program's other editors have a dilemma of their own making: how to squeeze into a half-hour "picture" what a Toynbee fits leisurely into a few thousand-page volumes.

Production costs: estimated $5,000.
Broadcast sustaining on ABC-TV, Tues., 10-10:30 p.m., live-film originating from New York.
Director: Marshall Biskin; editorial producer: Robert Carlisle.

LOST

FROM the standpoint of pure television artiness—e.g., absence of elaborate settings, superimposed electronic images, and the use of a Greek chorus in telling a story—last Tuesday's *Playwrights 56* was a masterpiece of grotesque staging. But as a tv adaptation of Berton Roueche's clinical case study of a victim struck down by amnesia as originally published by the *New Yorker* a few years ago, Arnold Schulman's tv adaptation, "Lost," was just that, in a welter of tricky lighting, surrealistic film clips and dramatic cliches.

Seemingly, neither adaptor Schulman nor director Arthur Penn were sufficiently impressed with the naked horror conveyed in Mr. Roueche's article of a maladjusted man in search of his own identity through a maze of strange cities, hotels and bars to leave well enough alone. Thus, they tossed in a stream of needless dialogue, an antagonist or two and the inevitable friendly psychiatrist who helped the victim out of his dilemma in time for the closing commercial.

A thoroughly competent cast, led by Steven Hill and Vivian Nathan, was complemented by the classic choral technique, which itself might be further exploited by other tv directors.

Production costs: $55,000.
Sponsored by Pontiac Motors Div., General Motors Corp., through MacManus, John & Adams Inc., New York, every other Tuesday, 9:30-10:30 p.m. EST on NBC-TV.
"Lost" adapted for tv from New Yorker *magazine's "Annals of Medicine," June 19, 1954, by Berton Roueche. Writer: Arnold Schulman.*
Producer: Fred Coe; associate producer: Bill Nichols; director: Arthur Penn; associate director: Dominick Dunne; script editor: Oliver Flanders; casting director: Everett Chambers; music director: Harry Sosnik.

BEST for TV Test...



More and more Spot TV advertisers are placing their schedules on these leading, pre-tested stations. They span the nation from busy Baltimore to booming San Diego, from the Grain Capital, St. Paul-Minneapolis, to the Oil Citadel, Houston—a vital cross section of America at every key market level.

Quality Markets – And How They Grow!

These markets have had an aggregate growth of 2,826,230 in population since 1950 . . . a growth larger than the combined population of Cleveland and Buffalo. Their average rate of population has been more than double the national rate.

Their total retail sales in 1954 was $6,500,000,000 more than in 1948 . . . an increase greater than the total retail sales of Detroit and Washington combined.

These TV stations in dynamic growth areas will provide great results for any advertiser.

Edward Petry & Co., Inc.

THE ORIGINAL STATION REPRESENTATIVE

NEW YORK · CHICAGO · ATLANTA · DETROIT · LOS ANGELES · SAN FRANCISCO · ST. LOUIS

The Pacific Northwest

EDITOR:

What a sweetheart of a job Frank Beatty did in the current issue [B•T, Jan. 9] on the Pacific Northwest. I enjoyed his earlier stories in the series on other sections of the country, but I think I know what an excellent reporting effort the Northwest story is because I know a little about that section of the country. It's the sort of reportorial enterprise that helps make B•T the bible of the industry.

Edward Cooper
Motion Picture Assn. of America
Washington, D. C.

EDITOR:

I have just finished reading your Pacific Northwest market analysis and I want to congratulate you for a terrific job.

I have lived around these parts for a good many years but you dug out more than one fact that was news to me and put the whole in most interesting and readable form.

Arden X. Pangborn, Editor
Oregon Journal, *Portland, Ore.*

EDITOR:

Congratulations to B•T for another of those beautifully done regional reports by Frank Beatty, "The Pacific Northwest"!

The plea of Dick Dunning (KHQ) for greater Madison Avenue recognition is seconded by every advertising man in the Northwest, I'm sure. And if articles like [this] can persuade just one or two of those important Ad Row buycoons to be a little more covetous of our Northwest economy we'll all be happy.

Next time Mr. Beatty covers the Northwest region, it'd be nice (and informative) if he were to pick up some opinions from broadcasters in some of the smaller markets, too. Everybody has interesting tales to tell, but as you know it's often the guy in the littlest market who has the best advertising story, developed through utilization of feet and head to compete (amicably, of course) with our metropolitan counterparts. . . .

John Puckett, Commercial Mgr.
KOFE Pullman, Wash.

EDITOR:

Don't feel badly, it happens all the time. After all, there are only about 13,000 of us here in Albany, Ore. But, golly, it would have been nice if your writer of that excellent Pacific Northwest feature had noticed that our city's retail sales are crowding $50 million, which puts us in the top sales per capita bracket.

Herb Davidson, Chief Engineer
KWIL-AM-FM Albany, Ore.

[EDITOR'S NOTE: Albany and many other thriving smaller markets in Oregon and Washington were not included in the Pacific Northwest story. Reason: Space limitations.]

EDITOR:

Please advise cost of 500 reprints of article "The Pacific Northwest" [B•T, Jan. 9].

Jim Frost, Secy.-Mgr.
Oregon State Broadcasters Assn.
Eugene, Ore.

EDITOR:

Please airmail 20 copies . . .

S. John Schile, Gen. Mgr.
KLOR-TV Portland, Ore.

EDITOR:

Please send an additional 20 copies . . .

Robert H. Temple, Mgr.
KREM-TV Spokane, Wash.

EDITOR:

Please send 250 copies . . .

Bill Fromm
NBC Spot Sales
New York

EDITOR:

Please send us ten copies . . .

KXA Radio Station
Seattle, Wash.

[EDITOR'S NOTE: Reprints of "The Pacific Northwest" are available at $15 per 100, plus mailing costs.]

Loud Reaction to "Silent Pictures"

EDITOR:

Your editorial "Silent Pictures" [B•T, Jan. 9] is a shocking and lavish display of blindness. . . . Are you actually willing to sacrifice educational tv because it has occurred to you that it will compete with other forms of broadcasting? Can you honestly feel you have thought out the subject when you assert that "every person who tunes to a program on an educational station is one member lost to the audience of commercial radio and tv."

The fact that educational tv does not sell time makes it no greater a threat to the commercial band than the activities of other sponsor-paid emanations. . . . Why condemn this phase simply because they are not commercially supported? This question is especially cogent in an industry where the word "competition" was invented . . .

If you still feel that "it is still not too late" (puff, puff) for the FCC to eliminate the noncommercial, educational station by forcing them to go for channels against their well-heeled, big brothers, then spend some time



"Bays*" are important...



*We ought to know . . . we're first with 12 of them on one antenna.

But in Louisville . . .

WHAS-TV Programming pays off!



"SMALL TALK"
6:00—6:15 P. M.
Monday through Friday
(Market's only live daily interview show.)

Are you participating?

VICTOR A. SHOLIS, *Director*
NEIL CLINE, *Station Mgr.*
Represented Nationally by Harrington, Righter & Parsons,
New York, Chicago, San Francisco
Associated with The Courier-Journal & The Louisville Times

316,000 WATTS
WHAS-TV
Channel 11
LOUISVILLE, KENTUCKY

BASIC CBS-TV Network

Your Sales Message Deserves
The Impact of Programming of Character



Non-
professional
Has to speak,

Froze up tight,
Performance weak!

BUT - not with
TELEPROMPTER
SERVICE

That's why —
ADVERTISERS PREFER
TelePrompTer stations like

WHIO-TV
Channel 7
Dayton

KUTV
Channel 2
Salt Lake City





OPEN MIKE

watching WQED (TV) in Pittsburgh. Then, if you are still holding to your bigotry you will nevertheless know that, indeed, it is too late.

I can't believe that very much thought went into this editorial. And I can't accept such irresponsible gropings from the magazine which has the greatest influence of any in the industry.

Joel W. Rosenblum, Pres.
WISR Butler, Pa.

EDITOR:

Your editorial "Silent Pictures" of Jan. 9 was, I felt, a remarkable statement. Your concern is that educational tv is a nuisance; it cuts into audience and profit of commercial tv. You propose, therefore, to abolish ETV.

Would you consider shutting down university presses because they publish volumes competing with the best-sellers? Would you remove symphony music from the air because bebop produces more revenue? Would you propose that adult education schools be closed because they diminish tv audiences for the many quiz shows which clutter program schedules?

I think not. The telecasting field is surely big enough to sustain the ancient tension between culture and commerce. We find much understanding and help from commercial tv operators as we prepare to launch an ETV station here in Philadelphia. The remedy for your concern is not to kill the cultural goose. Responsible free enterprise must stand for more than profit. ETV has something to give Americans which, with your assistance, will not hurt but help the stature of the telecasting business in the long run.

Paul Blanshard, Jr., Community Relations Director
WHYY (FM) Philadelphia, Pa.

EDITOR:

I'm somewhat surprised at the conflict of interests between educational and commercial tv stations, which you see as inevitable [Editorial, "Silent Pictures," B•T, Jan. 9]. Since I have never before asked for space in this connection, I hereby request "equal time."

Your view seems much more fearful and gloomy than that of stations in areas where both educational and commercial exist; in radio particularly, there are some 100-plus areas where educational and commercial stations exist together and help each other generally in friendly fashion, one doing education and the other advertising.

I recall editorials almost exactly like yours many years ago when some of us were trying to get film programs started in schools. The conflict would ruin the corner movie, it was predicted. Now those fears seem allayed. And education's film programs, public libraries, and school and college publications seem to exist without ruining the corner movie, commercial book stores, or the regular newspapers. It seems that each commercial medium has more to fear from commercial uses of the same and other media, than from educational uses of the same medium. . . .

Commercial tv's accomplishments in putting on many fine programs are only to be praised. They have greatly contributed to the raising of public taste in America. But commercial radio and tv should not be saddled with the whole educational job of which the wireless media are capable. As our "education crisis," and the flood of new students, develop, more of the same techniques, buildings and other ancient tools will not solve the problem efficiently. Neither will more and bigger and more congested campuses. A new, decentralized approach is needed in which it is possible that many courses can be given via tv and radio (in integrated educational use), leaving laboratories and campuses uncrowded enough to do better those things which tv and radio and new tools cannot do. . . .

If these tools are allowed to slip out of education's hands before it is aware of them, or has learned to use them or can get funds for them, it is not "they" who have lost out. It is "we," including the broadcasters. For here is the one most promising tool available to give productivity in education the shot in the arm which it has long needed. I hope not too many broadcasters will protest this use of their media. It may even some day make more difficult the generalized criticisms of radio and television by people who say (although unfairly) that "there's never anything worthwhile" on them.

Harry J. Skornia, Exec. Dir.
National Assn. of Educational Broadcasters
Urbana, Ill.

What Happened in Detroit

EDITOR:

PLEASE SHIP 200 REPRINTS OF THE "CITY WITHOUT NEWSPAPERS" STORY STARTING ON PAGE 27, JAN. 16 ISSUE OF B•T SOONEST POSSIBLE.

John P. Dillon, Prom. Sup.
WBTV (TV) Charlotte, N. C.

[Editor's Note: Reprints are available at cost.]

EDITOR:

Could use 50 reprints of Frank Beatty's coverage of the Detroit newspaper situation. Our congratulations to Frank for doing an on-the-scene report for the radio people in this country. Like radio it's much better to get your boys on the scene than tied to a desk. We hope this specialist will be on the job for many other "versus-type" stories.

Fred Heywood, Sales Prom. Mgr.
CBS Radio Spot Sales
New York

Write Your Congressman

EDITOR:

Recently I interviewed Rep. William Hill [R-Colo.] on this station. After going off the program we got to talking about the hours of operation and I told him we were daytime only. Just to ease my own mind I asked him in what way he had been contacted so we, the daytime broadcasters, could get longer hours. His reply was very surprising to me. He said as far as he knew he had not been contacted. If he had he wasn't informed enough of the problem to be able to do anything about it.

I believe we daytime broadcasters should do what we try to get our listeners to do, and that is write our congressmen.

John W. Ecklin, Gen. Mgr.
KLOV Loveland, Colo.

Milwaukee Gimmicks

EDITOR:

WEMP's martyr-like stand for unbiased and honest surveys for Milwaukee is like the man who murdered his wife because his children were too friendly with their mother.

The fact of the matter is: WEMP conducted an on-the-air gimmick specifically designed to induce Milwaukee listeners to falsify listening habits, and to influence the national survey picture in Milwaukee and now because other Milwaukee radio stations (including the writer) made objections, WEMP is now taking the position that they wanted to prove surveys could be corrupted, and the only way they could do this was to fight "fire with fire."

The excuse behind this reasoning is because

DOMINANT STATION

OF THE ARK-LA-TEX

WITH

MAXIMUM POWER





KTBS-TV

SHREVEPORT LOUISIANA

CHANNEL 3

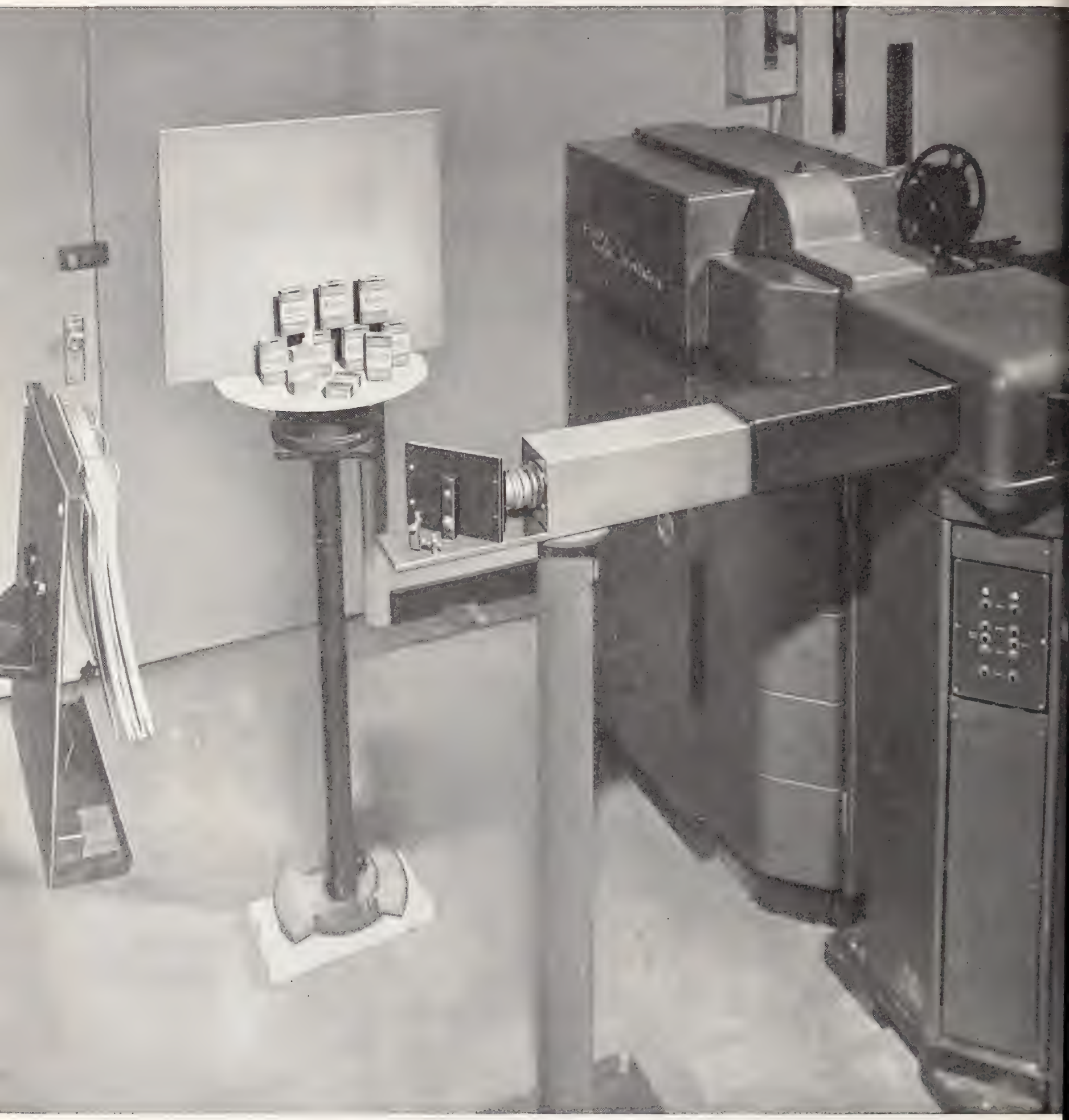
PROGRAMS FOR ALL THE FAMILY

NBC and ABC

Represented Nationally by EDWARD PETRY & CO., INC.

E. NEWTON WRAY, President and Gen'l Mgr.

Now! Live Color Commercials



"3V" Color Film System as arranged for pickup of color opaques and live action commercials.

RCA Pioneered and Developed Compatible Color Television

with your RCA "3V"!

Simple lens system added to RCA "3V" Film Camera picks up live-action color commercials...and color opaques of all kinds

NOW you can go to "live" color in the least expensive way imaginable. RCA engineers have worked out an extension lens system which can be used with any RCA "3V" Camera to pick up all kinds of product displays . . . live . . . in action . . . in highest quality color. And the same system can be used for televising color opaques in the simplest possible manner.

Products to be colorcast are set up on a small, fixed stage (as shown on opposite page). Any type of action which can be carried out in a limited area is practical. You can turn products around, upside down, etc. . . . show liquids foaming . . . real bottle pouring . . . use of tools . . . appliances in operation . . . wind-up toys in action . . . all kinds of animation.

Color opaques can be artwork, charts, maps, diagrams, magazine pages, comic strips. They can be mounted on an easel, on a flip-over stand (as shown at right), or held in the hand. You can use artwork or catalog illustrations and thus avoid making slides. Color rendition is nearly perfect; there are no density problems as with color slides.

Both products and opaques are televised in the open . . . in fully lighted rooms. No need for light covers or strobe lights. Pictures have high resolution inherent in vidicon type camera. Picture quality and color is equal in every way to that attained with studio type color cameras.

Development of a push-button operated 4-input multiplexer makes it possible to use an RCA "3V" camera for televising "live" color commercials, color opaques, color transparencies, color slides and color films. Such an arrangement provides maximum usefulness of equipment—gets you into color in the fastest and least expensive way.

And remember, the RCA "3V" Film Camera System is the system which most broadcast engineers believe to be the best.

For complete technical information on the new RCA "3V" Color Film System, call your RCA Broadcast Sales Representative. In Canada: write RCA VICTOR Company Ltd., Montreal.



Color opaques in series, at a flip of the wrist.



Live color commercials with a minimum of props, showing hands, etc.

RADIO CORPORATION of AMERICA

BROADCAST EQUIPMENT, CAMDEN, N. J.

SOMETHING
BIG
IS ABOUT
TO HAPPEN
IN
WEST TEXAS



316,000 watts!
MOST POWERFUL TV IN WEST TEXAS
KDUB-TV
KDUB-AM WEST TEXAS' ONLY 24 HOUR RADIO
LUBBOCK, TEXAS
NATIONAL REPRESENTATIVES: THE BRANHAM COMPANY
President and Gen. Mgr., W. D. "DUB" ROGERS
National Sales Mgr. E. A. "Buzz" Hassett

of a similar gimmick previously broadcast by WOKY, but WOKY, at least, had the foresight to stop their promotion after the national survey companies discussed this ill-advised practice with them.

Some three weeks or more lapsed between the campaigns of WOKY and WEMP, and WEMP's stand of fighting "fire with fire" is a little belated inasmuch as the fire has already been put out.

WEMP's promoton, therefore, was totally unnecessary in as much as WOKY had previously proved WEMP's point: that surveys could be corrupted by unethical and dishonest endeavors.

Just for the record: let it be known that WOKY was the first culprit and WEMP was the second culprit. No other Milwaukee radio stations have deemed it necessary to resort to such ill-advised practices.

Bill Weaver, Gen. Mgr.
WRIT Milwaukee, Wisc.

Dastardly Deed

EDITOR:

One of your excellent reporters covered my recent oral argument in the United States Court of Appeals where I resisted a request for a stay order in the Corpus Christi television case.

(Perhaps wisely) the Court has not provided a press table. Your reporter had to sit in the audience; the acoustics were not too good; I noticed your reporter had to strain to hear what was being said.

As a result he misunderstood me and reported I said that the FCC delay of nine months before the KRIS-TV grant was "dastardly" [B•T, Jan. 16, p. 64].

I didn't say that.

I have never used the word "dastardly" because I didn't know what it meant. I have just looked up the word "dastard" for the first time and find that it would not have been the correct word* even if I had used it. It seems to me that somewhere in the past I have heard a word that vaguely resembles "dastard",—but I am not sure.

The word I used was "oppressive."

Paul M. Segal
Segal, Smith and Hennessey
Washington, D. C.

* The original, but now obsolete meaning of "dastard" was "sot."

Hi-Fi Monitor Low Down

EDITOR:

Mr. Peluso, of KLMR, may consider a hi-fi monitor in the broadcast control room an innovation [OPEN MIKE, Jan. 9], but in a business whose stock-in-trade is sound that sells, there is little place for the $2.98 speaker in a cigar box. Without accurate reproduction in the control room, proper balance of studio pick-up and record equalization, curves become a matter of rare coincidence. KLEM, a 1,000-watt daytimer, took to the air over a year ago with a 12" GE coaxial speaker, mounted in a corner horn enclosure, as a control room monitor. It is not quite the equivalent of some of the $600 speaker systems, but far excels many control room monitors I have seen—and used. Cheaper speakers do for the studios, as they are used primarily for cue purposes.

I expect that there will be many comments on Mr. Peluso's claim to an "innovation," as I have seen many small stations using elaborate high-quality control-room speakers, and I know of at least one 250-watter that used two costly speaker systems.

I commend KLMR on their thinking; they're just a few years late.

R. H. Coddington, Asst. Mgr.
KLEM Le Mars, Iowa

The Silent Witness

EDITOR:

This office has been retained by the Denver area radio and television stations to represent them before the Colorado and television stations to represent them before the Colorado Supreme Court on Jan. 30 at a hearing concerning Canon 35 of the Canons of Judicial Ethics in regard to photography in courtrooms.

In the preparation of our case in brief before the Court, we should like to have approximately 30 copies of the Aug. 29, 1955, B•T article "The Silent Witness."

Richard M. Schmidt, Jr.
Knight, Lesher & Schmidt
Denver, Colo.

[EDITOR'S NOTE: B•T, always glad to help out a good cause, has sent counselor Schmidt the asked-for copies of the article, which describes what happened when the American Bar Assn. admitted tv to its convention in Philadelphia and the lawyers' reactions to video coverage of the proceedings.]

Announcers' Copy

EDITOR:

. . . Hope you've noticed the subscription to B•T by our announcing staff. We got tired of asking the bosses for their copy. We wouldn't miss it.

Jack West, Asst. Sports Dir.
WJDX-WLBT (TV) Jackson, Miss.

Uncommitted

EDITOR:

A story in your Dec. 19 issue erroneously reported that Hullinger Productions of Washington, D. C., was beginning a television film series starring Mary Haworth, the syndicated columnist.

Miss Haworth was indeed approached by Hullinger Productions for such a show, but no commitment was made. She wishes you to set the record straight, especially as other producers are interested also.

Frank L. Dennis
Attorney
Washington, D. C.

[EDITOR'S NOTE: B•T relied upon an official announcement by Hullinger Productions.]

MILESTONES

► ROGER BAKER, sportscaster, WGR-TV Buffalo, has celebrated his 28th year in broadcasting.

► CBS RADIO's *Ma Perkins* daytime serial has begun its 23d year.

► WTMJ-TV Milwaukee has celebrated its eighth anniversary.

► WGAR Cleveland has marked the 10th anniversary of its U. S. Weather Bureau show, *News With Jim Martin.*

► HORACE CORDER has marked the completion of his 20th year of farm broadcasting on WSM Nashville, Tenn.

► WIBX Utica, N. Y., has celebrated its 30th anniversary.

In Memphis Keep Your Eye On...

CHANNEL 3

TOP SHOWS!

HIGHEST ANTENNA!
(1349 Feet Above Mean Sea Level)

FULL POWER!

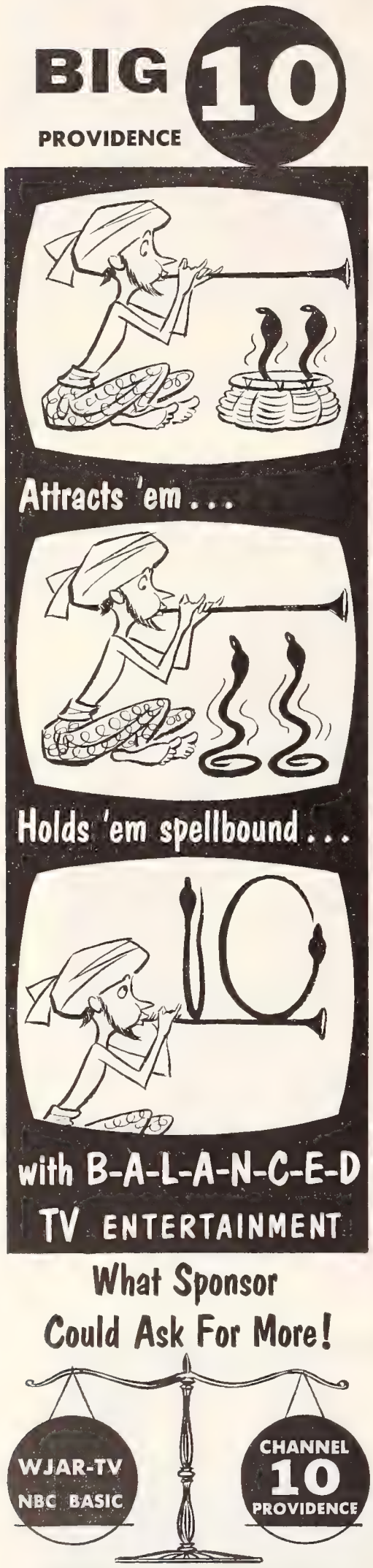
Wise advertisers know that the WREC-TV combination of *full basic CBS affiliation . . . highest antenna* . . . and *full power* produces the maximum audience. No wonder more and more advertisers are making Channel 3 their choice to reach the great and growing $2 billion Memphis and Mid-South market. Call your Katz man *now*.

CBS TELEVISION

WREC-TV

CHANNEL 3, MEMPHIS, TENNESSEE

Represented Nationally by The Katz Agency



WEED TELEVISION NATIONAL REPRESENTATIVE

our respects

to PHILIP MERRYMAN



THANKSGIVING DAY took on a new significance in 1927 when the proclamation that makes the event official was read over an NBC hookup by President Calvin Coolidge. Presiding at two truckloads of dials and amplifiers in the Lincoln Room of the White House that evening was Philip Merryman, a young engineer at WRC Washington. After it was over, the President left the room, returning a few minutes later to comment, "What do you mean, putting it on at 7:30 instead of 8?"

"My instructions have been 7:30 all along, Mr. President," the technician answered.

"Grace was going to listen in her quarters at 8. You ought to learn to run your thing better than that," the Chief Executive sputtered in his Yankee manner.

Philip Merryman, now part owner and president of WICC-AM-TV Bridgeport, Conn., already knew a lot about the thing he was running. He had shipped out of Portland, Ore., on a government wooden freighter in 1918, serving as Sparks for three years. While working on an Astoria, Ore., tugboat used for harbor and river pilots, he was asked by the morning *Astorian* to build a broadcast station . . . and did. The competitive evening *Budget* had to have one, it decided, so young Merryman built another. As the only licensed operator in Astoria, he had to bicycle between the two stations to keep the 360 meter equipment on the air. After hours he used the transmitter to talk to engineers around the country and built up some fast friends at WSB Atlanta and other stations until the authorities put a stop to his cross-country radio-telephony.

Back in Portland, where his family had moved a few years before, he went to high school and delivered telegrams between classes. A letter from his uncle in Mississippi induced him to investigate the South. He forgot about radio while drumming in a band that played around Jackson and at the same time continuing his high school education. Drumming was so much fun that he decided to make it a career and moved to Chicago, a mecca for jazz musicians. This idea flopped in a hurry when President James C. Petrillo, of the music union, asked a transfer fee of $500 or so, which was about $500 beyond the young man's means.

Next stop was the RCA office in Chicago, where he landed a job as radio operator on a lake boat plying between Milwaukee and Muskegon. After a year on this run, the ship owner yielded to the glamorous rumors about all the money people were making in Florida, and decided to head southward. Despite the 1925-26 boom, the shipping business on nearby runs didn't work out, and soon the boat was headed northward.

At New York, young Merryman dropped off and went to work under engineering pioneer O. B. Hanson at NBC. His next stop was Washington as a member of the NBC-WRC technical staff. That was in 1927.

He finished his high school education at Emerson Institute, and went on to George Washington U., where he met Frances Thomas, a Michigan girl. They were married and now have three children. Philip Jr. is widely known as an authority on electronic calculating machines; Michael is starting a radio career and Heather is a freshman in college.

In 1937, Mr. Merryman was transferred to NBC New York, moving into station relations and then planning and development. He left the network in 1947 after developing the first NBC tv network plan which was reputed to be the basis of the present network. After consultant activity in New Orleans, he returned to New York to go into the consulting business on his own.

He became interested in a Bridgeport property, WLIZ, in early 1950 and bought a one-third interest with a five-year management contract. After getting a permit to increase from day to fulltime operation, he ran into a series of local zoning hearings. Convinced the city didn't want his tower, he joined a group in purchase of WICC and WLIZ was retired.

When the new owners assumed operation of WICC in January 1952, they had a tv equity that consisted of a returned ch. 1 application filed many years before. A uhf application was filed and WICC-TV put out its first program in March 1953.

At WLIZ Mr. Merryman had concentrated on local programming, a format he continued at WICC with the slogan "The most listened-to station in the richest retail market in the U. S." He became a popular air personality, commenting on local, state, national and worldwide news. To get material for his nightly *The World Today,* he regularly interviews state legislators and makes frequent Washington trips to tape Congressmen and Senators on issues of the day.

The 52-year-old executive (born Dec. 13, 1903) is a founder and first president of the Committee for Hometown Television, a group of uhf and vhf stations which recently started a nationwide campaign "to save local community self-expression on tv." Operating a tv station in a market blanketed by high-power New York stations, he is quite aware of the need for community programming and has carried on the fight in Washington.

Community activities include board membership of the Connecticut Symphony, Red Cross and Heart Assn. He is active in the Rotary Club. Hobbies include golf, fishing, and a recently acquired devotion to sailboats.

1ST

For years, KMTV has been first in the Omaha area

- **In RATINGS!**
- **In NATIONAL, REGIONAL and LOCAL Spot Business!**
- **In COLOR!**
- **In PUBLIC SERVICE!**

On January 1st, KMTV became the basic NBC Affiliate in Omaha!

Wise advertisers knew that more than ever, KMTV was the preferred buy in Omaha. For example, new schedules for Armour and Co., Carter Products, Inc., Coty, Inc., General Foods, Procter and Gamble, Peter Paul, Sunshine Biscuit Co., R. T. French Co., and others *rocketed the week's billing to a new Jan. 1-7 high!*

And for good reason!

If you're interested in a good daytime spot, TRENDEX (Jan. 2-8, 1956) shows that KMTV rates an audience share of 63.8 against a 36.2 for the CBS station in the 3:00 to 6:00 p.m. time period!

In fact, KMTV leads 54.5 to 45.5 for the entire afternoon from 12:00 to 6:00 p.m.!

Dials stay on Channel 3 at night, too. For example, KMTV gets a 52.3 share of audience against 47.7 for the 6:00 to 8:00 p.m. time period.

Day or night, KMTV is your best buy in Omaha!

COLOR TELEVISION CENTER

KMTV
CHANNEL 3
MAY BROADCASTING CO.

NBC-TV
ABC-TV
OMAHA

Represented by
Edward Petry & Co., Inc.

In January KMTV will present 95 color shows . . . 96% of the total in the Omaha area.

Vemo-Clarke's

ACCESSORY UNIT-Type121

- **Provides an output for the operation of a 1 milliampere recorder**
- **Provides an acoustic output (panel mounted speaker) to eliminate need for headphones**
- **Provides a source of power for operation of the 120D over long or continuous periods**

The Model 121 Accessory Unit is designed as a companion unit to the 120-D field intensity meter (also the WX-2A, WX-2B, WX-2C and WX-2D).

The principal function of the 121 is its ability to operate 1 milliampere recorders of the Esterline Angus type to give a permanent record of field strength. This may be at a fixed remote location where commercial power is available or for mobile operation in which case a 6 volt storage battery is used for power. Filament and plate power for the 120D's receiver is available; however it is still necessary to have reasonably good batteries installed in the 120D for regulation and filtering purposes.

The 121 can also be used as a general purpose recording and monitoring amplifier when a high input impedance is desired and 5 volts D.C. is available.



For Information
write dept. V for descriptive folder

NEMS • CLARKE
Incorporated
919 JESUP-BLAIR DRIVE
SILVER SPRING, MD.



HELEN DAVIS

on all accounts

A PROMISING law career may have been nipped in the bud when Helen Davis left college in 1949 and turned to secretarial training as a springboard for advertising.

A "lady timebuyer" for more than two years now, Miss Davis today is inclined to talk radio, color tv, uhf and other such subjects rather than the case of the state *vs.* John Doe. She is assistant media director and radio-tv timebuyer at Clinton E. Frank Inc., Chicago, having risen through the secretarial ranks of an agency and a tv station representative firm.

Miss Davis handles all media (broadcast and printed) for Toni Co's Pamper, Tame and Casual products and all radio-tv media for Reynolds Metals Co., Wilson Milk, Dean Milk (a Wilson division) and Foulds macaroni.

Having had some brushes with color tv in client contacts (Reynolds Metals was a sponsor on three color extravaganzas last year), Miss Davis' own feeling is that it is "sometime off yet" for the general public and that many advertisers "are not in a position to buy color programs" because of high costs. And while sympathetic to uhf, she also feels such stations should more aggressively promote their operations as part of the overall tv medium rather than as uhf vs. vhf.

Among radio-tv accounts on which she is active, Reynolds sponsors *Frontier* (NBC-TV's reported answer to CBS-TV's *Gunsmoke*) and Toni Co. is well represented in network and spot tv with the three products handled by Clinton E. Frank. Her association with Toni products goes back to 1953-54 when she bought time for them at Weiss & Geller Inc., Chicago.

Helen Lilias (a family name) Davis is a native of Chicago (born May 12, 1927) and attended New Trier High School, from which she was graduated in 1945. She then enrolled at Coe College as a pre-law major, working on the school's newspaper and participating in other campus activities. Graduated in 1949, she returned to Chicago and put in a year of "sweat and toil" at Katherine Gibbs secretarial school.

Miss Davis entered advertising's doors as a secretary to the timebuying supervisor at Leo Burnett Co. in April 1951, and in October 1952 began working in a similar capacity at Harrington, Righter & Parsons Inc., tv station representative firm. A year later she joined Weiss & Geller as a timebuyer on Toni products. She joined Clinton E. Frank in October 1954.

Miss Davis lives with her family in Wilmette, Chicago suburb. Hobbies: golf and swimming. She also takes delight in preparing special dishes (her specialty, salads) for friends.

WOODLAND-TV is big territory!



More than 700 drug products, in daily use throughout the world, are manufactured in this modern Upjohn plant near Kalamazoo.

Upjohn world-famous producer of fine pharmaceuticals, is a vital stimulant to the growth of WOODLAND, U.S.A.

High voltage electrons are put to work saving lives and protecting health by The Upjohn Company, whose research department began using radiation drug sterilization in 1951. Such advancements are typical of Upjohn's constant progress — in developing new drugs, and in the improvement of production efficiency.

Upjohn's enterprise is representative of its many neighbors who also have grown world-famous in the WOODland area — a rich market, with the country's 20th highest TV set count. WOOD-TV gives you all the important communities like Kalamazoo, Muskegon, Battle Creek and Lansing — plus the primary trading center of Grand Rapids. For top coverage of this rich Western Michigan market, schedule WOOD-TV, Grand Rapids' *only* television station!



WOOD-TV WOODLAND CENTER
GRAND RAPIDS, MICHIGAN

GRANDWOOD BROADCASTING COMPANY • NBC, BASIC; ABC, SUPPLEMENTARY • ASSOCIATED WITH WFBM-AM AND TV, INDIANAPOLIS, IND.; WFDF, FLINT, MICH.; WTCN-AM AND TV, MINNEAPOLIS, MINN.; WOOD-AM, WOOD-TV, REPRESENTED BY KATZ AGENCY

Hurry! SELECTED BY TH

LEADING TV STATIONS
BUY "X":

KOAT-TV, Albuquerque
KGNC-TV, Amarillo
KBOI-TV, Boise
KCRI-TV, Cedar Rapids
KOA-TV, Denver
WJBK-TV, Detroit
KMJ-TV, Fresno
KHJ-TV, Los Angeles
KCBD-TV, Lubbock
WMCT-TV, Memphis
KVAR-TV, Mesa-Phoenix
KEYD-TV, Minneapolis
WSM-TV, Nashville
WCAU-TV, Philadelphia
KDKA-TV, Pittsburgh
KBET-TV, Sacramento
KSL-TV, Salt Lake City
WKBN-TV, Youngstown
. . . and others

ZIV's NEW BIG RATING-GETTER

"The Man Called X"



X DANGER is his constant companion!

X SECRECY is his way of life!

X THE WORLD is his field of operations!

STARRING

BARRY SU

As Master of Internatio





Based on material from the Files of the

AMERICA'S FOREMOST INTELLIGENCE EXPERTS

SE IMPORTANT SPONSORS:



★ ADVENTURE

★ INTRIGUE

★ SUSPENSE

Plan your '56 sales strategy to include TV's most colorful man of mystery. His dramatic impact on TV is certain to result in big audiences for your commercials . . . big demand for your product. Write, wire or phone for a presentation now.

.LIVAN

ıjue

...Chief Analyst, O.N.I.

...pecial Consultant to the Joint Chiefs of Staff

★ The man who penetrated the intelligence services of the World's Great Powers!

NEW YORK
CINCINNATI
CHICAGO
HOLLYWOOD

- **OHIO OIL CO.** Columbus, Dayton, Toledo, South Bend, Indianapolis, Bloomington, Grand Rapids, Champaign, Louisville, Evansville, Ft. Wayne, Kalamazoo, Lansing
- **BLATZ BEER** State of Wisconsin plus Duluth-Superior area!
- **SAFEWAY STORES** Oklahoma City, Kansas City
- **YOBIN PACKING CO.** Rochester, Watertown
- **ROYAL CUP COFFEE** Birmingham
- **BROWN VELVET DAIRY** New Orleans
- **PEVELY DAIRY** St. Louis
- **TEXAS COFFEE** Lake Charles
- **GENESEE BEER** Rochester
- **ZIEGLER PACKING CO.** Montgomery
- **SIPES SUPERMARKET** Tulsa
- **EDISON ELECTRIC CO.** Los Angeles
- **DUQUESNE LIGHT & POWER** Pittsburgh
- **MOHR CHEVROLET** Dallas
- **SIMPSON MOTORS (CHRYSLER-PLYMOUTH)** Bakersfield
- **FELD CHEVROLET** Kansas City
- **FULLER-WHITE CHEVROLET** Tulsa
- **BILLINGS MOTORS LTD.** Watertown
- **LEVY JEWELERS** Savannah
- **LAWSON JEWELERS** Bakersfield
- **MARINE TRUST CO. OF WESTERN N. Y.** Buffalo
- **GENERAL ELECTRIC SUPPLY** San Francisco, Seattle
- **PRICES, INC.** Norfolk

ZIV Television

The latest
Telepulse for
Indianapolis shows
all 15 top programs
on WISH-TV...
Confirmation that WISH-TV
is the dominant station
in Indianapolis
WISH-TV
channel **8**

CBS
TELEVISION

BROADCASTING TELECASTING

January 23, 1956 Vol. 50, No. 4

GUARANTEED CIRCULATION: WANTED, BUT NOT IN SIGHT

A B•T check finds agency opinion definitely in favor of such a basis for broadcast charges, but just as definitely doubtful that present measurement methods make it feasible.

THE ONLY REASON that advertising agencies are not now demanding a "guarantee" of circulation for their time purchases from American radio and tv stations and networks is that they don't know how a practical and not-too-costly method of checking such a guarantee could be worked out.

That state of mind among agency executives responsible for the selection of broadcast media for their agencies' clients was clearly reflected in replies to a questionnaire on the subject sent by B•T to the "broadcast media directors" of more than 100 agencies with heavy radio-tv billings. Those favoring the guarantee outnumbered those not in favor by a three-to-two ratio, and the comments of the "no" voters indicated that they might have voted the other way if they had considered the idea at all feasible.

It should be admitted promptly that the 37 usable replies received are too small a number to be projected to an industry total. To say that they reflect a typical cross-section of agency opinion also would be erroneous. Those who filled out the questionnaires are not typical agency executives; they are executives with more than an average interest in media problems in general and broadcast media problems in particular; their agencies, as has been noted, have a heavier than average stake in the broadcast media and anything that will help secure the maximum results from the use of radio and television is of more than usual interest to them. Even if they hadn't been chosen for that very reason, the fact that they took the trouble to fill out a lengthy questionnaire and, almost without exception, to append extensive comments, is proof that their interest in the subject is more than average.

The following statistics and comments, then, are worthy of note not because they are average, but because they're not; because they represent the considered opinions of the agency men who know radio and tv best because they buy them the most.

The idea of a guaranteed circulation was brought to the fore by Peter Levathes, vice president and director of media relations of Young & Rubicam in an interview with B•T editors [B•T, Sept. 19, 1955]. Discussing radio's audience spread among the various rooms of the house and out of the house in automobiles, etc., and the importance of listener location statistics to the buyer of radio time, Mr. Levathes said:

"Radio should guarantee its circulation. I believe that if radio would guarantee its circulation, it would excite great interest in the trade . . ."

Asked how a "guaranteed circulation" would work, he explained:

"A network, for example, would sell a sponsor a show and guarantee the rating at, say, x number of listeners. If the show doesn't hit that rating, a sliding scale of rates would be developed so that the purchaser would pay in accordance with the audience reached."

Reaction to this suggestion was so immediate —and so emphatic, pro or con—that B•T decided to put Mr. Levathes' idea to a jury of his peers, the men who make the media decisions at the other top agencies of the nation. Here are the questions they were asked and the answers they gave.

1. Do you agree with this concept (of guaranteed circulation) for radio? For television?

The answers were 60% in agreement, 40% not. There were no split votes; everyone who favored the idea for radio also favored it for tv; everyone who opposed it for one of the broadcast media also opposed it for the other.

Few of the "yes" voters made any comment on this question. One who did, but asked that his name not be used wrote: "I agree with the concept of delivering a guaranteed circulation, but do not feel that it is completely feasible for all types of radio and television. Where a station or network has complete control of the programming and the program has a rating history, I believe that delivery of a specific number of rating points could be possible. However, where an advertiser buys only broadcast facilities of a station or network, the responsibility for developing the audience is one which I think should rest with the advertiser."

Views of the "no" voters are summed up in this comment from J. Carson Brantley, president, J. Carson Brantley Advertising Agency: "There is no known method of determining whether or not a radio or television broadcast reaches a predetermined destination, and circulation, in the terms we know it, means guaranteed delivery. Even a reasonably accurate set-count guarantee only indicates availability. The idea is not practical at this time. Electronics may some day solve the problem, but until then we gamble."

2. In what way would the guarantee be administered? A. In terms of total sets in the area reached by station or network? B. In terms of sets reached by program or spot purchased by the advertiser? (Respondents were asked to recommend methods of securing the information and how frequently it should be done, for each type of guarantee.)

Answers were divided: 16% favoring A, 30% favoring B, 22% favoring both A and B, 8% opposing both and 24% not voting. Frequencies proposed for area set counts ranged from once a week to once in several years, with twice-yearly set counts getting the most votes. For sets reached by a program or spot, the frequen-

WHAT LEVATHES THINKS OF HIS OWN IDEA

PETER G. LEVATHES, Young & Rubicam vice president and media relations director, whose stand for "guaranteed circulation" by radio stations inspired B•T's survey on the subject, also filled out one of the questionnaires.

By his check marks he indicated his view that the guaranteed-circulation principle should apply to television as well as radio, but should not be extended to include ad readership as well as per-copy circulation in the printed media. He did not think that rate cards should be abolished and all media bought on a cost-per-thousand basis, in the event that there were guaranteed circulation for broadcast and printed ads.

Circulation guarantees, in his opinion, should be based on families, not individuals, and should be confined to "at-home only," not including viewing, listening or reading done away from home.

The circulation guarantee he advocates for radio and television should be administered in terms of sets reached by the program or spot purchased by the advertisers, Mr. Levathes said. He felt this information should be gathered via "uniform audience ratings by approved checking method for each station area. Nielsen perhaps." As to the desirable frequency of such measurement, he said: "At least six-month averages."



MR. LEVATHES

Does Mr. Levathes think such a method will actually be adopted? He checked "no," then penciled in this notation: "That is, I am doubtful. Stations have generally been reluctant to cooperate in circulation or audience measurements and probably will continue to be so."

cy range was from weekly to semi-annually, with monthly checks the most popular.

Comments stressed the need for obtaining industry-wide agreement on whatever measuring methods are used, both for station or network coverage data and for program ratings. Some agency executives called for coverage data comparable to ABC circulation figures for newspapers and magazines, but one declared that "no survey could be as accurate as ABC for newspapers, which would tear the idea apart." Each of the current rating services had its adherents as the method to be used in determining audiences for programs or spots, and there was one proposal that the standards proposed by the Advertising Research Foundation [B•T, Dec. 27, 1954] be followed.

3. Do you feel that such a method will actually be adopted? Why or why not?

Here the noes definitely have it. Two-thirds of the respondents, regardless of whether or not they favor the idea of guaranteed circulation, feel that it is unlikely to be put into effect. The other third were equally divided among those who think such a plan will be adopted, those who are doubtful as to whether it will or not, and those who did not vote on this question.

Jack J. Bard, vice president for media and media research at Weiss & Geller, spoke for those who believe some sort of circulation standard will be adopted, when he commented: "Pressure by advertisers, agencies, responsible networks and stations will eventually force such a method." A contrary view was expressed by an agency president who feels that a guaranteed circulation system is not likely to be adopted "because of lack of organization in the field and general apathy among advertising executives."

"Excessive cost" was given as the main reason for the belief that guaranteeing ratings will not become established as an industry practice. Stations and networks could not stand the expense themselves and if they tried to pass it along to advertisers and agencies they would price their facilities too high to be competitive with other media, this line of reasoning ran. On the other hand, Jack Peters, vice president and media director, Kastor, Farrell, Chesley & Clifford, who hopes they will be established, noted: "If all the money spent today for all the rating services could be channeled to one acceptable service, I believe the job could be done right."

Another major agency media vice president, who feels the ramifications of the guaranteed broadcast circulation problem make its solution presently impossible, said: "Unlike printed media, where circulation is based on predetermined and controllable factors, the problems of each station and each network vary with each time period of the day. Changes in programs, personalities, guest stars, competitive line-up, etc., have a decided effect in any attempt to guarantee broadcast circulation—not to mention the big hurdle of getting a nationally accepted rating service to handle ratings for all stations and networks with sufficient frequency to make the data useful for such guarantee."

Arthur S. Pardoll, director of broadcast media, Foote, Cone & Belding, explained his negative vote this way: "Physical signal penetration can be guaranteed, but circulation, as it applies to a delivered audience at a given time, should not be guaranteed. Adjacencies and competition have a strong bearing on this. Why should stations be penalized for something over which they have little control?"

According to Ralph S. Bing, president, Ralph Bing Advertising: "It would appear that guarantees of circulation would be another poor attempt to place advertising in the cold realm of 'figure-science,' eliminating such important factors as individual impact. Advertising is more than numbers and successful advertising involves countless other factors. Why hamstring creative thought with meaningless charts and graphs? The eventual outcome is the important answer as to advertising success and dwarfs 'cost per inquiry' to a meaningless phrase. Also—isn't it important to consider quality of audience along with quantity of audience?"

Possibility that circulation guarantees may come from radio before they do from tv was pointed out by Alfred B. Udow, media director of Sterling Advertising Agency. He wrote: "As long as tv can be sold without it, why undertake this expense? Radio may be forced into it, though."

4. Publishers currently "guarantee" printed copy circulation. Should they also "guarantee" ad readership? How would you obtain a measurement of this readership?"

Only one affirmative vote was cast for the idea that readership-of-advertisements should be given by publishers of newspapers and magazines. Again, excessive cost was a major reason given by those who opposed the idea, but when dealing with printed media many of the agency respondents emphasized their belief that, as one comment put it: "Readership is a function of the quality of the copy, not the responsibility of the publisher."

"This is a false analogy," another comment went. "All that a publisher can do is to govern circulation and page traffic. Radio and tv ratings are the equivalent of page traffic, not the readership of ads."

Charles J. Weigert, media director, Joseph Katz Co., summed up that point of view this way: "A publisher provides a means of having your advertising message read. If the advertisement is poorly done, you can't hold the publisher responsible for low readership."

5. If there were "guaranteed" circulation for broadcast and printed ads, should rate cards be abolished and all media bought on a cost-per-thousand basis?

Here the answers were about two-to-one against the abolition of rate cards. Comments, all on the negative side, ranged from a cynical "This would soon eliminate many media" to several expressions of the view that "cost-per-thousand isn't the only criterion for buying," as Alice Ross, radio-tv timebuyer for Franklin Bruck Advertising Agency put it.

6. Should circulation guarantees be based on individuals or families?

Five times as many agency executives voted for measuring circulation by families instead of individuals. Several respondents noted that the answer would depend on the product being advertised. "For cigarettes, kids aren't important, but they're very important for cereals," one comment ran. One-third of the questionnaires came back with no answer to this question, perhaps indicating agreement with David R. Williams, media director of Harold Cabot & Co., who wrote that either standard may be used "as long as it's all the same."

7. Should such guarantees be confined to at-home viewing, listening and reading, or also include away-from-home viewing, listening and reading?

Half of the respondents voted for at-home-and-away, indicating a desire to obtain as complete a measurement as possible, but several qualified their answers by wondering if accurate out-of-home audience data is obtainable. One comment plumped for getting out-of-home figures "at least for radio, where they can sometimes be a large and valuable part of the whole." A quarter of the replies voted for at-home data; the other quarter did not vote on this question.

A number of the returned questionnaires contained overall comments on the guaranteed circulation idea, of which the following are typical. Harold W. Rose, vice president and media director, The Buchen Co.: "We do not believe that the suggestion made by Mr. Peter Levathes appears very feasible." John W. Davis, media director, Honig-Cooper Co.: "To me this whole idea is too difficult and complicated to ever be adopted. The tendency is to reduce all buying to a simple set of numbers." A comment not to be attributed: "Guaranteed readership and/or listenership would be impossible to prove."

That is also the view of Ray A. Jones, media director, Ralph Sharp Advertising, who provided the following case history of a tv audience guarantee:

"The closest I have been to a guaranteed audience was an offer of tv time based on *ratings*, or share of audience. The show was sold on the basis of a 30% audience and priced accordingly. Of the 160,000 sets in this area the guarantee assured 30% or 48,000 sets tuned to the show.

"Using the latest ratings, if the show does not show a 30% audience—say it only had a 20% (32,000) audience. Then the station would give the advertisers additional spots on or around shows with ratings that would total the 10% (16,000) shortage.

"Using the above system the advertiser was guaranteed a 30% audience. If the show received a higher rating than the guaranteed amount (30%), then the cost of the show was increased accordingly. The error in even this guarantee was *duplication of audience* with spots which had to be added to total the guaranteed 30%.

"I do not see how it is possible to guarantee an audience for any media, printed or broadcasting."

THESE REPLIED

AGENCIES replying to B•T's questionnaire on guaranteed circulation include the following firms: Allen & Reynolds; Ralph Bing Adv.; Arthur Braitsch Co.; The J. Carson Brantley Adv. Agency; Franklin Bruck Adv. Agency; The Buchen Co.; Harold Cabot & Co.; James Thomas Chirurg Co.; Compton Adv. Inc.; John C. Dowd Inc.; Emery Adv. Corp.; Erwin, Wasey & Co.; Flack Adv. Agency; Foote, Cone & Belding; Curt Freiberger & Co.; Ad Fried Adv. Agency; L. C. Gumbinner Adv. Agency; Honig-Cooper Co.; Charles W. Hoyt Co.; Kal, Ehrlich & Merrick; H. W. Kastor & Sons; Kastor, Farrell, Chesley & Clifford; Joseph Katz Co.; The McCarty Co.; Lennen & Newell; Olmsted & Foley; Presba, Fellers & Presba; Reincke, Meyer & Finn; Ralph Sharp Adv.; John W. Shaw Adv.; Sterling Adv. Agency; Geoffrey Wade Adv.; Weiss & Geller.

AUDIENCE COMPOSITION DATA AVAILABLE, HOOPER, PULSE, NIELSEN TELL N. Y. GROUP

Critical timebuyers, media executives hear three major rating services agree that information on listeners can be had if ordered. Speakers attack charges of 'confusion' in rating field.

EXECUTIVE SPOKESMEN for three major radio rating services—which seldom meet on common ground as to methods of measuring audiences—were agreed last week that any one of the services can supply audience composition data upon request.

They told a group of agency people—mostly made up of timebuyers and media department executives—at a New York luncheon meeting that agencies and others, who often are critical of the services because such data on radio markets are "unavailable," can receive the material on order.

Speakers, all top executives in the radio ratings field, appeared at the first luncheon in the second series in the Radio & Television Executives Society's timebuying and selling seminar held Tuesday at the Shelton Hotel. They were James L. Knipe, president of C. E. Hooper Inc.; Dr. Sydney Roslow, director of The Pulse, and E. P. H. James, vice president of A. C. Nielsen Co.

Although each speaker stuck by his service as providing the best data, a note of harmony among all three, struck early in the proceedings, lasted through the session until the final bell when concurrence was reached on the question of audience composition.

The speakers answered critics who charged "confusion" in the ratings field.

Mr. Knipe said he was amazed at the talk of "confusion" because, in essence, a service rating is "simple." "It takes a lot of work [by critics] to make it complicated," he said. Confusion as such, he said, can come about in only three ways: not interviewing enough people, interviewing people at the "wrong time" or failure to recognize "nonsensical" information produced in the interviewing. He said the best test for "validity" of any one of the services is for critics to actually tour and inspect each of the service's physical facilities and, if possible, accompany interviewers on their rounds.

He said the Hooper firm contends the "advertising profession" should do "at least two major things": "set up some large experiments in the rating field, and establish a 'code of revelation' to force all of us into the open on every phase of our work."

Cautioning that "radio audience is people, not sets," Dr. Roslow said that the main objective was to measure audience wherever it be found. He said there is no "true measurement" against which the services can be compared, but, he added, it is important for users to know the differences among the services. The product of a rating service, he said, should be thought of as a tool to "aid judgment and that's all"—users should not go beyond that point, he said.

Prime objective of the Nielsen Company is to guard against unusual circumstances at the time of measurement and to eliminate so far as practicable any possible error in the "human element." Toward this goal, Mr. James said, Nielsen had instituted "automation in research" which includes use of audimeters and recordimeters as well as other computing devices.

As outlined by Dr. Roslow, Pulse attempts to establish "the best probability sample" possible in order to seek out what the members of the home do so far as listening in the home and "out of home"—the latter group, he said, has grown tremendously and "beyond expectations." Dr. Roslow said listening is "purposeful, has meaning and is habitual," not chaotic. The radio audiences, he declared, . . . "are not morons, they are not stupid" and do not range haphazardly about the dial as many people might think.

He said the aided recall technique employed by Pulse is based on principles of memory (associations) and recognition (program schedules etc.), citing the newly-instituted Pulse "call backs" of the not-at-home families, and the incorporation of out-of-home listening with in-home listening in its current reports. Dr. Roslow said Pulse was reporting on 40-50 markets monthly with 100 or more markets covered over the year; Mr. Knipe disclosed that the Hooper Co. is now "back" in more than 100 markets after being supported in 1954 by a group of "some leading agencies" in returning to areas from which it had been "tossed out" by stations, and Mr. James noted that the Nielsen Station Index now covers the 25 "top markets" in the U. S., a number that the company expects to boost to 30 by next March or April.

Hooper's Knipe said his firm lost its footing in major cities in the period 1951-53 because the service showed radio declines during tv's growth. He said that the Hooper firm offers a service that does not "conceal" tv's impact on radio—but "now, of course, they [figures] are beginning to show the movement back upward." The Hooper service also does not "protect the lethargic timebuyer" nor "cover up the deteriorating position of a station, as its programming goes dead on its feet," Mr. Knipe, said. He continued: "Our reports simply do not fit an easy-going timebuyer or a complacent station manager. We show the changes which take place and we show them when they take place. After all, that's what ratings reports are for. They are not meant to be soporifics—lulling advertisers to sleep with reports so lacking in sensitivity as to conceal all the progress and retrogression which are continually going on in the station field, especially now that programming is essentially a city-by-city matter rather than a network decision.

"Principal factors in the current resurgence of radio, of which New York City is a fine example, is this remarkable station managerial ability being demonstrated in so many cities around the country. Some of the younger men in the business, as well as a few of the older ones, are refusing to be bound by tradition and, so, are setting up programs which are attractive, interesting, audience-gathering. This trend gives us great hope for the future with respect to the medium . . ." Mr. James, who illustrated his talk by taking a portion of a Nielsen report of the Minneapolis-St. Paul area and explaining the figures presented, said of his firm that of course "we go in for gadgets—for mechanized systems wherever possible so as to provide the greatest assistance to timebuyers." He stressed the accuracy and "check upon human error" which he said the Nielsen firm's mechanization afforded.

Audience Measurements Blasted by Dobberteen

ASSERTING that "we don't know how to measure the audience of our radio broadcasts and our television programs," Harold H. Dobberteen, vice president and media director of Bryan Houston, New York, last week asked: "When are we going to get the measurement on the true commercial audience?"

Mr. Dobberteen spoke Thursday at a luncheon meeting of the media research discussion group of the American Marketing Assn. in New York.

Looking at research "in terms of the needs of the media buyer," the agency executive said some of the questions for which he thought answers should be forthcoming deal with the "true commercial audience" within a program, at the end of a show, for a spot or station break and in the daytime as compared to the evening. He also said there is a need to figure what the total radio audience—on an average—would be "after you've counted the sets in the bars, on the beaches, in the automobiles and elsewhere as well as those in the homes," he asked his luncheon audience: "Ever try it?"

Mr. Dobberteen also said there is need for measuring the efficiency of the delivered message, "an honest reliable count on tv homes . . . tv is now a hundred-million-dollar business and we don't even know how many sets there are . . . where they are. We don't have a regular recurring count and we don't know when we're going to get one. We are trying to struggle along in a blind way with a 1952 set count."

Speaking of media comparisons he said that these can be made only when data is known about size of audience reached, amount of duplication, extent of recall and degree of impact. He also noted there is no precise information on when the use of a medium should start, how long it should continue or when it should stop.

Another speaker, Dr. Lyndon O. Brown, vice president in charge of media, merchandising and research at Dancer-Fitzgerald-Sample, New York, said modern media buying methods are based on the engineering approach which demands an accurate measurement of the actual delivery of advertising messages. He said that research which provides "essential facts" has only scratched the surface.

1956 ARB Coverage Study Plotted for 225 Tv Markets

STUDY of coverage and viewing habits in 225 key tv markets has been started by American Research Bureau. To be released Feb. 20, the study will follow the pattern of, but be more extensive than, ARB'S 1955 project which covered 140 medium to small markets.

Leading advertisers and agencies as well as major networks were consulted in selection of markets. Sixty-three of the 1955 markets are being re-surveyed in the light of changed facilities or other factors. Included will be many medium to small markets never before researched, according to ARB.

Systematic directory sampling provides the basis for interviews, with 500 or more separate telephone interviews in each of the 225 markets, or more than 113,000 completed contracts. Reports will include per cent of homes having tv (including uhf saturation); stations covering area, with percent of tv homes able to receive, and frequency of viewing; stations viewed most (with first and second preference) for daytime and evening.

James Seiler, ARB director, said, "The expanding study . . . will provide the industry with information on nearly 85% of the television homes in the country, by far the most complete picture it has ever had of coverage and viewing habits."

BIOW SHOWS DOOR TO SCHLITZ ACCOUNT; TERMS ACTION AS 'MATTER OF PRINCIPLE'

Board chairman of Biow-Beirn-Toigo countermands $9 million agreement made several weeks ago by Toigo and brewing firm, points to competitive beer account in shop at time of arrangement. Toigo: 'I have no comment to make.'

BIOW-BEIRN-TOIGO poured the $9 million Schlitz Brewing Co. account back in the bottle last week—without ever tasting it—amid growing but not officially confirmed reports that other major changes impend within the agency.

Milton H. Biow, B-B-T board chairman, announced Friday that he had resigned the Schlitz account "as a matter of principle" by exercising a clause in the contract giving the agency that right. The contract was to have taken effect March 1, when the Schlitz account will leave Lennen & Newell [B•T, Jan. 2].

Mr. Biow said: "The Schlitz account was negotiated and a contract signed by a company officer, but without my knowledge or consent, at a time when this agency already was serving a competitive beer account.

"As a matter of principle and regardless of billing involved, I feel I must take this action. I have therefore exercised that clause in the contract, as delivered to me, giving the agency the right of cancellation. I have so notified Schlitz."

John Toigo, executive vice president, undoubtedly was the "company officer" Mr. Biow had in mind, for it was Mr. Toigo who signed the contract with the Schlitz people for the $9 million advertising budget.

Mr. Biow's reference to the Schlitz contract having been signed "without my knowledge or consent" lent credence to widely circulated reports of a coolness between him and Mr. Toigo which probably will lead to Mr. Toigo's departure from the agency. Mr. Toigo refused to speak to reporters seeking to check his future plans, instead having his secretary relay word that "I have no comment to make."

The competitive beer account Mr. Biow mentioned in his statement is the Jacob Ruppert (Knickerbocker beer) account, which reportedly was notified by the agency to end its contract at the same time the Schlitz account was to move in. Ruppert's advertising budget is approximately $2.5 million. The Ruppert company will hear agency presentations in New York this week from approximately six advertising agencies and is expected to decide on an agency sometime within the next 10 days.

Meanwhile, reports were denied that several other accounts—specifically Procter & Gamble and Hudson Pulp & Paper Co.—would be leaving Biow-Beirn-Toigo.

A spokesman for Procter & Gamble, Cincinnati, told B•T "that Procter & Gamble is not leaving Biow-Beirn-Toigo."

Herb Shayne, advertising and sales promotion manager of Hudson Pulp & Paper Co., told B•T that "the rumors that we have left Biow-Beirn-Toigo are incorrect. We recognize the fact that there are changes going on within the agency but we would like to stay if the caliber of service is maintained at a high level."

GM to Be Tv Sponsor Of 'Richard III' Film

GENERAL MOTORS Corp. will sponsor "Richard III" a new, three-hour British film in color on NBC-TV on March 11 at 2:30-5:30 p.m. EST. Signing was announced jointly Friday by Harlow H. Curtice, GM's president, and Robert W. Sarnoff, NBC's president.

GM's sponsorship clears up two troublesome factors that had held up the signing of an advertiser. The three-hour time block would have been an expensive proposition in Sunday programming because of actual time costs and additional pre-emption charges. Because of these, NBC-TV temporarily shifted the feature's showing from a Sunday to a Saturday afternoon [B•T, Jan. 9].

General Motors will pick up the three hours as a substitute for its *Wide Wide World* program, normally scheduled on that date in the 4-5:30 p.m. EST period. Pre-empted will be only one hour—*Dr. Spock,* sponsored by Beechnut Packing Co., 3-3:30 p.m., and *Zoo Parade,* sponsored by Mutual of Omaha and American Chicle Co., 3:30-4 p.m. The other half-hour currently is sustaining.

The *Wide Wide World* series is regularly sponsored by GM for its following divisions: United Motors, Delco-Remy, Guide Lamp, A. C. Spark Plug and Pontiac.

The NBC-General Motors announcement said that the film will be shown theatrically in U. S. theatres throughout the country on March 12, the day after the telecast. The film stars Laurence Olivier in the title role, and John Gielgud, Ralph Richardson, Cedric Hardwicke, Claire Bloom and Pamela Brown. It was produced by Olivier in association with Alexander Korda and is being shown theatrically in Britain.

Mr. Sarnoff said that the film "is breaking all records in London, was hailed by England's *Manchester Guardian* as a 'superb and bold achievement.' It is something of a cinematographic miracle."

NBC, it was understood, had agreed a few months ago to pay $500,000 for tv rights to the film and reportedly will receive a maximum of $40,000 as its share in theatrical receipts which accrue to the film's producers once the film is released to U. S. movie houses.

It will be the second such venture for NBC-TV, although this one will be on a greater scale. Last November, the network programmed "The Constant Husband," also a British film and a Korda product.

Agency Tells Advertisers 'To Look Again at Radio'

ADVERTISERS were urged last week by a New York advertising agency to "look again" at radio.

In its latest "What's New" bulletin sent to its clients, Hilton & Riggio urged the new evaluation of radio in reporting on a two-week study by the agency of all media.

That survey, according to H&R, found the overall cost of advertising increasing 5% this year and tv's cost alone rising 12%.

Under the heading, "Radio Represents an Opportunity in 1956," the agency said that "during the past several weeks many H&R clients have been planning their 1956 programs and, in conjunction with this, we have been re-evaluating media. The findings are provocative.

"The overall cost of advertising for 1956 will increase 5% with television showing a cost increase of 12%. Radio costs have tumbled and are continuing a downward trend, so if an advertiser is looking for a bargain, radio may well be the answer.

"Comparative costs in terms of Number-of-Homes-Reached-per-Dollar show radio at 575, television 356, magazines 277, newspapers 211. In line with the changed pattern of radio listening from a family to a personal affair, the new pattern of ½ and ¼ sponsors has evolved to sell spot announcements to customers all around the clock. Parallelling the cut in time charges, radio networks have cut talent and production charges to the bone.

"Advertisers aware of cost and coverage may do well to look again at radio."

BLATZ, GE CHANGE MOVES $4 MILLION

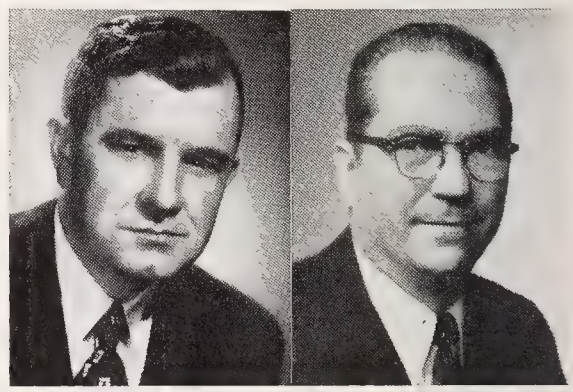
TWO ACCOUNTS, totalling nearly $4 million, are shifting agencies: General Electric television sets has named Young & Rubicam, effective June 1, and Blatz Brewing has appointed Kenyon & Eckhardt, effective immediately. Both accounts are spot television users.

General Electric will move its $3 million dollar advertising budget for tv sets from Maxon Inc., to Young & Rubicam, which already serves as GE's agency for major appliances. Maxon, which has been doing the advertising on GE sets for the past 10 years, will continue to handle GE radio sets and the Hotpoint division of General Electric.

Blatz Brewing Co., with a budget of approximately $1 million, had been inherited from William Weintraub Agency by Norman Craig & Kummel when a reorganization took place a year ago. Blatz had been with the Weintraub agency since September 1950.

White, Chase Head M-E Unit

McCANN-ERICKSON, New York, has integrated its public relations and publicity services into Communications Counselors Inc., a newly formed affiliated company, it was announced last week by Marion Harper Jr., president [CLOSED CIRCUIT, Jan. 16].



MR. WHITE MR. CHASE

The company's officers are Frank White, chairman of the board; W. Howard Chase, president; Edward F. Baumer and Murray Martin, vice presidents.

260 Take Nielsen Survey

A. C. NIELSEN CO., Chicago, Thursday announced a total of 260 am and tv stations have subscribed to Coverage Service Survey No. 2 in the first four weeks of its availability. CBS-TV a fortnight ago became the first network to order the forthcoming study [B•T, Jan. 16].

RADIO HELPS STORE SET SALES RECORD

RAB honors Washington department store, whose sales reached $51.2 million after one year of heavy radio use. Baudino credits advertiser with causing other retail outlets to use medium.

SALES of Woodward & Lothrop, major Washington department store using heavy budget of radio time, broke an alltime record in the store's first year of consistent radio advertising, totaling $51.2 million for the 52 weeks ended last Oct. 29. This marked a 6% increase over the previous year.

W&L's heavy use of radio started in September 1954. It has been on radio every day since. Currently the budget is 60% over the original test campaign, including 119 announcements and 215 minutes of program time every week, for a total of 134 commercials.

Radio Advertising Bureau paid tribute to the W&L record last Tuesday at the Washington Ad Club luncheon, presenting a plaque to Jim Hardey, advertising manager, who is celebrating 50 years with the store. Joseph E. Baudino, RAB board chairman and vice president of Westinghouse Broadcasting Co., made the presentation.



THIS is the Radio Advertising Bureau plaque presented to Woodward & Lothrop, Washington department store. L to r: James Hardey, W&L advertising director; Harwood Martin, head of agency bearing his name and handling account; Kenneth Brown, club president, and Joseph E. Baudino, RAB board chairman.

Adoption of radio as a major medium by W&L has induced a number of other large stores to buy heavily, Mr. Baudino told the club. He said, "The important thing is not that Woodie's is responsible for leading some of its competitors into radio, but that the store showed them the correct way to use radio—through Woodie's most efficient technique of saturation spot for peak selling days combined with day-to-day participations and programming constantly beamed to the same audience for the same lines of merchandise.

"Woodward & Lothrop's continuing and successful radio campaign in Washington has proved an inspiration to other major department stores all over the country. In part because of Woodie's experience, scores of stores like Burdine's in Miami and Marshall Field in Chicago have followed the example and entered into radio advertising on a really major scale."

LATEST RATINGS

NIELSEN

Top Television Programs
Two Weeks Ending Dec. 24, 1955
Number of Tv Homes Reached (000)
† Total Audience

Rank		Rating
1.	Ed Sullivan Show (CBS)	17,211
2.	64,000 Dollar Question (CBS)	15,970
3.	I Love Lucy (CBS)	15,634
4.	Disneyland (ABC)	14,863
5.	Ford Star Jubilee (CBS)	14,695
6.	Jack Benny Show (CBS)	12,883
7.	Max Liebman Presents (NBC)	12,816
8.	Producers Showcase (NBC)	12,715
9.	G. E. Theatre (CBS)	12,514
10.	Private Secretary (CBS)	12,380

‡ Average Audience

1.	64,000 Dollar Question (CBS)	14,796
2.	I Love Lucy (CBS)	14,695
3.	Ed Sullivan Show (CBS)	14,628
4.	Disneyland (ABC)	12,380
5.	Jack Benny Show (CBS)	11,977
6.	Private Secretary (CBS)	11,508
7.	G. E. Theatre (CBS)	11,474
8.	December Bride (CBS)	11,206
9.	I've Got a Secret (CBS)	11,105
10.	You Bet Your Life (NBC)	10,904

Percent of Tv Homes Reached*

† Total Audience

1.	Ed Sullivan Show (CBS)	54.1
2.	64,000 Dollar Question (CBS)	49.8
3.	I Love Lucy (CBS)	48.2
4.	Ford Star Jubilee (CBS)	46.6
5.	Disneyland (ABC)	45.8
6.	Jack Benny Show (CBS)	40.9
7.	Max Liebman Presents (NBC)	40.0
	Producers Showcase (NBC)	40.0
9.	G. E. Theatre (CBS)	39.3
10.	Private Secretary (CBS)	39.0

‡ Average Audience

1.	64,000 Dollar Question (CBS)	46.1
2.	Ed Sullivan Show (CBS)	45.9
3.	I Love Lucy (CBS)	45.3
4.	Disneyland (ABC)	38.2
5.	Jack Benny Show (CBS)	38.0
6.	Private Secretary (CBS)	36.3
7.	G. E. Theatre (CBS)	36.1
8.	December Bride (CBS)	35.1
9.	I've Got a Secret (CBS)	34.9
10.	The Millionaire (CBS)	34.3

† Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

‡ Homes reached during the average minute of the program.

* Percented ratings are based on tv homes within reach of station facilities used by each program.

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PULSE

Top 20 Regularly Scheduled Once a Week Tv Shows

	Rating Dec.	Nov.
$64,000 Question (CBS)	50.2	51.9
Ed Sullivan (CBS)	42.2	40.0
I Love Lucy (CBS)	39.7	39.1
Groucho Marx (NBC)	35.9	35.1
Climax (CBS)	34.2	
Disneyland (ABC)	32.0	30.3
Perry Como (NBC)	30.9	29.0
George Gobel (NBC)	30.6	
Dragnet (NBC)	29.7	26.8
December Bride (CBS)	29.5	30.4
Burns and Allen (CBS)	29.4	28.0
Honeymooners (CBS)	27.8	30.1
Lux Video Theatre (NBC)	27.4	27.5
Robert Montgomery (NBC)	27.1	28.7
I've Got a Secret (CBS)	27.0	27.3
Godfrey's Talent Scouts (CBS)	26.7	27.2
Red Skelton (CBS)	25.8	
What's My Line (CBS)	25.8	
Our Miss Brooks (CBS)	25.7	26.6
Big Story (NBC)	25.4	26.3
G.E. Theatre (CBS)	25.4	27.1

Top 10 Regulraly Scheduled Multi-Weekly Tv Shows

	Rating Dec.	Nov.
Mickey Mouse Club (ABC)	18.9	16.2
Search for Tomorrow (CBS)	11.1	10.3
Guiding Light (CBS)	10.8	11.1
Love of Life (CBS)	10.7	10.9
Howdy Doody (NBC)	10.2	9.9
Big Payoff (CBS)	10.1	9.6
Art Linkletter (CBS)	9.9	9.4
News Caravan (NBC)	9.9	9.7
Arthur Godfrey (CBS)	9.7	9.4
CBS-TV News (CBS)	9.5	9.7

TRENDEX

Top 10 Programs for Evening Network Television
Week of Jan. 1-7

1.	$64,000 Question (CBS)	42.4
2.	The Red Skelton Show (CBS)	32.3
3.	I Love Lucy (CBS)	30.8
4.	Your Hit Parade (NBC)	30.6
5.	Disneyland (ABC)	30.1
6.	Do You Trust Your Wife (CBS)	29.3
	Dragnet (NBC)	29.3
8.	Ed Sullivan Show (CBS)	28.3
9.	Person to Person (CBS)	28.2
10.	Perry Como (NBC)	27.5

Special Event

	The Rose Bowl Game, Monday, Jan. 2 (NBC)	31.0

Kreer Adv. Changes Name, Adds Manchester, Williams

FORMATION of a new Chicago advertising agency, Manchester-Williams-Kreer Inc., with initial billings of over $1 million, was announced in that city last week.

Officers of the agency, which represents a merger with the existing Kreer Adv., are Donald S. Manchester, president; Frederick S. Williams, vice president-secretary, and Henry B. Kreer, vice president-treasurer. All formerly were associated with Campbell-Mithun Inc. Agency will have its headquarters at 664 N. Michigan.

Mr. Manchester was vice president at Weiss & Geller, vice president and Chicago manager of C-M and previously senior vice president with Dancer-Fitzgerald-Sample, supervising Campbell Soup, General Mills and Procter & Gamble accounts. Mr. Williams was account supervisor at Campbell-Mithun and earlier with Tatham-Laird, Young & Rubicam and BBDO. Mr. Kreer, before opening Kreer Adv. last August, also was account supervisor at Campbell-Mithun's Chicago office, of which his brother, Bowman Kreer, is co-manager.

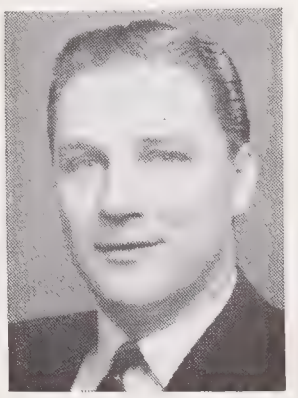
Sherman Made Colgate V. P.

STUART SHERMAN, director of advertising, Colgate-Palmolive Co., Jersey City, N. J., last week was elected vice president in charge of advertising [B•T, Dec. 26, 1955].

Mr. Sherman has been a director and a member of the company's executive committee since 1948. Previously he was a vice president and member of the executive committee of Lord & Thomas and president and founder of Sherman & Marquette.

Donaldson Gets Agency Post

EDGAR J. DONALDSON has been appointed radio and television director for Ketchum, MacLeod & Grove Inc., the Pittsburgh and New York agency announced last week.



MR. DONALDSON

Mr. Donaldson joined KM&G in 1952 as associate director, coming from WSYR-TV Syracuse, N. Y., where he was production supervisor. He began his broadcasting career in 1945 with WSLB Ogdensburg, N. Y., while completing his studies in the radio workshop at St. Lawrence U.



IN A BROADENING of top administrative posts at Grey Adv. Agency, Lawrence Valenstein (c) becomes chairman of the board and of the executive committee; Arthur C. Fatt (r), president, and Herbert D. Strauss, executive vice president.

VALENSTEIN, FATT, STRAUSS MOVED UP AS GREY ADV. BOLSTERS TOP ECHELON

New blueprint designed to strengthen top administrative offices. Valenstein sees possible expansion of Grey billings to $60 million by 1960.

LAWRENCE VALENSTEIN, president and founder of Grey Adv., New York, becomes the first chairman of the board of directors and of the executive committee of the agency, while Arthur Fatt, executive vice president, becomes president and Herbert D. Strauss succeeds Mr. Fatt as executive vice president, Mr. Valenstein is announcing today (Monday).

He said in a letter that "at the present time Grey agency's billing picture exceeds $30 million. If, by 1960, the gross national product reaches the anticipated $450 billion, Grey may expect to bill $60 million, if it continues to get the same share of the advertising dollars invested."

He then explained that Grey's top management team had held a four-day conference away from New York to work out a blueprint for the future. "One of our first major steps to implement this blueprint is a broadening of top administrative officers so that we may have the required administrative leadership . . . In keeping with this plan I shall become chairman of the board and of the executive committee. My colleague, Arthur Fatt, who joined Grey 34 years ago and, like me, has had no other job, becomes president. And Herbert D. Strauss, a comparative newcomer (17 years with Grey) will be executive vice president, a post held by Mr. Fatt," the letter stated.

It went on to say that "Grey's executive committee will be composed of: Lawrence Valenstein, Herbert D. Strauss, Alfred L. Hollender [vice president, director of radio and television], Arthur C. Fatt, and Edmond R. Richer [vice president and account supervisor].

"Norman J. J. Berger [assistant to the president] has been elected secretary of Grey and Ralph Froelitch [director of production] a vice president.

"Grey has further strengthened its board of directors with the addition of B. I. Brownold [vice president and account supervisor], Herbert D. Strauss, Alfred Hollender, Edmond R. Richer, Jules Singer [vice president and account supervisor], Arkady Leokum [vice president and copy chief], Florence Goldin [vice president and fashion director], and Samuel Dalsimer [vice president and account supervisor]."

Mr. Valenstein pointed out that the agency's aim was "two-fold: (1) to strengthen our present administrative team, and, (2) to provide the opportunity for the increased leadership we shall need for the future."

He also mentioned that "in 1917, I started Grey with $100. Now, 38 years later, our agency, billing more than $30 million, is carrying out a blueprint for even greater growth."

Mr. Valenstein officially disclosed the new executive lineup, for announcement today, at a news luncheon held at the agency on Friday.

Lieb, Kenyon & Eckhardt V. P.

JOSEPH C. LIEB, account supervisor, Kenyon & Eckhardt, New York, has been elected a vice president of the agency, it was announced last week. Mr. Lieb joined K&E last month after having been account supervisor, at Biow-Beirn-Toigo; foreign correspondent on *Parade* magazine; and account executive for Cecil & Presbry, Geyer, Newell & Ganger, and BBDO, New York and Chicago.



MR. LIEB

'Kangaroo' For Curads

BAUER & BLACK (Curads), through Leo Burnett, Chicago, has purchased a five-minute segment weekly of *Captain Kangaroo* (CBS-TV, Mon.-Fri., 8-9 a.m. EST and Sat., 9:30-10:30 a.m. EST), effective early in March. Curads is the third recent sponsor of the show with Whitehall Pharmacal for Kolynos toothpaste and Nestle Chocolate for its products and cookie mixes having been announced earlier [AT DEADLINE, Jan. 9].

Wechslar to Gumbinner

ROBERT WECHSLAR, formerly with Benton & Bowles and Anderson & Cairns, both New York, has been appointed promotion director of Lawrence C. Gumbinner Adv., New York. Also announced Friday was the election of Hershel Bramson, art director, to vice president, and Charlotte Dressner, assistant treasurer, to corporate secretary of Gumbinner.

GM to Air 'Motorama' Exhibit

THE General Motors Corp., which sponsors for Frigidaire *Do You Trust Your Wife?* on CBS-TV (Tues., 10:30-11 p.m. EST) will use that time period tomorrow night to telecast a special, 30-minute show direct from GM's "Motorama" exhibit at the Waldorf-Astoria Hotel in New York. The program will star John Daly, Arlene Francis, Dave Garroway, Mary Margaret McBride, Jayne Meadows and Bess Myerson. The telecast will be supervised by Richard De Rochemont, and the agency handling the program for the fourth consecutive year is the Kudner Agency, New York.

Sara Lee Sets Spot Campaign

KITCHENS of Sara Lee Inc. will invade the New York market area with a heavy radio-tv spot saturation campaign starting Jan. 31 on behalf of its Sara Lee chocolate cake, it was announced last week.

The three-week drive marks the company's move into the area's frozen foods field for that product and will include some 500 radio and tv announcements, as well as full-page newspaper ads and mailing pieces. It will be conducted in New York, its suburbs and northern New Jersey. Agency is Cunningham & Walsh, Chicago.

Tv Campaign by Ideal Toy

IDEAL TOY Corp., N. Y., is planning full scale advertising and publicity campaign using television, with emphasis placed on buying toys all year. The campaign intends to reach adult audiences as well as children. Last year the toy company participated on such network shows as *Winky Dink, Romper Room,* and also used tv spots. Grey Adv., New York, is agency.

Lever Plans Wisk Spots

LEVER BROTHERS, New York, will introduce its new heavy-duty liquid laundry detergent, Wisk, in four midwest markets—St. Louis, Grand Rapids, Indianapolis and Cleveland—early in February. Radio and tv spots will be used for this introductory campaign and will be expanded each month until national distribution is attained. Agency: BBDO, New York.

New Ross Report Out

ROSS Reports on Television, New York, said last week it has issued its eighth annual survey of tv film commercial production. The new report is titled "1955 Survey—Tv Film Commercials."

The 60-page volume covers the period Aug. 1, 1954-July 31, 1955, and contains information on 5,650 commercials, listing sponsor, product, length, type and producer of each. It also cross-indexes commercials made for 834 products of 554 sponsors by 180 advertising agencies through 170 production firms. Copies are available at $5 each from the company at 551 Fifth Ave., New York 17.

ONLY ON

WBT Radio

COLOSSUS OF THE CAROLINAS

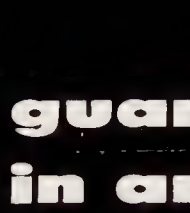
guaranteed display in area supermarkets

For your grocery product, you can plus the power of WBT Radio with guaranteed displays in all supermarkets of three leading food chains throughout the WBT 57-county basic service area.

WBT's 50,000 Watts and 47% Share-of-Audience (Pulse, 1955), tied in with store-by-store display in 172 supermarkets, add up to a selling potential to be found "Only On WBT Radio."

The plan is simple—the tab is reasonable; get details of what WBT Supermarketing offers your grocery product by contacting WBT or CBS Radio Spot Sales.

JEFFERSON STANDARD BROADCASTING COMPANY
CHARLOTTE, N. C.





NIELSEN
PULSE
HOOPER
} *Take your choice*

We don't care which rating service you prefer. Because W-I-T-H's big audience always puts us up with the leaders—night and day!

At W-I-T-H's low, low rates, this big audience means listeners for you at the lowest cost-per-thousand in town! Get your Forjoe man to tell you the whole W-I-T-H story!

In Baltimore buy { **WITH** **WITH** **WITH**

Tom Tinsley, President **R. C. Embry, Vice President**

COLORCASTING

Advance Schedule Of Network Color Shows

(All times EST)

CBS-TV

Jan. 24 (9:30-10 p.m.) *Red Skelton Show,* **S. C. Johnson & Son through Needham, Louis & Brorby, and Pet Milk Co. through Gardner Adv. on alternate weeks (also Jan. 31).**

Jan. 28 (7-7:30 p.m.) *Gene Autry Show,* **William Wrigley Jr. Co. through** Ruthrauff & Ryan (also Feb. 4, 11, 18, 25).

Feb. 6 (10-11 p.m.) *Studio One,* Westinghouse Electric Co. through McCann-Erickson.

NBC-TV

Jan. 23-27 (5:30-6 p.m.) *Howdy Doody* participating sponsors (also Jan. 30-Feb. 3, Feb. 6-10, 13-17).

Jan. 23-26 (3-4 p.m.) *Matinee,* participating sponsors (also Jan. 30, Feb. 2-3, 6-10, 13-17).

Jan. 23 (7:30-7:45 p.m.) *Tony Martin,* Webster-Chicago Corp. through J. W. Shaw and Associated Products Inc. through Grey on alternate week basis.

Jan. 24 (7:30-7:45 p.m.) *Dinah Shore,* Chevrolet Div. of General Motors through Campbell-Ewald.

Jan. 25 (7:30-7:45p.m.) *Coke Time Starring Eddie Fisher,* Coca-Cola through McCann-Erickson.

Jan. 29 (3:30-4 p.m.) *Zoo Parade,* Mutual of Omaha, through Bozell & Jacobs (also Feb. 12).

Jan. 29 (7:30-9 p.m.) *Sunday Spectacular,* "Inside Beverly Hills," participating sponsors.

Jan. 30 (7:30-9:30 p.m.) *Producers' Showcase,* "Festival of Music." Ford Motor Co., through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey.

Jan. 31 (8-9 p.m.) *Milton Berle Show,* Sunbeam Corp. through Perrin-Paus, and RCA and Whirlpool Corp. through Kenyon & Eckhardt.

Feb. 3 (8-8:30 p.m.) *Truth or Consequences,* P. Lovill through Lennen & Newell.

Feb. 4 (9:30-10 p.m.) *Texaco Star Theatre,* Texaco Co. through Kudner.

Feb. 5 (4-5:30 p.m.) *Hallmark Hall of Fame,* "The Good Fairy," Hallmark Cards through Foote, Cone & Belding.

Feb. 6 (9:30-10:30 p.m.) *Robert Montgomery Presents,* Schick through Kenyon & Eckhardt and S. C. Johnson & Son through Needham, Louis & Brorby on alternate weeks.

Feb. 10 (9:30-10 p.m.) *Star Stage,* Campbell Soup Co. through BBDO and Ponds through J. Walter Thompson on alternate weeks.

Feb. 14. (9:30-10:30p.m.) *Playwrights '56,* Pontiac Div. of General Motors through MacManus, John & Adams.

[Note: This schedule will be corrected to press time of each issue of B•T]

A&A PEOPLE

Karl F. Vollmer, with Young & Rubicam, N. Y., since 1938, made vice president and copy director in agency's Chicago office. He replaces **William L. Rindfuss,** returned to N. Y. office as associate copy director.



MR. VOLLMER

Donald W. Jackson, vice president, James Thomas Chirurg Co., N. Y., appointed general manager. He was vice president of Doyle, Kitchen & McCormick, N. Y., before joining Chirurg three years ago.

Charles R. Eatough, formerly sales manager, KMBC-TV Kansas City, to Selders-Jones-Covington Inc., Kansas City agency, as vice president and account executive.

James Charles Molica to L. A. office of Erwin, Wasey & Co. Ltd., N. Y., as account executive for Carnation Co., frozen foods division.

Thomas S. Jennings appointed media director, Roy S. Durstine, N. Y., effective immediately. He has been in agency's media department since 1952.



MR. JENNINGS

William R. Hesse, vice president and account supervisor since 1947 with BBDO, N. Y., to Benton & Bowles, N. Y., as vice president and account supervisor.

James A. Dernocouer, formerly advertising and sales promotion manager, Kelvinator Div. of American Motors Corp., Detroit, appointed advertising manager of Norge-Chicago Corp. (sales division of Norge Div., Borg-Warner Corp, Chicago).

Robert Cole, director of advertising, Olin Mathieson Chemical Corp., to Kenyon & Eckhardt, N. Y., as vice president and supervisor. He was formerly vice president in charge of N. Y. office of Grant Adv., Chicago.



MR. COLE

Hathaway Kemper, account executive, John W. Shaw Adv. Inc., Chicago, appointed radio-tv director, succeeding **Howard B. Ketting** who left company.

Harry J. Wendland, Edwards S. Kellogg Co., L. A., to Anderson-McConnell Adv. Agency, L. A., as account executive.

H. George Kaufman, director of special events, David D. Doniger Co., N. Y., manufacturer of McGregor Sportswear, to Emil Mogul Co., N. Y., as executive on account service group for Adam Hat Mfrs. Inc. and Barney's Clothes Inc.

Breckenridge Jones, in an executive capacity with Colgate-Palmolive Co., Jersey City, and **Malcolm Reybold,** president, Malcolm Reybold Inc., to merchandising department, McCann-Erickson, N. Y. Mr. Jones joins as a consultant in food and drug field, Mr. Reybold as a merchandising executive.

Donald W. Jackson, vice president, James T. Chirurg Co., N. Y., also appointed general manager in charge of New York operations.

Francis S. Smalley, assistant advertising manager, Jos. Schlitz Brewing Co., Milwaukee, assuming duties of advertising director Edwin B. Self, retired, pending announcement of successor.

Frank Brady, vice president in charge of marketing, Harry B. Cohen, N. Y., appointed vice president in charge of account management for agency. **Dean Sheffer,** administrative assistant to Mr. Brady, moves to account service division in his present capacity.



MR. BRADY

Edgar A. Jones, formerly editor and publisher of *Highway Traveler* magazine, appointed advertising and public relations director of Greyhound Corp., Chicago.

Stuart L. Devonald, Roy S. Durstine Inc., L. A., to creative staff of BBDO's L. A. office.

William E. Smith, formerly associate editor, *Fortnight* magazine, to public relations department of Stromberger, LaVene, McKenzie Adv., L. A.

Malcolm B. Decker, Young & Rubicam, N. Y., to Walt Disney Productions, N. Y., as liaison with tv sponsors on advertising and sales promotion material which relate to Disney themes and characters.

John J. Calnan, copy chief, Byer & Bowman, Columbus, Ohio, to Mumm, Mullay and Nichols, N. Y., as copywriter.

Jim Brent, publicity director, Byron H. Brown & Staff, L. A., and formerly operator of his own agency in Glendale, Calif., to V. James De Santis Co., Glendale agency, as account supervisor. **Jan Root,** air brush artist from Amsterdam, Holland, to De Santis art staff.

Kathy Hale, promotion department, WKY-TV Oklahoma City, to Srago Adv. Agency, Oklahoma City, as director of radio-television.

Norman W. Vickery, former partner in Booth, Vickery & Schwinn Agency, Baltimore, to Ogden Adv., Towson, Md., as art director and chief of promotion.

Lon W. Ramsey Jr. appointed to account management staff of George H. Hartman Co., Chicago agency.

Richard T. Ney, advertising manager, Waring Products Corp., returns to N. W. Ayer, N. Y., as service representative. He was with Ayer 1937-40.

Harry Bressler, formerly with McCann-Erickson, N. Y., appointed radio-tv copy chief, Doherty, Clifford, Steers & Shenfield, N. Y.

Sanford H. Margalith, Al Paul Lefton Co. Inc., Phila., to creative staff of Zimmer, Keller & Calvert Inc., Detroit.

Verne F. Kelly, on duty with Navy past two years, returning to Ruthrauff & Ryan's television department in Chicago.

Joseph Goodyear, public relations director, Gaynor Coleman Prentis & Varley, N. Y., to press department, Ted Bates, N. Y.

James R. DeFoe, tv copywriter, BBDO, Cleveland, Ohio, to Geyer Adv., N. Y., in same capacity.

Stephen J. deBaun freelance writer for past seven years, to copy staff, radio-tv department, N. W. Ayer, N. Y. He formerly was publicity and promotion director for RCA at NBC's press department.

Norman C. Kal, president, Kal, Ehrlich and Merrick Inc., Washington, D. C., elected president, Amity Club of Washington.

Robert R. Burton, vice president, Needham, Louis & Brorby Inc., Chicago, appointed advertising group chairman in business division of 1956 Chicago Heart Assn. fund drive.

Daniel Field Norton, 61, chairman of board, Nestle Co., White Plains, N. Y., died Jan. 14 at Glockner-Penrose Hospital, Colorado Springs, Colo.

NEW BUSINESS

Carling Brewing Co. (Carling's Black Label beer) Cleveland, Ohio, sponsoring eight Boston Celtics professional basketball games originated at Boston Garden by WBZ-TV Boston, and carried on WMTW (TV) Poland Spring, Me.; WABI-TV Bangor, Me., and WCAX-TV Burlington, Vt., lasting through March 11. Harold Cabot Inc., Boston, is Carling's agency for New England area.

NETWORK RENEWALS

Emerson Drug Co. (Bromo-Seltzer), Baltimore, and **Olin Mathieson Chemical Corp.** (Lentheric products), New York, have renewed sponsorship of ABC-TV's *Chance of a Lifetime* (Sun., 9-9:30 p.m. EST). Agencies for Emerson and Olin Mathieson are Lennen & Newell Inc. and Grant Adv. Inc., respectively, both N. Y.

CBS Radio renewals include Chevrolet Div., General Motors Corp., of 12 CBS newscasts weekly, through Campbell-Ewald Co., Detroit; Lever Bros. (Lux Liquid and toilet soap and Pepsodent), of 11-11:15 a.m. EST segment of *Arthur Godfrey Time* (Mon., Wed., and alternate Fri.), via J. Walter Thompson Co., N. Y., and William Wrigley Co. (chewing gum), of *Gene Autry Show* for 52 weeks through Ruthrauf & Ryan Inc., Chicago.

AGENCY APPOINTMENTS

Underwood Corp., N. Y., names William Esty Co., N. Y., for Underwood electric and standard typewriters and Underwood Sundstrand adding machines. Brooke, Smith, French & Dorrance, N. Y., handles advertising for company's other product divisions.

Dawson's Brewery Inc., New Bedford, Mass., names Ingalls-Miniter Co.

Whittemore Bros. Corp. (shoe polish), Fayette, Ala., appoints S. A. Levyne Co., Baltimore.

Linco Products Distributing Co. (bleaches, washing powders), Chicago, appoints Henri, Hurst & McDonald Inc., same city.

Rhodes Pharmacal Co., Cleveland, names Schwimmer & Scott Inc., Chicago, for Zestin vitamins.

C&C APPOINTMENTS ANNOUNCED BY FOX

Irwin H. Ezzes named vice president and general sales manager. Other executives chosen as prelude to sale of RKO Radio Pictures backlog of films to television.

AS A PRELUDE to the sale to television of the RKO Radio Pictures backlog of 740 feature films and more than 1,000 short subjects, Matthew Fox, president of C&C Television Corp., New York, last Friday announced a series of appointments to his staff.

At the same time, he disclosed the company's sales strategy, which will center around the holding of private sales conferences with prospective buyers in Atlantic City at Mr. Fox's expense.

The key appointment to Mr. Fox's staff is that of Irwin H. Ezzes as vice president and general sales manager, effective today (Monday). Mr. Ezzes most recently was vice president in charge of sales with Guild Films Co., New York, and for almost 10 years previously had been associated with Mr. Fox in various tv film enterprises. Before joining Guild in February 1955, Mr. Ezzes was vice president in charge of sales for Motion Pictures for Television, of which Mr. Fox was board chairman.

Other executives named by Mr. Fox were Richard B. Marros, formerly a producer with Screen Gems and Film Classics, both New York, as administrative director, and Ted Rosenberg, Noah Jacobs and Arthur (Skip) Stelloff as assistants to Mr. Ezzes. Mr. Rosenberg has been associated with Television Programs of America and Ziv Television Programs; Mr. Jacobs with Unity Television Corp. and Ziv Tv, and Mr. Stelloff, with Ziv Tv. Gene Cogen, previously in publicity and promotion work in the motion picture field, has been appointed publicity-promotion-advertising director of C&C Television.

Mr. Fox's plan for selling the library is said to be an unprecedented one. He has sent telegrams to 250 tv station owners and managers, inviting them to an all-expenses-paid visit to Atlantic City, where features will be screened and any questions about the films answered. The first group of station executives were to meet with Mr. Fox and other members of his staff last Friday. The private sales conferences may last through March, or until all interested stations have had an opportunity to view the films, if so desired, and discuss all details with C&C Television.

It is understood that upcoming contracts with stations will cover all feature films in the package, although some will not be available until early 1958, and also will specify part payment in cash and part in free time, which Mr. Fox subsequently can make available to a national advertiser.

CBS-TV Stations Buy Films From Hollywood Television

PURCHASE of the "Silver Group" package of 24 feature films from Hollywood Television Service, New York, for three of the four CBS-owned television stations was announcd last week by Craig Lawrence, director of CBS-owned station administration. The transaction was said to represent the first cooperative film buy for CBS-owned tv stations.

The features were bought for showing on WXIX (TV) Milwaukee and KNXT-TV Los



AMONG the first to sign for Ziv's new series, *The Man Called X*, Sipes Stores and Fuller-White Chevrolet, both Tulsa, take co-sponsorship on KVOO-TV there beginning today (Monday). Present for the contract signing are (l to r): seated, Wendell Shaver, Sipes superintendent, and Werner Wagner, Fuller-White executive vice president; standing, Bob Hoth, John Devine, and James S. Dugan, all KVOO-TV, and Morman Roszel, general manager, Wilson Advertising Agency.

THE 10 TOP FILMS IN 10 MAJOR MARKETS

AS RATED BY ARB IN DECEMBER

FROM the monthly audience surveys of American Research Bureau, B•T each month lists the 10 top rated syndicated film programs in 10 major markets, selected to represent all parts of the country with various degrees of competition. Despite all precautions, occasional errors will occur in these tables, due to use of the same program name for both a syndicated and a network series and the practice of some stations of substituting local titles (such as [advertiser] Theatre) for real program names.

NEW YORK — SEVEN-STATION MARKET

1.	Highway Patrol (Ziv)	Mon.	7:00	WRCA-TV	17.1
2.	Guy Lombardo (MCA-TV)	Thurs.	7:00	WRCA-TV	15.2
3.	D. Fairbanks Presents (ABC Film)	Wed.	10:30	WRCA-TV	14.8
4.	Great Gildersleeve (NBC Film)	Tues.	7:00	WRCA-TV	13.0
5.	Science Fiction Theatre (Ziv)	Fri.	7:00	WRCA-TV	12.6
6.	Looney Tunes (Guild)	M.-F.	6:30	WABD	11.9
7.	Death Valley Days (McC.-Erick'n.)	Wed.	7:00	WRCA-TV	11.7
	The Goldbergs (Guild)	Thurs.	7:30	WABD	11.7
9.	Superman (Flamingo)	Mon.	6:00	WRCA-TV	11.2
10.	Waterfront (MCA-TV)	Tues.	7:30	WABD	10.1

LOS ANGELES — SEVEN-STATION MARKET

1.	Waterfront (MCA-TV)	Tues.	7:30	KTTV	20.7
2.	Life of Riley (NBC Film)	Mon.	8:30	KTTV	19.0
3.	Badge 714 (NBC Film)	Sat.	7:30	KTTV	18.9
4.	Amos 'n' Andy (CBS Film)	Sun.	5:30	KNXT	18.8
5.	Death Valley Days (McC.-Erick'n.)	Sat.	7:00	KRCA	18.7
6.	Highway Patrol (Ziv)	Mon.	9:00	KTTV	17.7
	Confidential File (Guild)	Sun.	9:30	KTTV	17.7
8.	I Led Three Lives (Ziv)	Sat.	8:30	KTTV	17.3
9.	My Little Margie (Official)	Mon.	7:30	KTTV	16.4
10.	Science Fiction Theatre (Ziv)	Tues.	8:00	KTTV	15.5

MINNEAPOLIS-ST. PAUL — FOUR-STATION MARKET

1.	Badge 714 (NBC Film)	Mon.	9:30	KSTP-TV	22.5
2.	Cisco Kid (Ziv)	Sat.	4:30	WCCO-TV	18.1
3.	I Led Three Lives (Ziv)	Tues.	9:30	KSTP-TV	17.3
4.	Racket Squad (ABC Film)	Mon.	10:30	KSTP-TV	16.1
5.	Annie Oakley (CBS Film)	Sat.	4:00	WCCO-TV	15.4
6.	Hopalong Cassidy (NBC Film)	Sat.	6:00	WCCO-TV	15.2
7.	Science Fiction Theatre (Ziv)	Mon.	10:00	WCCO-TV	14.8
8.	Follow That Man (MCA-TV)	Fri.	10:30	KSTP-TV	13.7
9.	Studio 57 (MCA-TV)	Wed.	9:30	KSTP-TV	13.2
10.	Abbott & Costello (MCA-TV)	Sat.	11:00	WCCO-TV	13.0
	Wild Bill Hickok (Flamingo)	Sat.	5:30	WCCO-TV	13.0

SEATTLE-TACOMA — FOUR-STATION MARKET

1.	Life of Riley (NBC Film)	Thurs.	7:30	KING-TV	29.8
2.	Badge 714 (NBC Film)	Fri.	9:30	KING-TV	29.2
3.	Superman (Flamingo)	Tues.	6:00	KING-TV	29.0
4.	Wild Bill Hickok (Flamingo)	Thurs.	6:00	KING-TV	28.9
5.	Waterfront (MCA-TV)	Fri.	8:30	KOMO-TV	28.0
6.	Highway Patrol (Ziv)	Thurs.	7:00	KOMO-TV	24.7
7.	Annie Oakley (CBS Film)	Fri.	6:00	KING-TV	24.6
8.	Soldiers of Fortune (MCA-TV)	Mon.	6:00	KING-TV	23.8
9.	Western Marshal (NBC Film)	Wed.	6:00	KING-TV	21.9
10.	Cisco Kid (Ziv)	Sun.	6:00	KOMO-TV	20.7

CHICAGO — FOUR-STATION MARKET

1.	Secret Journal (MCA-TV)	Sat.	10:00	WNBQ-	21.3
2.	Science Fiction Theatre (Ziv)	Sat.	10:30	WNBQ	20.2
3.	Cisco Kid (Ziv)	Sun.	5:00	WBKB	16.6
4.	Highway Patrol (Ziv)	Thurs.	9:00	WBKB	14.7
5.	Superman (Flamingo)	Sat.	5:00	WBKB	14.4
6.	Studio 57 (MCA-TV)	Tues.	10:00	WBKB	12.3
7.	Liberace (Guild)	Wed.	9:30	WGN-TV	12.2
8.	Champ. Bowling (Schwimmer)	Tues.	10:30	WNBQ	12.1
9.	Confidential File (Guild)	Wed.	10:00	WBKB	11.7
	Badge 714 (NBC Film)	Tues.	8:00	WGN-TV	11.7

WASHINGTON — FOUR-STATION MARKET

1.	Wild Bill Hickok (Flamingo)	Thurs.	7:00	WRC-TV	21.8
2.	Superman (Flamingo)	Tues.	7:00	WRC-TV	20.6
3.	Ramar of the Jungle (TPA)	Wed.	7:00	WTOP-TV	20.2
4.	Amos 'n' Andy (CBS Film)	Tues.	7:30	WTOP-TV	19.8
5.	Waterfront (MCA-TV)	Tues.	10:30	WTOP-TV	18.3
6.	Science Fiction Theatre (Ziv)	Sun.	6:00	WMAL-TV	16.9
7.	Annie Oakley (CBS Film)	Fri.	7:00	WTOP-TV	16.6
8.	Little Rascals (Interstate)	Wed.	7:00	WRC-TV	15.9
	Badge 714 (NBC Film)	Fri.	7:00	WRC-TV	15.9
10.	Death Valley Days (McC.-Erick'n.)	Mon.	7:00	WRC-TV	14.2

ATLANTA — THREE-STATION MARKET

1.	Amos 'n' Andy (CBS Film)	Sun.	7:00	WAGA-TV	28.6
2.	Superman (Flamingo)	Wed.	7:00	WSB-TV	28.1
3.	City Detective (MCA-TV)	Sat.	11:00	WSB-TV	27.7
4.	Annie Oakley (CBS Film)	Mon.	6:00	WLWA	24.6
5.	Kit Carson (MCA-TV)	Tues.	6:00	WLWA	22.9
6.	Wild Bill Hickok (Flamingo)	Thurs.	6:00	WLWA	21.0
	Waterfront (MCA-TV)	Fri.	7:00	WAGA-TV	21.0
8.	Western Marshal (NBC Film)	Sun.	6:00	WLWA	20.5
9.	Science Fiction Theatre (Ziv)	Tues.	7:00	WAGA-TV	20.1
10.	Mr. District Attorney (Ziv)	Tues.	10:30	WAGA-TV	19.9

CLEVELAND — THREE-STATION MARKET

1.	Annie Oakley (CBS Film)	Sat.	6:30	WXEL	29.6
2.	Range Rider (CBS Film)	Sun.	7:00	WEWS	28.2
3.	Soldiers of Fortune (MCA-TV)	Thurs.	7:00	WNBK	21.8
4.	Passport to Danger (ABC Film)	Tues.	10:30	WXEL	21.3
5.	Superman (Flamingo)	Thurs.	6:00	WEWS	19.9
6.	Follow That Man (MCA-TV)	Fri.	10:30	WEWS	19.2
7.	Amos 'n' Andy (CBS Film)	Fri.	7:00	WNBK	18.8
8.	Badge 714 (NBC Film)	Fri.	7:00	WXEL	18.5
9.	Little Rascals (Interstate)	M.-F.	4:30	WEWS	17.9
10.	Ramar of the Jungle (TPA)	M.-F.	6:00	WNBK	17.5

BOSTON — TWO-STATION MARKET

1.	Mr. District Attorney (Ziv)	Tues.	10:30	WNAC-TV	31.5
2.	Superman (Flamingo)	Fri.	6:30	WNAC-TV	27.4
3.	I Led Three Lives (Ziv)	Mon.	7:00	WNAC-TV	25.2
4.	Range Rider (CBS Film)	Sun.	7:00	WBZ-TV	24.4
5.	Waterfront (MCA-TV)	Sun.	7:00	WNAC-TV	24.2
6.	Death Valley Days (McC.-Erick'n.)	Fri.	10:30	WNAC-TV	20.6
7.	Badge 714 (NBC Film)	Wed.	6:30	WNAC-TV	20.4
8.	Man Behind the Badge (MCA-TV)	Sun.	10:30	WNAC-TV	19.2
9.	Wild Bill Hickok (Flamingo)	Tues.	6:30	WNAC-TV	17.3
10.	Confidential File (Guild)	Mon.	10:30	WBZ-TV	16.7

DAYTON — THREE-STATION MARKET

1.	Highway Patrol (Ziv)	Tues.	9:00	WHIO-TV	34.4
2.	Kit Carson (MCA-TV)	Sun.	6:00	WLWD	23.5
3.	City Detective (MCA-TV)	Tues.	7:30	WHIO-TV	22.5
4.	Man Behind the Badge (MCA-TV)	Fri.	10:30	WHIO-TV	22.1
5.	Wild Bill Hickok (Flamingo)	Thurs.	6:00	WLWD	21.5
6.	Annie Oakley (CBS Film)	Fri.	6:00	WLWD	21.4
7.	Stories of Century (Hollywood)	Sat.	7:00	WHIO-TV	21.3
8.	Hopalong Cassidy (NBC Film)	Sat.	6:00	WHIO-TV	20.0
9.	Gene Autry (CBS Film)	Thurs.	7:00	WHIO-TV	19.9
10.	I Led Three Lives (Ziv)	Fri.	9:30	WLWD	19.2

Angeles, starting in May, and for WCBS-TV New York, beginning in July. The films, produced by Republic Pictures, parent company of Hollywood Television Service, include seven John Wayne pictures. They are: "Fighting Seabees," with Susan Hayward; "Dark Command," with Claire Trevor, as well as "Flying Tigers," "Dakota," "Flame of the Barbary Coast," "War of the Wildcats," and "Angel and the Badman."

Ziv Offers Sample Tv Films For Demonstration in Europe

TO ENCOURAGE the development of commercial television in Europe, Ziv Television Programs, New York, last week announced details of a plan under which a package of sample tv films from Ziv's backlog will be offered free of charge for demonstration screenings and closed-circuit telecasting by European tv interests [CLOSED CIRCUIT, Jan. 16].

Beginning immediately, Ziv Tv will make the film package offer to government bureaus, set manufacturers, advertising agencies, independent broadcasters and tv executives in West Germany, Italy, France, Switzerland, Sweden, Denmark, Belgium and the Netherlands. Ziv films are dubbed in French, German, Italian and Spanish and the company is considering dubbing-in-other languages.

Ed Stern, head of Ziv's International Div., said that in the cases of West Germany, Italy, Sweden and Denmark, where commercial tv is being explored by government authorities, the sample films will be made available with "representative" tv commercials produced by Ziv Tv. He stressed the films will not be offered for on-the-air telecasting.

Ziv Urges Caution in Buying 'Bargain' Film Packages

TELEFILM program series "are getting more expensive" to film and if the sales price is "hammered down," it means a reduction in the quality of production, Frederic W. Ziv, board chairman Ziv Television Programs, declared last week in a statement directed to advertisers and agencies.

He insisted that agencies and advertisers "get what they pay for in syndicated films," and he urged them to "use a more careful yardstick in evaluating 'bargain-priced' syndicated film packages that may turn out to be 'one-season wonders'." He pointed out that advertisers often are "forced to scramble for a replacement show at the end of a season because a producer doesn't have sufficient financing to keep a telefilm series in production for a second or third year."

$800,000 for Ziv Promotion

ZIV TELEVISION PROGRAMS, New York, announced last week a 1956 promotion budget at the record-breaking figure of $800,000, said to represent a 25% increase over the 1955 expenditure. The budget will cover audience promotion, including publicity-promotion kits, posters and point-of-sale material for client tie-ins, as well as trade promotion.

CBS Newsfilm Adds Eight

CBS NEWSFILM reported last week that it has added eight new subscribers. They are: WREC-TV Memphis, WBNS-TV Columbus, WMAL-TV Washington, WKRC-TV Cincinnati and Lee Radio, Mason City; as well as Lode Van Uytven in Brussels, Television Radiojuset in Copenhagen and Nederlandse Talevisie Stichting, Bussum, The Netherlands.

Don't Sell, Says TOA

THEATRE Owners of America last week were on record in opposition to the sale of motion picture features to tv by major producers. Referring specifically to the RKO sale of its library to C & C Super Tv and Columbia Pictures' announcement of the release of 140 features to tv, Myron Blank, TOA president, said that motion picture companies which have "concern for their customers will refrain from selling their product to television during these trying times." Although he conceded that distributors were "within their rights" in selling films to tv, he said he thought this represented "poor economic judgment." TOA reported it had not received any reaction from producers.

Kaufman Reports Guild Films Gross Sales at Record Peak

GROSS Sales at Guild Films Co., New York, for 1955 were "the biggest in its history," Reub Kaufman, president, reported at the annual stockholders meeting in New York on Jan. 15. Though figures were not disclosed, it was said gross sales totaled about $5 million.

Mr. Kaufman said that Guild Films was in a "strong liquid position" to act upon properties which become newly available. He noted that the purchase by the company of the Looney Tune cartoons last spring was "a highly successful financial coup."

Reelected to the board of directors of Guild Films were Mr. Kaufman and Aaron Katz, treasurer and vice president; Jane Kaufman, secretary, and David Van Alstyne, William E. Walker, George J. deMartini and Julian E. Keilus.

Six-Market Sales Chalked Up For 'Susie' and 'Cristo' Films

REGIONAL sales on *Susie* in six markets in California, Oregon and Washington State and on *The Count of Monte Cristo* in six Wisconsin markets are being announced today (Monday), by Micheal M. Sillerman, TPA executive vice president.

Blitz-Weinhard Co. (Blitz beer), Portland, Ore., through MacWilkins, Cole & Weber, Portland, has bought *Susie* in six cities, and the number of markets may be expanded, according to Mr. Sillerman. Thorpe Finance Co., Milwaukee, through Klau-Van Pietersom-Dunlap, Milwaukee, has purchased *Monte Cristo* for all markets in Wisconsin. Mr. Sillerman added that other *Susie* sales were made since Jan. 1 in Oklahoma City, Tulsa, Minneapolis, Albuquerque, Duluth, Little Rock, Springfield, Mass., and Greenville, N. C., and other *Cristo* sales in Mobile, Detroit, Phoenix and Little Rock.

Sarra Names Stehney, Bailey

APPOINTMENTS of Michael Stehney as Chicago production manager and Marvin Bailey as film service manager were announced Thursday by Sarra Inc., film production firm.

Mr. Stehney has been a cameraman and director since 1950. Mr. Bailey has been in charge of the firm's film editing department for the past five years.

ABC FILM SYNDICATION PLANS 1956 EXPANSION

Release of seven new half-hour series—five for national sales and two for syndication—expected in next few weeks. Unit reports nearly 100% increase in 1955 gross billings over 1954 period.

FOUR-POINT expansion program for 1956 was outlined last week at a news conference by George T. Shupert, president of ABC Film Syndication, coincident with an announcement that the unit's gross billings in 1955 were 99.1% above those of 1954.

The four areas of expansion, Mr. Shupert said, include the development of national network business, increased activity in the syndication field, the formation of an international division and the possible addition of a commercial and industrial division.

Within the next six to eight weeks, Mr. Shupert said, the national sales department, headed by Vice President John Burns, will make available to advertisers five new half-hour series, four of which are adventure shows and the fifth a dramatic anthology. They are: *Forest Ranger, Renfrew of the Mounted, The Americano, The Force,* and *Believe It or Not,* the last based on material originally developed by the late Robert Ripley.

New series to be offered by ABC Film Syndication, through its syndication division, are *Code Three* and *The Three Musketeers,* both half-hour properties. Mr. Shupert said in most instances ABC Film Syndication will "cooperate" in the financing of series earmarked for syndication or national sales.

Mr. Shupert said the decision to establish a commercial and industrial division resulted from a realization that advertisers needed "a single source for all film requirements, both in and out of television." Mr. Shupert disclosed that ABC Film Syndication may buy into a well-established production company to obtain necessary facilities.

Plans for an international division are underway, Mr. Shupert continued, with the appointment of an individual as its head expected shortly. He said ABC Film Syndication will continue to conduct research of the foreign market, which began a year ago. He observed that ABC Film Syndication already has been dubbing several of its programs into Spanish and French for sale in Latin America and France, and said this activity would be accelebrated when the new division is formed.

In line with this expanded activity, Don L. Kearney, vice president in charge of sales for ABC Film Syndication, announced that Patric Rastall, formerly of the Chicago office, has been transferred to New York. Mr. Rastall will have a roving assignment, with emphasis on multi-market presentations to national and large regional advertisers. Howard Anderson, who has been manager of the Dallas office, will move to Chicago as manager of the midwest division, and Robert Dalschau, formerly with KENS-TV San Antonio, will replace Mr. Anderson in Dallas.

The first regional sale on the new syndicated property, *Code Three,* based on the files of the Los Angeles County's sheriff's office, was made last week to Liebmann Breweries Inc., Brooklyn, Mr. Shupert revealed. Through Foote, Cone & Belding, Liebmann has bought the series in 12 eastern markets, starting in the fall, and in an undetermined number of markets in California, beginning in March.

WORKING PARTNERS



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DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
CARLIN FRENCH, Vice President
PAUL WEEKS, Vice President

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We believe it makes a whale of a difference to buyers of time and station operators to know that the men in the representative organization that serves them are all men with long experience and background in the radio and television field. It means more intelligent presentation, greater understanding of their problems and the know how that helps to solve them. That's why when H-R was started by a group of mature partners, it was mutually decided that all would be *Working Partners*, and that we would "Always send a man to do a man's job". Today, as always, we keep this promise.

380 Madison Ave.
New York 17, N. Y.
OXford 7-3120

35 E. Wacker Drive
Chicago 1, Illinois
RAndolph 6-6431

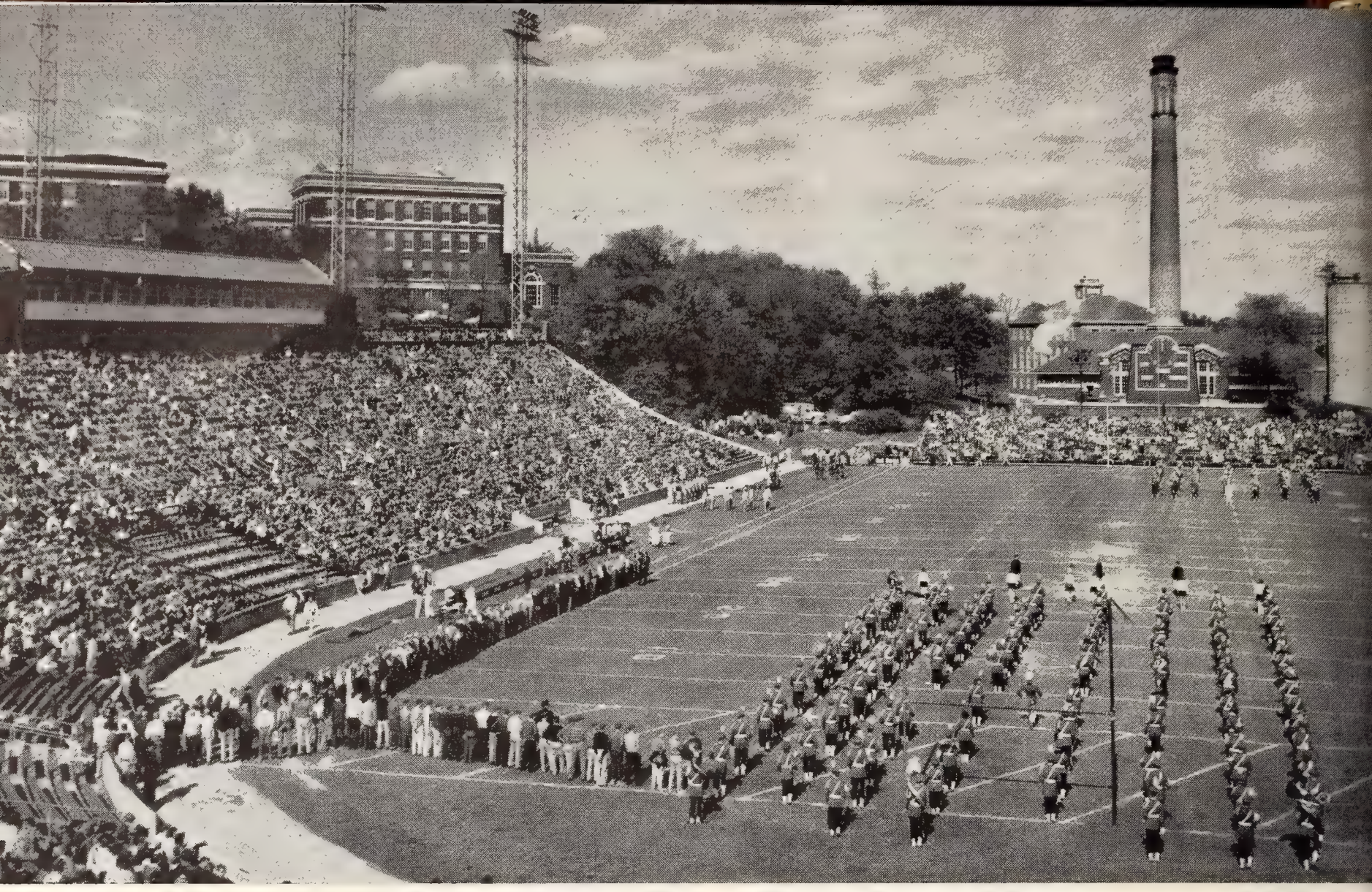
6253 Hollywood Boulevard
Hollywood 28, Calif.
Hollywood 2-6453

155 Montgomery Street
San Francisco, Calif.
YUkon 2-5701

415 Rio Grande Bldg.
Dallas, Texas
Randolph 5149

101 Marietta Street Building
Atlanta, Georgia
Cypress 7797

520 Lovett Boulevard
Room No. 1D
Houston, Texas
Justin 1601



Photo, courtesy Cincinnati Enquirer

It's An Old Cincinnati Custom—

Like many other American cities, Cincinnati has two great institutions of higher learning—The University of Cincinnati and Xavier University. Crosstown athletic rivalry runs high, with both schools fielding football and basketball teams, which annually carry high national ratings.

When U.C., meets X on the gridiron, an annual game for the traditional city championship, dating back many years, all Cincinnati crowds into Nippert Stadium on the U. C. campus. It's an old Cincinnati custom.



—another Old Cincinnati Custom

(firmly established by over 26 years of service)

Listening To
WCKY'S
24 hours a day of music and news

- *32 News casts daily*
- *Cincinnati's Top Disc Jockeys*
- *Cincinnati's Top Rated Music Shows*

***82.4%** of Cincinnati Homes Listen to WCKY each week

(more than ten times the capacity of U.C.'s huge stadium)

for top audience — low rates

BUY WCKY

* Nielsen

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Eastern Sales Mgr.
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Phone: Eldorado 5-1127

CINCINNATI
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 1-6565

CHICAGO
A M Radio Sales
Jerry Glynn
400 N. Michigan Ave.
Phone: Mohawk 4-6555

SAN FRANCISCO
A M Radio Sales
Ken Carey
607 Market St.
Phone: Garfield 1-0716

LOS ANGELES
A M Radio Sales
Bob Block
5939 Sunset Blvd.
Phone: Hollyw'd 5-0695

L. B. Wilson
INCORPORATED
WCKY
CINCINNATI

OUR HOURS A DAY ● SEVEN DAYS A WEEK

Niles Says New System Cuts Tv Filming Costs

DEVELOPMENT of a mechanical-electronic system for filming complete television programs at 50 to 66% of conventional costs by combining live tv cameras with motion picture cameras was claimed Thursday by Fred A. Niles, president of Fred A. Niles Productions Inc., Chicago.

Described as the "Camtronic" system, the method consists of three motion picture cameras mounted on special designed synchronous plates which hold live tv cameras, according to Mr. Niles. Parallexing lenses and progressive synchronization (from camera to camera) are effected with the new system, he said. Mr. Niles reported the technique is now ready for commercial application.

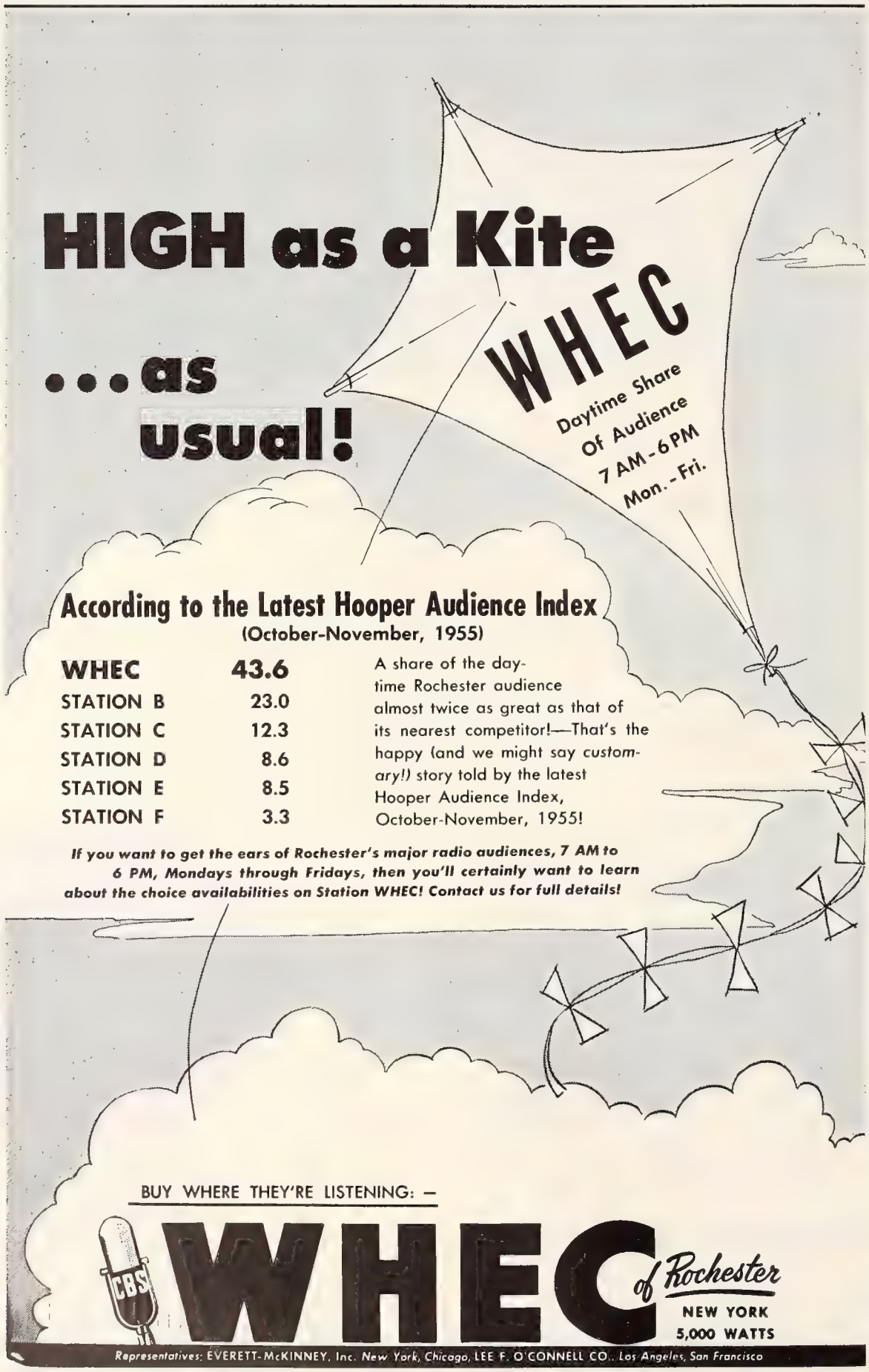
Economies realized in editing and lab costs can be applied to the production of an entire series of shows for television, he stated. The system is especially desirable for filming audience participation, variety and musical shows as well as limited set production, he added.

Mr. Niles said negotiations are under way for filming three different tv series with "Camtronic" and added he would utilize Chicago's Eighth St. Theatre for some productions. He is maintaining temporary quarters there.

Mr. Niles resigned as vice president of Kling Film Productions last month and announced formation of his own firm to produce television programs and commercials and other type films.

The "Camtronic" system was described as working this way:

The photography director sits in front of three monitors, connected to three live tv cameras which are interlocked with motion picture cameras. The director is able, by electronics means, to call for cuts automatically recorded on the film in magazines of the motion picture cameras. A fourth control-booth monitor records a film work print with cuts already indicated (similar to the monitor used in live tv, transmitting final images to home tv receivers).



CBS-TV Film Sales Rise 90% in 1955

WITH gross sales at CBS-TV Film Sales in 1955 reported at 90% over those of 1954, Leslie Harris, vice president and general sales manager, last week disclosed plans for expansion in all phases of operations.

Mr. Harris said that 12 new properties are planned for 1956 for both national sale and syndication, doubling the amount of program series handled by the unit. The series will be produced in Hollywood, England and North Africa, Mr. Harris added, pointing out that among the first slated for filming is *The Legionnaire*, starring Merle Oberon. The series will be produced in England by Tony Bartley, with the majority of location filming done in Morocco.

The speeded-up activity by CBS Television Film Sales, Mr. Harris said, has resulted in an increase in the advertising and sales promotion budget of 50% over last year's. The unit also is planning to move to larger quarters to accommodate new personnel in the merchandising, sales promotion and publicity departments. Latest staff member is Bert Herbert, senior media analyst at Benton & Bowles, New York, who has been appointed assistant to the sales promotion manager.

Lucky Lager Purchases 'Crunch and Des' Series

PURCHASE by Lucky Lager beer, San Francisco, of the *Crunch and Des* tv film series for 36 markets in nine western states, Alaska and Hawaii, has raised total sales of the series to more than 60, it was announced last week by the NBC Film Div. The Lucky Lager sale was placed through McCann-Erickson, San Francisco.

Other recent sales of the series have been to Regal beer, through Talley-Embry, Miami, and Tracy-Locke, New Orleans, for five southeastern markets and Schmidt Brewing Co., through Al Paul Lefton, Philadelphia, for three markets.

FILM PRODUCTION

Albert Carlo Assoc., N. Y., has signed Howard Brandy, NBC Radio writer, to create five-minute pantomime program, "Adventures of Count Carlo," with Albert Carlo in title role and featuring ballet star Julie Newmar. Mr. Brandy retains association with NBC Radio.

Harris - Tuchman Productions, Hollywood, signed for second year to produce series of animated one-minute commercials for Standard Oil Co. of Texas. 1955 series won award in Adv. Assn. of the West competition.

FILM RANDOM SHOTS

Filmack Trailer Co., Chicago, announces move of New York offices from Film Center Bldg. to 341 W. 44th St. Lab and studio remain at old location.

CBS Television Film Sales Inc., N. Y., an-

"Almost everybody listens to Radio . .
the intimate, inseparable companion
of the American people . . .
To a marked degree, people choose
a particular station as their
favorite companion."

. . . from "Radio Today," a summary based on a study by Alfred Politz Research, Inc.

WBAL Baltimore (NBC)
The Hearst Corp.

WBEN Buffalo (CBS)
Buffalo Evening News

WGAR Cleveland (CBS)
Peoples Broadcasting Corp.

WJR Detroit (CBS)
The Goodwill Station, Inc.

WTIC Hartford (NBC)
Travelers Broadcasting Service Corp.

WDAF Kansas City (NBC)
Kansas City Star

MARKET • MANAGEMENT • FACILITIES • PROGRAMMING • PUBLIC SERVICE

Measure of a Great Radio Station

KFI Los Angeles (NBC)
Earle C. Anthony Inc.

WHAS Louisville (CBS)
Louisville Courier-Journal & Times

WTMJ Milwaukee (NBC)
Milwaukee Journal

WGY Schenectady (NBC)
General Electric Company

WSYR Syracuse (NBC)
Herald-Journal & Post-Standard

WTAG Worcester (CBS)
Worcester Telegram-Gazette

THE HENRY I. CHRISTAL CO., INC.

NEW YORK — BOSTON — CHICAGO — DETROIT — SAN FRANCISCO

Representing Radio Stations Only

LEADERS
based on Superior Coverage

All recognized market coverage services give WSYR a wide margin of superiority over competitor stations. Take Neilsen for example:

Daytime, WSYR's weekly circulation of 193,530 homes is from 47% to 212% better than any other Syracuse station's. Nighttime, WSYR's circulation of 132,540 homes is from 46% to 257% better.

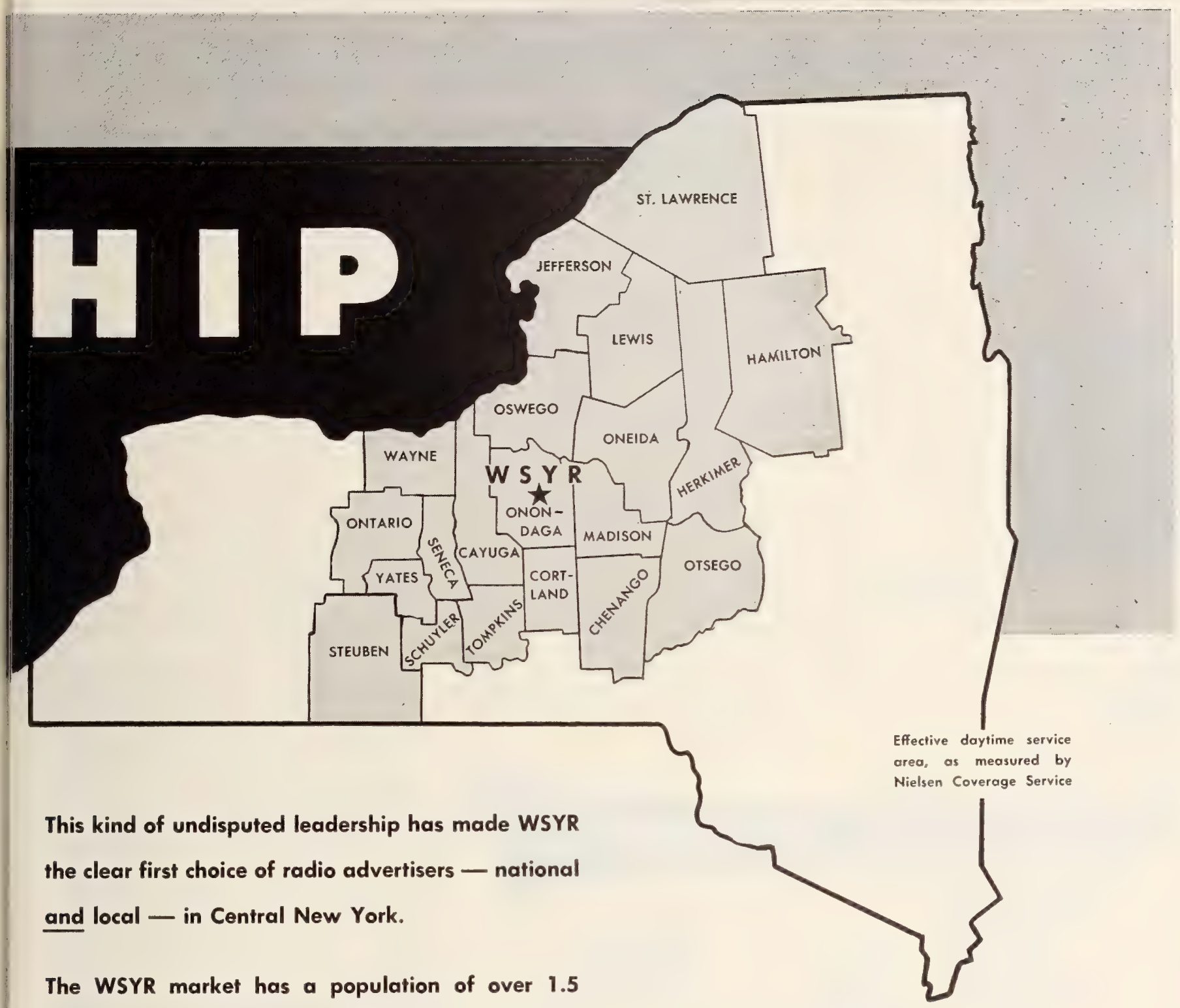
NBC

WS

5 KW • 570 KC

MARKET • MANAGEMENT • FACILITIES • PROGRAMMING • PUBLIC SERVICE

The Measure of a Great Radio Station



This kind of undisputed leadership has made WSYR the clear first choice of radio advertisers — national and local — in Central New York.

The WSYR market has a population of over 1.5 million — and annual buying power in excess of $2.2 billion. And remember: metropolitan Syracuse is ranked by Sales Management as America's finest test market.

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YR

SYRACUSE, N. Y.

Represented Nationally by

THE HENRY I. CHRISTAL CO., INC.

NEW YORK • BOSTON • CHICAGO

DETROIT • SAN FRANCISCO

nounced addition of new, 15-minute weekly sports round-up script to CBS Newsfilm service and also added WMAL-TV Washington, and KTVI (TV) St. Louis to its station clients.

Screen Gems Inc., N. Y., commercial film department, has eliminated its sales force and will concentrate on servicing present clients and those who buy tv films syndicated by Screen Gems. Commercial film department's creative staff now will work directly with client and agency representatives.

FILM PEOPLE

Garland C. Misener, manager of professional motion picture services, Ansco Div., General Aniline & Film Co., Binghamton, N. Y., to Capital Film Labs. Inc., Washington, D. C., as director of laboratory operations.



MR. MISENER

Everett M. Jess, formerly with Philip Boyer Organization, N. Y., advertising-sales promotion consultants, appointed account executive in slidefilm division of Transfilm Inc., N. Y.

Howard E. Johnson, manager of design and creative operations, NBC Pacific Div., to Four Star Productions Inc., Culver City, Calif., as art director.

NARTB TO STUDY RADIO-TV CODES AT BOARD GATHERING NEXT WEEK

Possible revision of ethical standards, remote control for more radio outlets, tv circulation project, membership campaigns, and wide variety of other industry topics will be discussed by association meetings in Chandler, Ariz., beginning Jan. 30.

THE two NARTB codes of ethics—Radio Standards of Practice and Tv Code—face revision as well as the prospect of stronger industry impact when NARTB's combined boards meet next week at the San Marcos Hotel, Chandler, Ariz.

After preliminary board committee meetings starting Jan. 30, the Tv Board will meet Feb. 1 under chairmanship of Clair R. McCollough, Steinman stations. The Radio Board will meet Feb. 2, under Henry B. Clay, KWKH Shreveport, La., with the joint boards winding up the proceedings Feb. 3.

Radio interest will center, too, around NARTB's proposal that all stations be permitted to use remote control equipment. Over 700 stations might use such facilities were FCC to extend its remote ruling which now is limited to 10 kw non-directional outlets. NARTB has conducted extensive tests, under Prose Walker, engineering director, which show the feasibility of operating 50 kw equipment and directional gear with automatic devices.

The long-pending plan to set up a television circulation project, with industry financing, will be reviewed by the Tv Board. Field tests have been conducted and the three-year project may emerge from the board meeting ready for action.

President Harold E. Fellows will head the NARTB staff from Washington headquarters. Thad H. Brown Jr., tv vice president, and John F. Meagher, radio vice president, will attend along with Joseph M. Sitrick, manager of publicity and informational services, and other department heads.

Reports will be submitted on legislative and regulatory developments and the joint boards will go over plans for a membership campaign that started this month and runs to April 1. A financial report will be submitted by the Finance Committee of which William D. Pabst, KFRC San Francisco, is chairman.

Other topics include the 1956 NARTB convention to be held April 15-19 in Chicago, copyright and legislative matters and employer-employe relations. Co-chairmen of the Convention Committee are E. K. Hartenbower, KCMO Kansas City, and Campbell Arnoux, WTAR-TV Norfolk, Va., radio and tv board vice chairmen, respectively.

The Freedom of Information Committee, headed by Robert D. Swezey, WDSU-AM-TV New Orleans, will review progress in promoting access for radio-tv at public proceedings. Judge Justin Miller, NARTB consultant and former board chairman, will report on freedom of information with emphasis on access to legal proceedings. Judge Miller and Vincent Wasilewski, NARTB government relations director, will represent NARTB at the Colorado Supreme Court hearing on courtroom coverage, starting Jan. 30 in Denver.

Main interest in the report of the Sports Committee, headed by George J. Higgins, KMBC-AM-TV Kansas City, will center around proposal of the National Collegiate Athletic Assn. to continue its general format of closely controlled football telecasts.

A summary of resolutions adopted at the eight NARTB regional meetings held last autumn will be submitted.

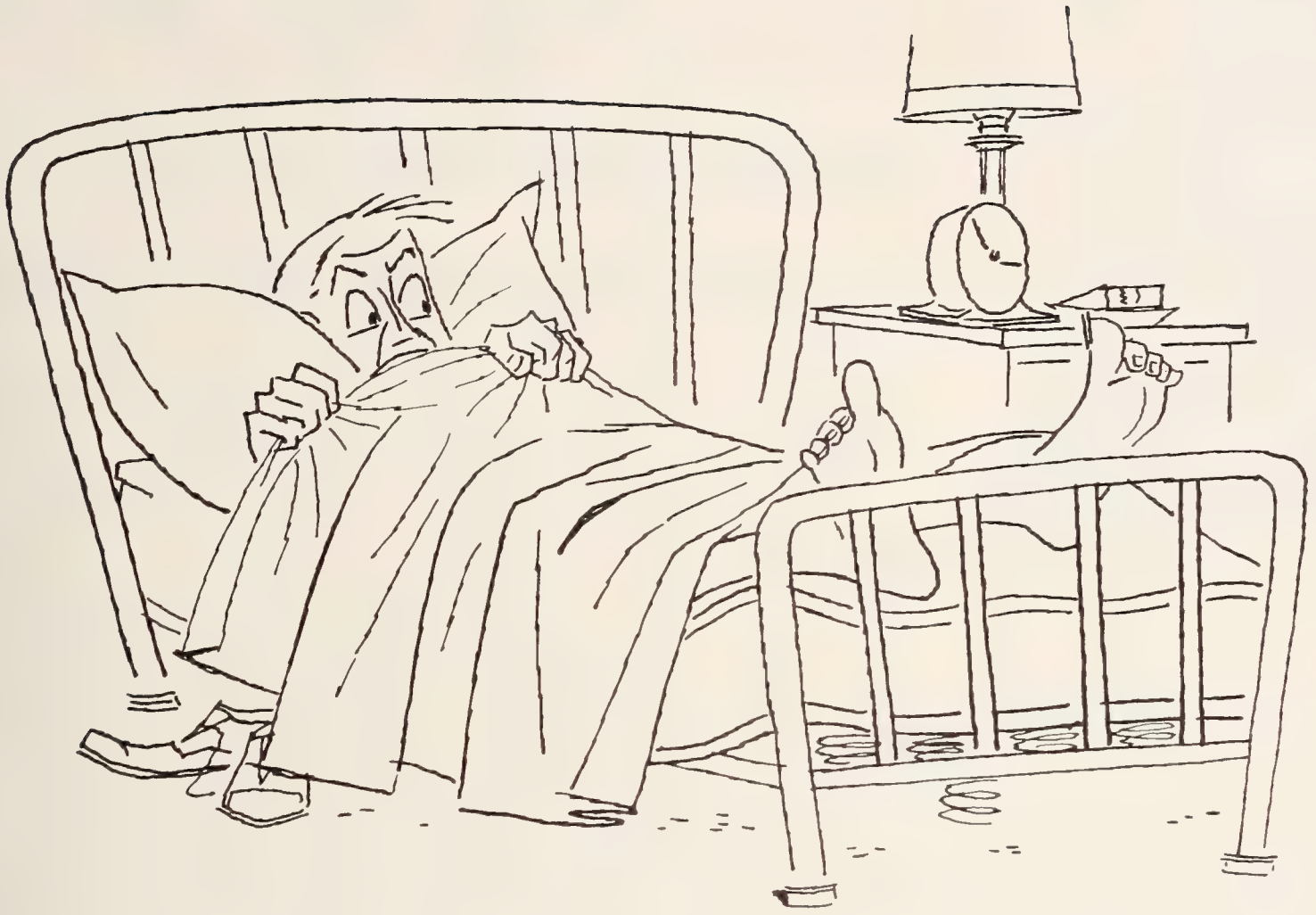
In reviewing state broadcaster association activities, the directors will go into plans for the first state association presidents' dinner to be held Feb. 21 in Washington. Other reports to be considered include work of the new Assn. for Professional Broadcasting Education; findings of the joint Industry-Government Tall Structure Committee of the Air Coordinating Committee (NARTB did not vote pending board action), and recommendations to the joint board for a group life insurance plan covering the industry.

Mr. Meagher will report for the Am Radio Committee, proposing a National Radio Week (tv members have advocated a National Television Week). Grover C. Cobb, KVGB Great Bend, Kan., is committee chairman. The committee is interested in a plan to ask FCC for a blanket increase in station power. It has showed interest, too, in tv survey techniques, as developed by NARTB and now in the testing process. The committee's concern centers around adaptation of tv methods to radio.

Another radio discussion will be based on a recommendation that the autumn regional meetings be limited to two days instead of three.

One of the main topics coming before the Radio Board centers around plans to implement the Standards of Practice. A series of recom-





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Keep your prospects well covered in the Prosperous Piedmont section of North Carolina and Virginia with WFMY-TV.

Since 1949, WFMY-TV has been the key salesman to this top TV market where some 2 million potential customers live, work and buy! WFMY-TV's 100,000 watt coverage of this $2.3 billion—46 county—market means greater sales and profits for you.

Call your H-R-P man today for the full story of WFMY-TV . . . basic CBS for the entire Prosperous Piedmont.

wfmy-tv

Channel 2

GREENSBORO, N. C.

Represented by

Harrington, Righter & Parsons, Inc.

New York — Chicago — San Francisco

CBS TELEVISION NETWORK

Now In Our Sixth Year



mendations was approved Jan. 15 by the standards committee headed by Walter E. Wagstaff, KIDO Boise, Idaho. These include use of air-identification announcements by subscribing stations and promotional steps such as station identification of code adherence on stationery and in directories. The standards will not be strengthened by punitive provisions (the tv code contains such provisions), according to committee views, nor is monitoring of stations to detect violations considered at this time [B•T, Jan. 16].

Proposals to revise the NARTB Tv Code will be considered by the Tv Code Review Board at a meeting starting Thursday in San Francisco. G. Richard Shafto, WIS-TV Columbia, S. C., is code board chairman. Recommendations will be submitted to the Tv Board. Plans for a spring publicity campaign designed to stimulate public interest in the code will be considered. This drive is to start in March, fourth anniversary of the code. Monitoring reports and tv film problems will be reviewed by the code group.

Final draft of the standard film contract was completed in mid-January and printed copies will be ready for mailing sometime this week. The contract, designed for voluntary use by all tv stations, clears up confusion in film negotiations [B•T, Jan. 16]. It was drafted by a committee headed by Harold P. See, KRON-TV San Francisco, after two years of study.

Coming before the Tv Board will be a plan of the Tv Information Committee to publish a quarterly NARTB magazine reviewing social, educational, economic and technical news, designed as a promotion journal for viewer and organization readership [B•T, Jan. 9]. Jack Harris, KPRC-TV Houston, is committee chairman. Other tv topics include transmission tariff and viewer reaction.

Left Handed Compliment

TELEVISION received a left-handed tribute as a sales medium last week. The National Assn. of Furniture Mfrs.' President Kenneth Kroehler, reporting a marked upturn in furniture buying, was quoted as crediting the gains to television —in that it keeps people home more, so they wear out their furniture faster.

On the Radio Board with Mr. Clay are Vice Chairman Hartenbower; Herbert L. Krueger, WTAG Worcester, Mass.; E. R. Vadeboncoeur, WSYR Syracuse, N. Y.; George H. Clinton, WPAR Parkersburg, W. Va.; James H. Moore, WSLS Roanoke, Va.; Owen F. Uridge, WQAM Miami, Fla.; Robert T. Mason, WMRN Marion, Ohio; Robert B. McConnell, WISH Indianapolis; William Holm, WLPO LaSalle, Ill.; F. E. Fitzsimonds, KFYR Bismarck, N. D.; Cy Casper, WBBZ Ponca City, Okla.; Alex Keese, WFAA Dallas; Mr. Wagstaff; Mr. Pabst; Calvin J. Smith, KFAC Los Angeles; Richard M. Brown, KPOJ Portland, Ore.; John M. Outler, WSB Atlanta; John F. Patt, WJR Detroit; Cecil B. Hoskins, WWNC Asheville, N. C.; J. Frank Jarman, WDNC Durham, N. C.; F. Ernest Lackey, WHOP Hopkinsville, Ky.; Lester L. Gould, KFMA Davenport, Iowa; Edward A. Wheeler, WEAW-FM Evanston, Ill., and H Quenton Cox, KQFM Portland, Ore. Network representatives on Radio Board are: Don Durgin, ABC; Arthur Hull Hayes, CBS; John B. Poor, MBS, and Charles R. Denny, NBC.

With Mr. McCollough on the Tv Board are Mr. Arnoux; Joseph E. Baudino, Westinghouse Broadcasting Co.; Kenneth L. Carter, WAAM (TV) Baltimore; William Fay, WHAM-TV Rochester; Harold Hough, WBAP-TV Fort Worth; Ward L. Quaal, WLWT (TV) Cincinnati; Paul Raibourn, KTLA (TV) Los Angeles; W. D. Rogers Jr., KDUB-TV Lubbock, Tex.; George B. Storer, Storer Broadcasting Co., and Mr. Swezey. Network representatives on Tv Board: Ernest Lee Jahncke Jr., ABC-TV; Merle S. Jones, CBS-TV, and Frank M. Russell, NBC-TV.

With Mr. Shafto on the Television Code Review Board are William B. Quarton, WMT-TV Cedar Rapids, Iowa, vice chairman; Mrs. Hugh McClung, KHSL-TV Chico, Calif.; Richard A. Borel, WBNS-TV Columbus, Ohio, and Roger W. Clipp, WFIL-TV Philadelphia.

Ad Club Hears Barton Discuss Media Growth

THE advertising business has grown in the relatively short period of 50 years from a fledgling upstart to "the dimensions of a big industry," according to Bruce Barton, board chairman, BBDO, New York.

Addressing the golden anniversary luncheon of the Advertising Club of New York Wednesday, Mr. Barton commented on advertising's progress by stating a simple comparison: "In 1907, as a magazine advertising salesman, I was confronted with a brass sign in a Chicago office building that said, 'No beggars, peddlers or advertising solicitors allowed.' . . . Today, there are approximately 2,400 agencies with a total volume of national advertising in all media—including the two powerful opinion forming forces, radio and television—of more than $8.75 billion. . . . No president of a mammoth concern . . . however deeply entrenched, would dare say to his board, 'Gentlemen, we have now secured a major fraction of the national market; we can afford to diminish our advertising effort'."

At the same time, Mr. Barton said in the definitive meaning of the term "profession," ". . . we in advertising cannot yet claim the right to professional status." But in light of the advertising industry's yearly efforts in behalf of free service to public causes, Mr. Barton declared that in accepting "as a professional requirement the responsibility of rendering a certain quota of free service . . . without expectation or thought of compensation," advertising has made and is making definite and increasing progress toward becoming a profession.

Mr. Barton answered advertising's critics by saying, ". . . if we pour out our pleas to the many in order to influence a few, so does the Church. If our failures seem sometimes more numerous than our successes, so are those of book publishers and the theatre. If our influence causes men to live beyond their means, so does matrimony. And if we are too often dull, repetitious and redundant, so is the U. S. Senate."

Inside Advertising Week Set

SIXTH ANNUAL Inside Advertising Week, sponsored by the Assn. of Advertising Men & Women, will be held in New York April 1-6. The AAM&W project serves to introduce the country's outstanding senior students in advertising to the New York advertising field.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION



PACKAGE BUYER?

Use WDBJ's 6-13-21 Plan!

	Class "A"	Class "B"
6 minutes weekly	$ 63.00	$ 45.00
13 minutes weekly	117.00	78.00
21 minutes weekly	168.00	115.00

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AM • 5000 WATTS • 960 KC
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ROANOKE, VA.
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"Advertising Age has long been the most popular advertising publication among members of our organization"

Says **W. C. GRANT,**
President
GRANT ADVERTISING, INC.



"Advertising Age has long been the most popular trade publication among the members of our organization. It is always timely and informative, and presents news of the advertising industry in an unusually clear and accurate manner. It is not only first on the list among our offices in the United States, but also in other countries."

W. C. GRANT

Mr. Grant was born and raised in Dallas, Texas and after graduating from Texas University Law School, decided upon advertising as a career. The first office of Grant Advertising, Inc. was established in Dallas in 1935. The second office was established in Chicago in 1937. Subsequent years have witnessed the continued development of the agency, which now has 33 offices, 9 in the United States, and 24 in foreign countries.

Advertising Age is important to most of the decision-makers who are important to you. With its weekly presentation of advertising news, trends and significant developments, Ad Age not only receives close attention from those who *activate* broadcast decisions, but gets read, studied and discussed weekly by executives who *influence* market and media decisions.

For example, subscription records show that at Grant Advertising, Inc., where a radio-tv billing of $11,100,000 was placed in 1955, 71 subscription copies of AA are received each week. Further, among the top 36 agencies representing $812,500,000 in radio-tv billings last year*, AA averaged over 75 copies per agency.

Add to this AA's similar penetration of advertising agencies with a paid circulation of 8,448 each week, its weekly audience of top executives in major advertising companies, its total readership of 120,000 based on 32,000 paid subscriptions, and you'll recognize in Advertising Age the most influential medium for swinging broadcast decisions your way in 1956.

* *Broadcasting-Telecasting 1955 Report*



important to important people

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Sigma Delta Chi Lists National Committees

BROADCASTERS figure prominently in many of the 19 national committees announced by Sigma Delta Chi Thursday to carry on the work of the professional journalistic fraternity for 1956.

In his capacity as national president, Mason Rossiter Smith, editor-publisher, *Gouverneur* (N. Y.) *Tribune Press,* announced chairmanship appointments and assignments for several groups, including those for advancement of freedom of information and ethics and news objectivity.

The assignments, dotted with members from newspapers which hold broadcast interests, include the following committees and chairmen:

Advancement of Freedom of Information—V. M. Newton Jr., managing editor, *Tampa* (Fla.) *Morning Tribune,* and including Charles Day, news director, WGAR Cleveland, Robert S. Gray, film news editor, KPRC-TV Houston, and Theodore F. Koop, CBS Washington news and public affairs director; Ethics and News Objectivity—Norman Isaacs, managing editor, *Louisville Times* (WHAS-AM-TV); Fellows Nominating—Alden C. Waite, president, Southern California Associated Newspapers, Los Angeles; 50th Anniversary—Prof. Charles C. Clayton, Dept. of Journalism, Southern Illinois U.; Historic Sites Ceremony—Robert White II, editor, *Mexico* (Mo.) *Ledger,* and including Sol Taishoff, editor and publisher of B•T, and George Brandenburg, midwest editor, *Editor & Publisher;* Historic Sites in Journalism—George W. Wolpert, public relations counsel, Milwaukee, and including William E. Drips, Agricultural consultant, KOIN-TV Portland; Honor Awards—Alvin E. Austin, head of Dept. of Journalism, U. of North Dakota, Grand Forks.

Others include Journalistic Research—Dean Wesley C. Clark, School of Journalism, Syracuse U., Syracuse, N. Y., and including Richard S. Fitzpatrick, chief, USA Branch, Office of Research, United States Information Agency, Washington, D. C.; Professional Chapter Program—A. Pat Daniels, public service director, Alvin (Tex.) State Bank, and including Charles Day, WGAR Cleveland, Robert Tripp, news editor, WFAA Dallas, Robert Krieghoff, program director, WTOL Toledo, Ohio, Lyell Bremser, news and special events director, KFAB Omaha, Coit E. Butler Jr., news director, KITE San Antonio; Public Relations—William Kostka, Kostka Assoc., Denver; Revision of Undergraduate Journalism Competition Rules—Prof. Dale R. Spencer, School of Journalism, U. of Missouri, Columbia; Undergraduate Chapter Program—Prof. Oscar R. Abel, Dept. of Printing and Journalism, South Dakota State College, Brookings; United Nations Press Fellowship—Robert U. Brown, *Editor & Publisher,* and including Larry Leseuer, CBS radio-tv reporter; Ways & Means—Bernard Kilgore, president *Wall St. Journal,* New York, and including Mr. Taishoff.

Among state chairmen appointed were Jim Bormann, news and public affairs director, WCCO Minneapolis (for Minnesota), William Kelly, president of KXLO Lewistown (for Montana), William E. Drips, KOIN-TV Portland (for Oregon), Lou Riepenhoff, public relations director, WISN Milwaukee (for Wisconsin), Barry Bingham, president of the *Louisville Courier-Journal and Times* (WHAS-AM-TV), and Edgar Easterly, Louisville AP bureau chief, are co-chairmen of the 1956 General Convention Committee, which also includes Victor A. Sholis, vice president and director of WHAS Inc.

As in the past the Committee for Advancement of Freedom of Information is instructed to "take an active, aggressive leadership in the cause of press freedom and to eliminate press barriers wherever it can."

Radio-Tv Court Coverage Debated at D. C. Luncheon

RIGHT of radio and tv to cover governmental and courtroom proceedings was debated at the monthly luncheon of the Federal Communications Bar Assn. in Washington. Debaters were Ralph W. Hardy, CBS Washington vice president, and the Rev. Joseph M. Snee, Georgetown School of Law.

Mr. Hardy contended democratic government is strengthened by the widest possible diffusion of knowledge, with adequate legal and administrative remedies protecting witnesses. He contended it is repugnant to the American concept to sit as judge over how much of a proceeding may be given to the public. Electronic media, he added, can cover without becoming a nuisance in the chamber, and no fixed rule should discriminate against their access to proceedings.

Father Snee said he, too, was concerned over suppression of news by bureaucrats but felt a witness should not be forced to appear before camera and microphone against his will in a Congressional inquiry designed to provide information for legislative purposes. He argued that witnesses testify under a handicap as they contemplate the audience behind the camera. Tv will only want sensational court trials, he suggested.

Admission of the public to a trial plus ordinary reporting provides adequate protection of public rights, Father Snee said. He pointed to the possible influence of live radio-tv coverage on a judge running for re-election, or on a jury. In the case of courts, he suggested, the maxim "The public be damned" should be applied.

Chicago Women's Adv. Club Planning 'Distinction' Series

A PANEL DISCUSSION on radio-tv industry prospects is scheduled by the Women's Adv. Club of Chicago as part of its sixth annual "distinction" series Feb. 6 and 13. Plans for the two-part sessions, culminating with the annual "Women of Distinction" award, include talks by radio, tv and other personalities at the Eighth St. Theatre on successive Monday evenings. Edna M. Johnson, Fensholt Adv., is general chairman of the series, designed to emphasize achievements of Chicago's women.

Among personalities scheduled to participate are Ilka Chase, author and panelist of ABC-TV's *Masquerade Party;* Virginia Marmaduke, newspaper reporter and women's commentator at WMAQ Chicago; Robert W. Galvin, executive vice president of Motorola Inc., and Francoise Pope, star of WBKB (TV) Chicago's *Creative Cookery.*

NCAA to Hear Tv Plans

THE National Collegiate Athletic Assn. 1956 TV Committee has set Jan. 30 as a date for open hearings at which member colleges and "other interested parties" may submit proposals for the 1956 NCAA television program. The hearings will be held in the offices of the Eastern Collegiate Athletic Conference at the Biltmore Hotel, New York.

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- Maintains close contact with all phases of the Television and Radio industry.
- Has an established relationship with most of the important sources of investment capital in the country.

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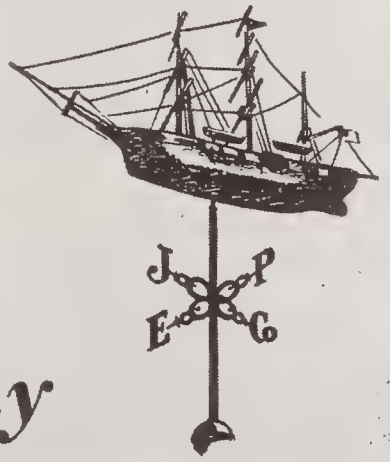


Our 24 hour policy is in the works all year long

Perhaps you remember the above ad that JEPCO ran during 1955. Well, as our 17th successful year rolls into view, The John E. Pearson Company has studied this ad carefully and can add nothing new to its central theme which is: *"Pearson people are as close to radio and tv station managers as a plow is to the plain."*

JEPCO's claim of "knowing how the wind blows," is based on hundreds of intimate relationships among the very people who make each community hum . . . the Byrnes. The Byrnes are station management men and women who clasp the hands of local retailers and manufacturers; they are members of Chamber of Commerce meetings, school boards and civic groups; they are the ones who decide the important local issues, get out the vote and yes, buy the goods.

This year as always, JEPCO wishes its very best to all the Byrnes in the broadcasting business. Naturally, Pearson people intend to see a lot of them during the next 12 months.



John E. Pearson Company

radio and television station representatives

New York • Chicago • Minneapolis • Dallas • Atlanta • Los Angeles • San Francisco

ACCAS NAMED HEAD OF TVB OPERATIONS

GENE ACCAS, ABC director of sales development and research, will join Television Bureau of Advertising on Feb. 13 as director of operations, TvB President Oliver Treyz announced last week.



MR. ACCAS

Mr. Treyz said the appointment is "the final step in TvB's plan for rounding out a hard-hitting executive team and lays the groundwork for membership expansion."

Mr. Accas, he said, will "supervise and coordinate the internal operations" of TvB, with the research and sales promotion divisions reporting directly to him, while "the external operations—client and stations relations and sales—will be under the supervision of Norman E. (Pete) Cash, vice president and director of station relations. With the appointment of Mr. Accas, TvB's top three executives are ABC alumni. Both Mr. Treyz and Mr. Cash formerly were with that network.

"With expanded personnel and an ability to handle a greater work load," Mr. Treyz said, "an expanded team will permit the bureau to more effectively and efficiently serve the industry. It will materially bulwark TvB's program of being constantly 'on the road' making presentations in its continuing efforts to secure for television a greater share of the advertisers' appropriations."

The accelerated in-the-field sales activities will include a schedule of regular advertiser and agency visits on a weekly and rotating basis so that TvB will have, at any one time, a key man on the road on sales functions, Mr. Treyz said. He said TvB member stations in each area being visited will be tied in closely with TvB's activities there.

Dr. Leon Arons and Gordon Hellmann, respectively, head the research and sales promotion divisions whose efforts Mr. Accas will coordinate. Working with Mr. Cash in TvB's sales functions—which he will supervise in addition to his client and station relations responsibilities—are Howard Abrahams, director of retail sales; Halsey Barrett, senior account executive, and William B. MacRae, account executive.

Mr. Accas, formerly in research with Foote, Cone & Belding and after that a sales presentation writer for NBC, joined ABC in July 1951 as manager of radio sales development. Since then, he has served successively as radio sales development manager and consultant, manager of radio sales development and owned television stations sales development, director of sales promotion, and director of advertising, promotion and publicity before being named to his current post of director of sales development and research last Nov. 1.

His successor at ABC had not been designated late last week.

Georgia Radio-Tv Institute Holds Sessions This Week

THE ANNUAL Georgia Radio & Television Institute, to be held this week at Athens under auspices of the Georgia Assn. of Broadcasters and the U. of Georgia's Henry W. Grady School of Journalism, will offer a three-day program including a score of state and national communications figures. FCC Comr. Richard A. Mack is one of the Friday speakers.

Addressing the opening dinner Wednesday will be J. Frank Beatty, B•T senior editor. Hosts are WGAU and WRFC Athens. Fred Garrigus, NARTB manager of organizational services, is scheduled to speak Friday along with Frank Silvernail, BBDO station relations director.

Thursday speakers include Edwin R. Peterson, vice president, Keystone Broadcasting System, Chicago; John A. Aspinwall, AP; Pauline Frederick, NBC UN correspondent; Merriman Smith, White House correspondent for UP. C. M. Wallace Jr., Georgia Power Co. vice president, will speak at the Thursday luncheon at which AP radio news awards will be presented. Frank A. Woods, Southern Bell Telephone & Telegraph Co., Atlanta, will address the Thursday dinner. Thursday afternoon's program includes panels on farm news and tv programming. Participants include Edward J. Young, Stevens Industries; Wilton Cobb, WMAZ Macon; Elmo Ellis, WSB Atlanta; M. W. Hicks, WRGA Rome; H. Randolph Holder, WRFC Athens; Dwight Bruce, WTOC Savannah; Don Elliott, WSB-TV Atlanta; Jim Hicks, WRDW-TV Augusta, and Helen Parris, WAGA-TV Atlanta. Prof. Worth McDougald, of the journalism school, will direct the panels.

Chairman of the institute is W. C. Woodall Jr., WDWD Dawson. Other program committee members are Mr. Bruce; Archie Grinalds, WBIA Augusta; Charles Smithgall, WGGA Gainesville; Hugh Tollison, WGIG Brunswick; John E. Drewry, dean of the journalism school. President Glenn Jackson, WAGA Atlanta, and other officers of GAB worked with the committee.

Webb Hits 'Time' Magazine For Story on Radio 'Decline'

LARRY WEBB, managing director of Station Representatives Assn., took *Time* magazine to task last week for reporting, in its Jan. 2 issue, that "researcher A. C. Nielsen's list of the top 10 radio shows contained not a single nighttime program" and that "radio's decline was further emphasized by the fact that the three top shows were all daytime soap operas." Not so, said Mr. Webb; *Time* should have made it plain that the Nielsen list deals only with network programs. "Local radio programs today have more listening than ever before," he said in a letter to *Time*, "and advertisers who understand the medium are well aware of the fact."

Radio Adv. Bureau Adds 13

ADDITION of 12 stations and one radio station representation firm in the first two weeks of January was reported Monday by Arch L. Madsen, Radio Advertising Bureau's director of station relations. Mr. Madsen said this was the first stage of an RAB drive to add 150 stations to its membership in 1956. With the combined dues of the new members plus increased fees being paid by several hundred charter member stations, Mr. Madsen said, RAB should achieve close to the $1 million budget it is shooting for this year.

The new representative member is H-R Representatives Inc. Stations added: KDAL Duluth, Minn.; KFEQ St. Joseph, Mo.; KFXM San Bernardino, Calif.; KFYO Lubbock, Tex.; KLEA Lovington, N. M.; KSIX Corpus Christi, Tex.; WFMD Frederick, Md.; WJEH Gallipolis, Ohio; WLSH Lansford, Pa.; WPAM Pottsville, Pa.; WROV Roanoke, Va., and WSTV Steubenville, Ohio.

N. C. Assn. Forms Foundation To Aid Radio-Tv Education

BROADCASTING Foundation of North Carolina Inc. has been formed by North Carolina Assn. of Broadcasters to promote radio-tv education in cooperation with the U. of North Carolina and radio-tv-motion picture department.

Chancellor Robert B. House, of the university, said aims of broadcasters and the university are mutual. He lauded NCAB, headed by Allen Wannamaker, WBIG Greensboro, and members of a special broadcaster committee for their assistance. Committee members are Harold Essex, WSJS-AM-TV Winston-Salem; Richard H. Mason, WPTF Raleigh, and J. Frank Jarman, WDNC Durham.

A nine-man committee to administer the foundation will meet Feb. 15 at Carolina Inn, Chapel Hill. The foundation will be nonprofit. Earl Wynn, chairman of the UNC radio-tv-motion picture department and head of the UNC Communication Center, said the foundation will also aid in creating radio-tv chairs at the university.

Members of the original incorporating group, aside from those mentioned, include William S. Page, WELS Kinston; Jack S. Younts, WEEB Southern Pines; Edmond H. Smith Jr., WIRC Hickory; Gaines Kelley, WFMY-TV Greensboro; Cecil B. Hoskins, WWNC Asheville; W. James MacNeil, WTSB Lumberton; E. Z. Jones, WBBB Burlington; J. R. Marlowe, WGWR Asheboro; Victor W. Dawson, WFNC Fayetteville; Robert M. Wallace, WOHS Shelby, and A. Hartwell Campbell, WGTC Greenville.

Newspaper Ad Executives Huddle to Talk Competition

COMPETITION of broadcast media, particularly television, for the advertising dollar will be explored by the Bureau of Advertising of the American Newspaper Publishers Assn. at the annual convention of the Newspaper Advertising Executives Assn. in Chicago this week.

A host of newspaper, agency and advertising speakers are slated to participate in the three-day convention at the Edgewater Beach Hotel starting today (Monday). Opening day luncheon speech will be delivered by James J. Nance, president of Studebaker-Packard Corp., on 1956 business prospects.

Among top executives slated to talk are Norman H. Strouse, president of J. Walter Thompson Co.; Charles Buddle, J. C. Penney & Co.; Vincent R. Bliss, president of Earle Ludgin & Co.; B. Mitchell Cox, vice president of Pepsi-Cola Co.; Lowell McElroy, vice president of ANA. Mr. Bliss will review "The Shifting Tides of Advertising Audiences" and Mr. McElroy will speak on "Jumping Our Hurdles to Greater Advertising Productivity."

Harold A. Barnes will make the presentation for the Bureau of Advertising, which he heads.

Schachte Heads ANA Group

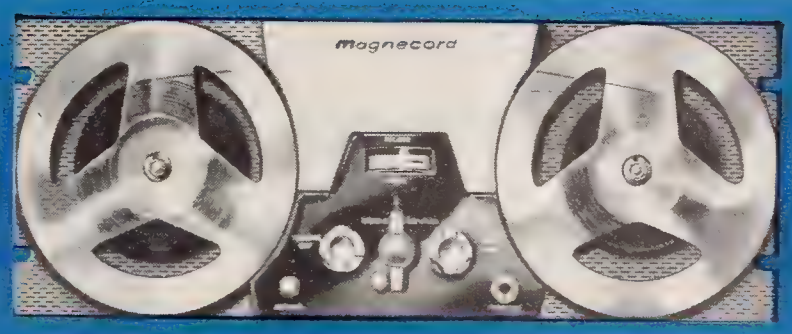
HENRY SCHACHTE, vice president, Lever Bros. Co., and board member of the Assn. of National Advertisers, last week was appointed chairman of the ANA advertising management committee, succeeding Edward G. Gerbic, vice president, Johnson & Johnson, who continues to serve on the committee.

Mr. Schachte, past chairman of the Advertising Research Foundation, joined Lever Bros. last year after leaving Bryan Houston Inc., New York, where he was a vice president and a director.



The *Citation* **Model No. F35-B**

• for school, business, home, the educator, and industry. Ideal for churches, offices, stores and institutions.



The *Hi-Fi Pro* **Model No. S36-B**

• for musicians, sound engineers, lecturers, and industrial applications.

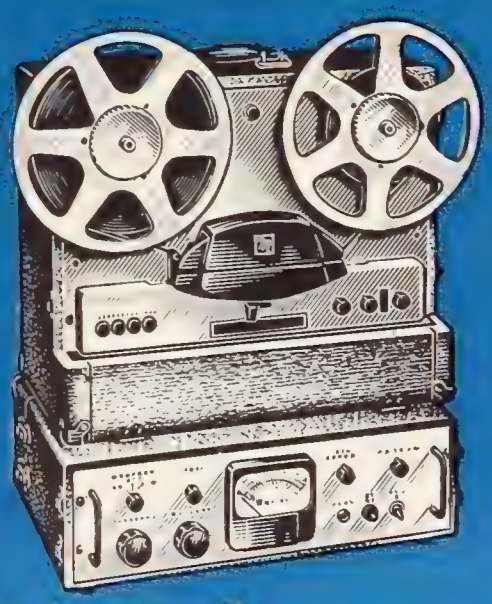
The *Finest* precision built Tape Recorders of the century

by Magnecord, *The Choice of Professionals*



The *Editor* **Model No. P60-A**

• for broadcasting studios, recording studios, electronic measurements, educational and sales management applications.



The *Professional* **Model No. M90**

• for radio and TV studios, orchestral, industrial and electronic applications, and a great boon to the moving picture industry.

Every model carries the greatest line of operating features ever to be incorporated in any portable or console Tape Recorder!



A new booklet just published by Magnecord briefly outlines 207 valuable uses for a tape recorder in today's modern living, at home or away, at work or play. It segregates the 207 uses into classifications such as professional, educational, church, business, recreation, etc. Write, phone, or stop in for your copy.

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KNIGHT-COX GROUP WINS MIAMI CH. 7

FCC upholds examiner, finds Biscayne Tv superior to competitors East Coast Tv, South Florida Tv and Sunbeam Tv.

FINAL DECISION favoring the grant of Miami's ch. 7 to Biscayne Television Corp. was issued by the FCC Friday.

In upholding the examiner's initial decision, the FCC held that the Biscayne applicant was far superior to its competitors in integration of ownership with management, broadcasting experience and the past records of WIOD and WQAM Miami. Biscayne comprises an amalgamation of John S. Knight (*Miami Herald*-WQAM) and James M. Cox Jr. (*Miami News*-WIOD) interests with Niles Trammell, former NBC president, holding the balancing 15%.

Denied were East Coast Television Corp., South Florida Television Corp. (which included former FCC Chairman James Lawrence Fly among its stockholders), and Sunbeam Television Corp.

Five commissioners voted in favor of Biscayne. Comrs. Rosel H. Hyde and Robert T. Bartley maintained their previous positions that no grant should be made in areas which have been suggested for deintermixture. Comr. John C. Doerfer, it was known, had been in favor of granting East Coast, but concurred in the choice of Biscayne.

The Commission gave Biscayne a heavy preference for the past performance record of WIOD and WQAM. Under FCC regulations forbidding the ownership of more than one radio station in an area, WQAM will be sold. The FCC also found Biscayne to be favored on the integration issue. Mr. Trammell and James L. LeGate, manager of WIOD, and Milton C. Scott, chief engineer of WIOD—both 3.5% owners of Biscayne—will be active in the day-to-day operation of the tv station, the Commission found.

"Biscayne . . . presents integration in the highest degree of quality;" the Commission decision read, "substantially full-time, imbued with stable and proven experience—executive, managerial and technical—through extensive years of broadcasting and supplemented by superior record of civic accomplishment."

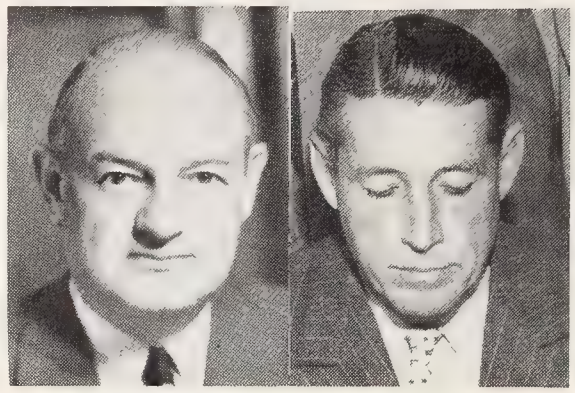
In answer to questions raised by opponents that Mr. Trammell may find himself involved in a conflict of interest because of his consultant's contract with NBC, the Commission held that the consultancy is in "the nature of an honorarium." It also pointed out that Mr. Trammell had testified that he would resign this consulting agreement with NBC if a conflict arose in operating the Miami ch. 7 tv station. Mr. Trammell signed a long-term consultant contract with NBC when he resigned in 1952.

There is nothing illegal about size, the Commission said in answer to allegations that the Biscayne owners represented a potential monopoly. There has been no demonstration, the FCC said, that there is "control of price or supply, use of coercive measures, or other undesirable factors."

Biscayne will own one radio station and one tv station, the Commission said. There will be nine radio and three tv stations in competition, it pointed out, with a fourth tv station holding a construction permit and a fifth station to result from a pending final decision.

Nor is there anything disqualifying in the fact that two local newspaper owners will have interests in a tv station, the Commission declared.

"Even assuming a combination of interests



MR. KNIGHT MR. COX



MR. REINSCH MR. TRAMMELL

is before us, such a combination of itself would not constitute a monopolistic practice, since there is no indication in the record of either the fact, power or the tendency to suppress competition. A combination of business interests is not legally objectionable merely because of the size of the combination. The stigma of illegality only attaches when it is demonstrated that there is control of price or supply, use of coercive measures, or other undesirable factors all of which are the direct results of the combination . . ."

The two newspapers, the FCC added, "are strongly competitive one with the other. These circumstances do not present a combination which would tend toward creating a monopoly against the public interest. . ."

Referring to the other newspaper and broadcast interests of Biscayne principals, the Commission said, "In all these cities competitive broadcasting facilities exist. No form of monopolistic practice has been shown with respect to any such holdings . . ."

The other interests of Biscayne stockholders "while extensive (though not in all cases involving control) are not so interconnected by ownership or geography as to form a chain of possible concentration of communications upon a national or sectional basis," the FCC stated.

The grant to Biscayne does not conflict with its ruling in the Sacramento ch. 10 case where McClatchy Broadcasting Co. was denied because of its extensive newspaper and broadcast holdings in the Central Valley of California, the Commission said. "In contrast thereto," the FCC stated," the applicant Biscayne herein controls no communications interests at this time; it will own a radio station in Miami (WIOD)." The FCC then related the Knight and Cox holdings, and added:

"Our conclusion with respect to the importance of the diversification preference, *per se*, is that on this record the risk of concentration of control in the Miami area is not presented in the clear outlines described by Biscayne's competitors . . ." Nevertheless, the FCC found that this preference should be given to the three other applicants.

In addition to the *Miami Herald*-WQAM, Mr. Knight owns the *Detroit Free Press, Chicago Daily News, Akron* (Ohio) *Beacon Journal* and *Charlotte* (N. C.) *Observer*. Other radio properties owned by the Knight interests are WIND-AM-TV Chicago (27.7%) and WAKR-AM-FM-TV Akron, Ohio (45%).

Cox interests, in addition to *Miami News*-WIOD, are *Dayton* (Ohio) *News and Journal-Herald, Atlanta Journal* and *Constitution* and *Springfield* (Ohio) *News* and *Sun*. Other broadcast properties owned by the Cox group are WHIO-AM-FM-TV Dayton, Ohio, and WSB-AM-FM-TV Atlanta.

Technically, Biscayne is owned by a number of individuals. They are, in addition to Mr. Trammell, as follows: John S. Knight, 17.5%; James M. Cox Jr., 30.5%; James L. Knight, 10%; J. Leonard Reinsch, 5%; C. Blake McDowell, 5%; Lee Hills, 5%; Owen Uridge, 5%; Mr. LeGate and Mr. Scott, 3.5% each. The Knight group comprises the Messrs. Knight and McDowell, Hills and Uridge. The Cox group includes Mr. Cox and Messrs. Reinsch, LeGate and Scott.

James L. Knight, brother of John, operates the *Miami Herald* and *Charlotte Observer* properties; Mr. Reinsch is managing director of the Cox broadcast operations; Mr. McDowell is secretary and director of several Knight enterprises including WQAM; Mr. Hills is executive director of the *Miami Herald* and executive editor of the *Detroit Free-Press;* Mr. Uridge is general manager of WQAM.

In issuing its final decision, the Commission majority also denied a petition by ch. 17 WITV (TV) Fort Lauderdale, Fla., to stay the vhf grant or permit it to intervene in the hearing. Pending before the U. S. Court of Appeals is an appeal against issuance of the ch. 7 decision by Storer-owned ch. 23 WGBS-TV Miami. Both have been seeking to deintermix Miami.

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 10

Bristol, Va.-Tenn., ch. 5; Canton, Ohio, ch. 29; Chattanooga, Tenn., ch. 3; Corpus Christi, Tex., ch. 10; Miami, Fla., ch. 10; Norfolk-Portsmouth, Va., ch. 10; Omaha, Neb., ch. 7; Peoria, Ill., ch. 8; Seattle, Wash., ch. 7; Springfield, Ill., ch. 2.

AWAITING ORAL ARGUMENT: 11

Boston, Mass., ch. 5; Charlotte, N. C., ch. 9; Hartford, Conn., ch. 3; Indianapolis, Ind., ch. 13; Jacksonville, Fla., ch. 12; New Orleans, La., ch. 4; Orlando, Fla., ch. 9; Paducah, Ky., ch. 6; Raleigh, N. C., ch. 5; San Antonio, Tex., ch. 12; St. Louis, Mo., ch. 11.

AWAITING INITIAL DECISION: 4

Buffalo, N. Y., ch. 7; Hatfield, Ind. (Owensboro, Ky.), ch. 9; McKeesport, Pa. (Pittsburgh), ch. 4; San Francisco-Oakland, Calif., ch. 2.

IN HEARING: 11

Beaumont-Port Arthur, Tex., ch. 4; Biloxi, Miss., ch. 13; Caguas, P. R., ch. 11; Cheboygan, Mich., ch. 4; Clovis, N. M., ch. 12; Elmira, N.Y., ch. 18; Mayaguez, P.R., ch. 3; Onondaga-Parma, Mich., ch. 10; Pittsburgh, Pa., ch. 11; Redding, Calif., ch. 7; Toledo, Ohio, ch. 11.

Ch. 25 WCOS-TV Folds

CH. 25 WCOS-TV Columbia, S. C., was scheduled to cease operation last Saturday at 11 p.m. The station told the FCC that it was going off the air "permanently" and was returning its construction permit. WCOS-TV, licensed to Radio Columbia Inc. (WCOS-AM-FM) began operation May 1, 1953, and was affiliated with ABC.

Effective immediately!

in Savannah

WSAV-TV

Announces the appointment

as exclusive national representative

of

HOAG-BLAIR COMPANY

OFFICES IN

NEW YORK · CHICAGO

Represented by Blair-TV offices in

DETROIT · BOSTON · SAN FRANCISCO

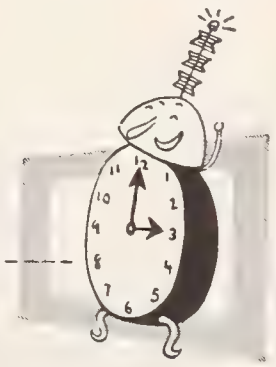
DALLAS · ST. LOUIS · JACKSONVILLE

LOS ANGELES · SEATTLE

Savannah's preferred-channel station will go on the air February 1st

It's 3 in Savannah

WSAV-TV



NBC CHANNEL THREE

TAMPA CH. 8 GRANT UPHELD BY COURT

Possibility that FCC may be considering changes in certain policies does not justify grant reversal, according to U. S. Court of Appeals ruling involving two-to-one vote.

THE fact that the FCC may be changing its policy on integration of ownership and the concentration of the media of communications is within its right and does not justify a reversal by the judiciary.

That is what the U. S. Court of Appeals said last week in affirming the 1954 FCC grant of Tampa-St. Petersburg, Fla., ch. 8 to the *Tampa Tribune* (WFLA-AM-FM-TV). The court vote was split, two to one, with Circuit Judge David L. Bazelon dissenting. The appeal was taken by unsuccessful applicant Pinellas Broadcasting Co. (*St. Petersburg Times*-WTSP-AM-FM).

In one of the strongest statements made on this subject, the appeals court ruled that "the selection of an awardee from among several qualified applicants is basically a matter of judgment, often difficult and delicate, entrusted by the Congress to the administrative agency . . .

"In the case at bar there appears some suggestion that the Commission has changed, or is changing, its view as to the dominant importance of local ownership and as to the evil of a concentration of the media of mass information. But in so doing it is operating within the area of legislative-executive judgment. The courts cannot interfere so long as the process, the premises, and the judgment are not arbitrary . . . No statutory provision has been violated. The bases for the Commission's selection are clearly set out and are understandable. They are reasoned and not capricious. They rest upon evidence put in the record. All parties had complete procedural opportunities. So far as the record shows, the Commission considered every suggested index of differences between the applicants. The function of the court in this case goes no further than to examine into these features of the matter."

The majority comprised Circuit Judges G. Barrett Prettyman and George T. Washington.

In his dissent, Judge Bazelon held that the FCC did not reach a conclusion as between Pinellas and Tribune Co. regarding the Tribune's "more extensive newspaper and broadcast affiliations." The Commission, Judge Bazelon said, did not consider the comparative merits of Pinellas and Tribune upon all issues.

The Tribune Co. is affiliated in ownership through the David Tennant Bryan family with the *Richmond* (Va.) *Times-Dispatch* and *News-Leader* (WRNL-AM-FM).

Pittsburgh Hearing Begins

HEARING protest of WENS (TV) Pittsburgh against grant of Pittsburgh's ch. 11 to WWSW Inc. (WIIC [TV]), following a merger agreement with WJAS in that city, began before FCC Hearing Examiner Hugh B. Hutchison last week. First three witnesses were William H. Block, publisher of *Pittsburgh Post-Gazette;* Charles E. Kenworthy, counsel for the *Post-Gazette,* and Benjamin Crone, counsel for WJAS. Hearing is on ch. 16 WENS' allegations of finances overlap and ownership changes following the grant to WWSW Inc. Pending outcome of the hearing and a decision by FCC, the ch. 11 station cannot build, Court of Appeals ruled earlier this month [B•T, Jan. 16].

Presidential Coverage

COVERAGE of President Eisenhower's talk last Friday evening was set by most radio-tv networks on a limited basis, although originally the President had planned to speak to fund-raising dinners at hotels in 53 cities only via closed-circuit television. At the suggestion of White House News Secretary James C. Hagerty, broadcast coverage was permitted.

ABC Radio was to broadcast the talk "live" from 10:20-10:30 p.m. EST. NBC planned to use kinescopes of the closed-circuit telecast as film clips on tv news programs and the audio portion on radio news broadcasts. CBS-TV made arrangements to use film clips on news shows. CBS Radio planned to record the speech, but had no rebroadcast plans Thursday. MBS was to pick up three minutes to offer to affiliates for local shows.

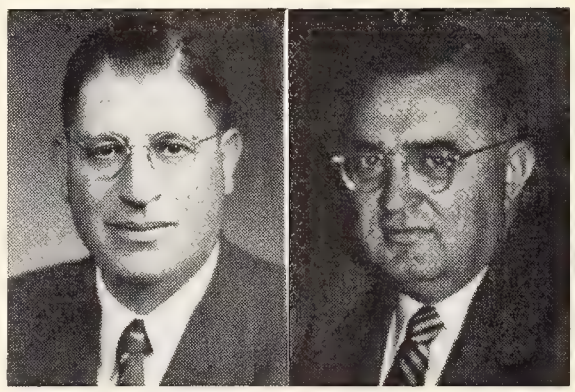
Republican National Chairman Leonard W. Hall Wednesday estimated 100,000 persons would attend the $100-a-plate meetings, bringing a gross return of $10 million to the party, to be divided equally between national and state GOP organizations.

Pellegrini Post Goes To Harold I. Baynton

HAROLD I. BAYNTON, 52, transportation counsel for the Senate Interstate & Foreign Commerce Committee, last week was named acting chief counsel of the committee following the death of Frank A. Pellegrini, chief counsel, after a heart attack.

The sudden death of Mr. Pellegrini, 51, on Jan. 14 after he suffered a heart attack while playing golf, caused Committee Chairman Warren G. Magnuson (D-Wash.) to postpone hearings which were to begin last Tuesday in the committee's investigation of tv networks and uhf-vhf troubles. The hearings have been rescheduled to begin this Thursday.

Mr. Baynton has served as counsel for the committee's Surface Transportation Subcommittee since April 1955 and also has worked with the Aviation Subcommittee.



MR. PELLEGRINI MR. BAYNTON

He served during the Truman administration from 1950-52 as assistant attorney general in charge of the Justice Dept's. Office of Alien Property, from 1947-50 was deputy director of that office and before that was legislative counsel to the Justice Dept.

From 1952 until joining the Senate committee he was a partner in the Washington law firm of Martin, Ansberry & Long, which has a general practice and from which he presently is on leave. He has had no previous experience in the communications field. A native of Reno, Nev., he holds an LL.B. degree from Washington College of Law, American U., Washington, and is a trustee of the university.

Mr. Pellegrini joined the committee as chief counsel at the beginning of the 84th Congress [B•T, Jan. 24, 1955], after serving in a legal post with the Labor-Management Maritime Committee, a group jointly representing labor and management in the maritime shipping business. He served as counsel for the Senate committee's Maritime & Fisheries Subcommittee from 1949-50 under Sen. Magnuson's chairmanship of that unit. He and Sen. Magnuson were classmates and friends at the U. of Washington law school.

Mr. Pellegrini's heart attack occurred at the Manor Golf & Country Club at Norbeck, Md., near Washington, D. C.

SENATE TV HEARINGS NOW OPEN THURSDAY

INITIAL HEARINGS in the Senate Interstate & Foreign Commerce Committee's investigation of tv networks and uhf-vhf troubles, which were to begin last Tuesday, have been rescheduled to start this Thursday.

Committee Chairman Warren G. Magnuson (D-Wash.) postponed the hearings to 10 a.m. Thursday after the sudden death Jan. 14 of Frank A. Pellegrini, the Committee's chief counsel, following a heart attack.

The initial hearing is expected to be held Thursday and Friday at the committee's hearing room (G 16) in the U. S. Capitol Bldg.

Mr. Pellegrini was to have supervised the opening hearing and handled certain phases of it, Sen. Magnuson said. He said the unexpected postponement will give the newly appointed counsel for the tv investigation, Kenneth A. Cox, additional time to familiarize himself with the sections of the hearing Mr. Pellegrini had planned to direct.

The delay, Sen. Magnuson said, also will give FCC members added time to prepare their replies to questions put to the Commission by the Senate group [B•T, Jan. 16].

WDSU Files for Control Of Baton Rouge Stations

APPLICATION was filed with the FCC last week for transfer of control of WAFB-AM-FM-TV Baton Rouge, La., from Modern Broadcasting Co. to WDSU Broadcasting Corp. (WDSU-AM-FM-TV New Orleans). WDSU, which now holds 26.7% of Modern, purchases for $148,600 an additional 1,060 shares of stock (31.1%), bringing its total holdings to 57.8%. The sale is subject to FCC approval.

Sellers are Modern Board Chairman Louis E. Prejean and others. Mr. Prejean retains 70 shares, or 2.05%. WDSU principals include Edgar B. Stern Jr., president-67%; Robert D. Swezey, executive vice president-20%; A. Louis Read, vice president-10%, and Lester E. Kabacoff, secretary-treasurer-3%.

Modern listed total assets of $554,571 and total liabilities of $237,237, as of Nov. 30, 1955. WDSU's balance sheet, as of Oct. 31, 1955, showed total assets of $2,215,070 and total liabilities of $373,232. WDSU's net income after federal taxes for 1953 was $232,611; the figure rose to $373,232 in 1954, according to the report.

WAFB-TV is on ch. 28 and is affiliated with CBS and ABC. WAFB, MBS affiliate, is on 1460 kc with power of 5 kw daytime, 1 kw nighttime.

1400 On Your Dial

KPTL

"Your Capital Station"

Box 523 Telephone 940
CARSON CITY, NEVADA

January 10, 1956

Mr. Dale E. Kern
Sesac Inc.,
475 Fifth Avenue,
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Dear Dale:

When you last visited us you asked what use we make of the Sesac service. Basically, we use Sesac to make money.

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We reasoned that our programming must be different, must serve the listeners interests and so we adopted a format of local events, news, sports and MUSIC. And because we didn't have a fortune to spend for music, yet needed variety, we selected Sesac. And we are glad we did.

Today we occupy the top spot in our area and we got there in less than eight months. Today, Richard Maltby, Skitch Henderson, Walt Jaworski, Stan Freeman, Will Bradley, Lou Stein, Tony Mottola, Eddie Safranski, Sylvan Schulman, the Village Four, The Song Spinners, Hayloft Harmonizers and Nathaniel Shilkret are well known to the K P T L audience.

We use the entire Library and many scripts. The "Little White Chapel" is a regular Sunday morning feature. "Here Comes the Band" is a mid-morning favorite. The "Musical Panorama" and "Music We Remember", add welcome variety to our afternoon programming. "Fiesta Time" is a noon time favorite with a happy sponsor.

By the way, when shifting transcriptions during the recent flood one of the boys dropped and broke the following discs: A-175; A-709; A-901; A-903 and B-120. Would you send us replacements as soon as possible, please?

We look forward to employing Sesac service for a long time to come.

Sincerely,
Ralph V. Nelson

Ralph V. Nelson

Thank you, Mr. Nelson —

Sincerely,

SESAC INC.

FCC Authorizes 11 New Am Outlets

GRANTS for 11 new am stations were made last week by the FCC.

Construction permits granted were:

Talladega, Ala.—Confederate Broadcasting Co., 1580 kc, 1 kw day. Equal principals are: Ned Butler, chief engineer, WTLS Tallassee, Ala., and James Hemphill and W. K. Johnston, announcer and salesman, respectively, of WAPF McComb, Miss.

Fort Smith, Ark.—H. Weldon Stamps, 1410 kc, 500 w day. Mr. Stamps is vice president-general manager of KFSA-AM-FM-TV Fort Smith and holds the same position with KBRS Springdale, Ark., and KHBG Okmulgee, Okla. The Commission ruled Mr. Stamps would have to sever these connections.

Madera, Calif.—Mondo Broadcasting Co., 1250 kc, 500 w day. Principals are equal partners: Gene Mondo, 50% owner of beer distributing firm; Robert S. Garrett, commercial manager of KYOS Merced, Calif., and Eugene H. Bell, KYOS program director. The Commission said the KYOS connections must be severed.

Hazelhurst, Ga.—A. M. Thomas, 1450 kc, 250 w unlimited. Mr. Thomas owns a television-appliance store in Jacksonville, Fla.

Toccoa, Ga.—Stephens County Broadcasting Co., 1320 kc, 1 kw day. Among the owners are Roy Gaines, employe of WDUN Gainesville, Ga., and Charles H. Gaines, employe of WLET Toccoa. C. H. Gaines must leave WLET's employ, the Commission stated.

Denison, Iowa—Christen P. Andersen, 1580 kc, 500 w day. Mr. Andersen, retired, was formerly an implement dealer.

Fort Dodge, Iowa—Fort Dodge Broadcasters, 540 kc, 1 kw day. The principals include minority stockholders President Harold W. Cassill, manager of KTRI Sioux City, Iowa, and Vice President Wyman N. Schnepp, KTRI sales staff member.

Henderson, Nev.—Magowan, Jones & Harford, 1280 kc, 5 kw day. The new permittees own KONE Reno, Nev.

Muleshoe, Tex.—David W. Ratliff, 1380 kc, 500 w day. Mr. Ratliff owns KDWT Stamford, Tex.

Tyler, Tex.—Dana W. Adams, 1330 kc, 500 w day. Mr. Adams has real estate and insurance interests.

Fisher, W. Va.—Richard F. Lewis Jr., 690 kc, 500 w day. Mr. Lewis owns WINC, WRFL (FM) Winchester, WFVA Fredericksburg, WSIG Mount Jackson, all Virginia; WHYL Carlisle, WAYZ Waynesboro, both Pennsylvania, and is an applicant for a new am to operate on 1150 kc in Harrisonburg, Va.

WSAY Asks Appeals Court To Cite FCC for Contempt

REQUEST that the U. S. Court of Appeals cite the FCC for contempt of court in not ordering WHEC-TV and WVET-TV Rochester, N. Y., off the air was filed last week by WSAY Rochester, N. Y.

Reciting the chronology of the protest case against the FCC's 1952 grant to the share-time ch. 10 stations, WSAY asked that the appeals court issue a show cause order against the FCC as to why it should not be cited for contempt.

Last July the appeals court ruled that Gordon P. Brown (WSAY owner) should have been given a hearing after establishing his standing to protest the ch. 10 grants. Under existing Sec. 309(c) regulations, this meant that the Commission had to order the two-year-old stations off the air. The Rochester television stations appealed to the U. S. Supreme Court to reverse the lower court's ruling. The Supreme Court refused to accept the appeal last December. On Dec. 21, 1955, the clerk of the Court of Appeals forwarded to the FCC the mandate incorporating the court's ruling of last July. This was stamped as received by the FCC Dec. 22, WSAY claimed.

This mandate was misfiled, according to FCC sources [B•T, Jan. 16].

WSAY claimed that the FCC deliberately delayed obeying the appeals court order until passage of the Sec. 309(c) amendment [B•T, Jan. 16] which would permit the Commission to use its discretion on whether the two ch. 10 stations must go off the air. These "efforts" were made to "negate" the decision of the court, WSAY said. The motion was filed by WSAY attorneys, Roberts & McInnis, Washington.

Drys' Perennial Adv. Bill Set for Hearing Feb. 15-16

ELECTION year is here and with it the perennial effort by the drys to ban liquor advertising. The Senate Interstate & Foreign Commerce Committee has set a hearing for Feb. 15-16 and the House Interstate & Foreign Commerce Committee will follow with a two-day session shortly afterward.

Chairman Warren G. Magnuson (D-Wash.) of the Senate group said proponents of the Senate measure (S 923) will testify the first day and opponents the second day, before the full committee. S 923 was introduced during the first session of the 84th Congress by Sen. William Langer (R-N. D.).

Chairman Percy Priest (D-Tenn.) of the House group said last week the full committee will hold a two-day hearing about the same time, but after the Senate hearing. He has not set exact dates.

He said he has asked proponents of the House bill (HR 4627) to "try to confine themselves to the legal and constitutional questions involved," since other questions were answered at hearings in 1954. He said, however, that he is making no "iron-clad rules" about the phases to be discussed.

HR 4627 was introduced during the first session by Rep. Eugene Siler (D-Ky.)

Similar bills were heard by both the Senate and House groups in the 83d Congress—the House in March 1954 [B•T, March 31, 1954] and the Senate in June 1954 [B•T, June 28, 1954]—and in past Congresses. Neither of these bills were reported from committee.

The Senate committee in 1954 was cooler toward the anti-liquor advertising bill than was the House group, which rebuked the radio-tv and beer and wine industries and asked for a report on activities to curb such advertising. NARTB made such a report to the House group Jan. 1, 1955, indicating that beer and wine ads comprise only a small percentage of total advertising time and revenues.

KCSR Opposes Dry Adv. Bill

KCSR Chadron, Neb., last week went on record against a Senate bill (S 923) which would prohibit advertising of alcoholic beverages on radio and tv and in other advertising media. The station notified its congressional delegation in Washington that, although KCSR carries "very little advertising for anyone connected with alcoholic beverages," the station considers the bill's provisions to be "improper, unfair and discriminatory legislation of the very worst kind," and doubts its constitutionality.

EXAMINER RULES AGAINST WJRT (TV) SITE PROTESTS

Sharfman says Saginaw, Lansing and Cadillac stations failed to prove that Flint v should be prohibited from moving its tower.

THREE Michigan tv stations protesting an FCC grant of a transmitter-site change to WJRT (TV), prospective ch. 12 station for Flint, Mich., failed to meet the required burden of proof on economic injury, misrepresentation and other issues, FCC Hearing Examiner Herbert Sharfman ruled in an initial decision last week.

Mr. Sharfman recommended the FCC allow WJRT (WJR Detroit) to proceed with its grant, which had been postponed pending a hearing on protests by ch. 57 WKNX-TV Saginaw, ch. 54 WTOM-TV Lansing and ch. 13 WWTV (TV) Cadillac.

WJRT last April had its application approved to change transmitter site from Clarkston (19 miles southeast of Flint, 27 miles from Detroit) to Chesaning (20 miles northwest of Flint, 72 miles from Detroit) with CBS affiliation instead of DuMont, as originally proposed.

The three tv stations charged that the new proposals constituted a material change in WJRT's original application, that WJRT "misrepresented and concealed" from the FCC facts regarding its original intentions, and that the new proposals would cause economic injury to the protesting stations. The FCC ordered a hearing on the issues last June [B•T, June 13].

Mr. Sharfman said that the protestants failed to establish that up to the time of its original grant in May 1954, WJRT did not intend to go through with its proposed DuMont affiliation. And although the DuMont Network was still a "going concern" in the summer of 1954, Mr. Sharfman noted, there were portentous signs that an industry-wide observer "could reasonably heed." Mr. Sharfman recognized that WJRT showed considerably less enthusiasm for DuMont after it got the grant, but said there was no proof that its disinterest was not related to DuMont's decline.

Mr. Sharfman discounted allegations by the protestants that WJRT's change in transmitter site was planned before the original grant, but was concealed to improve its competitive position. The stations failed to establish that, at the time of the grant, WJRT did not intend to fulfill its representations, Mr. Sharfman stated.

The examiner conceded that WJRT's operation would force WKNX-TV off the air and would probably cause WWTV to go under, too. But broadcasting is a competitive business, Mr. Sharfman said, and WJRT has equal rights with the protestants in adopting "measures of survival." The allocations plan was devised with the knowledge that economic forces might thwart a strict adherence to it, Mr. Sharfman said.

"The measures of self-protection to which WJRT has resorted, severe though they are," Mr. Sharfman said, ". . . have not passed beyond the point where it could be found that it is not exercising its right of free and fair competition. . . ."

B•T Story in 'Record'

SEN. HERBERT H. LEHMAN (D-N. Y.) last week inserted in the *Congressional Record* the entire text of a story, "Labor Turns to Radio," in the Sept. 19, 1955, issue of B•T. The story deals with labor's use of the radio medium and its success.

portrait of a market

. . . where these factors combine for your sales' success



. . . a proven high-income industrial area . . .



. . . a proven year-round vacationland . . .



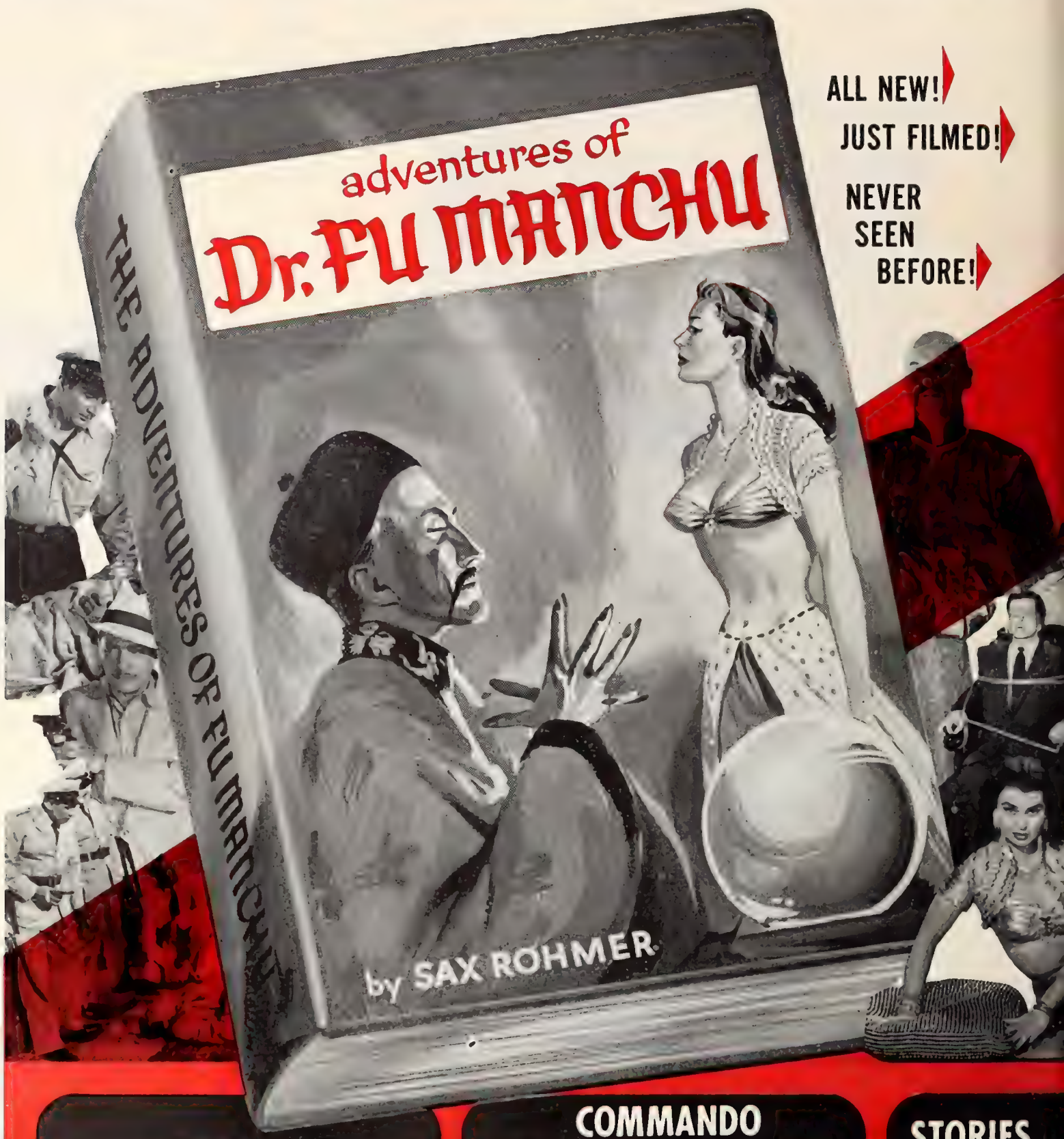
. . . where, with outstanding local and network productions, one station brings dreams to life for 446,200 television families.

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A General Electric Television Station ★ Represented Nationally by NBC SPOT SALES

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Mystery at its best!
ALL STAR CAST · 26½ minutes each

COMMANDO CODY
(Sky Marshal of the Universe)
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Now being sponsored by
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- THE PLAGUE OF DR. FU MANCHU
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- THE GOLDEN GOD OF DR. FU MANCHU
- DR. FU MANCHU, INC.
- THE VENGEANCE OF DR. FU MANCHU
- DR. FU MANCHU'S RAID
- THE DEATH SHIPS OF DR. FU MANCHU
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- THE SATELLITES OF DR. FU MANCHU
- THE ASSASSINS OF DR. FU MANCHU

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"FRONTIER DOCTOR"
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IKE'S BUDGET BOOSTS FCC, USIA OUTLAYS

President's annual recommendations to Congress seeks more funds for regulatory body and Voice of America, boosting the latter's broadcast hours to 44¼ daily.

SUBSTANTIAL INCREASE in funds for the FCC's network investigation and a $6.6 million allocation for the Voice of America's television activity marked the 1957 fiscal year budget recommendations to Congress last week by President Eisenhower. The President's overall $65.9 billion budget compared with the $64.3 billion recommended last year.

The FCC was listed for $7.85 million, compared with $6.87 million the past year. However, a supplemental appropriation to take care of pay raises authorized by the 84th Congress brought the 1956 fiscal year appropriation to $7.3 million.

This sum includes a recommended $141,000 for the FCC network study, compared with the $80,000 Congress appropriated last year. It also includes $118,000 for travel expenses—the increase from $65,000 last year being accounted for by the raise in per diem for government employes, from $9 per day to $12 per day.

The budget message indicated that the average number of FCC employes for the 1957 monetary year would be 1,132. The average for 1956 was estimated at 1,062.

The U. S. Information Agency's budget was put at $135 million, up more than $50 million from 1956's $85.3 million. USIA's radio and tv activities were recommended for $24.15 million, compared with $17.5 million for the previous year. Of this, $6.6 million was allocated to increased tv activities—mostly in quantity and quality of video programs placed on foreign tv stations. At present, VOA places American tv programs on 100 foreign tv stations in 29 countries.

The budget message explained that VOA broadcasts 39 foreign languages and English. Programs originate in the U. S. and at two locations overseas. VOA uses 76 transmitters at seven points in the U. S. and at nine overseas locations. The new budget will permit VOA to broadcast 44¼ hours daily, compared to 30½ hours daily at present.

VOA has about 1,600 employes, with 850 in the U. S. and 750 overseas (of whom 250 are U. S. citizens).

Rep. Heselton Attacks Over-Commercialization

THE PROBLEM of over-commercialization in radio and television has not been solved despite the FCC's reliance on the "cooperation of the industry through self-regulation and self-restraint," Rep. John W. Heselton (R-Mass.) said last week.

Rep. Heselton is author of a bill (HR 5741), introduced in the first session of the 84th Congress, that would amend Sec. 330 of the Communications Act to require FCC regulations providing the proportion of advertising time on any radio or tv program shall not be "excessive" [B•T, April 25, 1955].

In a statement Thursday on the House floor, Rep. Heselton said the FCC adopted comments on HR 5741 admitting that "there have been, and are, abuses in this matter," but adding that "fixed rules by a government agency" would not solve it. The FCC's remarks about industry self-regulation were made with "apparent satisfaction," Rep. Heselton said. He said the FCC also added "the usual bureaucratic gobbledegook about 'budgetary limitations.'"

He commended a column by James O'Neill Jr. in the *Washington Daily News* criticizing a particular program, but said this program is not the "sole offender." He said he is asking FCC comments on Mr. O'Neill's article.

He cited "countless examples of incessant and monotonous abuse of the listening and viewing public which is basically a combination of flagrant bad taste and arrogant indifference," adding that those responsible seem to be "completely unconcerned about the fact that they use the air waves only by sufferance."

WDGY Change Among FCC-Approved Sales

OWNERSHIP CHANGES granted last week were capped by FCC approval of the sale of WDGY Minneapolis for $334,200 by Twin Cities Broadcasting Corp. to Mid-Continent Broadcasting Co. Other major sales approved were for KANS Wichita, Kan., KRUX Glendale, Ariz., and WLBJ-AM-FM Bowling Green, Ky.

Mid-Continent, the new licensee of WDGY, is the owner of KOWH Omaha, Neb., WTIX New Orleans, and WHB Kansas City, Mo.

KANS was sold by Taylor Radio & Tv Corp. to KANS Broadcasting Co. for $100,000. Kenyon Brown and Frank J. Lynch are equal partners in KANS Broadcasting. Mr. Brown owns KWFT Wichita Falls, Tex. [B•T, Jan. 16], is 33% owner of KGLC Miami, Okla., 49% stockholder in KBYE Oklahoma City, and 33.3% owner of KFEQ-AM-TV St. Joseph, Mo. Mr. Lynch has a 49% interest in KBYE and 5.3% in KGLC.

Bartell Broadcasters Inc. purchased KRUX from Radio Arizona Inc. for $70,000. The sale is the exercise of an option given Bartell Broadcasters when it bought KCBQ San Diego, Calif. Bartell also owns WAPL Appleton, Wis., WAKE Atlanta, Ga., WMTV (TV) Madison, Wis., and WOKY Milwaukee.

WLBJ-AM-FM was sold by the Bowling Green Broadcasting Co. to the Greenwood Broadcasting Co. for $60,000. Cy N. Bahakel, owner of WKOZ Kosciusko, WABG Greenwood, both Miss., WKIN Kingsport, Tenn., WPLH Huntington, W. Va., WRIS Roanoke and WWOD Lynchburg, both Va., is the sole owner of Greenwood Broadcasting.

For other ownership changes approved, see For the Record, page 93.

Single Director Involved In WCHS-TV Rift, FCC Told

WHAT would appear to be a sharp split in management is only the dissident voice of a single director, WCHS-TV Inc. has told the FCC. WCHS-TV Inc., 60% owner of WCHS-TV Charleston, W. Va., asked the Commission to deny a request by its junior partner, Capital Tv Co. (40% of station), to set for hearing the station's application for a change in transmitter-antenna site [B•T, Jan. 2]. Capital charged that WCHS-TV's public service programming was inadequate and should be improved before it should consider spending money for a site change.

In its rebuttal, WCHS-TV Inc. said the two Capital members of the station's board of directors were split on a proposal to apply for a new site, with the proposal carrying by a 9-to-1 vote. WCHS-TV Inc. told the FCC that Capital is bound by the board decision and as a minority stockholder lacks requisite status before the Commission.

WCHS-TV Inc. further stated that its negotiations to buy Capital's minority interest have reached an impasse and that Capital is using its petition as a "club" to force the purchase. WCHS-TV Inc. presented a rundown of its public service programming, which it said would show that Capital's allegations "are completely without foundation."

House Group Asks Commission About Executive Interference

THE House Small Business Committee's Evins Subcommittee has sent the FCC a "lengthy" questionnaire on allegations of interference by the Executive Branch in Commission decisions, a subcommittee spokesman said last week.

The subcommittee, headed by Rep. Joe L. Evins (D-Tenn.), has indicated hearings will be set after the FCC reply. The spokesman said a questionnaire had been mailed to the FCC earlier, but FCC Chairman George C. McConnaughey had indicated the questionnaire was lost, probably in the holiday mail rush.

The subcommittee is looking into charges that the Executive Branch has influenced decisions by federal regulatory commissions.

WGR Set to Drop Objections To NBC Purchase of WBUF-TV

WGR BUFFALO, N. Y., objections to FCC approval of the sale of ch. 17 WBUF-TV Buffalo, to NBC are scheduled to be dropped, it was understood last week. Protest hearing, scheduled to resume Jan. 16, was postponed indefinitely after all parties agreed to request.

It was understood that WGR board was to meet tomorrow to take up question of whether to continue opposition or not. Recommendation will be to drop action, it was understood.

WGR-TV the NBC affiliate in Buffalo, has fought the purchase of WBUF-TV since its inception last year. NBC bought the uhf station for $312,000 and the FCC approved the transfer [B•T, Sept. 26, 1955]. WGR-TV then protested under Sec. 309 (c), but lost in the efforts to secure a stay order from the U. S. Court of Appeals. In related actions, the court heard argument last week on a motion by the FCC to dismiss an NBC appeal against the Commission's order setting the grant for hearing. Also last week, the Commission denied an NBC petition for continuance of the hearing.

FCC Denies Uhf Petition

LAST November's petition by the Uhf Industry Coordinating Committee that the FCC rescind its Zone I antenna height order [B•T, Dec. 5, 1955] was denied last week. The Commission said that even though the order applies only to a single station (WBEN-TV Buffalo) it met all the requirements for issuance. The order permits tv stations which built towers after the Third Notice but before the 1952 Sixth Report and Order to go to full power. The Sixth Report limited vhf stations in Zone I to 1,000 ft. towers. The Third Report had proposed higher antenna heights and WBEN-TV had applied for and built a 1,250 ft. tower. Because it was over 1,000 ft., ch. 4 WBEN-TV had not been able to radiate maximum 100 kw. Last year's order permitted the *Buffalo News'* station to increase power to 100 kw.



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IN NEBRASKA'S OTHER BIG MARKET?

42-COUNTY
LINCOLN-LAND AREA TELEPULSE
Share of Audience — September, 1955

	KOLN-TV	"B"	"C"	"D"
MONDAY THRU FRIDAY:				
1:00 — 6:00 p.m.	50	21	13	11*
6:00 — 11:00 p.m.	53	18	14	11*
SATURDAY:				
1:00 — 6:00 p.m.	52	15	15	8
6:00 — 11:00 p.m.	50	13	15	17
SUNDAY:				
1:00 — 6:00 p.m.	34*	36	13	16*
6:00 — 11:00 p.m.	35	22	14	23

*Does not broadcast for complete period and the share of audience is unadjusted for this situation.

KOLN-TV, one of America's great area stations, covers Lincoln-Land, 95.5% OF WHICH IS OUTSIDE THE GRADE "B" AREA OF OMAHA. This important market is as independent of Omaha as South Bend is of Fort Wayne — Hartford of Providence — or Syracuse of Rochester!

Lincoln-Land consists of 42 counties with 200,000 families — *125,000 unduplicated by any other TV station!*

Telepulse credits KOLN-TV with 138.1% more afternoon Lincoln-Land viewers than the next station — 194.4% more nighttime viewers!

Let Avery-Knodel give you the whole story on KOLN-TV, the official CBS-ABC outlet for South Central Nebraska and Northern Kansas.

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

KOLN-TV

COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives

AM – TV – FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS

House Antimonopoly Unit Asks Testimony on NCAA

REP. PATRICK J. HILLINGS (R-Calif.), who has asked for an investigation of possible monopoly in the National Collegiate Athletic Assn.'s control over televised college football, said last week he has been requested to give his views on the subject before the House Antimonopoly Subcommittee.

Rep. Hillings said he has been asked to appear by Rep. Emanuel Celler (D-N. Y.), chairman of the parent House Judiciary Committee and the subcommittee, and by the ranking Republican on the subcommittee, Rep. Kenneth Keating (R-N. Y.). Rep. Hillings is a member of the Judiciary Committee, but not of the subcommittee.

The California congressman had asked for the probe in a letter to Rep. Celler. The subcommittee plans to hold exploratory hearings perhaps next month on a number of allegations of monopoly within industries regulated by federal agencies, among them the FCC.

Rep. Hillings said he had received complaints from football fans who said they could not see the best games. He said he realized he was dealing with "a delicate subject—we don't want people to think we are trying to control college football."

But, he added, "tv is a regulated industry —the NCAA decides what football will be carried. It seems to me there is a question here that can be explored."

Rep. Hillings said some colleges as well as football fans have complained about NCAA's control over televised college football, and that sponsors, too, must take what is offered.

"If there is no violation of the law, the committee may well wish to consider the possibility of legislation in this regard," Rep. Hillings said.

Allocations Deadline Now Postponed to Feb. 8

SECOND postponement of the deadline (to Feb. 8) for reply comments in the FCC's television allocation proceedings was ordered last week.

The original deadline for comments was Dec. 15, 1955, and for counter-comments Jan. 6. Late in December the FCC moved this latter date to Jan. 20. The additional time was requested two weeks ago by WHIZ-TV Zanesville, Ohio, and WTAP-TV Parkersburg, W. Va. They actually asked for a 30-day extension, but the Commission agreed to 18 days. WHIZ-TV said it was preparing a detailed analysis of the more than 200 comments.

The extension drew dissents from Comrs. John C. Doerfer and Robert E. Lee.

FCC Indicates Hearing For KVAR (TV) Move

PROPOSAL to move its main studio to Phoenix may have to undergo a hearing, the FCC has told KVAR (TV) Mesa, Ariz. The station, which occupies the same building as KTYL-AM-FM Mesa, has complained of signal interference from those stations. KVAR, on ch. 12, asked the FCC for permission to move its studio to an office owned by the station in Phoenix (11¾ miles from the present site).

In announcing that the proposed move may require a hearing, the FCC cited objections from two of the three Phoenix tv stations (KTVK [TV] and KOOL-TV). The Phoenix stations argued that the move would make KVAR a Phoenix outlet in violation of the FCC Table of Assignments. Furthermore, the protestants charged, the move would deprive Mesa of its only tv outlet for local expression. KVAR could eliminate its interference problem by building a new main studio in Mesa, the stations said.

The FCC pointed out that a station must show good cause for locating its main studios outside the principal city it is licensed to serve. There is a direct relation, the Commission stated, between the location of a station's main studio and the manner in which the station fulfills is obligation to serve the needs and interests of its community.

Examiner Recommends Denial Of Paducah, Ky., Am Bid

INITIAL DECISION recommending denial of an application of E. Weaks McKinney-Smith for 1560 kc, 1 kw unlimited at Paducah, Ky., was issued by FCC Hearing Examiner Herbert Sharfman last week.

Mr. Sharfman's decision was not based on the protest of WQXR New York (1560 kc, 10 kw; cp for 50 kw), party to the hearing, which claimed the Paducah grant would cause interference.

The fatal factor, Examiner Sharfman found, was the applicant's failure to comply with the Commission's so-called "10% Rule" (Sec. 328 [c]), which provides a grant may be made if interference received does not affect more than 10% of the people within the proposed station's primary service area.

Mr. Sharfman found that co-channel interference would deprive service to 17% of the population within the applicant's normally-protected nighttime contour. Although the 10% requirement can be waived if a proposed station will provide a community with a first nighttime service or if 25% or more of the people in the proposed nighttime service area are without a primary service, Mr. Sharfman found that the Paducah applicant failed to properly meet these requirements.

Bid to Raise Bay City Tower Opposed by WJIM-TV Lansing

A PROTEST was lodged with the FCC last week against an application of WNEM-TV Bay City, Mich., for an increase in tower height from 520 to 1,000 ft. Entering objection to WNEM-TV's proposed increase was WJIM-TV Lansing, which last November was granted FCC authority to increase its own present 440-ft. tower height to 980 ft. WNEM-TV and WJIM-TV, both with 100-kw power, are on chs. 5 and 6, respectively.

WJIM-TV said that WNEM-TV's proposed operation would cause interference within the Grade B contour of WJIM-TV. Under WJIM-TV's present operation this interference would affect an area of 529 sq. miles or 33,580 people; under its planned 980-ft. operation it would involve 849 sq. miles or 156,999 people, the Lansing station maintained. The interference would prejudice advertisers against WJIM-TV, causing it economic injury, the station claimed.

ABC-XETV (TV) Pact Stayed

LONG-CONTESTED ABC affiliation with ch. 6 XETV (TV) Tijuanna, Mexico—granted last November [B•T, Nov. 28, 1955]—was stayed last week by the FCC following official protests by KFMB-TV and KFSD-TV San Diego, Calif. San Diego is 15 miles from Tijuana and the American vhf stations claimed the Mexican station was in reality programming for the San Diego market. KFMB-TV is NBC and CBS; KFSD-TV is ABC. Both claimed that XETV was broadcasting "low quality" programs and that the ABC affiliation would result in unfair competition with the American broadcasters. The Commission, with Comrs. Edward M. Webster and John C. Doerfer dissenting, set a long list of issues, to be proved by the protestants. They include mainly questions of alleged deception, operations and program content. Hearing was ordered to be held March 19.

One Clovis, N. M., Applicant Asks to Withdraw Tv Request

ONE of two contestants for ch. 12 at Clovis, N. M., last week asked the FCC for permission to withdraw its application. Video Independent Theatres Inc., whose application for the Clovis facility was set for hearing with KICA there, told the Commission that it foresaw difficulties in competing with KICA because of that station's high standing in the community.

Video, which proposed a low-power tv operation, expressed doubt, however, that Clovis could support the high-power, expensive operation contemplated by KICA. Video said that KICA had agreed to make partial reimbursement for out-of-pocket expenses incurred by Video in the prosecution of its application. Payment, $2,000, will be made 10 days following the issuance of a final grant to KICA. Video listed its expenses at $2,758.

WEOL Renewal Hearing Ends With Newspapers in Default

HEARING on protest against license renewal of WEOL Elyria, Ohio, opposed by *Lorain Journal* and *Mansfield Journal*, began and ended same day last week when FCC Hearing Examiner Herbert Sharfman ruled the two newspapers in default.

The newspapers had asked the examiner to postpone the hearing until the FCC acted on two petitions against previous rulings by the examiner. The examiner refused, and counsel for the newspapers refused to begin the case when ordered to do so.

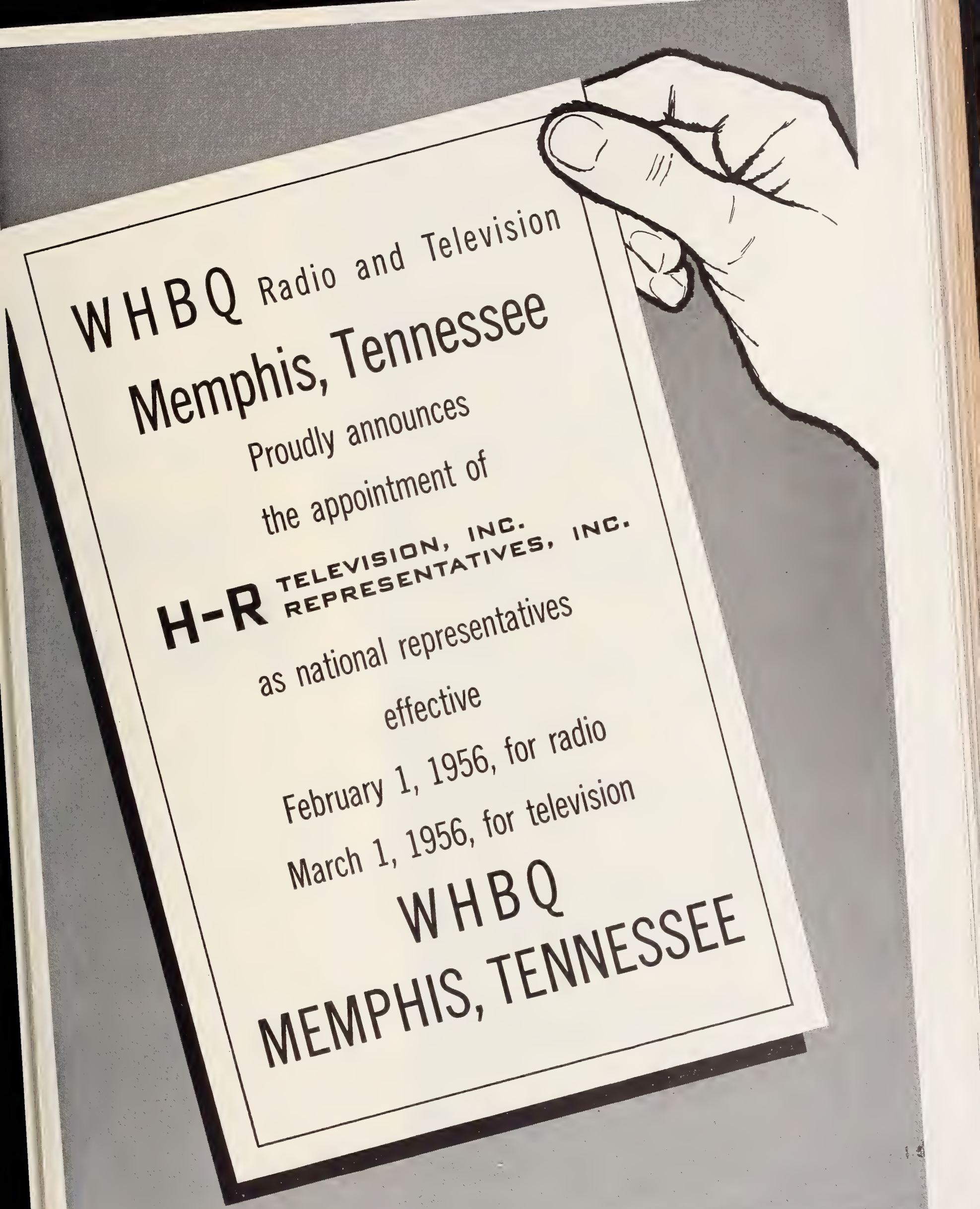
At issue in the controversy is whether the newspapers have to bear the burden of proof against WEOL's renewal, or whether the station has to defend itself. The examiner ruled that the Commission's order required the newspapers to bear the burden of proof; but the newspapers claimed that the station must accept the burden. Last week the FCC turned down the newspapers' petition seeking to put the burden on the station. Still pending is the newspapers' request to enlarge the issues.

FCC Okays WNYC-FM Plan To Multiplex Weather News

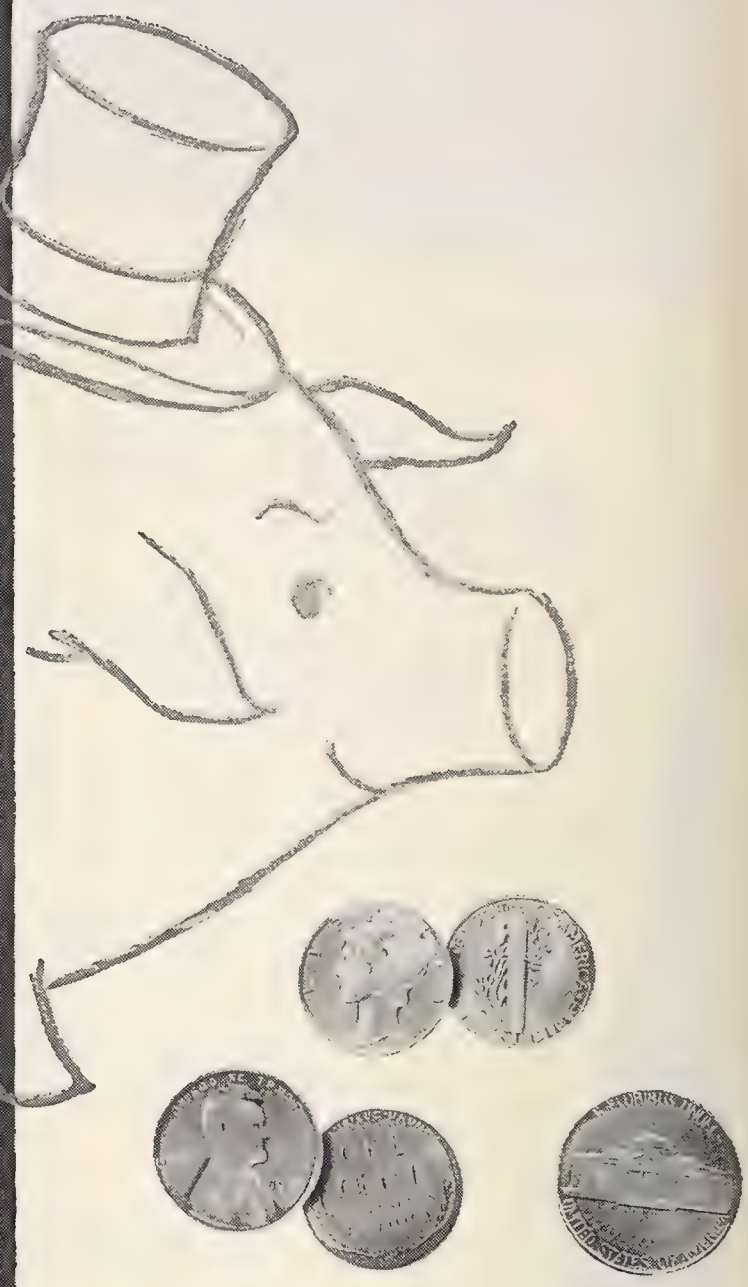
FIRST FCC authorization to provide cost-free, continuous weather broadcasts on a multiplex basis was granted last week to WNYC-FM New York, municipally-owned station. This is the 45th subsidiary communications authorization issued to date; the other 44 were awarded to background music and storecasting operations.

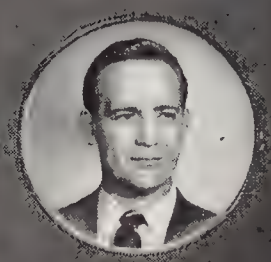
WNYC-FM is authorized to provide, on a cost-free basis, continuous weather broadcasts to any person or group having the necessary receiving equipment. WNYC-FM said the service will provide valuable information to the police department, fire department, transportation companies, maritime interests and other agencies which benefit from comprehensive, up-to-the-minute weather information.

Under the authorization, the weather broadcasts would be made available, also without cost, for retransmission by any stations in WNYC-FM's service area.


WHBQ Radio and Television
Memphis, Tennessee
Proudly announces
the appointment of
H-R TELEVISION, INC.
REPRESENTATIVES, INC.
as national representatives
effective
February 1, 1956, for radio
March 1, 1956, for television
WHBQ
MEMPHIS, TENNESSEE

abc-tv's "afternoon film festival" serves up nighttime quality at daytime prices





your host, Allyn Edwards

Topnotch TV at piggy-bank rates! Nighttime quality at daytime prices! No matter how it's phrased, ABC-TV's great new *Afternoon Film Festival* is television's most remarkable participation buy. Each weekday afternoon a superb motion picture never before seen on TV. Films like *The Captive Heart, Genevieve, Desperate Moment, The Cruel Sea.* Famous stars like *Jean Simmons, Peggy Cummins, Stewart Granger, James Mason, Deborah Kerr.* Personable Allyn Edwards is the host . . . and *your* salesman. The buying plan is flexible. The time slot (3 to 5 p. m. EST) seems sure to produce excellent ratings. Get all the facts on this exciting new participation buy today.

abc television network

7 W. 66th St., New York 23, N. Y., *SUsquehanna 7-5000*
20 North Wacker Drive, Chicago, Ill., *ANdover 3-0800*
277 Golden Gate, San Francisco, *UNderhill 3-0077*

STATION MANAGERS DISCUSS COLOR TV

REVIEW of developments and objectives in color programming, merchandising and budgeting as well as a "fill-in" on the NBC acquisition of stations in Buffalo, Philadelphia and New Britain, Conn., highlighted a closed session of managers of NBC-owned radio and tv stations held Monday and Tuesday in New York.

At the meeting, Charles R. Denny, vice president of NBC-owned stations and NBC Spot Sales, reported on sales increases among the stations [B•T, Jan. 11]. Plans for the division's new "Window" department store color program concept were discussed. On Tuesday, a special five-minute segment of Jinx Falkenburg's daily show on WRCA-TV New York (which is telecast daily in color) was devoted to a demonstration of "Window" as it had been shown to the National Retail Dry Goods Assn. convention the week before. The actual on-air presentation was introduced to home viewers, and to the managers who watched the program on color receivers at the Hotel Plaza, by Hamilton Shea, NBC vice president in charge of WRCA-TV.



MANAGERS of NBC-owned stations review sales records with two NBC executives during last week's two-day meeting in New York. L to r: seated, Thomas B. McFadden, vice president, NBC Spot Sales; Charles R. Denny, vice president, NBC owned stations and NBC Spot Sales, and Jules Herbuveaux, WMAQ-WNBQ (TV) Chicago; standing, Hamilton Shea, WRCA-AM-TV New York; Carleton Smith, WRC-AM-TV Washington; William K. McDaniel, KNBC San Francisco; Lloyd Yoder, WTAM-WNBK (TV) Cleveland; Thomas McCray, KRCA (TV) Los Angeles, and Charles C. Bevis Jr., WBUF-TV Buffalo.

Special Program Jan. 30 To Mark KPAR-TV Debut

SPECIAL ceremonies Jan. 30 will mark the opening of KPAR-TV Sweetwater, Tex., as a satellite operation of KDUB-TV Lubbock. W. D. (Dub) Rogers Jr., president of Texas Telecasting Inc., operator of the two stations, said that viewers would be taken on a tour of the ch. 12 outlet's facilities during a special three-hour telecast.

Although a satellite, a full-time staff will be maintained at KPAR-TV to originate local programming. Time at the new facility may be purchased separately or at special combination rates with KDUB-TV, Mr. Rogers said. KPAR-TV plans to begin regular 18-hour daily programming Jan. 31.

KHPL-TV Goes on Air Jan. 29

KHPL-TV Hayes Center, Neb., ch. 2 satellite of KHOL-TV Holdrege, will begin telecasting Jan. 29 with a special program from the parent station's studios. Dignitaries from Nebraska, Kansas and Colorado, are expected to participate in the opening ceremonies, with music furnished by the McCook (Neb.) High School band.

KAKE's Fletcher Retires

GRAEME FLETCHER announced his resignation last week as vice president-general manager of KAKE Wichita, Kan., effective Dec. 1, 1955, while he was recuperating from an illness.



MR. FLETCHER

Mr. Fletcher had been with KAKE since it began in September 1947, first as program director and as general manager since April 15, 1954. Mr. Fletcher entered broadcasting in 1934 with WFBC Greenville, S. C. He has no future plans beyond an extended vacation.

WBIG Building Dedication Held on 30th Anniversary

A NEW BUILDING that houses executive offices, studio and transmitter facilities was dedicated Sunday by WBIG Greensboro, N. C., Jefferson Standard Life Insurance Co. outlet, on the station's 30th anniversary, according to Allen Wannamaker, vice president and general manager.

A 2½-hour dedicatory program included transcribed messages from Gov. Luther H. Hodges; Mayor R. Boyd Morris of Greensboro; Howard Holderness, president, and Joseph M. Bryan, vice president, of Jefferson Standard; Perry Como, Edward R. Murrow and Douglas Edwards, of CBS, and Eddie Cameron, Duke U. athletic director. The new plant is located at 2838 Battleground Road.

Back to Join WFIL-AM-TV

GUNNAR BACK, nationally-known commentator and ABC Washington correspondent, has been named director of news and special events at WFIL-AM-TV Philadelphia. Mr. Back assumes his new duties Feb. 6, according to Roger W. Clipp, general manager of the radio and tv division of Triangle Publications Inc., licensee of the Philadelphia outlets.

WHAS-TV Issues New Rates

WHAS-TV Louisville, Ky., has announced a new rate card, No. 8, effective Feb. 1.

The station has established a Class AA time bracket from 7 to 10 p.m., Sunday through Saturday, with a one time hourly rate of $1,000. The Class AA minute announcement rate is $200. Also established is a new time period for 30 second break announcements.

Walter Compton Signed As WOL News Commentator

WALTER COMPTON, 20-year radio-tv veteran, and MBS White House correspondent from 1937 to 1945, has been signed as news reporter-commentator for WOL-AM-FM Washington.



MR. COMPTON

Mr. Compton, who assumes his new duties effective today (Monday), will handle Monday-Friday morning and evening newscasts (7:30, 8:00, 8:30, 9:00 a.m.; 5:00, 6:15 p.m.). His morning shows will be five-minute news roundups and his evening stints will analyze the day's events.

Mr. Compton is a former manager of WAAM (TV) Baltimore and WTTG (TV) Washington. Additionally, he has been a newscaster for WHN New York.

During his first stay in Washington, WOL was MBS' Washington outlet where Mr. Compton originated and emceed the *Double or Nothing* program, besides covering his regular White House duties for Mutual.

Young Firms Change Names

ADAM YOUNG TELEVISION Corp. and Adam J. Young Jr. Inc., national station representatives, officially announced last week a change in corporate name to Young Television Corp. and Adam Young Corp., respectively.

WIBW-TV Camera Covers Kansas Legislature Sessions

CURRENT SESSIONS of the Kansas Legislature are being covered daily by WIBW-TV Topeka, described by the station as the first such coverage in state history.

Using a sound-film camera, WIBW-TV films the sessions for the 6 p.m. newscast by Dick Upton, WIBW-TV news director.

Another precedent in legislative coverage has been made by WSAZ-AM-TV Huntington, W. Va., which covered the opening session of the West Virginia Legislature [B•T, Jan. 16.] President Harold E. Fellows, NARTB, called the legislative coverage "an historic event and a real advance in our efforts to achieve greater freedom of information for the American people." He added that it showed "these media can operate unobtrusively without disturbing the decorum of the proceedings."



GENE McKINNEY, news cameraman of WIBW-TV Topeka, covers the Kansas Legislature with sound-on-film camera.

WRIT Wins Decision on Tapes

THE UTILITIES Committee of the Milwaukee Common Council last week recommended that WRIT in that city be permitted to continue making tape recordings of the fire department dispatcher's daily report.

The Milwaukee station earlier had charged Fire Chief Edward Wischer with violating "freedom of the press" in ordering the tape recordings discontinued. The fire chief, who attended last week's meeting of the Common Council committee, agreed to the committee's recommendation, it was reported.

The Proof

KEY HERBERT, WBAP-TV Ft. Worth cameraman-reporter, made a sound-on-film motion picture of a meeting of Texas senators discussing whether or not Mr. Herbert and his camera should be admitted to the Texas Senate committee investigating insurance scandals without the senators being aware that they were being filmed and recorded.

Permission was denied.

Doyle Vinson, WBAP-TV news film director, said the fact that the pre-hearing was filmed without the senators awareness was evidence that sound-on-film coverage of the hearing would not have interfered with the proceedings.

"If the presence of a television news camera in the hearing room would have resulted in a 'show' or 'production' as some senators suggested, then those responsible . . . would have been someone other than the news cameraman," Mr. Vinson said.

Sooners to Visit Soviet

THIRTY Oklahomans will make a three-week tour of the Soviet Union in May under the combined auspices of WKY-AM-TV and *The Daily Oklahoman,* Oklahoma City stations and newspaper.

The touring party will be composed of 28 Sooner agricultural and livestock men and two newsmen, WKY-AM-TV reporter Richard John and Roy P. Stewart, staff writer for *The Daily Oklahoman.*

The tour, which has been months in the making, was conceived last August by P. A. Sugg, WKY-AM-TV manager, who negotiated with the U. S. Dept. of State and later directly with the Soviet Union to complete arrangements.

WSRS Cleveland Features 'Big Week-End' Competition

WSRS Cleveland, currently is featuring a "Big Week-End" contest in which employes of local companies may get two extra days off from work.

Workers are invited to enter the contest, in which the radio station serves as the intermediary, after getting permission from employers who agree to donate a "bonus vacation of Friday through Monday away from work." WSRS announces several winners, over the air each day, and the station then conducts an interview concerning the company involved, giving information about its product and its contribution to the community.

As an added inducement for companies to participate, WSRS is pointing out that the expense involved by the company in giving workers two extra days off "is tax deductible."

Three Department Heads Appointed by KPTV (TV)

THREE department head changes at KPTV (TV) Portland, Ore., were announced last week by Frank J. Riordan, managing director.

Don Tykeson, sales manager, was named national sales manager; D. Donald Lonie Jr., promotion manager, became local sales manager, and Albert R. McLaughlin, continuity director, replaced Mr. Lonie as promotion manager. All three men have been with KPTV from two to three years.

Radio Release-Newspaper Ad Decried by KSJO's Manager

THE PRACTICE by some companies of sending "news releases" to radio stations and then inserting the same information in paid newspaper advertisements was assailed last week by Norman Paul, general manager of KSJO San Jose, Calif.

In the wake of the flood disaster in California, KSJO received a release from an electrical products manufacturing concern telling how the company helped flood victims, said Mr. Paul.

"We then find in the local press a paid ad . . . containing the same copy, word for word, as received in the so-called radio news release," the station manager declared.

"KSJO's news department is set up to gather and write news and not to boil down advertiseing copy. The (company's) publicity office has been notified of this fact along with a copy of our rate card. . . . We sincerely trust other broadcasters are following suit. . . ."

One-Cent Sale on Spots Found Successful at WILD

A PACKAGE announcement campaign using a one-cent-per-spot inducement, started Jan. 9 by WILD Birmingham, Ala., has succeeded far beyond expectations, according to Tom Thurman, vice president-sales manager. WILD has been operated since Jan. 1 by Gordon Broadcasting Co., also owner of WSAI Cincinnati. Charles Black is WILD vice president-general manager.

The plan was adopted to promote the station's new program format of music, news and sports, and to bring in new local advertisers. Local advertisers are offered 50 spots at one cent each for every 50 announcements bought at the published rate. The announcements must be used prior to Feb. 25.

A similar plan for national advertisers will be announced by WILD, with a saturation package based on 12 weekly announcements for $144 plus another 12 for a cent each, or $144.12 for 24 announcements, for example. The general plan resembles the local promotion.

In effect, WILD is offering roughly a 50% discount on its get-acquainted deal. Mr. Thurman told B•T Thursday that 28 local advertising packages had been sold in two weeks, many of them to new clients. The list includes auto dealers, three oil companies, Arthur Murray dance studio, two tire firms, a dry cleaner and others. Under its 15-minute protection policy, Mr. Thurman said, the station is unable to take any more automotive business for the time being. A new rate card based on a 10% increase has been announced.

KNXT (TV) Expands Class AA, Increases Charges on Spots

KNXT (TV) Hollywood has extended its Class AA time to include the 7:30-10 p.m. period (formerly 8-10) and increased spot rates, according to Austin Heywood, KNXT press information.

Class AA rates for a minute spot were upped from $600 to $700, Class A, $400 to $500, Class B, $250 to $300, and Class C and D rates remain the same. Rates on *The Big News,* a late-evening news show, have gone from $500 to $600 for 12-minute and $300 to $400 for six-minute segments.

KAAA Changes to KCUE

KCUE are the new call letters for KAAA Red Wing, Minn., newly-purchased by the Hiawatha Valley Broadcasting Co. from the Red Wing Broadcasting Co.



MR. ELSTON

Owners of KCUE are Nicholas Tedesco, St. Paul, Minn., president; Gene Elston, Red Wing, vice president and general manager, and Victor Tedesco, St. Paul, treasurer. The Tedescos also own WKIJ Sparta, Wis., and WCOW St. Paul.

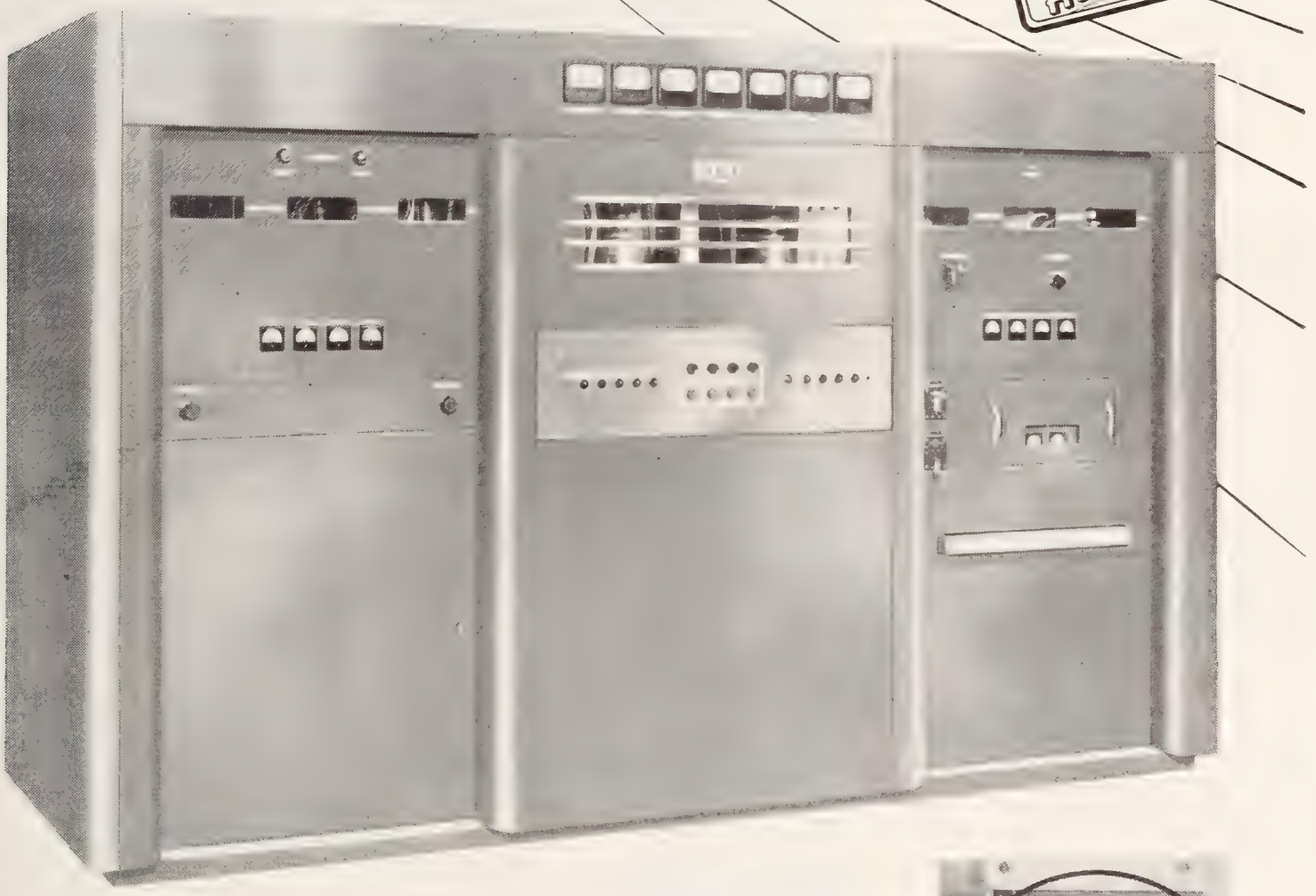
Mr. Elson previously was radio-tv director for the W. D. Lyon Advertising Agency in Cedar Rapids, Iowa.

GATES

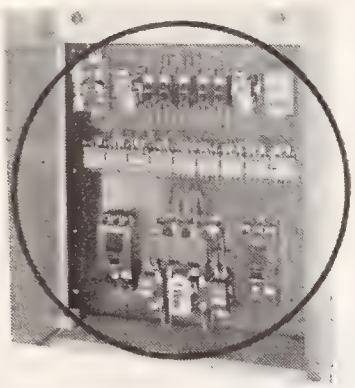
PACE SETTER

in the 5KW field....

GATES Hi-Watter SERIES — MORE WATTS PER DOLLAR INVESTMENT



Pace-setting quality and performance in the 5KW field, the Gates BC-5E is logically the price pace-setter too. — Here is the big transmitter, the transmitter that is quality all the way! Modestly priced because broadcasting equipment is our major business. All engineering, mechanical, electrical and production is geared to better methods, new ways of doing things, or—build it better through *manufacturing engineering* and it will cost less and save broadcasters untold thousands. Only quality determines price. — Perhaps that is why the Gates price list is often the industry index.



Quality Pace-Setter: 27 relays and circuit breakers guard every circuit and make the engineer's life a happier one.



GATES RADIO COMPANY, Quincy, Ill., U. S. A.

Manufacturing Engineers Since 1922

OFFICES — NEW YORK - WASHINGTON, D. C. - LOS ANGELES - HOUSTON - ATLANTA

Illinois Supreme Court Will Review Duggan Case

CONTEMPT CITATION against Tom Duggan, commentator at WBKB (TV) Chicago, has been scheduled for review by the Illinois Supreme Court, it has been announced in Springfield.

The court has agreed to consider a petition for writ of error in which Mr. Duggan (Thomas Duggan Goss) claims 41 errors in his conviction by a Cook County Superior Court last December [B•T, Dec. 19, 1955]. He subsequently was fined $100 and sentenced to 10 days imprisonment.

Mr. Duggan claims the conviction violated the first or "free speech" amendment to the Constitution. In ruling contempt, Superior Court Judge Daniel A. Covelli described the case as "precedent-setting" in his court because it was faced for the first time with "remarks passed on television."

Mrs. George Clough Dies

HELEN DEAN WALDRON CLOUGH, 64, a pioneer with her husband, Galveston Mayor George R. Clough, in radio broadcasting in the Galveston area, died Jan. 13 after suffering a heart attack. In 1923 Mrs. Clough helped her husband start KFLX (now KLUF) Galveston in their home and took an active role in the station until her death.



THESE bow-tied and boutonniered men, among those present at a party given in WKZO-AM-TV Kalamazoo, Mich., marking the 25th anniversary of its radio operation, are (l to r): seated, Bill Harms, Avery-Knodel; Carl E. Lee, vice president, Fetzer Broadcasting Co. and managing director, WKZO-AM-TV; J. W. (Bill) Knodel, Chicago manager, Avery-Knodel; John E. Fetzer, president, Fetzer Broadcasting Co., and Ray Niehengen, Avery-Knodel; standing, Bob Alexander, Roger O'Sullivan and Hub Jackson, all Avery-Knodel. Approximately 500 attended the celebration.

KNX-CPRN Billings Up

COMBINED billings for KNX Los Angeles and the Columbia Pacific Radio Network were higher in 1955 than any year during the past five, according to Donald M. Ross, KNX-CPRN general sales manager. KNX business was up 16% over 1954 with local billings showing a 24% increase. CPRN registered a 12% overall increase.

REPRESENTATIVE APPOINTMENTS

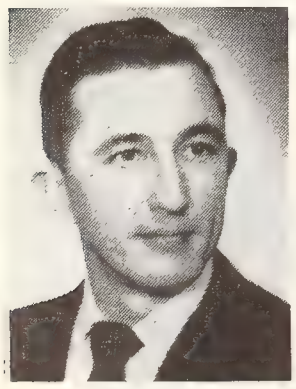
WGEM-TV Quincy, Ill., appoints Young Television Corp. as its national advertising representative, effective immediately, and its radio affiliate, WGEM, will be represented by Adam Young Inc.

REPRESENTATIVE PEOPLE

Stephen R. Rintoul Jr., merchandising department, Time Inc., N. Y., to Venard, Rintoul & McConnell Inc., N. Y.

STATION PEOPLE

William R. Craig, program director, WHAP Hopewell, Va., appointed manager of station, succeeding **John Sadler,** resigned to leave field.



MR. CRAIG

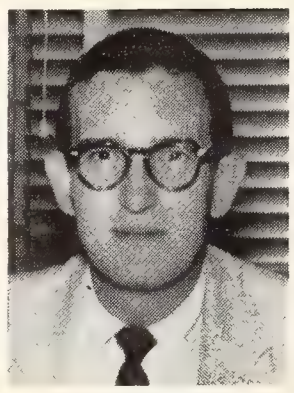
Julius Schainblatt, operations manager, KTVI (TV) St. Louis, promoted to general manager. He has been with station since August 1953, when it went on air. **Jack M. Murdock,** production manager, KTVI appointed program director, succeeding **Ted Westcott,** to Chicago office of D'Arcy Adv. Co., St. Louis, as radio-tv department head.

Ed Dahl, general manager, KNCM Moberly, Mo., to KLIK Jefferson City, Mo., as general manager. **Bill Cannady,** news director, KNCM to KLIK as news director. He will be succeeded at KNCM by **John Steele,** former news director, WFBR Baltimore.

R. T. Carlsen, former account executive, KSFO San Francisco, appointed general sales manager, KGDM Stockton, Calif.

Ted L. Snider, station manager, KOAT-TV Albuquerque, appointed general manager, KXOC Chico, Calif., by new owner **Jack O. Gross,** with whom he was formerly associated at KFMB-TV San Diego.

James A. Washburn, producer-director, KONA (TV) Honolulu, appointed program manager of new All Islands Television Network (KONA and KMVI-TV Maui). **Martin F. Rohde,** film producer formerly with KFMB-TV San Diego, to KONA sales staff. **Helen O'Connor,** WFJL Chicago, to KONA as promotion assistant. **Doug Muir,** KUOW (FM) Seattle, U. of Washington station, named graphic arts director, KONA.



MR. WASHBURN

Charles W. Curtin, promotion and public relations director, WEAT-AM-TV West Palm Beach, Fla., named to additional post of sales manager, WEAT.

Philip A. Roewe, WKDA Nashville, Tenn., to KPDQ Portland, Ore., as sales manager.

Bill Brown, manager, KDKD Clinton, Mo., to KLEE Ottumwa, Iowa, as commercial manager. **Tom Adams,** announcer, KDKD, to KUDL Kansas City, Mo., as announcer.

Robert Lindley, KTSM-TV El Paso, Tex., to KBST-TV Big Spring, Tex., as production manager. **John McMinn,** WFAA-TV Dallas, Tex., to KBST-TV as sales manager.

Ben Summers, staff announcer, WKLE Washington, Ga., appointed program director.

Edwin J. Coles, WTIK Durham, N. C. appointed program director, WSTC-AM-FM Stamford, Conn.

Bill N. Yancy art director, WOAI-TV San Antonio, Tex., appointed promotion manager of WOAI-AM-TV. **Randall Clay,** sports director, WOAI-AM-TV, named merchandising manager in addition to present duties.

Norrie West, Bay Area publicist, to KOVR (TV) Stockton-San Francisco, Calif., as publicity-promotion director, replacing **Gordon Grannis** who has shifted to station's sales staff.

Kenneth R. Kurtz to WBBQ Augusta, Ga., as news director.

Deen H. Brooks, former production manager, WKWK Wheeling, W. Va., to WSAZ-TV Huntington, W. Va., as coordinator of color production.

Peter B. Kenney, executive vice president and general manager, WKNB-AM-TV New Britain, Conn., named "outstanding young boss in business" by New Britain Chamber of Commerce.

Hazel Reed, secretary to Bill Bennett, sales manager, KTRK (TV) Houston, Tex., married to Jimmie Smith, Jan. 13.

Jack West, assistant sports director and staff announcer, WJDX-WLBT (TV) Jackson, Miss., father of girl, Michaele Dawn, Jan. 3.

Jack Annon, producer-director KGMB-TV Honolulu, Hawaii, married to Lei Becker, Dec. 31.

Wayne Muller, national sales manager, KBIG Catalina, Calif., father of girl, Elizabeth Gail, Jan. 3.

Bob McVay, sports director, KYOS Merced, Calif., father of boy, Steven Brown, Jan. 5.

THE FUND FOR THE REPUBLIC

Announces

The Robert E. Sherwood Awards



For television programs dealing with American liberty and freedom, as presented on commercial television between October 1, 1955, and May 31, 1956

$20,000 for the best network drama

$20,000 for the best network documentary

$15,000 for the best production of either type by an independent station

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Nominations of candidates for the Awards may be made by anyone. *Members of the television industry* and the general public are urged to write or call:

The Robert E. Sherwood Television Awards — Fund for the Republic,
60 East 42nd Street, New York 17, N. Y., MUrray Hill 2-1250

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KEYD-TV

MRS. ELEANOR ROOSEVELT

GILBERT SELDES
Author and Critic

ROBERT TAFT, JR.
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TAFT, STETTINIUS & HOLLISTER

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The Fund for the Republic, Inc.

60 EAST 42ND STREET • NEW YORK 17, N. Y.

PAUL G. HOFFMAN, *Chairman of the Board*

ROBERT M. HUTCHINS, *President*

FOUR ELECTED VICE PRESIDENTS AT ABC

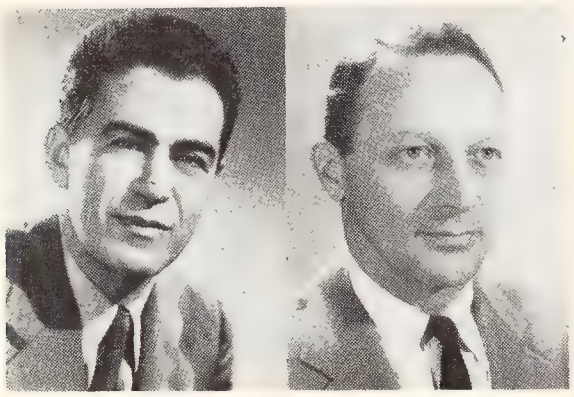
Foster leaves CBS-TV to head ABC press relations and advertising. Lewine, Stabile and Weinbach are promoted from within network's ranks.

MICHAEL J. FOSTER, manager of CBS-TV press relations, was named last week by ABC President Robert E. Kintner as one of four new ABC vice presidents.

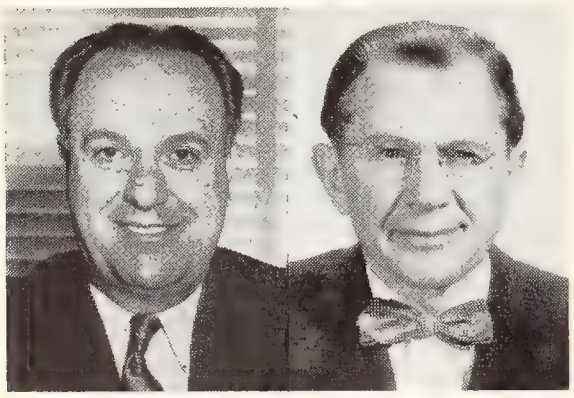
Mr. Foster, who has served with CBS since 1938, has been elected vice president in charge of press information and advertising at ABC. The three other new vice presidents are Robert F. Lewine, director of ABC-TV's program department; James A. Stabile, director of the business affairs department, and Mortimer Weinbach, director of labor relations and personnel.

Mr. Foster will assume his newly created post on Jan. 30. He will supervise publicity, advertising and promotion activities, according to Mr. Kintner. John H. Eckstein, director of advertising and promotion, and Adolph L. Seton, manager of publicity, will continue in their posts, reporting to Mr. Foster.

Mr. Foster, a member of the New York



MR. FOSTER MR. LEWINE



MR. STABILE MR. WEINBACH

bar, was a sports writer and reporter with the *New York Journal-American* and the *New York Times* before joining CBS.

Mr. Lewine was appointed to his present post in September 1954, moving from eastern program director at ABC. Before he joined the network (February 1953), he was director of the radio and tv department at Hirshon-Garfield Inc., New York. His other associations included that of independent motion picture and tv consultant. ABC credits Mr. Lewine with coordinating various production and programming details between the network and Walt Disney Productions Inc., Burbank, Calif., for the Wednesday evening *Disneyland* and the weekday *Mickey Mouse Club*.

After joining ABC's legal department in 1951, Mr. Stabile became successively administration manager for the ABC-TV network program department and in February 1954, head of ABC's business affairs department. Prior to the ABC association, he was with the William Morris Agency as an attorney handling negotiations and preparations for radio and tv packages and licensing rights for programs and program titles.

With ABC since January 1951, when he was business manager of the radio program department, Mr. Weinbach was appointed national director of tv operations a year later, director of labor relations in July 1953 and earlier this month (Jan. 4) director of personnel and labor relations. His other associations included service with the U. S. General Counsel's office, the legal department of Music Corp. of America and talent and program negotiator at CBS.

Tie-Up Package Offered On ABC's Film Programs

ADVERTISERS are being offered a tie-up package involving ABC-TV's two feature film programs—*Famous Film Festival* (Sundays, 7:30-9 p.m. EST) and *Afternoon Film Festival* (Mon.-Fri., 3-5 p.m. EST).

The Sunday show has been on the network since last fall whereas the weekday program series made its debut only last Monday.

Called "Package Incentive Plan," the network's proposal permits an advertiser who purchases 13 to 25 participations in *Afternoon* at $2,500 to $1,600 per 60-second participation, depending on discounts, to purchase the equivalent in *Famous Films* for $6,000 per participation compared to the usual $6,500 per participation cost. Further adjustments are made as participations increase. For example, 26 to 38 in *Afternoon* brings cost per participation in *Famous Films* down to $5,500; 39 or more in *Afternoon* down to $5,000 per participation in *Famous Films*. According to ABC-TV's schedule, participations on *Afternoon* must be ordered on or before next Sept. 1 and *Famous Films* on or before next Aug. 26, to qualify under the incentive plan. *Afternoon* offers four 90-second and 12 60-second commercials per day.

NBC-TV Plans to Try Color On Seven of Its Top Shows

MARKING the second phase of a series of tests with the network's color mobile unit, NBC-TV last week announced plans to originate seven top programs in color during the next few weeks from Hollywood.

Personalities whose shows are scheduled for colorcasting include Tennessee Ernie Ford, Pinky Lee, Tony Martin, Dinah Shore, Eddie Fisher, Jack Bailey and Jimmy Durante. At present, none of the programs mentioned is set for permanent colorcasting, but these test programs by the network's color mobile unit will determine what architectural changes may be necessary to convert some of the network's present black-and-white facilities to color studios, according to Fred Wile Jr., vice president in charge of programming for NBC's Pacific Div. and Thomas W. Sarnoff, director of production.

Several weeks ago the unit was used to telecast *NBC Matinee Theatre's* production of "All the Trees of the Field" at Rancho Rinconada in the San Fernando Valley's Woodland Hills. As a result, NBC has assigned Alan Neuman, director-producer of the show, to develop additional outdoor color dramas.

'Comedy Hour' Minus Lip

LEO DUROCHER, former pilot of the New York Giants baseball club and now an NBC executive, has been pulled from NBC-TV's talent batting lineup of the *Comedy Hour* program. Mr. Durocher was m.c. of the new NBC show which faces (8-9 p.m. EST) the formidable *Ed Sullivan Show* on CBS-TV on Sundays. Substitute for still-an-NBC-executive Durocher? Over the weekend the show was slated to go without an m.c., a situation that an NBC spokesman said Thursday may be permanent.

ROVING ELECTION-YEAR UNIT SET BY CBS NEWS

Twelve-man team to provide on-the-spot coverage of developments preceding and throughout political campaign.

A ROVING, 12-man radio-tv reporting team is being created by CBS News to cover political news developments throughout the nation this election year, starting the last week in February.

John F. Day, director of CBS News, is announcing formation of the unit today (Monday). He said its members will travel by plane, train and automobile to cover the major state primary elections, the "front runners" and the "dark horses," and the significant political stories as they develop.

"Frankly," he said, "this is an expensive, highly complicated venture, and is in addition to our plans for comprehensive coverage of the national conventions. But we're convinced that 1956 is going to be the most exciting and unpredictable political year in American history. It will take a team of the size and calibre of our 'Campaign Cavalcade' to do justice to the story."

Two CBS News correspondents, on a rotating basis, will be with the unit at all times. Permanent members include an assignment chief, a reporter, two film cameramen, a lighting technician, a film sound cameraman, a radio engineer to record speeches and interviews, a business manager and two general assistants.

Chief responsibility of the unit, which is called the "CBS News Campaign Cavalcade," will be to furnish all CBS Radio and CBS-TV network news programs with a steady supply of political news. Most of the stories will be delivered to CBS News headquarters in New York on tape and on film, but there also will be a number of remote live pickups for both radio and tv. The unit's output also will be available to the 60-some clients of CBS Newsfilm.

"We expect the 12 men on this team to develop a good many new and unusual techniques for bringing news of the campaigns to our television and radio audiences," Mr. Day said. "We are not going to be satisfied with the traditional 'newsreel' concept of covering politics, and by this I mean sticking a camera into the candidate's face, hanging a microphone around his neck, and letting him talk and talk.

"When our unit covers a candidate, it will not only find out what he said, but why he said it, whether he meant it, and what the effect is on the voters."

The Cavalcade's itinerary was described as purposely tentative, so that it will be free to change course and cover developments as they

occur. But the unit also was said to already have plans enough to keep it hopping from late February until the Democratic National Convention opens Aug. 13.

CBS newsmen slated for service with the unit at one time or another include Eric Sevareid, chief Washington correspondent; Griffing Bancroft, Ned Calmer, Wells Church, Lou Cioffi, Ron Cochran, Charles Collingwood, Walter Cronkite, Douglas Edwards, George Herman, Allan Jackson, Larry Lesueur, Bill Shadel, Neil Strawser, Dallas Townsend, Robert Trout, and Charles Von Fremd.

Husband-Wife Team Signed For NBC-TV Spectaculars

HUSBAND AND WIFE, producer-composer team Lester Cowan and Ann Ronell have been signed by NBC-TV to create and produce a series of color tv spectaculars, Thomas A. McAvity, vice president in charge of NBC-TV, disclosed last week.

First show that producer Cowan and composer Ronell have planned for the network is an original musical comedy entitled, "Oh! Susanna," which is based on the lives and songs of Stephen Foster and E. P. Christy. Another slated for the production team is "The Story of G.I. Joe," based on the motion picture produced by Mr. Cowan and for which Miss Ronell received an Academy Award nomination for her musical direction.

NBC also signed Bob Finkel, formerly coproducer and director of the *Colgate Variety Hour,* as a producer-director, the third, for the new NBC *Comedy Hour* (three out of four Sundays, 8-9 p.m. EST).

450 Stations Used In Mutual Promotion

IN a "pro-radio" campaign said to be the most extensive in its history, Mutual is using its facilities to sell radio in general and MBS in particular by means of a series of 60-second announcements broadcast more than 20 times each day.

The campaign, prepared by Francis X. Zuzulo and Hal Gold, in charge of audience promotion at Mutual, is aimed at impressing listeners that radio is the accepted mass communications medium, filling the basic needs of the family unit for news and entertainment no matter where the family may be—in the living room, bedroom, kitchen or outdoors. The announcements, started by some stations last week, will be presented on about 150 Mutual stations during the daytime and about 450 at night.

The copy of the 12 one-minute announcements initially establishes the vast breadth of radio broadcasting with a statement such as this: "The set over which you're hearing my voice right now may be one of 46 million consoles or table models—one of 40 million in cars and trucks—one of the more than 20 million portables and clock radios in use throughout the land. . . . More than 20 million homes boast at least three radio sets. Multiply and add—and you've got the astounding number that approximates the 160 million people living in our fair land."

From this general "pro-radio" approach, the copy switches to a boost for Mutual, such as this: "You're right there on top of the news—on top of the best in entertainment—you're keeping pace with millions of other Americans if you've got your radio set right now and tuned regularly to Mutual. To keep pace with your friends, with your neighbors—make sure your radio is always set for Mutual—the radio service that's best in broadcasting."

The segments of the announcements devoted to Mutual cover such phases of programming as news shows, mystery, musical programming, quiz shows and general programming. Mutual also has prepared a kit of shorter announcements on specific Mutual programs, which have been distributed to affiliated stations for local presentation.

Blake Moves to Hollywood

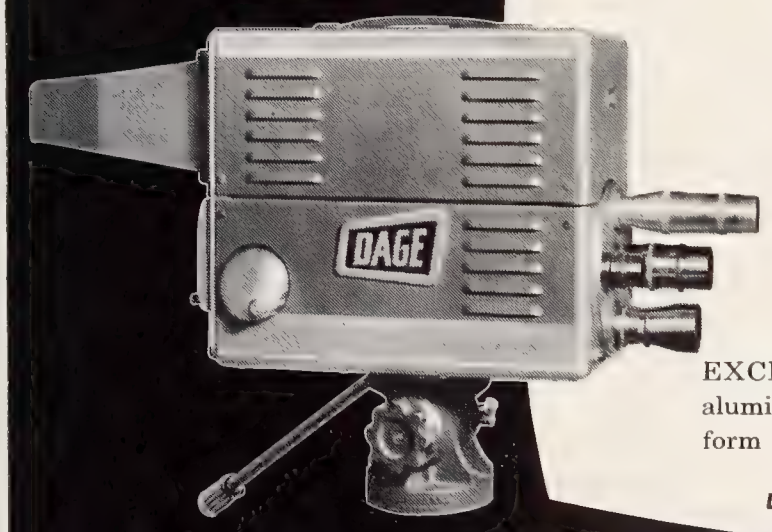
ROBERT F. BLAKE, director of special projects for CBS-TV press information department, will transfer from New York to Hollywood in February, it was announced last week by Charles Oppenheim, director of CBS-TV information services. Mr. Blake will continue in his present post. Ted Wick is manager of special projects in Hollywood and John Walsh remains as New York representative of the section.

CBS-TV Signs Orson Welles

ORSON WELLES has been signed by CBS-TV to star in "Twentieth Century," a comedy by Ben Hecht and Charles McArthur, that will be presented April 7 on the *Ford Star Jubilee* color series every fourth Sat. (9:30-11 p.m. EST), Hubbell Robinson Jr., vice president in charge of CBS-TV programs, announced Tuesday.

TELECASTERS: CUT PRODUCTION COSTS

With the New DAGE Model 320A Camera



FOR USE IN: STUDIO • REMOTE TELECASTING • FILM PICKUP • KINESCOPING PROGRAMS

Enjoy greater handling ease and high telecasting quality without the need for extensive operator training and experience. The Dage Model 320A Vidicon Camera is a greatly improved version of the Model 300D camera which has been widely used for studio, remote and film pickups.

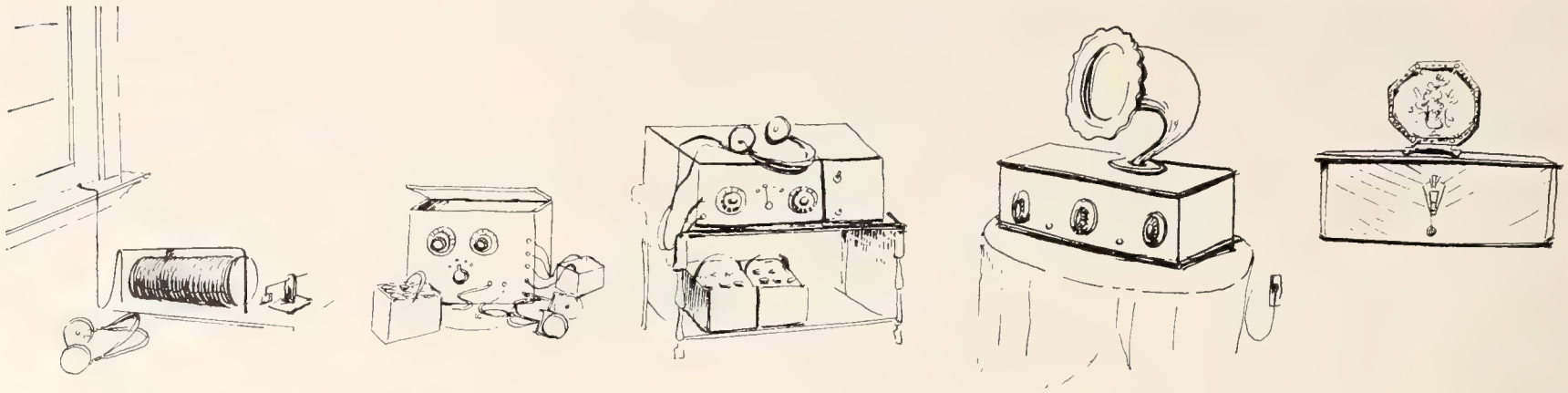
- Sweep failure protection for Vidicon pickup tube.
- Removable Electronic Viewfinder. 5″ tube. White phosphor.
- 8 MC bandwidth with adjustable phase and aperture correction and adjustable peaking coils.
- Overscan switch.
- Switch-selected control of electrical focus at either camera or control unit.
- Four-lens turret operated from rear of camera.
- Relay operated tally lights in hood and end panels.
- Camera control consoles include 10″ aluminized picture tube and 5″ waveform monitor. Built-in target calibration, regulated kinescope high voltage supply.

EXCLUSIVE NEW DAGE master monitor Model 635A includes 10″ aluminized picture tube with inter-laced pulse-cross display, 5″ wave form monitor, built-in calibration pulse for level adjustments.

Dage produces complete studio, pickup, switching and distribution equipment.

DAGE TELEVISION DIVISION
Michigan City, Indiana
In Canada, distributed by: Rogers Majestic Electronics, Ltd., Toronto

A Thompson Product



BROADCAST EVOLUTION:

THE exploratory work reported in the previous chapters was begun in an atmosphere of skepticism, and on a pessimistic premise: that while current trends against radio seemed irreversible, at least one could not give up without trying. Now, despite few negative results confirming that original pessimism—for example, that in the field of nighttime entertainment radio is hopelessly outclassed and outmoded—despite such limitations, on the whole the other results seem surprisingly *optimistic* for radio.

It was clearly the intention of television engineers to make radio an outmoded device—that is, to develop something much better than radio for similar purposes—and by all reasonable standards the television engineers have succeeded remarkably well. It is the very essence of science to be *cumulative*. The new development is not really starting afresh; rather it adds its contribution on top of the best the old could offer. In science, by definition a good offspring outdoes (and therefore usually kills off) his parent.

This is the reason why radio's apparently vigorous capacity for survival alongside television seems genuinely surprising. Radio refuses to be succeeded by an improved or more comprehensive version of itself! It is as though silent films persisted side by side with talkies. Not that this hasn't happened before: the horse carriage lived on longer than perhaps any horseless carriage manufacturer of 1910 could have forecast: for example, it was still delivering milk in big cities in the 1940's. And the sailboat will probably survive the motor boat as long as there's a Long Island. Even in a field so rigorously efficient and "up-to-date" as aviation, propellor-driven planes will probably still be manufactured another generation from now.

Radio in contemporary America, however, is one of the least explicable of these puzzles because all the standard explanations do not seem to apply to it. None of the historic crutches, on which old practices leaned in resisting the new ones, seems to have been available to radio. Radio is an ideal case of survival, so to speak, without visible means of support.

To seek the reasons why humans prefer so-called outmoded devices, it is necessary to examine in what respects they actually *are outmoded*. Or, put another way, what does the engineer do when he "improves" a device?

Very often the matter is not rationalized into conscious specifications, but perhaps the engineer might be thought of as trying to produce a device which will (1) perform some function efficiently, (2) within certain cost limits, (3) under specified conditions, (4) *better* than some existing alternative (which is the standard or imitated model against which his success is to be measured). It is useful to consider, now, how television "improves" on radio in each such respect.

What happens when the technologist succeeds in, for example, improving radically the ability of a device to dazzle, entrance and absorb the delighted attention of millions of Americans? In the case of television this has been a great success, but, at times, *too* great a success. For example, the largest bulk of the audience in this study prefers the outmoded device, radio, for music. Not many people, except specialists, really want to look at the often ugly source of beautiful music. Nor do they devote their full attention to it. The case is similar with daytime radio soap opera listeners, many of whom would prefer not to see Stella Dallas materialized in the form of a routine studio actress, and many more of whom would not be able to drop everything to watch attentively every day. The addition of pictures, in some instances, *takes away* something.

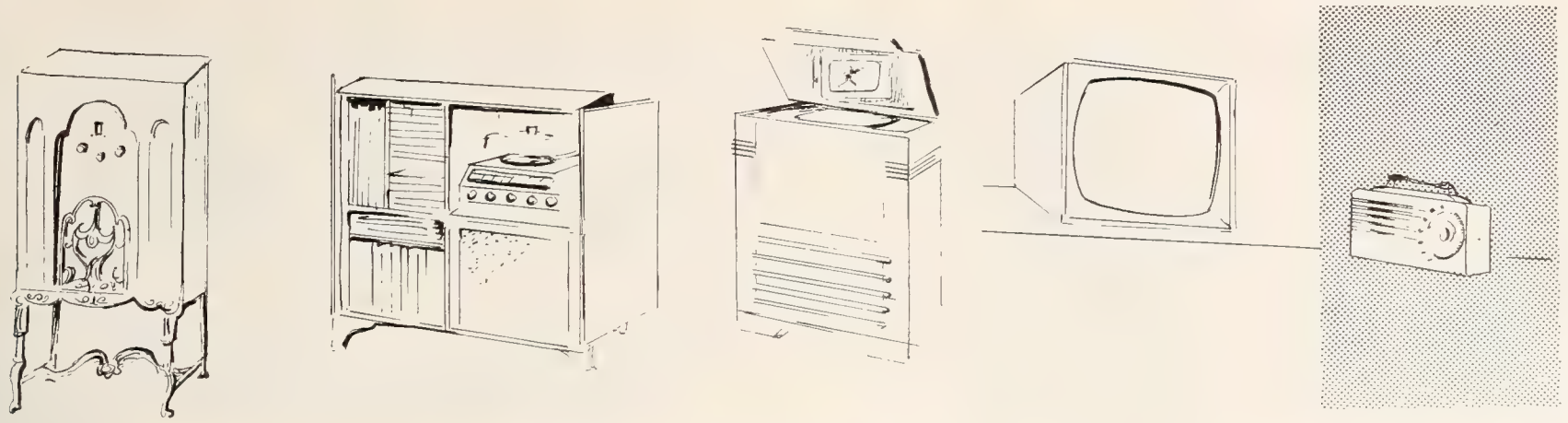
Others among the listeners treat the greater efficiency of television with proper indifference because, in a quite rational sense, the picture is very often superfluous. When one is being read the news or weather forecast or stock market results, is it important to see the man who is reading? When one is using a broadcast device as a timer, which will wake him pleasantly in the morning, does he really want to see *who* is waking him up? In such cases, the "improvement" is not harmful, merely irrelevant.

There is no question that the picture and voice of Dave Garroway is more entrancing at breakfast than that of the harassed family breadwinner stumbling off to work, nor is there any serious doubt that Dinah Shore is more eye-filling than the family housewife serving the potatoes at suppertime. Nevertheless, among many modern families, there is a profound—almost instinctive—resistance to television at such times. These are times when one doesn't want to be too much seduced by the delights of entertainment, that is, entertainment as a television engineer conceives it. Rather, one wants what would seem to an engineer *in*efficient entertainment —at most, a non-attractive, non-seductive broadcast service. Merely some quiet music

THE CHANGES that have occurred in radio listening habits since the flowering of television are examined at length in a 156-page study, "Futures for Radio," which Columbia U.'s Bureau of Applied Social Research conducted for NBC.

Hugh M. Beville Jr., NBC research and planning director, calls it "a stimulating and provocative probe into the public's use of radio today," even though NBC does not necessarily agree with all of its conclusions. The report itself cautions that the "evidence" on which it is based, although involving more than 200 lengthy "case studies," is so limited, statistically, that the reader "is traveling, so to speak, at his own risk."

Despite these disclaimers, the report makes a fascinating and penetrating exploration of the place of radio—and the public's continuing reliance upon it—in a television time. Here, with NBC permission, B•T presents in condensed form the second of two chapters which it deems especially significant. The other ["Radio and the Fight for Time"] appeared in B•T last week.



FROM RADIO TO RADIO

or somebody reading the news and weather in a matter-of-fact way, that is *enough*.

As a matter of fact, people in this study were asked, would they like any broadcast service at all at such times as breakfast, supper, on retiring, in the early morning, in the car, and the like? The generic answer for many such occasions was "nothing *more* than a radio." Radio is preferred, not because it is better or more pleasing or more absorbing, but precisely because it is *not*.

Nowhere in the entire field would the triumphant television engineer be so utterly dumbfounded as in the field of *daytime* broadcasting. This is precisely the time when people "have work to do," when they feel they are not entitled to entertainment—not *much* anyway. To the very degree that television engineers and television programmers are successful in attracting people's full attention, tempting their deep absorption and offering them complete delight—to this degree, daytime television is viewed as "bad." The engineering triumph becomes, so to speak, a household shame.

Is this the sheer perversity of human nature? Probably not. Who would really like to see a Max Liebman spectacular in full color—if he were just getting out of bed in the early dark of a winter workday, or greeting his children and wife after an absence, or turning a fine piece of machinery on a factory lathe, or washing the dishes and making beds on Tuesday morning? In every one of these instances, an unobtrusive radio would not be out of place, but the full impact of the "best" entertainment that television can offer—that would be self-defeating.

People don't always want to move fast, and hence there is a place for "slow" transportation systems such as ocean liners; people don't necessarily measure living in the number of years they are kept alive, and hence there is a place for medically "dangerous" practices such as overindulgences of various kinds; it is difficult to build an efficient "house" for people because they also want a "home"; and people want *only* during a very small fraction of each day to be entertained with the fullest possible delight of all their sensory capacities, and hence there remains a very large place for "outmoded" devices and services like radio.

The Costs

There is a point beyond which a device takes such a high proportion of people's available resources that the cost, in other sacrifices, does not warrant *any* engineering marvel.

Something like this seems to be the case with television in America right now. While it has not been noticed, the current cost of equipping American homes with television is still too great—beyond the breaking point for most people—to supplant radio completely. The reason the cost factor hasn't been noticed, by most of the present generation, is that they still think of being fully equipped with only *one* television set, just as the previous generation thought of one radio as making a radio home. Yet the actual use of broadcast devices by the present generation, lumping radio and television sets together, indicates that a "fully-equipped" home or family really requires at least *three* such devices.

Actually, however, only a portion of the costs are ever convertible to dollar measurement. Among the "unconvertible" costs which U. S. families are now finding in tv—and about which they grumble at least mildy—are these: sore eyes, overexcited children, innocents who see things they shouldn't, housework and mending undone, books unread, husbands who won't talk between 7 and 10 p.m., family gatherings and social occasions spoiled by someone's insistence on tv, to mention only a few. In fact, perhaps the most common of the mild complaints about television uses an economic concept, waste. As one woman put it, "television wastes my time."

The resource which is extraordinarily used in exchange for tv's greater delights is, of course, the attentive use of one's *eyes* for long times. The millions of dollars that Jackie Gleason gets are nothing in comparison to this price that his listeners are willing to pay, not merely to hear him, but precisely to drop everything else and *see* him. Yet most of the rest of the time when most of the rest of television is on—say the 21 hours from 10 p.m. one night till 7 p.m. the next night—they are obviously unwilling and unable in modern civilization to devote this valuable resource, the use of their sight, to mere sightseeing.

Quite naturally and rationally, then, people cling to the "outmoded" device which makes use of a cheaper resource, hearing, which is not so crucial—and for long hours not even necessary—in modern civilization.

Here a question arises: what is "up to date?" Suppose that the transmission of pictures *without sound* had been adapted in the 1920s from silent movies to radio. The "cost of sight" was so great in those days of the long work week and heavy household chores that there probably wouldn't have been much more daytime broadcasting than there was daytime moviegoing or watching home films and slides during the day. Now, suppose today the reverse transmission of sound, without pictures, were just being invented, say "talking radio." It would be hailed as a "great discovery" and "the answer" to such problems as daytime broadcasting for busy housewives, precisely because it used a cheap and available resource, hearing.*

Specified Conditions

Among the other sources of error or inadequacy in the inventor's initial development of a new device—sources of error which give the old device "second chances" to survive—must surely be included the use and abuse of the experimental method. For example, people are asked to look at radio

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*The same kind of question has been raised about cigarette lighters. If these bulky nuisances, with their needs for flints, wicks, and fluid and their uncertain operation, had been invented *before* matches, the latter would be hailed as the more modern, up-to-date invention.

Thus, the question of what is an "up-to-date" invention is a relative one. In broadcasting at the moment, some modern conditions favor the new costlier device and some the old cheaper one. The genuinely "up-to-date" consumer thus has reason to retain both, according to the resources, in eyesight and hearing, that he can allocate to each.

and television side by side, under some ideal conditions (e.g., in a laboratory or a carefully insulated living room) and the results are likely to show that television is better—"all other things being equal."

The trouble is, of course, that in real life all other things are *not* equal and probably never will be. If life were always identical to the laboratory equalities, outmoded devices would never survive. If people had the time to sit down and be amused all day, and could make an absolutely "free choice" between radio and television, their choice would be clear. But they don't often have the time, and usually don't want to be amused all day, and really aren't free to make a "free" choice. Similarly, if there were a television set in every room, store, factory, automobile, and so on, of course television would drive radio from the field. But there *aren't* equal numbers of tv receivers equally accessible everywhere. Similarly, if people could work while they watch tv, the choice would be clear. But they cannot. The *in*equalities of *un*controlled practice are precisely what are not anticipated in the controlled equalities of most laboratory experiments.

Some of these inequalities in the uncontrolled field conditions are purely temporary, historical accidents. For example, the number and accessibility of television receivers will presumably be as great as radio's someday. But some of the inequalities of conditions are likely to follow as automatic consequences of the differences in the devices themselves. For example, precisely *because* television adds visual stimuli to radio, the latter will continue to turn up in those situations for which visual stimuli are bad, for example in automobiles.

A grand-nephew of Billy the Kid, Stanley Bonney Colwell, is said to have coined the term "equalizer" for any external condition, in his case the presence of a gun, which made up for one's own intrinsic weaknesses, e.g., his own small size. Among the "equalizers" that keep radio alive these days are: housework, auto driving and anything else that keeps people out of their living rooms; weather, sports, news, music and anything else hard to find on television, and a variety of psychological conditions centering around what is "proper" to certain times and occasions, among which is not included television.

Suppose the physical bulk of a television set were suddenly outmoded, say merely a wall picture serving the same primary purposes of entertainment. People would suddenly find that they were short of table space or of decorative balance, or otherwise that something in the living room was missing. A device introduced a few short years ago as an entertainment source has already taken on additional "furniture" duties. The same goes for television's baby-sitting function. It would be missed, even though the main entertainment function for adults remained.

As in most things, children are ideal models of what humans in general do when they are given some device to use. A small boy can take a simple stick and so weave it into many uses in his daily activities and so endow it with his own surplus meanings that after a time it is impossible to separate him from it. When the mother then argues, "but it's only a stick," she of course fails to realize that in the uses or functions the boy makes of it, and their meanings to him, it is a gun, a cane, a bridge, a baseball bat, a vaulting pole, and above all his companion. In fact, a bright, modern boy might then turn the same reasoning back on his mother, pointing to an outmoded kitchen appliance which she will not bear to have taken away from her, and saying, "but it's only a radio!"

That is, a radio was once "only a radio," but after people have spent a generation weaving it into their lives, it is many things —an alarm clock to wake people up pleasantly, a kind of morning newspaper to bury one's thoughts in at breakfast, a travelling companion in the car, a day-long visitor to help pass the drearier hours of the day for a housewife, an education for the woman who learns about life from soap operas, a game of suspense for the up-to-the-minute news follower or sports fan, a record player for teenagers, a partisan ritual for the avid follower of Fulton Lewis jr., a Muzak sound system for people whose moods respond to music, a prized personal possession for a child, and so on through many more. The uses to which people put a device even include contradictory ones, as for example, when insomniacs use the same radio program to go to sleep to as drowsy drivers use to help keep awake!

The engineer realizes how humans multiply the uses and meanings of simple things when, on a holiday, he goes to visit someone else's home that has been "lived in" for many years. He doesn't dare repaint the furniture, rearrange the kitchen, replace the children's toys or exchange their dog for a "better one." In fact, he doesn't dare so much as move an old man's pipe stand or an old lady's tea caddy from one table to another. But these are trivial matters in comparison to what he does back in his laboratory when, unwittingly, he tries to change broadcasting arrangements that have been "lived in" for a generation. It is a testimony for television that abrupt changes in family history *have* been accomplished successfully, at least in part. One should not really be astonished, however, that the success is only "in part" as yet. For one of the difficulties in supplanting a historical individual, e.g., radio, is precisely that so much *history* has grown up around him.

Promotion of Two Pictures Planned by Mutual, NBC-TV

RADIO-TELEVISION cooperation with the motion picture industry has been set in promotions involving RKO Radio Pictures' "The Conqueror" and Universal-International's "The Benny Goodman Story," both upcoming releases.

Mutual will broadcast premieres of "The Conqueror" from Paris on Jan. 23, Berlin Jan. 30, Rome Jan. 31 and London Feb. 3. Each program will be presented on the network from 10:15-10:30 p.m., EST, with Mutual commentator Ed Pettitt providing descriptions of the premieres. "The Conqueror," as well as "Jet Pilot," recently was purchased by Howard Hughes from RKO Teleradio Pictures, parent company of General Teleradio and RKO Radio Pictures, but the latter organization will distribute the film for Mr. Hughes [B•T, Jan. 9].

In support of "The Benny Goodman Story," Mutual and NBC-TV have developed a joint promotion centering around the *Queen For a Day* program presented on the two networks. Plans have been made to select a "queen" to participate in the world premiere of the motion picture in Chicago, Feb. 2.

Kaltenborn Says Radio Beats Television in News Coverage

RADIO is doing a better job of covering the news than television and from the performer's standpoint is "infinitely superior" to tv, according to H. V. Kaltenborn, generally regarded as "dean of commentators."

Visited by CBS' Edward R. Murrow on his *Person to Person* show on CBS-TV Jan. 13, Mr. Kaltenborn—who also disclosed that he had agreed that day to help in radio-tv coverage of this year's political conventions (for NBC)—was asked by Mr. Murrow whether he thought radio "is meeting its responsibility in covering the news these days." He replied:

"Well . . . I think radio is meeting it better than television. Television has not undertaken any news analysis, and in the matter of news, I think it gives us more entertainment than real news. Television has a great deal to learn in handling of important news events, and I do hope that this summer when we get into the campaign, that television will do a better job than it has done in giving us sound analysis of candidates, their opinions, and the problems which the country confronts . . ."

The 77-year-old Mr. Kaltenborn, who started broadcasting in 1922, also had a word of advice on how to become a "dean": "All you've got to do is live long enough."

'Nightmare in Red' to Repeat

NBC-TV's "Nightmare in Red" a filmed documentary on the birth and rise of the USSR, telecast on the *Armstrong Circle Theatre* Dec. 27, will be repeated on the same program Jan. 24, 9:30-10:30 p.m., according to C. J. Backstrand, president of the Armstrong Cork Co., Lancaster, Pa., and Max Banzhaf, advertising director of the company, who said the second showing was decided on "after an unusually favorable response." BBDO is Armstrong's agency.

WNPT Tuscaloosa Joins ABC

WNPT Tuscaloosa, Ala., an independent station operating on 1280 kc with 1 kw daytime and 500 w night, joined ABC radio as a basic affiliate on Jan. 15, Edward J. DeGray, ABC national director of radio station relations announced last Wednesday. WNPT is owned and operated by the West Alabama Broadcasting Co.

NETWORK PEOPLE

John C. Sebastian, formerly of NBC-TV film division publicity staff, named publicity director of CBS Film Sales Inc. He also will serve CBS TV Spot Sales, CBS Television Enterprises and CBS-TV owned stations.

Bill Guyman, newscaster, to NBC Pacific Div. radio network, L. A., for news show.

Arthur Hull Hayes, president, CBS Radio, N. Y., and native of Detroit, will give principal address at Jan. 29 meeting of St. Francis de Sales Club, Detroit organization of newsmen.

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TV'S DST HEADACHE MAY TURN MIGRAINE

There may be a repeat of the chaos created last October by New York's extended daylight savings time which shoved New York-originated programs one hour ahead in most of the country. Added worry: Bills in New York Assembly would have savings time start even earlier in spring.

THE EXTRA MONTH of national division between daylight and standard time—estimated by some experts to have cost the three tv networks upwards of $1.5 million last fall [B•T, Oct. 3, 1955]—could become a semi-annual event under either of two bills currently pending in the New York state legislature.

In addition to keeping New York on daylight time a month longer than the traditional end on the last Sunday in September—a practice started in New York and numerous other areas last year—the pending bills would start New York on DST a month earlier than the usual start on the last Sunday of April.

Although ABC-TV announced coincidentally that it is installing special equipment in its Chicago studios to allow "unlimited local time zone repeats" during DST months (see story, this page), it was understood ABC-TV probably would join NBC-TV and CBS-TV in opposing the measures. It was deemed likely that the opposition would be spearheaded by the New York State Assn. of Radio and Television Broadcasters.

One of the pending measures, introduced by Assemblyman Robert Walmsley (Republican), an attorney from Nyack, would start daylight saving time on the last Sunday in March. The other, by State Senator Pliny W. Williamson (Republican), a New York attorney, would put the DST starting date at the first Sunday in April. Both would continue DST through October.

The fact that some areas are on DST and others on standard time always poses a problem in tv especially—the radio networks have comparatively little trouble providing delay service to areas as needed—and it is a problem that involves network affiliates, advertisers and agencies as well as networks.

Take last October, for example:

Programs which originated in New York in Class A or B time, for instance, reached some areas in Class B or C time. Otherwise unnecessary kinescope recordings became necessary in order to provide delayed broadcasts in some areas. Sports programs, which almost necessarily must be carried live, turned up on some stations in what is normally a children's block of programs, or in other untoward time periods. Sometimes stations had to cancel lucrative local shows in order to take a network program in the juggled time slots, in other cases a network was unable to deliver all the stations ordered by an advertiser. At other times, because of the time differences, some stations suddenly found themselves bereft of a network program and not only had to lose the income from it but had to spend extra money to program the time period locally.

No Mystery Here

RECENT WORKS of fiction involving radio-tv figures unanimously have shrouded the identity of the central character—so it's refreshing to note that CBS librarian Agnes Law was revealed last week as the inspiration for the main character in the current Broadway play, "The Desk Set." This development was disclosed by actress Shirley Booth, now starring in the play, who inscribed a program playbill to "Agnes Law, my alter ego."

The stage star and "alter ego" met for the first time as guests of honor at a tribute luncheon, given by The Women Pays Club, composed of professional women engaged in the "lively arts." Miss Law has been with CBS since the formation of the broadcasting company in 1927.

The locale of the play is a radio broadcasting reference library and the principal character is a lady with an unlimited fund of facts. It was reported by CBS Radio that Miss Law little suspected that she and the reference department were under study when "The Desk Set" author, William Marchant, paid frequent visits. The play's co-producer, Robert Fryer, formerly was a CBS casting director.

Time Zone Repeats Set By ABC-TV in Chicago

IN A MOVE compared to its pioneering the use of repeat broadcasts by tape recordings more than a decade ago, ABC is installing special equipment in its Chicago studios "to allow unlimited local time zone repeats of television programs when daylight saving time is in effect."

John H. Mitchell, vice president in charge of the ABC Television Network, announced the development last Friday—at a time when, by coincidence, tv networks in particular were preparing to fight a New York State move which threatened to complicate further the always complex Daylight vs. Standard Time confusion.

Mr. Mitchell said the new setup was unlike any equipment in use in network tv broadcasting and that it would enable ABC-TV to repeat programs within an hour after their original presentation in the East. Without describing the equipment, the announcement said it uses "a unique method of video delay which will enable tv programs to be stored for an hour and then replayed with no loss in quality."

It will make Chicago the focal point for ABC-TV's delayed feeds to Standard time zones during the months when some areas are on Daylight time and others on Standard.

Frank Marx, ABC vice president in charge of engineering and general services, described the new system as "a rather elaborate method" of recording on 35 mm film—not a kinescope process—which uses "new developing techniques that are still under wraps."

Mr. Marx said the equipment, being built to ABC's specifications, is not related to the technique which ABC-TV was reported early last fall to be using as one approach to solution of the DST-Standard Time maze. That system was evolved from one designed primarily to enable ABC-TV to deliver its Mon.-Fri. *Mickey Mouse Club*—a film series—to affiliates at 5-6 p.m. local time, and was said at the time to be also working to the satisfaction of most advertisers and affiliates when applied, in general principle, to delayed programming to solve the DST-Standard Time problem [B•T, Oct. 3, 1955].

CBS-Radio Shows Set For Movie's Promotion

FIRST sponsorship of full network radio programs by a major Hollywood motion picture company to promote a film feature was claimed in New York last week.

The large-scale, albeit short-term, purchase on CBS Radio which includes sponsorship of 30 segments of major programs over a period of three weeks, starting Feb. 8, was disclosed jointly by CBS Radio President Arthur Hull Hayes and Charles Einfeld, vice president of 20th Century-Fox Film Corp.

The picture to be promoted is "Carousel," a Cinemascope '55 production that premiers in New York and other cities on Feb. 16 and winds up its first unveilings 10 days later in other major cities throughout the country. As pointed up by CBS, motion picture companies have contracted for spot and local radio in past years, but this is the first such placement on a network program basis.



CHARLES EINFELD (l), vice president of 20th Century-Fox, discusses the "Carousel" advertising deal with CBS Radio President Arthur Hull Hayes.

The segments will be sponsored in eight major CBS Radio programs: *Bing Crosby, Amos 'n' Andy, Jack Carson, Galen Drake, Juke Box Jury, Edgar Bergen Hour, Mitch Miller* and *Curt Massey*.

Mr. Einfeld said the network radio campaign was decided upon as an "important supplement" to newspaper, magazine, billboard and tv advertising—"We feel that network radio, with its vast audience at home and in cars, will be able to bring our advertising message to the infrequent motion picture clientele, attracting many more millions of customers into theatres where 'Carousel' is being exhibited." He noted also that the company took into consideration the delivery of the advertising messages by top radio stars. CBS Radio estimated that the commercials "in the aggregate" will create "gross listener impressions of more than 116 million."

Agency for the film firm is Charles Schlaifer & Co., New York.

'Ozark Jubilee' Renewed

A LONG-TERM contract was signed last week by Robert E. Kintner, ABC president, and Ralph D. Foster, president, Crossroads Television Productions Inc., for continuation on ABC-TV (three Saturdays, 7:30-9 p.m. EST, and fourth Saturday, 7:30-8 p.m. EST) of *Ozark Jubilee*. Terms of the contract were not announced.

Radio-Tv Plans Announced For 1956 Heart Fund Drive

PLANS for broadcast media appeals to be aired next month by the 1956 Heart Fund Drive were announced at a joint luncheon meeting in New York of the Fund's radio and television committees. Sylvester L. Weaver, NBC board chairman and head of the Fund's public relations division, presided.

Radio stations will be provided transcribed series of 15-minute variety programs titled "Close To Your Heart" and featuring such talent as Eddie Fisher, Dinah Shore, Frank Sinatra, Steve Allen, Jayne Meadows and Danny Thomas, as well as a set of dramatic programs starring Jackie Gleason, Ozzie and Harriet Nelson, Ralph Edwards and Leo Durocher.

In addition, brief recorded spots will be distributed by the American Heart Assn. The spots feature Edward R. Murrow, John Daly, John Cameron Swayze, Mel Allen, and about 30 top popular music recording stars.

Supervising these transcriptions are members of the Fund's radio committee headed by John F. Meagher, vice president-radio NARTB, as chairman.

According to Myron P. Kirk, Kudner Agency vice president who heads up the Fund's tv committee, six one-minute tv spots and six 20-second strips featuring Edgar Bergen, Lucille Ball and Desi Arnaz, Ralph Bellamy and a host of other dramatic actors and personalities have been prepared.

CHCT-TV Aiding Unemployed

IN COOPERATION with civic, provincial, and federal employment officials, CHCT-TV Calgary, Alta., is airing a half-hour afternoon show to assist some 6,000 unemployed southern Albertans in finding winter jobs. The show features interviews with employment officials. The show is part of a dominion-wide "Do It Now" campaign which urges employers to help create new jobs during the slow winter months.

KOTA-TV Baseball Drive Earns $18,000

A one-night telethon conducted by KOTA-TV Rapid City, S. D., to secure money in stock subscription to purchase a franchise for a Class A baseball team, raised over $18,000 in pledges, which enabled the drive to reach its goal. The entire operation was conducted a scant 24 hours before the city's deadline for purchasing the franchise was up. Without the help of KOTA-TV the goal for the ball team could not have been reached, since only half the needed money had been obtained when the station began its drive. KOTA-TV reported pledges called in from communities hundreds of miles away.

WOV Quiets Fears

AFTER the Jan. 10 earthquake in Matera, southern Italy, WOV New York broadcast names, ages and addresses of Matera citizens who had been injured or rendered homeless, and assured its Italian-born listeners in the New York metropolitan area that there were no fatalities. The Italian-language station reported that as late as 24 hours after the initial newscast, former Materans called WOV to get details of the disaster not mentioned in daily newspaper reports.

Communists Alleged To Be in AFTRA Ranks

THE House Un-American Activities Committee, in its annual report for 1955, released last week, said it had established that active Communists are in the New York chapter of the American Federation of Television & Radio Artists and that radio-tv networks continue to use the talents of party members because of inadequate information and investigative facilities.

The committee held hearings in New York last year at which 21 witnesses appeared. Only one, George Hall, admitted he had been a Communist, the committee report said, although all had been "identified" to the House group as having been members of the Communist Party and almost all had been employed "recently" by major radio and tv networks.

The committee, headed by Rep. Francis E. Walter (D-Pa.), said that although networks have a policy of refusing employment to persons "identified under oath" as Communists, there are exceptions to enforcement because some network presentations, "package shows," are written, cast and directed by advertising agencies. Over these the networks have no power, the report added.

"Investigation suggests that use of Communist entertainers has resulted from the practice of certain advertising agencies to close their eyes to the queston of Communist affiliations and activities of various performers," the report said.

The House group's report said that principal activity of Communists in AFTRA was a campaign against "so-called 'blacklisting.'" These Communists falsely convinced fellow entertainers that they would be denied employment "if they at one time innocently supported a cause sponsored by the Communist Party," the report said. Communists also attempted to discredit present officers of the AFTRA local because they "could not be compromised by the Communist Party members," the report said.

The report noted that networks are not equipped to make investigations to determine Communist affiliations or sympathies of prospective employes.

Although networks refuse employment to entertainers "identified" by the committee as Communists or as having supported Communist causes, they "properly do not deny employment to an entertainer who might have innocently become involved with a Communist-engineered activity," the report said.

The value to the Communist Party of having members in entertainment, the report continued, is their use for propaganda purposes and as sources of financial contributions.

Collingwood Elected Head Of New York AFTRA Chapter

ELECTION of Charles Collingwood as president of the New York local of the American Federation of Television & Radio Artists for 1956 was announced last week. Mr. Collingwood headed a slate of seven other candidates, representing a "middle-of-the-road" group, which was elected to office without organized opposition.

Only one slate of candidates had been filed in the election, although a number of write-in votes for union members belonging to the so-called "right wing" faction were cast. Other candidates elected were: Orson Bean, first vice president; John Henry Faulk, second vice president; Luis Van Rooten, third vice president; Jay Jackson, fourth vice president; Cliff Norton, fifth vice president; Elise Bretton, recording secretary, and Barbara Ferguson, treasurer.

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CBS-TV, TelePrompTer Set New Long-Term Arrangement

SIGNING of CBS-TV to a new long-term contract with the TelePrompTer Corp., New York, was announced last week by Irving B. Kahn, TelePrompTer president. The contract was said to represent the second renewal of the agreement.

Mr. Kahn said that TelePrompTer service also is employed, under contract, by many artists appearing on the network. The arrangement with CBS-TV, he said, applies to the network itself and its owned and operated stations.

Frank Falknor, CBS-TV vice president in charge of operations, pointed out that the network was one of the first large contractual users of TelePrompTer facilities. "This unique service has made it possible for the network to meet the demanding schedules of television programming and advertising with greater efficiency and lower cost with spontaneity and naturalness that go with good showmanship," he said.

Jerrold Electronics Buys Spanish Mt. Television

PURCHASE of its second community television system has been announced by Jerrold Electronics Corp., Philadelphia manufacturer of community antenna equipment. The Jerrold company has bought Spanish Mt. Television Corp., serving 1,500 subscribers in and around Ukiah, Calif. Jerrold owns a controlling interest in Cable-Vision Inc., Key West, Fla., and has management responsibility for 11 other wired tv community systems.

The Ukiah system relays the programs of ch. 4 KRON-TV, ch. 5 KPIX (TV) and ch. 7 KGO-TV, all San Francisco. Ukiah is about 100 miles south of San Francisco.

Jerrold is working on plans for a microwave relay system to bring Miami tv to Key West.

Facts Forum's Burt Denies 'Extremist Propaganda' Charge

IN REPLY to criticism of Facts Forum by the National Committee for an Effective Congress, Hardy Burt, who produces various Facts Forum radio-tv programs, last week accused the committee of engaging in "extremist propaganda."

Mr. Burt addressed a letter to George Agree, executive secretary of the committee, calling attention to the committee's Washington newsletter, which Mr. Burt said, stated that Facts Forum was engaging in "extremist propaganda" and is "addicted to hates and myths." Mr. Burt went on to enumerate the contents of various Facts Forum radio and tv programs, as well as the names of participating personalities, as a means of indicating that the shows are "balanced" as to political leanings.

"In view of the facts," Mr. Burt declared, "it seems clear that if anyone is engaging in 'extremist propaganda,' it is the National Committee for an Effective Congress, through its Washington newsletter. I should like to take this opportunity to invite you to be our guest on *Facts Forum Panel,* which is produced in New York, to discuss the topic, 'Propaganda and Extremist Organizations'."

A spokesman for the committee said that its newsletter had referred to various publications and organizations, including Facts Forum, as "radical right organizations and publications . . . bound together by addiction to the same hates and myths," and as engaging in "extremist propaganda." He said Mr. Agree was out of town, but would consider Mr. Burt's letter and invitation to appear on *Facts Forum Panel* when he returned to New York.

Historic Significance

A SERIES of programs broadcast in 1952 on WTAG Worcester, Mass., will be used as a guide by the Ford Foundation in a project it is considering. The broadcasts detailed a complete tour of the historic Wayside Inn in Sudbury, Mass., virtually demolished by fire before Christmas 1955. The Ford Foundation is exploring the possibility of financing the reconstruction of the inn, made famous by Longfellow, and has asked the station for recordings of the programs, said to contain the only existing description of the inn.

Senate Chaplain's Prayers To Be Offered to Radio, Tv

THE PRAYERS offered before each session of the U. S. Senate by the Rev. Frederick Brown Harris, Senate chaplain, may be made available on tape and film to radio and television stations.

The filmed and taped one-minute prayers would be offered to stations for use at sign-on and/or sign-off on a 52-week basis, according to Dr. Harris' office. The prayers would be recorded and filmed by the Senate chaplain from those he has offered before the Senate during the second session of the 83d Congress and the first session of the 84th.

They would be furnished to stations at production costs, which are expected to be modest. Radio and tv broadcasters would be free to use the prayers daily on condition that they not be sponsored commercially.

Stations interested should write: Rev. Frederick Brown Harris, Chaplain, U. S. Senate, Washington, D. C.

United Press' Central Div. Announces Reorganization

REORGANIZATION of United Press' Central Division, involving four executive promotions, has been announced by Bert Masterson, division manager. Donald J. Brydon, Wisconsin manager, becomes Indiana divisional representative; Richard McFarland changes from Minnesota manager to Wisconsin manager; Jack U. Hagerty, manager of the Minneapolis bureau, succeeds Mr. McFarland as Minnesota manager, and Wyman L. Thorson, Minneapolis staff, was promoted to manager there.

Religious Series for Radio

A SERIES of 14 half-hour shows with a religious theme, *Sunday in Hollywood,* is to be made available next month to radio stations on request. The free programs, featuring nationally-known entertainment figures, have an interview format and will be conducted by Father Frank Caffrey, pastor of a California mission. Transcriptions may be reserved by writing Father Albert J. Nevins, The Maryknoll Fathers, Maryknoll, N. Y.

PROGRAM SERVICE PEOPLE

Robert Jay Burton, vice president of Broadcast Music Inc., N. Y., and general manager of BMI Canada Ltd., will serve for fifth consecutive year as chairman of radio-tv division for N. Y. Legal Aid Society's fund-raising drive.

Betty Johnson, singer on ABC Radio *Breakfast Club,* and **Lew Douglas,** radio-tv recording artist, signed by Bally Recording Corp., Chicago. Mr. Douglas also will serve as musical director.

Consulting Firm Changes

THE Washington consulting engineering firm of Page, Creutz, Garrison & Waldschmitt has changed its name to Page, Creutz, Steel & Waldschmitt Inc. The firm also has announced the opening of a West Coast office in the White-Henry-Stuart Bldg., Seattle 1, Wash. Officers are Esterly C. Page, president; John Creutz, executive vice president; David L. Steel Sr., vice president-treasurer, and Joseph Waldschmitt, vice president. Washington offices are at 710 14th St., N. W.

Robbins Adds P. R. Dept.

RICHARD S. ROBBINS Co., New York, merchandising agency handling radio-tv promotion for Westinghouse, Lever Bros., Max Factor, and Dodge Motor Co., among others, has added a new public relations-publicity department "to complete the marketing circle" for its clients. Heading the new department will be Robert J. Flood, former independent public relations counsel.

The Robbins company has handled a number of radio-tv promotional projects, among them, the NBC-TV-Lever Bros. "Lucky Lever" sweepstakes and the CBS-TV-Arthur Godfrey "Fun for All" contest, also for Lever.

PROFESSIONAL SERVICE PEOPLE

Russ Jamison, former program director and assistant manager, KMED Medford, Ore., has opened public relations office in Medford.

Larry Shedlin, former manager of radio, television department, Curtis Publishing Co., Philadelphia, appointed radio-tv department manager, Oristano Assoc., N. Y., public relations counsel.

Wallace A. Ross, founder of Ross Reports on Television, and more recently vice president of Box Office Television Inc., N. Y., has joined N. Y. office of Arthur P. Jacobs Co., public relations counsel.

Elizabeth Troughton, previously research, promotion and publicity director of MBS midwest operations, appointed promotion manager for *Tv Guide's* Chicago edition. **Joe Savage,** formerly identified with Mutual's *Game of the Day* series, succeeds Miss Troughton at MBS Chicago.

John S. Rose to Mayer and O'Brien Inc., Chicago and Los Angeles public relations counseling firm.

Joseph Field, former public relations director, Compton Adv. Inc., N. Y., to Fred Rosen Assoc., N. Y., public relations firm. **Albert Messer,** public relations advisor, Kay-Fries Chemicals Inc., N. Y., to Rosen Assoc. as account executive.

Arthur J. Hohmann, former manager of market research, Erwin, Wasey & Co. Ltd., N. Y., to Los Angeles staff of Gould, Gleiss & Benn, Inc., marketing consultants specializing in market research, sales analysis and sales planning, as director of advertising research.

Esterly C. Page, president, Page, Creutz, Steel & Waldschmitt Inc., Washington consulting engineers, father of girl, Jan. 9. Mrs. Page is former **Virginia Erwin,** consulting engineer.

RADIO-TV SALES SITUATION ANALYZED BY WEAVER AT RETAIL DEALERS MEET

National Appliance & Radio-Tv Dealers Assn. hears NBC board chairman say '1956 would be the year in which the color dam burst' if the dealers start 'believing in color and selling color aggressively.' Others adopt wait-and-see policy.

MANY of the nation's tv retailers are thinking more and more about color television and look toward the day in the near future when they can realize as much profit from tinted tv receivers as on household appliances. Some plan to push it aggressively by mid-year. On the other hand, still other dealers are adopting a wait-and-see attitude and relying on refrigerators, ranges, home freezers and other products to bring a fair return.

These conclusions were apparent after Sylvester L. Weaver, NBC board chairman, addressed the annual banquet of the National Appliance & Radio-Tv Dealers Assn. in Chicago last week.

Mr. Weaver called on over 500 tv-appliance dealers to get behind color tv as a potential mass medium and held out the prospect that "1956 would be the year in which the color dam burst" if they would only start "believing in color and selling color aggressively."

Mr. Weaver added that "what we are offering the people is so good that those who will not be able to afford a color set in the next year or two will still buy the new large-screen, low-cost black-and-white sets that you have available." But even so, he indicated, $800 is not too much for a color receiver.

Reviewing NBC-TV programming accomplishments and RCA Expenditures of $65 million on color tv in recent years, the NBC board chairman told dealers they could feel assured of 40-50 million color unit sales in the next seven or eight years and a boom could take place almost "immediately" with aggressive selling.

"If you have the confidence in the schedule and the programming that we have as broadcasters, you would not worry about black-and-white sales falling apart," he asserted. Promoting color tv sales would also help America achieve greater prosperity heights, he added.

Mr. Weaver chided the dealers (and also manufacturer's representatives attending the banquet) when he got into the heart of the matter, noting that there is a "ball game on" and it would be reassuring if they would just come "out to the stadium."

He continued: "Television is the most important factor in lowering distribution costs and increasing the elevation of our gross national product . . . you are fortunate by your positions as part of this catalyst—or dynamic overdrive—for the economy through your sale of tv sets."

Mr. Weaver was principal speaker at the Monday evening banquet of the three-day NARDA convention at the Conrad Hilton Hotel, during which Don Gabbert, Minneapolis, succeeded H. B. Price, Norfolk, Va., as association president.

Mort Farr, NARDA board chairman, past president and a key association figure, was optimistic about color tv and set dealers to thinking when he predicted Tuesday that a $595 color receiver would be ready by June for fall buying—and one for $495 by 1957. He said the "magic figure of $495 will move color sets in full force."

Some dealers indicated they would launch aggressive campaigns to push color by mid-1956.

Profit considerations and technical doubts were apparent in views by dissidents. A dealer from East Lansing, Mich., told B•T: "I'm a merchandiser. Why should I sell one color set when I can make more money selling 20 freezers?" He said he would go into color when its progress attained a "leveling out" in the industry and "it's here." He also suggested technical problems rather than price have been the major hurdle thus far. A dealer from Muskegon, Mich., cited difficulty and expense connected with servicing sets.

Mr. Farr spoke Tuesday morning at a general session on color video, radio sales, transistors and television merchandising. He reviewed various manufacturer's plans for tinted tv production, stressing that appeals should be directed at both the "Cadillac-type" set owners and medium-income groups. He said one set-maker (Hoffman Radio Corp.) sells as many as 12-15 each day or over 300 a month.

Cliff Knoble, general sales manager, Raytheon Mfg. Co., Chicago, reviewed progress of transistorized radios and sales, predicting a rosy future for this development. Dealers were urged by other panelists to stress record departments for high fidelity phonograph sales. Dan Halpin, general sales manager, Westinghouse Electric Corp. radio-tv division, felt the key to tv set selling lay in new styling features and said sales should be geared to color modes and better quality rather than price, much as in the automobile industry.

John D. Craig, vice president and general manager of Westinghouse Electric Corp. in charge of consumer major appliances, Mansfield, Ohio, felt there might be an example for his company in the auto-dealer type of franchise and in handling full-line goods. He also noted a trend toward full "concentration and consolidation of products."

Establishment of full-line items enables manufacturers to even out seasonal lags, reduce unit costs and spread promotional and distribution outlays, not to mention the proposition of affording them a better opportunity of buying network television, declared Mr. Craig.

"Not many single item manufacturers can afford, week in and week out, the cost of network tv," he said, claiming that a single two-minute commercial on color shows runs an estimated $66,000 or that three commercials in an hour-long program costs about $100,000. With the advent of color, he added, "a good servicing organization demands the full-line manufacturer's support."

"All business is local," Mr. Craig stressed, describing this as basic Westinghouse appliance policy. Henceforth, he said, the company will seek out the automobile-dealer type of franchise. He also discussed tv retailing practices among discount houses and supermarkets, noting their aggressiveness in display, promotion

All you want in background music....

with the world's most widely used long-play unit PRESTO PB-17A TAPE REPRODUCER



ALL DAY PERFORMANCE
—plays 8 continuous hours of music or speech!

ALL AUTOMATIC
—no operator or attendant needed—just turn it on!

FOR ALL LOCATIONS
—stores, restaurants, banks, factories, recreation center, wired music services!

FOR ALL BUDGETS
—amazingly low cost—connects to any public address system!

ALMOST INDESTRUCTIBLE
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It pays to put in a system of continuous background music. Surveys show that music hath charms to please customers and make employees happier and more efficient. Now PRESTO makes it possible for you to have the finest background music system—with a minimum investment and trouble-free operation.

PRESTO PB-17A is a super-reliable, super-quality mechanism, equipped with such famous PRESTO features as 2 torque motors to turn reels plus exclusive PRESTO type CDR capstan drive—used in the most expensive professional units! Automatically reversible for continuous playback in 8 hour cycles. Frequency response uniform from 50 to 8,000 cps. Tape speed: 3¾" per second. Reels up to 14" diameter (4800' of tape) with dual track.

Compare—you'll find that PRESTO PB-17A is not only the best buy—but the *best* in long-play units!

ATTENTION BROADCASTERS!
Tape an entire day's program schedule and play it back on the PRESTO PB-17A. Reduce operating costs, insure uninterrupted service.

Send for latest folder on the PB-17A Long-Playing Tape Reproducer.

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and demonstration activities as not being unlike those of used car dealers.

A television "blue book," voicing manufacturer's predictions on picture tube sizes and cabinet styles for 1956, was referred to by Gene Rankin of National Trade-In Guide Co., the publishing firm. He said the pattern of sales the first 10 months of 1955 followed pretty closely the predictions the book gave, on the basis of a recent survey. It showed that, on the basis of every 1,000 sets produced and sold last year, the leading picture tubes were 21, 24, 17, and 27, in that order, with the 21-inch receiver the most popular size by far. He urged dealers to "know and use" their blue book.

RCA Says New Method Is Color Commercial Aid

RCA said Thursday it has a "simple, economical method for colorcasting live tv commercials" permitting broadcasters to use color tv film cameras for direct pickup of "action product displays and opaque art work."

The method entails modification of RCA's three-Vidicon color tv film by attaching a "simple extension lens system," according to A. R. Hopkins, manager of broadcast and tv equipment at RCA.

Mr. Hopkins described the lens system as using standard, inexpensive lenses which can be assembled by broadcasters. Standard studio cameras normally are used for telecasting color commercials, he said, adding that "the modified film camera will enable broadcasters unequipped for live color origination to provide their sponsors with full color commercial services." Direct pickup of products and action as well as static displays in a limited area is possible. At the same time, stations equipped for live color origination can use the modified film camera for commercial programming, he said. Attachment of the extension lens to the camera's four-input multipleer unit makes possible the pick-ups without need of usual light covers or strobe lights. The new device will permit such subject matter as artwork, charts, maps, diagrams, magazine pages and comic strips to be telecast, he said, thus eliminating the time and cost which go into the preparation of slides as well as density problems involved in color televising slides.

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Hooper. Call John E. Pearson
Company (JEPCO) in New
York. Dial LU 5-5555 in Tulsa.

11-Mo. Set Shipment Report Shows 7% Gain

SHIPMENTS of tv sets from factories to dealers for the first 11 months of 1955 totaled 6,621,786, over 7% above the 6,147,135 shipped in the comparable 1954 period, according to Radio-Electronics-Tv Mfrs. Assn. November shipments totaled 634,742 sets compared to 812,312 in October and 774,379 in November 1954.

Following are tv set shipments to dealers by states during the first 11 months of 1955:

State	Total	State	Total
Alabama	113,502	New Jersey	207,983
Arizona	35,297	New Mexico	21,848
Arkansas	72,105	New York	621,638
California	569,066	North Carolina	170,461
Colorado	49,948	North Dakota	25,562
Connecticut	95,940	Ohio	351,621
Delaware	15,535	Oklahoma	94,301
Dist. of Col.	60,243	Oregon	79,665
Florida	224,152	Pennsylvania	432,885
Georgia	142,493	Rhode Island	32,780
Idaho	27,790	South Carolina	87,759
Illinois	369,293	South Dakota	27,038
Indiana	179,547	Tennessee	130,391
Iowa	98,684	Texas	354,514
Kansas	86,080	Utah	25,014
Kentucky	108,621	Vermont	19,731
Louisiana	135,782	Virginia	120,911
Maine	46,201	Washington	113,522
Maryland	92,544	West Virginia	72,197
Massachusetts	189,164	Wisconsin	149,927
Michigan	279,143	Wyoming	6,813
Minnesota	112,635		
Mississippi	59,779	U. S. Total	6,598,979
Missouri	177,269	Alaska	6,979
Montana	19,813	Hawaii	15,828
Nebraska	58,508		
Nevada	8,790	Grand Total	6,621,786
New Hampshire	24,494		

Bell Transistor Development Seen Useful in Television

DEVELOPMENT by Bell Telephone Labs. of new fabricating techniques for a new type transistor, which is expected to be useful in television transmission and in color tv set production, is reported in two articles in the January issue of the *Bell System Technical Journal* to be published this week.

Key to the new fabricating techniques, according to Bell, is the development of controls over microscopic chemical layers. The heart of the new transistor is a layer 50 millionths of an inch thick, the company said, pointing out that the narrower the base layer can be made, the higher the frequency at which the transistor will operate. Bell claims that the new device's performance at very high frequency "surpasses that of any other transistor." This development, the laboratories said, opens the way for the transistor to replace the vacuum tube in many television and telephone functions.

The transistor "is expected to be extremely useful in television transmission, which requires a much wider communication channel than telephone conversation," according to Bell. The company pointed out that color tv sets also offer a possibility for the new transistor, adding that although vacuum tubes now are being used, the transistor is "much smaller, requires less power and does not heat up like a tube," and is expected to have a longer life.

It is estimated that the new transistor can amplify 2,500 telephone conversations simultaneously on a line, said to be three times as many as can be handled by the best previous transistor.

Broadcast Sales Unit Reorganized by GE

THE HEADQUARTERS sales staff of General Electric Co.'s Broadcast Equipment Section at Syracuse, N. Y., has been reorganized as the first step to diversification of that section's product lines.

According to Frank P. Barnes, marketing manager for the Electronics Div.'s Broadcast Equipment Section, Albert F. Wild moves from sales manager for broadcast equipment to a similar post with a newly established Special Products component that will handle new product areas; Charles J. Simon. manager of product planning, becomes manager of broadcast field sales, and Wells R. Chapin, broadcast equipment sales manager in New York City, succeeds Mr. Simon. Mr. Chapin will be responsible for determining what products to include in the broadcast equipment line.

GE now produces transmitters, antennas and studio gear for radio and for tv (color and black-and-white).

Mr. Barnes said the broadening of sales responsibilities will include allied fields such as industrial tv, scatter-transmission equipment, facsimile and high-frequency heating devices. Mr. Barnes said he saw an almost immediate application for long-range tv transmission through the advancement of scatter-transmission techniques. Sales responsibilities for the diversified allied fields will be separated from the current line of broadcast equipment.

Electronicam Economy Drive Instituted by DuMont Labs

ALLEN B. DUMONT Labs, which last week officially "integrated" the operation of its Electronicam tv-film system, has put in motion an economy drive releasing three executives and two staff people connected with the Electronicam service, B•T learned last week.

Three of the top executives who are leaving, it was learned unofficially, are John H. Bachem, sales manager of Electronicam production services and former general manager of the DuMont Tv Network; Werner Michel, production manager of Electronicam production services, and Don Trevor, film supervisor.

The official integration of operations was announced Friday by Keeton Arnett, DuMont vice president for administration. Mr. Arnett, in disclosing the revamp, said James L. Caddigan, who had been in charge of Electronicam marketing, would be the director of what now becomes "Electronicam Division" of the laboratories.

It was understood that John Auld, of the engineering department, would become manager of technical operations under Mr. Caddigan.

Ted Bergmann, now vice president and an associate director of radio-tv at McCann-Erickson, New York, formerly was director of Electronicam production services in New York. That nomenclature has been abolished and all operations moved within the new division.

B•T also learned that the "shakeup" of the Electronicam operation was instituted as a measure of increasing efficiency and cutting operational costs.

RCA Ships Transmitters

RCA reported Thursday it shipped 2-kw transmitters to WTVT (TV) Tampa, Fla. (ch. 13), on Tuesday as a standby and to KZTV (TV) Reno, Nev. (ch. 8), on Jan. 13, to facilitate a power increase from 500 w.

WINS PURCHASES RCA'S AMPLIPHASE TRANSMITTER

Installation by Feb. 10 is set for new equipment which is said to cut operating costs 50% by using less power, fewer tubes and component parts.

SALE to WINS New York of RCA's new type 50 kw am broadcast transmitter, said to be capable of reducing a station's operating costs by 50%, was announced last week. RCA disclosed the new transmitter's development a year ago [B•T, Jan. 10, 1955] at which time it was said by RCA to represent "the most significant advance in [transmitter] design in two decades."

According to A. R. Hopkins, manager of RCA's broadcast and tv equipment department, who jointly announced the purchase with J. Elroy McCaw, president of Gotham Broadcasting Inc., the "Ampliphase" transmitter—as the new equipment is called—"matches the output of appreciably larger am transmitters with only a fraction of normally required audio power and with approximately 50% fewer power tubes, components and accessory equipment."

WINS expects to have the new transmitter installed by Feb. 10 without interruption to the station's regular operation. WINS operates on 1010 kc with 50 kw.

WINS bought the first production model of the transmitter which, unlike conventional am radio transmitters, uses phase modulation principles to produce standard broadcast amplitude modulation. A special electronic circuitry permits the "Ampliphase's" two phase-modulated amplifiers to produce a combined power equal to the output of conventional 50 kw transmitters, RCA explained.

RCA also noted that while it takes only a few watts of audio power to produce 50 kw of modulated signal, conventional equipment requires 35 w audio power for the 50 kw modulated output.

Mr. Hopkins said "phase-modulation circuitry will influence and stimulate American radio broadcasting as no single development has since the high-level modulation circuit for maximum-power transmitters, introduced by RCA nearly two decades ago."

The 50% operating reductions are obtained mostly by the transmitter's design, which eliminates about half the normally required power tubes, bulky components and accessory equipment, Mr. Hopkins said. Among those eliminated: modulator tubes, modulation transformers and reactors.

Also claimed by RCA for its new transmitter is a saving in building space—only half the requirements of existing 50 kw transmitters is needed. A third saving is said to be the equipment's "simple installation."



"I'm so glad we ran out of gas, Charles—now we can listen to something romantic on KRIZ Phoenix."

RCA Warranty Extended For Image Orthicon Tube

THE warranty-adjustment policy covering the RCA-5820 image orthicon camera tube was liberalized substantially last week, according to D. Y. Smith, vice president and general manager, RCA Tube Div.

Effective Jan. 16, Mr. Smith said, the widely used 5820 tv camera tube is covered by full adjustment up to 50 hours (compared to 15 hours in the past and pro rata adjustment up to 500 as compared to 350) hours of service.

"In those cases where full adjustment is granted," he said, "the dollar savings under the new policy, as compared to the previous one, may be more than $170; for pro rata adjustments, the saving can be as much as $360."

He attributed liberalization of the adjustment policy to increased dependability and longer service life of the RCA-5820 tube resulting from years of experience in its design and manufacture.

General Precision Laboratory Announces Divisional Changes

ORGANIZATIONAL changes in the Engineering Products Div. of General Precision Laboratory, Pleasantville, N. Y., were announced last week by Blair Foulds, General Precision vice president.

In reassignment of duties, N. M. Marshall has been named to direct sales of television equipment to industrial and institutional markets in addition to his present broadcast sales responsibilities.

J. W. Belcher has been named manager of the newly-created Application Engineering Dept., which will be concerned with the invention, creation and development of new and advanced uses of television equipment.

S. T. Pardee, who has been added to the staff as publicity manager, will coordinate the company's publicity and public relations programs in the tv, motion picture and military fields.

Zenith Unveils '56 Line At Distributors Meeting

NEW LINE of 45 tv receivers and high fidelity phonographs was announced by Zenith Radio Corp. at its national distributors convention last week in Miami Beach, Fla.

In the tv line, Zenith reported a newly-developed tube and accompanying circuitry designed to improve reception; table model sets with a triple speaker sound system, and portable receivers with 34% more viewing area claimed.

The 1956 hi-fi line comprises two lightweight, three-speaker portable phonographs, two table models and two four-speaker consoles. All are equipped with a new circuit permitting improved high fidelity listening at low playing volume, according to L. C. Truesdell, Zenith vice president and sales director.

MANUFACTURING SHORTS

Magnavox Co., Ft. Wayne, Ind., reports 20% increase in sales for six-month period closed Dec. 31, 1955. Attributing increase to a reported 80% gain in tv set and high-fidelity

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"The American Story" is another important BMI Program Series which joins such features as the Concert Music series, the Book Parade, Milestones and the other continuities used by hundreds of broadcasters regularly.

The staff of BMI can think of no more satisfying work, in the midst of a troubled world, than to play a part in the restatement, in words and music, of the fascinating story of our country's origin and growth.

Your Station Program Department should be receiving this script package regularly. If not, please write to BMI's Station Service Department for "THE AMERICAN STORY."

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equipment sales, company sold $34 million worth of this equipment between June and December 1955, against $28 million in sales for same period in 1954. Company also announces plans to construct new, 75,000 sq. ft. cabinet manufacturing factory at Jefferson City, Tenn., as "another step in Magnavox's long term policy of decentralization." Other Magnavox plants are at Paducah, Ky., and L. A.

RCA Victor Radio & "Victrola" Div., Camden, N. J., has begun producing first RCA high-fidelity tape recorder for home use, "The Judicial," at Cambridge, Ohio, plant. Recorder will reach market at end of January at suggested list price of $199.95. **RCA Tube Div.,** Harrison, N. J., has announced publication of "Interchangeability Directory of Industrial-type Electron Tubes" (Form 1D-1020A) and "Picture Tube Replacement Directory" (Form KB106) with accompanying chart of tube characteristics, indexing some 2000 tube designations which RCA said would be of maximum assistance to broadcast stations among others.

Motorola Inc., Chicago set manufacturer, announces new transistorized pocket "handie-talker" radio pager for personnel communications. Device is designed for hospital, industrial and business office use. Motorola also announces completion of negotiations with Massaglia chain for installation of tv receivers in its 10 hotels in U. S. and Hawaii. Some 1,100 table models have been purchased. Motorola further reports it plans expansion of automobile radio tuner manufacturing facilities, with $1 million building program in Arcade, N. Y. New facilities will be used to increase output of tuners and manufacture of pushbutton transmission mechanisms for Chrysler Corp.

Raytheon Mfg. Co., Waltham, Mass., announces its KTR series tv microwave links are available for permanent installation indoor rack mounting. Accessory item to rack-mounted KTR series is new remote alarm unit, model 3-270 to provide these control functions of remote KTR system: primary power can be turned on or off, transmitter carrier can be shut down without turning off primary power and receiver AFC can be disabled.

Crescent Industries Inc. (phonographs, tape recorders, record changers), Chicago, has named Anderson-O'Donnell Co., Denver, to represent firm in Rocky Mountain area.

Sylvania Electric Products Inc., N. Y., says construction will begin shortly on 50,000-sq.-ft. addition to company's television picture tube division plant in Fullerton, Calif.

General Electric Co., Syracuse, N. Y., has developed pocket-size solar-powered radio weighing 10 oz. and which operates continuously in daylight and runs 500 hours in darkness without recharging. Company has no immediate plans for producing receiver which is by-product of research on transistor applications.

Perkin-Elmer Corp., Norwalk, Conn., has published brochure describing Auto-Zoom Model 16 tv lens designed for use with 16mm tv cameras and Vidicon tube. Lens features five to one (30-150 mm or 60-300 mm) variable focal range and motor-driven zoom, focus and iris permitting control at any distance from camera.

Superior Tube Co., Norristown, Pa., has started constructing new million dollar plant and office building near site of present Wapakoneta, Ohio, plant. New mill and offices are scheduled for completion in November.

Sylvania Electric Products, radio-tv division, N. Y., will again give award to "distributor of the year." Award is new Cadillac which, along with plaque, will be presented "for outstanding achievement in radio and television merchandising." Judges will consider efforts of distributors in July 1, 1955, to June 30, 1956, period.

RCA Engineering Products Div., Camden, N. J., announces two broadcast equipment additions: TTL-100A, 100 w vhf tv transmitter and TF-2BL-BM-BH two-section superturnstile antenna covering channels 2-13. TTL-100A transmitter with addition of filters meets FCC requirements for black-and-white and color, latter with addition of color input equipment. Transmitter less filters is priced at $12,500 with delivery in four months. New two-section superturnstile antenna has power gain of two, omni-directional pattern, 20-pound windloading and is rated at 2 kw peak input power. Price is $3,400 with delivery in three months. **RCA Tube Div.,** Harrison, N. J., has placed on market new compact eight-inch tv picture tube (type 8DP4), weighing three pounds, for use in small-size receivers as well as monitoring instruments. New tube is less than 11 inches long and incorporates wide angle, 90-degree deflection, external bulb coating which, together with internal conductive coating, forms a supplementary filter capacitor.

MANUFACTURING PEOPLE

John M. Miller Jr., director of engineering for Bendix Television Div., Bendix Aviation Corp., Detroit, appointed works manager, succeeding **C. M. Granger,** now manager of automotive radio operations for Bendix Radio Communications Div. **Stanley R. Scheiner,** assistant director of engineering, Bendix Television, appointed director of engineering.

Eugene P. Feeney, N. Y. state regional sales manager for Magnavox Co., Syracuse, N. Y., named sales promotion supervisor of Sylvania Electric Products Inc.'s radio-tv division, Buffalo.

Joseph Bogdan, personnel manager, Columbia Records Inc., N. Y., named to similar post with CBS-Columbia Inc., another division of CBS Inc.

Thomas C. Stewart promoted from assistant traffic manager to traffic manager at Zenith Radio Corp., Chicago.

Rear Admiral Frederick R. Furth, chief of naval research, USN (Ret.), to Farnsworth Electronics Co., Ft. Wayne, Ind., as special assistant to president.

John Chadwell, general manager of Fresno division of Hoffman Sales Divs., distributing branches of Hoffman Electronics Corp., L. A., appointed general sales manager of all Hoffman Sales Divisions. **C. E. Schick,** formerly national field sales manager, Crosley-Bendix Div., Avco Mfg. Corp., Cincinnati, Ohio, to Hoffman Radio Div., L. A., as field sales manager.

Walter E. Benoit, Baltimore Electronics Div., manager, Westinghouse Electric Corp., Pittsburgh, Pa., named executive assistant to manager of Baltimore Div., WEC. He is succeeded by **W. I. Bendz,** chief engineer of Sperry Products Inc., Danbury, Conn.

Robert W. Fisher, field engineer, Link Radio Corp., manufacturer of mobile electronics equipment, named field sales engineer for mobile radio sales, Allen DuMont Labs., Clifton, N. J.

Ken Brigham, information department, Bell Telephone Laboratories, N. Y., appointed supervisor of public relations for Philco Corporation's Govt. and Industrial Div., Phila.

Jack A. Pegler, president, Television Zoomar Corp., N. Y., and Mrs. Evelyn Nack Carnill, married Jan. 19.

Educators to Study Tv Films

KINESCOPES of CBS-TV's *You Are There, The Search* and *See It Now,* as well as *Hallmark Hall of Fame* productions of "Macbeth" and "Richard II" on NBC-TV, will be discussed as examples of "Tv As a Source of Classroom Films" by the regional film workshop of the New York Film Council and Education Film Library Assn., Jan. 27, at the Carnegie International Center in New York. Participating will be the heads of firms distributing regular network programs to schools and colleges: Godfrey Elliott, president, Young America Films; J. R. Bingham, president, Association Films, and Albert Rosenberg, general manager, Textfilm Dept., McGraw-Hill Pub. Co.

CCNY Ad Courses Slated

THE Bernard M. Baruch School of Business, College of the City of New York, announced Tuesday that registration for its advanced evening courses in advertising and radio-tv advertising problems will be held Feb. 1-3 from 5:30-8:30 p.m.

The course in radio-tv advertising, which analyzes network, regional and spot broadcasting and gives practical work in commercial production, testing and audience measurement, is offered only once a year and classes will be given every Wednesday, 8:45-10:30 p.m., starting Feb. 8.

Radio Poetry Given Boost

THE Educational Television & Radio Center, Ann Arbor, Mich., has received a grant of $8,250 from the Rockefeller Foundation to be used to foster interest in serious poetry via radio presentation, according to Center President H. K. Newburn. The project is headed by Lewis Hill, president of Pacifica Foundation, which operates commercial KPFA (FM) and educational KPFB (FM), both in Berkeley, Calif. Different methods of presenting contemporary poetry on radio will be tried and it is planned that "a number of American poets now writing will figure in materials used."

EDUCATION SHORTS

Committee on Educational Television of National Social Welfare Assembly has issued six-page booklet to acquaint community service agencies with successful tv program formats. Copies of brochure, titled "Successful Television Programs for Local Agencies," may be obtained for 10 cents each from Assembly at 340 E. 46th St., N. Y. 17.

KSL-TV Salt Lake City reports each major Utah educational organization has weekly series on station. Series are running for U. of Utah, Brigham Young U., Utah State Agricultural College, Utah State and Salt Lake City Board of Education.

EDUCATION SHORTS

RCA, N. Y., has awarded scholarships of $800 per year to three graduates of RCA Institute. Scholarships, applying toward bachelor degrees in electronics or allied fields, are continued for four years or until student receives bachelor of science degree.

Educational Television & Radio Center, Ann Arbor, Mich., is releasing new 13-week film series, *Not in Our Stars,* on basic psychology, for use during spring by educational stations. Program features Dr. Fred McKinney, chairman of psychology department, U. of Missouri, Columbia, and guests.

Emmy Awards Expanded To Include 41 Categories

THE Academy of Television Arts & Sciences announced last week that 1955 Emmy awards will be presented in 41 categories, the largest number to be given in its history.

The list of awards has been expanded to include "best engineering technical achievement," "best specialized visual contribution," and "best commercial campaign," among others. The 1955 Emmy winners will be announced during a color telecast on NBC-TV March 17 (9-10:30 p.m. EST).

Joint announcement of the selection of 41 categories was made by Don DeFore, Academy president, and Ed Sullivan, New York categories committee acting chairman. Mr. DeFore said steps are now being taken to revise the Academy by-laws to establish machinery for a national board and for individual chapters in New York, Hollywood and other cities.

WAFB-TV Staffer Wins Screen Gems Competition

GRACE McELVEEN, station promotion manager of WAFB-TV Baton Rouge, was named last week as the winner of the first annual promotion contest conducted by Screen Gems Inc., New York. Miss McElveen, who was singled out for her promotion effort on Screen Gems' *Adventures of Rin Tin Tin,* won the prize of a 13-day Caribbean cruise for two.

Seven other winners and their prizes were: Jack O'Mara, KTTV (TV) Los Angeles, a 16 mm projector and screen; William C. Rucker, WHBQ-TV Memphis, hi-fi system including four speakers and 10 record speakers; Jack W. Schumacher, WICU-TV Erie, Pa., wristwatch; Dorothy Sanders, WLWD-TV Dayton, Ohio, a deep freeze unit; Jack Mazzie, WREX-TV Rockford, Ill., complete set of home power tools; Al Chioda, WFMY-TV Greensboro, N. C., camera and flash gun; Pauline Mahoney, KPLC-TV Lake Charles, La., air conditioner, including installation cost.

Olson Receives Scott Award

DR. HARRY F. OLSON, RCA scientist credited with developing the velocity microphone, Wednesday received the $1,000 John Scott Award to inventors at the Philadelphia Engineers Club dinner which marked the 250th anniversary of Benjamin Franklin's birthday.

Mr. Olson, now director of Acoustical & Electromechanical Research at RCA Labs, Princeton, N. J., pioneered the microphone's development in 1930.

CYO to Honor Folsom

FRANK FOLSOM, president of RCA, tonight (Monday) will receive the Catholic Youth Organization's 1955 Club of Champions gold medal for his "faithful devotion to duty and his outstanding example to youth as a man of principle and achievement" from Francis Cardinal Spellman, Archbishop of New York, at the CYO's 20th anniversary dinner in New York.

Mr. Folsom, the 1954 recipient of St. Boneventure U.'s Catholic Action medal, will be honored for his work as a trustee of Notre Dame U., Rosemont College, St. Mary's-of-the-Woods College and for his participation in the foster children plan of the church.

Sarnoff Honored

THE James Forrestal Memorial award will be presented Thursday to Brig. Gen. David Sarnoff, RCA board chairman, at the annual dinner of the National Security Industrial Assn. at the Sheraton-Park Hotel, Washington. The Forrestal Memorial Medal, first presented to President Eisenhower a year ago, is bestowed each year to "a distinguished American whose leadership has promoted significant understanding and cooperation between industry and government in the interest of national security." The award was set up two years ago by the association in honor of its founder, James Forrestal, first U. S. Defense Secretary (1947-49). NBC Radio plans to broadcast Gen. Sarnoff's acceptance address (9:30-10 p.m. EST).

Annual Competitions Opened By National Safety Council

THE National Safety Council announced Monday it will accept entries from radio-tv stations and networks and five other public information media groups for its eighth annual Public Interest Awards competition. The council also reported it will administer the yearly Alfred P. Sloan Radio-Tv Awards for Highway Safety.

Regional radio networks and non-commercial, educational television stations will be included in this year's Sloan awards, which have been increased from 11 to 14 categories.

Other categories for the Public Interest Awards are advertisers, daily and weekly newspapers and syndicates, consumer and trade magazines, outdoor advertising companies, and transportation advertising companies.

Jewish Paper Honors WBC

THIRTEEN Westinghouse Broadcasting Co. executives and staff members—seven from WBZ-TV Boston—were honored Tuesday by the *Jewish Advocate* of Boston, a local Jewish-American Newspaper, for creating and producing *The Big R,* a tv series based on the recent White House Conference on education.

Receiving Carnation Awards for "their magnificent contribution toward public enlightenment on the education problems of our time" from the *Advocate* publisher, Dr. Alexander Krim, were Donald McGannon, WBC president; Richard Pack, WBC vice president and program director; David Partridge, WBC promotion manager; Ronald Tooke, WPTZ (TV) Philadelphia; Harold Lund, KDKA (TV) Pittsburgh, and Philip Lasky, KPIX (TV) San Francisco. W. C. Swartley, vice president; W. Gordon Swan, program manager; Ben Hudelson, producer; Chester Collier, director; Don Volkman, cameraman; Rod MacLeish, news director and writer, and Jack Chase, narrator, received the awards for WBZ-TV.

Overseas Awards Bids Asked

NAMES of candidates for Overseas Press Club Awards for 1955 in the radio, television, newspaper, magazine and photographic fields will be accepted until Jan. 31, it has been announced by Bruno Shaw, chairman of the awards committee. Among the categories are: best radio reporting from abroad, best television reporting of foreign affairs and best radio interpretation of foreign affairs.

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AWARD SHORTS

Harold C. Lund, Westinghouse vice president in charge of KDKA-AM-TV Pittsburgh, Pa., named Man of the Year in field of entertainment by Junior Chamber of Commerce of Pittsburgh.

WAVZ New Haven, Conn., commended by local Better Business Bureau for saturation campaign against frauds.

Ed Keath, news director, KWK-TV St. Louis, and **Les Carmichael,** sports director, awarded fire fighting clothes by International Assn. of Fire Fighters, Local 73, for cooperation extended.

WCAE Pittsburgh, Pa., received merit award from Marine Recruiting Office, Pittsburgh, for cooperation.

Jim Grady, reporter on *This Is San Francisco,* KCBS that city, received award from Northern Calif. Industrial Safety Society for safety broadcasting.

WREX-TV Rockford, Ill., paid tribute to several station personalities for high program ratings. Recipients of engraved silver bracelets were: Rollie Spongberg, for weather shows; Wayne Mack, "Pete the Plumber"; Wally Scott, for weather; George Raubacher, sports programs; Bob Clyde, newscasts, and "Uncle Hap," for *Trail Tales.*

WTTM Trenton, N. J., presented certificates for long service to nine employes: William Betz, Theodore Kilmer and Alonzo Fite, transmitter engineers; Tom Durand and Dick Burns, announcers; Chester Sunderland, chief engineer; Thomas Hutchinson, studio engineer; Wes Hopkins, program director, and Harry Barnam, local sales manager.

Kenneth R. Ovenden, program director, WEEI Boston, received gold pin of CBS Twenty Year Club and $100 savings bond from network-owned station.

Taylor Grant, newscaster, WPTZ (TV) Philadelphia, named Man of the Year by Restaurant Owners' Assn. of Philadelphia.

Allen B. DuMont Labs' closed-circuit tv exhibit at Ethiopian Silver Jubilee Fair at Addis Ababa was honored with gold medal and certificate at fair's end last month by Emperor Haile Selassie.

WTTM Trenton, N. J., received citation from Thian Achakul, director, Division of Labor, Bangkok, Thailand, for weekly program, *Labor Talks It Over,* sponsored by Trenton Beverage Co.

Benton & Bowles Inc., N. Y., and **Felix Coste,** vice president in charge of advertising, Coca-Cola Co., N. Y., cited by National Citizens Commission for the Public Schools at its annual meeting in New York. Commission, sponsor of Advertising Council's "Better Schools" campaign since 1949, praised Mr. Coste, volunteer coordinator of drive, and Benton & Bowles, volunteer agency, for "uniquely American" efforts.

WPON Pontiac, Mich., received Certificate of Appreciation for civic contribution from Pontiac Chamber of Commerce.

Wisconsin radio and tv stations and newspapers were commended by Wisconsin Public Health Council, Madison, for contributions in presenting health messages.

Abbott Washburn, deputy director, U. S. Information Agency, awarded Poor Richard Almanac Medal for Extraordinary Service by Poor Richard Club of Philadelphia. Agency is observing 250th Benjamin Franklin Anniversary in information activities.

SENDS EXPIRATION DATE FINDER

WBKB (TV) Chicago is distributing a new "expiration date finder" to timebuyers in New York, Chicago and other cities in which Blair-Tv, its station representative, maintains offices. In an accompanying letter, Sterling C. Quinlan, ABC vice president for the station, notes, "we are not in accord with the emphasis on cost-per-thousand [and] we did not come up with a cost-per-thousand calculator." He felt the date-finder for contracts covering time cycles would prove "practical and usable." On the other side of circular wheel is WBKB's coverage area.

MAKES PITCH TO KIDS

A PROMOTION offering children a cardboard "tv playhouse" designed to resemble one of its console tv sets has been launched by Motorola Inc., Chicago, to spur January set sales. The playhouse will accommodate two children and may be used for their own plays and puppet shows. Included with toys are instructions at dealers suggesting promotions that can be built around the playhouse. Units sell for $1.95 and measure 40x29x22 inches.

FARM REPORTS FLOWN IN

FIFTY-FOUR on-the-spot transcribed reports made by KCMO Kansas City, Mo., farm director Jack Jackson while on a 25,000-mile "around the world farm study tour" last month provided what KCMO called "a radical departure in farm programming." The reports, covering the trip of 22 midwestern farmers to agricultural areas in the Orient and Near East, were airmailed to KCMO and played back on Mr. Jackson's regular farm programs.

SELLS FAR-AWAY PLACES

WHOM NEW YORK, metropolitan area foreign language station, currently presenting what the station claims to be an "original program" titled *The Blue Mediterranean Hour.* The weekly music show is designed to appeal to New Yorkers whose origins stem from all nations bordering the Mediterranean. WHOM reports it has "the perfect sponsor," the Fugazy Travel Bureau, which specializes in Mediterranean travel.



COVERAGE of the Los Angeles Open Golf Tournament this month was sponsored on KRCA (TV) Los Angeles by two Buick dealers, Phil Hall and Bones Hamilton. Following the contract signing for the program, Messrs. Hall (l) and Hamilton (r) discuss last minute details with Cleve Hermann, KRCA sports director and announcer for the golf tournament.

WHEN-TV GETS TRANSIENT EYE

IN COOPERATION with the New York Central Railroad, WHEN-TV Syracuse has erected a large, three-dimensional "Weatherama" display at the railroad depot in Syracuse. Temperature figures are kept up to date twice daily for passengers who are urged to obtain details via WHEN-TV's weather forecasts each evening. In another promotion effort, WHEN-TV welcomes new residents by sending them a "courtesy" city map, showing the main thoroughfares and principal shopping centers and eliminating, station officials say, "confusing details found in most city maps."

KIDS DELUGE MAIL ON WABD (TV)

TWO WEEKS after m.c. Sandy Becker of WABD (TV) New York's *Looney Tunes* kiddie show asked his young listeners to get the Dec. 31 issue of *Tv Guide* magazine and color in the *Looney Tunes* advertisement for 500 prizes, the station reported it had received over 200,000 entries.



TRYING their new Page-ette pocket radio-telephones are KBIG Catalina, Calif., salesmen Joe Seidman, Don Harrington, Phil Dexheimer and Wayne Muller and KBIG President John H. Poole. The radio-telephones are used by the salesmen to keep in touch with the station while in the field.

ABC PLANS 'RANGER' SALUTE

TWENTY-THREE YEARS AGO, a band of Texas rangers was wiped out to the next-to-last man. He escaped, found himself a faithful Indian who dressed his wounds, donned a black mask, and today, still accompanied by faithful Indian Tonto, rides the airwaves and his horse Silver as "The Lone Ranger." The story of how this series began will be retold Feb. 18 during a special hour-long ABC-TV telecast marking the program's 23d anniversary. The special *Lone Ranger* anniversary show will be sponsored by General Mills (which co-sponsors the regular Thursday night *Lone Ranger* series). Dancer-Fitzgerald-Sample Inc., N. Y., is the agency.

TO EXAMINE FARM QUESTION

AS THEIR FOURTH *See It Now* effort of the 1955-56 season, co-producers Edward R. Murrow and Fred W. Friendly will examine on Jan. 26 the plight of the American farmer (CBS-TV, 10-11 p.m.). The program is titled "The Farm Problem: A Crisis of Abundance." *See It Now* will pre-empt the *Johnny Carson Show* and *Quiz Kids*, sponsored, respectively, by General Foods Corp. and the Whitehall Pharmacal Co. through Benton & Bowles Inc. and Biow-Beirn-Toigo Inc., both N. Y.

NBC-TV TO SHOW 10 MUSICIANS

IN A MUSICAL TV EVENT called "unprecedented" by NBC-TV, *Producers' Showcase*, Jan. 30 (8-9:30 p.m. EST), will present 10 of the world's top opera and concert artists in color under the personal supervision of Sol Hurok. Scheduled to appear are Marian Anderson, Jussi Bjoerling, Zinka Milanov, Jan Peerce, Roberta Peters, Gregor Piatigorsky, Artur Rubinstein, Isaac Stern, Renata Tebaldi, and Leonard Warren.

CBS-TV SHOW TO VISIT ST. PAUL

CBS-TV's *Strike It Rich* (Mon.-Fri., 11:30-noon EST), will spend Jan. 30-Feb. 3 at the St. Paul Winter Carnival, with telecasts to originate from St. Paul's Paramount Theatre via WCCO-TV there, at the invitation of Minnesota Gov. Orville L. Freeman. *Strike It Rich* is sponsored by Colgate-Palmolive Co., through William Esty & Co., New York.

DOLLARS FOR NEWS TIPS

DOLLARS for news tips has become a practical phase of WCKY Cincinnati's news department.

The plan, which WCKY put into effect nine years ago, is described as both "simple and economical." A dollar bill is sent to any listener who furnishes a lead on a story that is (1) "news" to the station and (2) is used in a WCKY broadcast. An additional dollar is awarded for the most newsworthy tip of the day, and five dollars is added for the best tip of the week.

Listener tips run the full gamut of news—from reports of "first robins" (which are not used) to serious fires, shootings, accidents and robberies (which are).

Said WCKY News Director John Murphy:

"This largest radio reportorial staff existent costs the station around $5,000 annually. An average of five tips a day, with occasionally 15 being received in a 24-hour period, shows the value of the system. . . ."

RADIO OUTDRAWS

AFTER a special survey showed that five out of six new customers came to the firm because of radio, the Northwestern Savings & Loan Assn., signed a one-year renewal contract for advertising on KTIM San Rafael, Calif.

Over the years Northwestern has gradually upped its radio budget until, today, a substantial part of the total is now devoted to radio.

The association sponsors participating announcements on two news broadcasts daily, a one-hour forum series on local issues called The Marin Sounding Board, and special programs during Christmas and Public Schools Week.



KEITH DEARTH, president, Northwestern Savings & Loan Assn., signs a one-year renewal with KTIM San Rafael, Calif., as Hugh Turner, KTIM general manager, looks on.

KTEM ON TOP OF LOCAL STORY

TEMPLE, Tex., suspended business for several hours recently and listened to KTEM Temple as General Manager Dale Phares and Darrell H. Dreyer, news director, described a police siege on the house where a man held his sister hostage at gunpoint. When KTEM, at police request, temporarily suspended broadcasts lest the gunman hear that he was surrounded, the station's switchboard was flooded with calls. When they were ready to move in, officials withdrew their request and KTEM broadcast gunshot and tear gas bomb reports as the man and his victim were removed from their barricade.

MEETS KIDS ON OWN GROUND

WITH a spate of kiddie shows as fare, WRCA-TV New York a fortnight ago placed a series of advertisements for such shows as *Children's Hour, Howdy Doody, Wild Bill Hickok,* and *Highway Patrol* in the Sunday comic section of the *New York Journal American.* Out of a possible 16 pages of the color rotogravure section, the station occupied ad space on 14.

WLIB PLANS NEGRO FESTIVAL

SID GROSS, artist-repertory director, Urania Records, and jazz lecturer, Columbia U., has been retained by WLIB New York as special advisor for its Jan. 30-Feb. 12 Festival of Negro Music and Drama. Nora Holt, music critic and teacher, will produce a daily series of 10 classical programs on the station as well as the full length, free public concert with top Negro artists planned by WLIB for Feb. 11.

HIGH-GAIN
omnidirectional
VHF TV transmitting
ANTENNA



AMCI TYPE 1046
Channels 7 through 13

Shown above is the five-bay array recently installed for Station wtn , Channel 7, in Washington, North Carolina. With a gain of 19.4, a single 6-⅛" coaxial transmission line feeder and in conjunction with a 20 kw transmitter. the antenna radiates an ERP of 316 kw AMCI Type I null fill-in assures proper coverage even in close to the tower. Write for Bulletin B-105

ANTENNA SYSTEMS—COMPONENTS
AIR NAVIGATION AIDS—INSTRUMENTS

AMCI ALFORD Manufacturing Co, Inc.
299 ATLANTIC AVE., BOSTON, MASS.



A MINIATURE remote amplifier, for use in covering sports events and emergencies in locations where power is not easily available, has been designed and built by George Yazell, manager of WHAW Weston, W. Va. Mr. Yazell demonstrates the amplifier, which handles two microphones and will operate continuously for 150 hours on self-contained batteries. Hearing aid-type tubes are used and total weight is only three pounds.

WXIX (TV) PLANS FOR BIRTHDAY

WXIX (TV) MILWAUKEE plans to devote a good part of a radio-tv spot campaign through March 2 to the promotion of its "Miss 19" beauty contest, planned to climax the station's first anniversary week. Over $5,000 in prizes will be awarded to "Miss 19." Semi-final judging will be conducted at the Milwaukee Automobile Show Feb. 18, and finalists will appear on WXIX March 2, with a CBS Television Network star scheduled to assist in the judging. The winning contestant will later serve as official hostess for WXIX throughout 1956.

CJET BUILDS CIVIC GOOD WILL

CJET SMITH FALLS, Ontario, has a Sunday morning *Editor's Corner* program, which is conducted alternately by editors of the four local weekly papers in the station's coverage area. The editors speak on everything and anything, providing stimulating listening and creating friendly feeling between the local press and the new Canadian radio station, says CJET. Also winning friends for the station each Saturday afternoon is a salute program to towns in its coverage area. The 55-minute program deals with the activities and history of each community in the CJET area, featuring taped interviews with prominent residents.

Station Authorizations, Applications
(As Compiled by B • T)

January 12 through January 18

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf—ultra high frequency. ant.—antenna, aur.—aural. vis.—visual. kw—kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization.

Am and Fm Summary Through Jan. 18

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,816	2,809	210	332	157
FM	535	525	52	18	1

FCC Commercial Station Authorizations
As of December 31, 1955*

	Am	Fm	Tv
Licensed (all on air)	2,804	521	147
Cps on air	20	19	335
Cps not on air	111	17	108
Total on air	2,824	540	482
Total authorized	2,935	557	590
Applications in hearing	152	1	166
New Station requests	217	4	28
New station bids in hearing	97	0	112
Facilities change requests	140	5	41
Total applications pending	750	80	289
Licenses deleted in Dec.	0	0	0
Cps deleted in Dec.	2	0	0

* Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and FM Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary Through Jan. 18

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	342	99	441
Noncom. Educ. on air	13	5	18

Grants since July 11, 1952:
(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	300	309	609[1]
Noncom. Educational	19	17	36[2]

Applications filed since April 14, 1952:
(When FCC ended Sept. 28, 1948-April 14, 1952 freeze on tv processing)

	New	Amend.	Vhf	Uhf	Total
Commercial	967	337	761	543	1,304[3]
Noncom. Educ.	59		32	27	59[4]
Total	1,026	337	793	570	1,363[5]

[1] 162 cps (32 vhf, 130 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 34 already granted.
[5] Includes 642 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

ACTIONS BY FCC

Fresno, Calif.—California Inland Bcstg. Co. granted vhf ch. 12 (204-210 mc); ERP 233 kw vis. 117 kw aur.; ant. height above average terrain 1,943 ft., above ground 174 ft. Estimated construction cost $579,057, first year operating cost $770,000, revenue $820,000. Post office address T. W. Patterson Bldg. Studio location Fresno. Trans. location Meadow Lake, Calif. Geographic coordinates 37° 04′ 38.882″ N. Lat., 119° 26′ .482″ W. Long. Trans. and ant. GE. Legal counsel Pierson & Ball, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Applicant is licensee of **KFRE-KFRM (FM) Fresno.** Granted Jan. 12.

Knoxville, Tenn.—Radio Station WBIR Inc. granted vhf ch. 10 (192-198 mc); ERP 316 kw vis., 158 kw aur.; ant. height above average terrain 925 ft., above ground 187 ft. Estimated construction cost $698,871, first year operating cost $504,986, revenue $494,682. Post office address 618 S. Gay St., Knoxville. Studio location 1126 Broadway, N. E., Knoxville. Trans. location Knoxville. Geographic coordinates 36° 00′ 20″ N. Lat., 83° 56′ 22″ W. Long. Trans. and ant. RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Applicant is licensee of **WBIR-AM-FM Knoxville.** Granted Jan. 13.

APPLICATION

Elmira, N. Y.—Veterans Bcstg. Co., vhf ch. 9 (186-192 mc); ERP 220 kw vis., 115 kw aur.; ant. height above average terrain 808 ft., above ground 374 ft. Estimated construction cost $247,748, first year operating cost $325,000, revenue $400,000. Post office address 17 Clinton Ave., South, Rochester, N. Y. Studio and trans. location Elmira. Geographic coordinates 42° 00′ 24″ N. Lat., 76° 49′ 13″ W. Long. Trans. and ant. GE. Legal counsel Frank U. Fletcher, Washington. Consulting engineer Page, Creutz, Steel & Waldschmitt Inc., Washington. Applicant is licensee of **WVET Rochester** and permittee of **WVET-TV Rochester.** Tv is sharetimer. WVET-TV is also applicant as sharetimer for ch. 27 Rochester. Filed Jan. 18.

Existing Tv Stations . . .

ACTION BY FCC

KETX (TV) Tyler, Tex.—Cp cancelled and call letters deleted for lack of prosecution by letter of Jan. 9. Station was on ch. 19. Announced Jan. 18.

APPLICATIONS

KRMA-TV Denver, Colo.—Seeks mod. of cp to make ant. and other equipment changes. Ant. height above average terrain 883 ft. Filed Jan. 13.

KMMT (TV) Austin, Minn.—Seeks cp to change ERP to 12.2 kw vis., 6.1 kw aur., change coordinates (not a move) and make equipment changes. Ant. height above average terrain 522 ft. Filed Jan. 13.

WDAM-TV Hattiesburg, Miss.—Seeks mod. of cp to change ERP to 56.90 kw vis., 34.14 kw aur., change studio location to trans. site, approx. 1.2 miles north of Eastabutchie, Miss., near Eastabutchie, on U. S. Hwy. 11, and make equipment changes. Ant. height above average terrain 488 ft. Filed Jan. 17.

WTWV (TV) Tupelo, Miss.—Seeks mod. of cp to change ERP to 27.2 kw vis., 13.6 kw aur., change equipment, change trans. and studio location to 2.5 miles north of Tupelo city limits and request waiver of sec. 3.613. Filed Jan. 13.

WBEN-TV Buffalo, N. Y.—Seeks cp to change ERP to 100 kw vis., 50 kw aur., and make ant. and other equipment changes. Ant. height above average terrain: 1,200 ft. Filed Jan. 12.

DuMont Bcstg. Corp., New York—Filed informal application for mod. and extension of permit to

NEGOTIATOR FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

ALLEN KANDER
And Company

1701 K St., N. W. • Washington 6, D. C., NA. 8-3233
Lincoln Building • New York 17, N. Y., MU 7-4242
111 West Monroe St. • Chicago 3, Illinois RA 6-3688

supply tv shows broadcast in U. S., over DuMont Bcstg. Co. stations, to **CKLW-TV Windsor, Ont.** Authority is to last from Feb. 1, 1956, to Feb. 1, 1957. Filed Jan. 13.

APPLICATION AMENDED

WPFH (TV) Wilmington, Del.—Files amendment to change name from WDEL Inc. to WPFH Bcstg. Co. and to furnish additional engineering data. Filed Jan. 17.

CALL LETTERS ASSIGNED

WTVW (TV) Evansville, Ind.—Evansville Television Inc., ch. 7.

New Am Stations . . .

ACTIONS BY FCC

Hazelhurst, Ga.—A. M. Thomas granted 1450 kc, 250 w unl. Post office address P. O. Box 732, Jacksonville, Fla. Estimated construction cost $9,530, first year operating cost $20,800, revenue $30,000. Mr. Thomas owns television-appliance store, Jacksonville. Announced Jan. 12.

Muleshoe, Tex.—David W. Ratliff granted 1380 kc, 500 w D. Post office address Box 1123, Stamford, Tex. Estimated construction cost $15,482, first year operating cost $24,000, revenue $29,000. Mr. Ratliff owns **KDWT Stamford.** Announced Jan. 12.

Tyler, Tex.—Dana W. Adams granted 1330 kc, 500 w D. Post office address 1323 E. Sixth St., Tyler. Estimated construction cost $27,047, first year operating cost $36,000, revenue $48,000. Mr. Adams is in real estate and insurance sales. Announced Jan. 12.

APPLICATIONS

Mt. Sterling, Ky.—Mt. Sterling Bcstg. Co., 960 kc, 500 w D. Post office address 50 Broadway, Mt. Sterling. Estimated construction cost $19,106, first year operating cost $54,500, revenue $63,000. Principals are: Pres. **R. J. Reynolds** (33.3%), Vice Pres. **William C. Clay Jr.** (33.3%), and Treas. **William R. Reynolds** (16.6%), all with concrete pipe firm interests and Secy. **Thomas M. Edwards Jr.** (16.6%), attorney. Filed Jan. 12.

Wilmington, N. C.—East Coast Radio Co., 980 kc, 1 kw D. Post office address 100 College St., Asheville, N. C. Estimated construction cost $8,625, first year operating cost $27,500, revenue $30,000. Principals are partners **Harold Thoms** (20%), 99% owner **WISE-AM-TV Asheville,** 25% owner **WCOG Greensboro, N. C.,** 25% owner of **WAYS Charlotte, N. C.,** and former 25% owner of **WAYS-TV Charlotte; Mrs. Thoms** (40%), joint 75% owner of **WEAM Arlington, Va.,** with husband, and minority stockholder in WISE-AM-TV, and **Matilann S. Thoms** (40%), minority owner of WISE-TV. Filed Jan. 12.

Hillsboro, Ohio—David C. Winslow, 1590 kc, 500 w D. Post office address 640 Salisbury, Waverly, Ohio. Estimated construction cost $19,915, first year operating cost $38,400, revenue $50,000. Mr. Winslow is announcer-engineer **WPKO Waverly.** Filed Jan. 18.

Massillon, Ohio—Massillon Bcstg. Co., 990 kc, 250 w D. Post office address Cedar Rd., Mounted Rt. 10, Butler Pa. Estimated construction cost $36,857, first year operating cost $60,000, revenue $65,000. Sole owner **Joel W. Rosenblum** is 29% owner of **WISR Butler, Pa.** Filed Jan. 12.

Claremore, Okla.—Claremore Bcstg. Co., 1270 kc, 500 w D. Post office address Box 588, Claremore. Estimated construction cost $7,423, first year operating cost $18,000, revenue $27,000. Sole owner **Robert I. Hartley** is rancher and seed farmer. Filed Jan. 13.

Dyersburg, Tenn.—Hamilton Parks, 1330 kc, 500 w D. Post office address Trimble, Tenn. Estimated construction cost $15,404, first year operating cost $27,720, revenue $35,500. Sole owner Hamilton Parks is insurance agent and farm owner. Filed Jan. 18.

Selmer, Tenn.—Shiloh Bcstg. Co., 1010 kc, 250 w D. Post office address Selmer. Estimated construction cost $13,325, first year operating cost $30,000, revenue $40,000. Principals are equal partners **James M. McGrew,** bank officer; **Revis V. Hobbs,** staff engineer, **WSM Nashville, Tenn.,** and **James B. Ross,** attorney. Application is mutually exclusive with applications pending in Savannah, Tenn. Filed Jan. 13.

APPLICATION AMENDED

Westport, Conn.—Westport Bcstg. Co. application for cp new am to operate on 1260 kc, 1 kw D amended to reduce power to 500 w. Amended Jan. 18.

Existing Am Stations . . .

ACTIONS BY FCC

KOOS Coos Bay, Ore.—Granted change from 1230 kc, 250 w unl. to 1260 kc 1 kw unl.; engineering conditions. Granted Jan. 12.

WTRN Tyrone, Pa.—Granted increase from 500 w to 1 kw, continued operation on 1290 kc D. Granted Jan. 12.

KELP El Paso, Tex.-WRIT Milwaukee, Wis.—Applications for mod. of license to change name of licensee corp. from Trinity Bcstg. Corp. to McLendon Investment Corp. returned to applicant. Filed in wrong name. Returned Jan. 17.

WRAD Radford, Va.—Granted change on 1460 kc from 5 kw D to 500 w N, 5 kw LS, DA-N; engineering conditions. Granted Jan. 12.

APPLICATIONS

WMFC Monroeville, Ala.—Seeks cp to change from 1220 kc to 1360 kc, increase power from 250 w D to 1 kw D and make equipment changes. Filed Jan. 13.

KHOZ Harrison, Ark.—Seeks cp to change hours of operation from unl. to D, change frequency from 1240 kc to 1220 kc, power from 250 w unl. to 1 kw D and make equipment changes. Filed Jan. 17.

KAMO Rogers, Ark.—Seeks cp to increase power from 500 w D to 1 kw. Filed Jan. 12.

WSFB Quitman, Ga.—Seeks cp to change frequency from 1490 kc to 550 kc, increase power from 250 w D to 1 kw D and make equipment changes. Filed Jan. 18.

WINX Rockville, Md.—Seeks mod. of cp to change from DA-2 to DA-N and to operate trans. by remote control and make equipment changes. Filed Jan. 13.

WORC Worcester, Mass.—Seeks cp to increase D power from 1 kw to 5 kw, make change in DA and change from DA-1 to DA-2. Filed Jan. 12.

WLOX Biloxi, Miss.—Seeks cp to move ant. location 180 ft. south and 78 ft. west of present site and make changes in ground system. Filed Jan. 17.

KCHI Chillicothe, Mo.; KBIA Columbia, Mo., and **KREI Farmington, Mo.**—Seek to change name of licensee from Cecil W. Roberts and Jane A. Roberts to Cecil W. Roberts and Jane A. Roberts, his wife. Filed Jan. 18.

KFEQ-AM-TV St. Joseph, Mo.—Seeks to change name of licensee from KFEQ Inc. to Midland Bcstg. Co. Filed Jan. 18.

KCCO Lawton, Okla.—Seeks mod. of cp to change proposed trans. location to two miles east of Lawton on Hwy. 7 and 800 ft. south of Lawton. Filed Jan. 12.

KSLM Salem, Ore.—Seeks cp to increase D power from 1 kw to 5 kw and make equipment changes. Filed Jan. 12.

KROD-AM-TV El Paso, Tex.—Seeks mod. of license to change name of licensee from El Paso Times Inc. to El Paso Times Inc. d/b as Roderick Bcstg. Co. Filed Jan. 17.

WCHV Charlottesville, Va.—Seeks cp to increase D power from 1 kw to 5 kw, change from DA-N to DA-2 and make equipment changes. Filed Jan. 18.

WHEE Martinsville, Va.—Seeks cp to increase power from 500 w D to 1 kw D. Filed Jan. 17.

KSEM Moses Lake, Wash.—Seeks mod. of cp to increase D power from 1 kw to 5 kw and make equipment changes. Filed Jan. 12.

WDUX Waupaca, Wis.—Seeks mod. of cp to increase power from 500 w to 1 kw. Filed Jan. 17.

APPLICATIONS AMENDED

KIEM Eureka, Calif.—Application for cp to change from 1480 kc to 930 kc, change power from 5 kw unl. to 1 kw N and 5 kw D and change from DA-1 to DA-2 amended to specify DA changes. Amended Jan. 12.

KANI Kaneohe, Oahu, Hawaii—Application for mod. of license to change main studio location, site to be determined, amended to specify studio location as Kailua Shopping Center, Rm. 207, Kailua Rd., Lanikai Post Office, Hawaii. (Waiver of sec. 3.30 of rules.) Amended Jan. 18.

CALL LETTERS ASSIGNED

KTML Trumann, Ark.—Poinsett County Bcstg. Co., 1580 kc, 250 w D.

KENL Arcata, Calif.—Vernon W. Emmerson, 1340 kc, 250 w unl.

KNOC Natchitoches, La.—Natchitoches Bcstg. Co., 1450 kc, 250 w unl. Changed from KWCJ effective Feb. 1.

WCER Charlotte, Mich.—Eaton County Bcstg. Co., 1390 kc, 1 kw D.

WMKL Dowagiac, Mich.—Cass County Bcstg. Co., 1440 kc, 500 w D.

KUBE Pendleton, Ore.—Umatilla Bcstg. Enterprises, 1050 kc, 1 kw D.

WCBG Chambersburg, Pa.—James R. Reese Jr., 1590 kc, 1 kw D.

KBBS Buffalo, Wyo.—Northern Wyoming Bcstg. Corp., 1450 kc, 250 w unl.

KATI Casper, Wyo.—John L. Breece, 1400 kc, 250 w unl. Changed from KTOO.

New Fm Stations . . .

APPLICATION

Cheney, Wash.—Eastern Washington College of Education, 87.24 mc, 10 w. Post office address Cheney. Estimated construction cost $2,100, first year operating cost $800. Station is to operate on non-commercial, educational basis. Filed Jan. 18.

Existing Fm Stations . . .

CALL LETTERS ASSIGNED

WGRV-FM Greeneville, Tenn.—Radio Greeneville Inc., 94.9 mc, 4.6 kw.

Ownership Changes . . .

ACTIONS BY FCC

KSWM-AM-TV Joplin, Mo.—Granted relinquishment of negative control (50%) by **Austin A. Harrison** to remaining stockholders of licensee Air Time Inc. Corporate change only; no change in control. Granted Jan. 10; announced Jan. 17.

WMLP-AM-FM Milton, Pa.—Granted assignment of licenses to **WMLP Inc.** Corporate change only; no change in control. Granted Jan. 13; announced Jan. 17.

APPLICATIONS

WVNA Tuscumbia, Ala.—Seeks assignment of license to **Elton H. Darby** for $24,000. Mr. Darby has building supply, real estate interests. Filed Jan. 18.

WTRP LaGrange, Ga.—Seeks transfer of control to **Byron H. Hurst, Ralph C. Freeman, Julian P. Hurst** and **Frank E. Hurst** d/b as Chattahoochee Bcstg. Co. Present one-third owner **W. Cecil Crew** is selling his interest to F. E. Hurst and J. P. Hurst (16.6% each) for $11,000. Original partners B. H. Hurst and Mr. Freeman retain their one-third interests. J. P. Hurst is training to be naval officer and F. E. Hurst is WTRP business manager. Filed Jan. 13.

KRLC Lewiston, Idaho—Seeks assignment of license to **Donald** and **Elaine Thomas,** tenants in common, for $59,171. Mr. Thomas is KRLC manager. Filed Jan. 18.

WTVE (TV) Elmira, N. Y.—Seeks assignment of license to WTVE Inc., for $20,000 from new 33.3% stockholder **William W. Scranton** and transfer of real estate valued at $47,000 by present owners **John S. Booth** and **Thompson K. Cassel.** Mr. Scranton is 80% owner of **WARM-AM-TV Scranton, Pa.** Filed Jan. 13.

WQOK Greenville, S. C.—Seeks transfer of control (75%) to **Speidel-Fisher Bcstg. Corp.** for $34,000 plus assuming 75% of outstanding $21,000 indebtedness and making $12,000 loan. Speidel-Fisher owns **WOIC Columbia, S. C.** Filed Jan. 18.

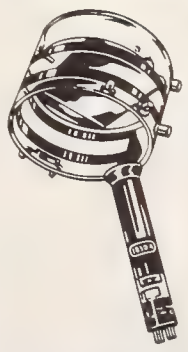
WIAC Santurce, P. R.—Seeks transfer of control (75%) to Pres. **Pedro E. Santiago** (35%), food firm promotion manager; Secy. **Alfonso Ortiz** (15%), manager of firm manufacturing and exporting food, and Vice Pres. **Luis S. Mejia** (25%), pres. Kresto-Denia Inc. (adv. agency) for $70,000. Licensee of **WORA-AM-TV Mayaguez** retains present 12.5% interest. Filed Jan. 13.

Hearing Cases . . .

INITIAL DECISION

WJRT (TV) Flint, Mich.—Hearing Examiner Herbert Sharfman issued initial decision looking toward setting aside Commission's action of June 8, 1955 (which postponed effective date of

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April 14 grant for mod. of cp of **WJRT (TV) Flint**, to move trans. site from point southeast of Flint [Clarkston] to point northwest of Flint [Chesaning] in direction of Detroit, make ant. changes and change studio location in Flint, and affirming and reinstating said grant. Grant had been protested by **WKNX-TV Saginaw, WTOM-TV Lansing,** and **WWTV (TV) Cadillac, Mich.**

FINAL DECISIONS

Fresno, Calif.—FCC announced decision granting application of **California Inland Bcstg Co.** (KFRE) to construct new tv station on ch. 12 in Fresno and denying competing application of **The George Harm Station,** Fresno. Also (1) dismissed as moot (a) petition of O'Neill Bcstg. Co. requesting that final action in proceeding on competing applications of California Inland Bcstg. Co. and George Harm Station, be held in abeyance until after final determination of all matters pending involving reassignment of ch. 12, and (b) motion by O'Neill for extension of time to file reply; (2) granted waiver of sec. 1.730 and accepted reply of O'Neill; and (3) denied petition of O'Neill for consolidation, intervention and other relief in this proceeding. By separate order FCC dismissed petition by **KSAN-TV San Francisco,** requesting denial of both applications in ch. 12, comparative hearing proceeding. Action of Jan. 12.

WHYN-TV Springfield, Mass.—FCC finalized rule-making and assigned ch. 40 to Springfield-Holyoke, Mass., in place of ch. 55 and substituted ch. 57 for ch. 40 at Montpelier, Vt.,; also mod. authorization of Hampden-Hampshire Corp. to specify operation of **WHYN-TV Springfield** on ch. 40 instead of ch. 55 effective Feb. 14. Action of Jan. 12.

WKST-TV New Castle, Pa.—FCC denied petition by **WKST-TV New Castle** (ch. 45) and terminated further rule-making proceeding which was in response to request by WKST-TV to shift ch. 45 from New Castle to Youngstown, Ohio, by three alternative methods to enable WKST-TV to operate as Youngstown rather than as New Castle station. Action of Jan. 12.

Knoxville, Tenn.—FCC announced decision of Jan. 11 granting application of Radio Station WBIR Inc., for new tv to operate on ch. 10 in Knoxville and denying competing applications of Scripps-Howard Radio Inc., and Tennessee Television Inc. Announced Jan. 13.

Princess Anne, Va.—FCC denied Oct. 4, 1955, petition of Commonwealth Bcstg. Corp. (former permittee of **WTOV-TV Norfolk, Va.**) requesting reinstatement of rule-making to shift ch. 13 from New Bern, N. C., to Princess Anne. Action of Jan. 12.

OTHER ACTIONS

Translator Stations—FCC will receive comments until March 5 on proposal that "translator" stations be licensed. Such outlets would operate on ch. 70-83 with power up to 10 w and rebroadcast programs of conventional tv stations thus permitting service to areas incapable of supporting a full-scale tv operation. Translators are not to be confused with booster and satellite operations, FCC stated. Action of Jan. 12.

Jacksonville, Fla.—FCC (1) dismissed as moot petition filed by **WOBS-TV Jacksonville, Fla.,** for stay of comparative proceedings on applications of City of Jacksonville, Florida-Georgia Television Co. and Jacksonville Bcstg. Corp. for new tv station to operate on ch. 12 in Jacksonville and (2) denied WOBS-TV petitions for intervention and stay and denied portion of its petition for reconsideration and further relief requesting stay in these proceedings. Announced Jan. 13.

Anna, Ill.—Anna Bcstg. Co. designated for hearing on application for new am to operate on 1440 kc. 500 w D; made **WINI Murphysboro, Ill.,** party to proceeding. Action of Jan. 12.

Salisbury, Md.—Hoyt C. Murphy and **Elizabeth Evans-W. Courtney Evans** designated for consolidated hearing on applications for new am to operate on 1320 kc, 500 w D. Action of Jan. 12.

Munising, Mich.—North Central Bcstg. Co. and **Munising-Alger Bcstg. Co.** designated for consolidated hearing for new am to operate on 1400 kc, 250 w unl. Action of Jan. 12.

WBUF-TV Buffalo, N. Y.—FCC denied request by NBC for continuance of hearing and appeal from ruling of examiner in proceeding on application of WBUF-TV Inc. to assign cp for **WBUF-TV Buffalo** to NBC. Action of Jan. 18.

Chateaugay, N. Y.—FCC stayed effective date of its Nov. 16, 1955, grant of cp to **Franklin County Bcstg. Co.** for new am (WYES) to operate on 1050 kc, 1 kw D in Chateaugay pending hearing to be held March 12 and made **WICY Malone, N. Y.,** which protested grant, party to proceeding with burden of proof. Action of Jan. 12.

WEOL Elyria, Ohio—FCC denied petition by Lorain Journal Co., Lorain, Ohio, for review of examiner's denial of petition for continuance of hearing on application for renewal of license of **WEOL Elyria** pending Commission action on petition for reconsideration and enlargement of issues. Action of Jan. 18.

WMAN Mansfield, Ohio—FCC denied petition by Mansfield Journal Co., for review of examiner's denial of petition for continuance of hearing on application for renewal of license of **WMAN Mansfield** pending Commission action on petition for reconsideration and enlargement of issues. Action of Jan. 18.

Clarkston, Wash.—FCC invites comments by Feb. 10 to rule-making proposal of Orchards Community Television Assn., Lewiston, Idaho, that chs. 34 and 40 be assigned to Clarkston for satellite operation. Action of Jan. 12.

Routine Roundup . . .

January 12 Decisions

By the Commission

Granted SCA

WBNY-FM Buffalo, N. Y.; WNAV-FM Annapolis, Md.; WHK-FM Cleveland, Ohio; WWRL-FM New York.

ACTIONS ON MOTIONS

By Hearing Examiner Herbert Sharfman

Wolf Point, Mont.—Issued order after further conference which shall govern course of hearing re am applications of Hi-Line Bcstg. Co., and The Wolf Point Bcstg. Co., Wolf Point, Mont.; hearing to begin previously ordered on Jan. 11. Action of Jan. 10.

KHTV (TV) Twin Falls, Idaho—Ordered prehearing conference Jan. 13 re application of **KHTV (TV) Twin Falls, Idaho** (ch. 13). Action of Jan. 10.

By Hearing Examiner H. Gifford Irion

WOI Ames, Iowa—Upon informal request of counsel for Broadcast Bureau, ordered further hearing scheduled for Jan. 16 is continued to Jan. 30, re application of **WOI Ames** for SSA to operate additional hours from 6 a.m. to local sunrise CST with 1 kw; counsel who intend to make objections to any of deposition or portions thereof shall state generally such objections in writing by Jan. 23, with copies to hearing examiner and other parties; and replies to such objections may be filed not later than Jan. 26. Action of Jan. 10.

By Hearing Examiner Basil P. Cooper

Connecticut—Issued second order for conduct of hearing re am applications of Manchester Bcstg. Co., Manchester, Conn., Regional Bcstg. Co., East Hartford, Conn., and Brothers Bcstg. Corp., Hartford, Conn.; hearing to begin Feb. 8. Action of Jan. 9.

Manchester Bcstg. Co., Manchester, Conn.—By memorandum opinion and order granted petition for leave to amend its am application to specify operating power of 250 w in lieu of 100 w. Action of Jan. 9.

By Hearing Examiner Elizabeth C. Smith

California—Ordered prehearing conference Jan. 16 re am applications of **KYNO Fresno, Calif.,** and **KFMB San Diego, Calif.** Action of Jan. 9.

January 12 Applications

Accepted for Filing

Modification of Cp

KHUM Eureka, Calif.—Seeking mod. of cp (which authorized changed frequency, power, install DA, change trans, location and make equipment changes) for extension of completion date.

WGGH Marion, Ill.—Seeks mod. of cp (which authorized increased power, install DA-D, change ant.-trans.-studio locations, and make equipment changes) for extension of completion date.

WCED Du Bois, Pa.—Seeks mod. of cp (which authorized changed frequency, power, trans. location and make equipment changes) for extension of completion date.

WMTI (FM) Norfolk, Va.—Seeks mod. of cp (which authorized new educational fm station) for extension of completion date.

WRAY-TV Princeton, Ind.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 6.

KWGB-TV Goodland, Kan.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 11.

WOAY-TV Oak Hill, W. Va.—Seeks mod. of cp (which authorized new tv station) to extend completion date to April 2.

KARD-TV Wichita, Kan.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Aug. 8.

WLOS-TV Asheville, N. C.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Aug. 9.

WARD-TV Johnstown, Pa.—Seeks mod. of cp (which authorized new tv station) for extension of completion date to July 15.

SCA

KBMS (FM) Glendale, Calif.

Renewal of License

WMIN St. Paul, Minn.

Renewal of License Returned

KOA Denver, Colo.—Application for renewal of license returned; not notarized.

License to Cover Cp

WBEC Pittsfield, Mass.—Seeks license to cover cp which authorized change in trans. and studio locations.

KOOK Billings, Mont.—Seeks license to cover cp which authorized change in DA pattern.

License to Cover Cp Resubmitted

WHER Memphis, Tenn.—Seeks license to cover cp which authorized new am station.

January 13 Applications

Accepted for Filing

License to Cover Cp

WMEG Eau Gallie, Fla.—Seeks license to cover cp which authorized new am station and specify studio location as on unnamed county road, approx. 300 ft. north of Aurora intersection, 2.5 miles west of Eau Gallie.

WTOE Spruce Pines, N. C.—Seeks license to cover cp which authorized new am station.

KPFM (FM) Berkeley, Calif.—Seeks license to cover cp which authorized changes in licensed station.

Renewal of License

WHO-FM Des Moines, Iowa.

Modification of Cp Returned

WMUB (FM) Oxford, Ohio—Application for extension of completion date returned. Improperly signed.

Modification of Cp

KOPO-TV Tucson, Ariz.—Seeks mod. of cp (which authorized new tv station) to extend completion date to April 17.

WESH-TV Daytona Beach, Fla.—Seeks mod. of cp (which authorized new tv station) to extend completion date to May 10.

KRNT-TV Des Moines, Iowa—Seeks mod. of cp (which authorized new tv station) to extend completion date to May 1.

WKAR-TV East Lansing, Mich.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Aug. 15.

KRCG (TV) Jefferson City, Mo.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Aug. 19.

WQMC (TV) Charlotte, N. C.—Seeks mod. of cp (which authorized new tv station) to extend completion date.

WNET (TV) Providence, R. I.—Seeks mod. of cp (which authorized new tv station) to extend completion date.

KRSM (TV) Yakima, Wash.—Seeks mod. of cp (which authorized new tv station) to extend completion date to June 1.

WFRV-TV Green Bay, Wis.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Aug. 23.

January 16 Decisions

ACTIONS ON MOTIONS

By Comr. Robert E. Lee

KSEM Moses Lake, Wash.—Granted petition for extension of time to Feb. 7, to file exceptions to initial decision re application of **KBAS-TV Ephrata, Wash.** Action Jan. 11.

Long Branch Bcstg. Co., Long Branch, N. J.—

(Continues on page 100)

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RADIO

Help Wanted

Managerial

Station manager for 250 watt fulltime Carolina station needed. Prefer mature person with family, and at least three years experience. Good market, but competitive. Sales ability preferred, but not essential. Will consider selling part interest to right person. Box 970E, B•T.

Salesmen

Salesman—multiple operations advertising company needs top-notch producer. Exceptional earning plus guaranteed draw. Write fully. Box 130F, B•T.

California: 5 kw CBS affiliate has immediate opening for experienced hard-hitting energetic salesman. Good guarantee plus active accounts. Potential is here for top-notch producer, man who can sell. Send detailed resume past experience, references, photo. Box 135F, B•T.

Hard working salesman with successful small market record, interested in moving major market. Salary plus commission. Good working conditions. KUDL, Kansas City, Missouri.

Outstanding opportunity exists for aggressive salesman. If you can sell radio time and have recent record of $2,500 month billing or up, we'll start you at $400 guarantee against 15%. This is a 90,000 city in a 350,000 territory and we're the dominant station. All details, references and current photo in first letter. We're hiring someone this week. KUSN, St. Joseph, Missouri.

Top-notch opportunity for bright, aggressive, dependable salesman. Real room for advancement. Three station organization. Other excellent employee benefits. Send details, income requirements, photo. WDOS, Oneonta, N. Y.

Immediate opening for male or female interested in settling in an active metropolitan district city. Some experience desired. Write or call WSTC, 270 Atlantic Street, Stamford, Connecticut. DAvis 4-7575.

Wanted—Experienced radio salesman for WTAD, 5 kw CBS affiliate. Draw against liberal commission. Write giving background, previous employment and photograph to WTAD, WCU Building, Quincy, Illinois.

Announcers

Young announcer with potential and some basic experience. Illinois kilowatt. $60 to start. Box 904E, B•T.

Wanted: Actor-DJ-stage, tv, radio acting experience (soap opera). Les Tremayne type voice. Narrative "story teller" delivery. Ohio. Box 944E, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

Salesman's announcer. Independent with number one position by ratings in one of the largest coast cities looking for experienced mature salesman who has experience selling and servicing retail accounts. This man will do 6 a.m.-9 a.m. morning show and must be able to prove top position in his present market. No hot-shot disc jockeys. Minimum age considered thirty. Salary plus commission and talent additional when qualified. Send full details plus audition tape. Will be interviewed by owner and returned within 24 hours. Reply Box 131F, B•T.

Need negro red-hot mama (woman) announcer, and one negro man rock and roll announcer. Send tape and resume first letter. Box 154F, B•T. Beginners considered. Box 154F, B•T.

Gospel man for one of the nation's leading negro programmed stations. Only experienced men please reply. Send photo and tape and background. Box 177F, B•T.

DJ—"voice with a smile", just naturally jolly. Glib, humorous adlib. Actor ability, interpret lines. Wanted by station in Penna., Michigan, upper N. Y., area. Box 199F, B•T.

Oregon CBS station wants another top grade production and sales-mined announcer. $100 for 40 hours plus percentage. Airmail tape to Bud Chandler, KFLW, Klamath Falls.

Opportunity for good experienced, married staff announcer. Send resume. ABC Network. KFRO, Longview, Texas.

Announcer-engineer with 1st class ticket. $90 per week. Send tape and resume. KGHF, Pueblo, Colorado.

Wanted: Combo man, first phone, by one of the midwest's most progressive stations. Must be good, emphasis announcing. Contact PD or Manager, KSTT, Davenport, Iowa.

Combo-first phone, 250 watter, swell climate, good pay. No drunks. KTRC, Santa Fe, N. M.

WDRF, Chester, Pa., has immediate opening for experienced combination announcer-engineer with first class license. Send full details in letter with audition tape.

Immediate opening for two good announcers. Accent on air salesmanship. Send tape, complete information first letter. Bill Bailey, Manager, WFLB-WFLB-TV, P. O. Box 512, Fayetteville, North Carolina.

LOOKING FOR AN OPPORTUNITY?

EXECUTIVE & STAFF LEVELS
CONFIDENTIAL CONTACT
NATIONWIDE SERVICE

It's simple prudence to place your future in the hands of an organization exclusively dedicated to the broadcast industry.

This is a specialized professional service that taps wide resources, headed by a man of long experience in TV-Radio . . . Howard S. Frazier.

WE ARE ALWAYS SEEKING WELL QUALIFIED PLACEMENT CLIENTS OF GOOD CHARACTER FOR ALL EXECUTIVE & STAFF POSITIONS WITH TV AND RADIO STATIONS

BROADCASTERS EXECUTIVE PLACEMENT SERVICE, INC.

333 Trans-Lux Bldg. 724 Fourteenth St., N.W. Washington 5, D. C.

RADIO

Help Wanted—(Cont'd)

Wanted: Combination chief engineer-announcer. On Alabama's Gulf Coast. Daytime, 1 kw, remote control. Excellent working conditions, benefits. Salary open to "right" person. Please send tape audition, letter with experience, pay. Radio Station WHEP, Foley, Alabama.

Opportunity at WIBC: Prefer experienced Indiana man looking for staff announcer opportunity with 50,000 watt independent. Rush audition tape and resume to Bill Dean, Program Director, WIBC, Indianapolis.

Deejay. With personality and selling ability. Must know music and news type operation. Good salary and working conditions. Send tape to: C. F. Walker, WKDA, Nashville, Tennessee.

Announcer-chief engineer. Emphasis announcing—New beautifully equipped 1000 watt-daytimer—immediate. Send resume, tape or call Bill Duke. Main 4-4908, WKDL, Clarksdale, Mississippi.

Wanted: Staff announcer also to be program director at leading network station in biggest small market in south. Good pay. Opportunity for advancement. Excellent working conditions. Selling not required but will pay 20 percent commission. Young, energetic, settled man with one or two years announcing who can type and wants to learn program work will be considered. Rush tape and letter listing each job held, starting and ending date and pay. WKUL, Cullman, Alabama.

Wanted: Hillbilly and gospel announcer to take position as number one announcer in leading station in biggest small market in south. Good pay, opportunity for advancement. Excellent working conditions. Selling not required but will pay 20 percent commission. Rush tape and letter listing each job held, starting and ending date and pay. WKUL, Cullman, Alabama.

Announcer with first class ticket, emphasis on announcing. Superb location. Progressive network station. Send tape, picture, references and background experience, WORZ, Orlando, Florida.

Northwest graduates working in radio and tv (including Northwest Broadcasting School graduates) we are forming a national alumni association and I have a special gift for you. Get in touch with me as soon as possible. Bill Sawyer, 1221 N. W. 21st Avenue, Portland 9, Oregon.

Technical

$100 a week for qualified chief engineer-announcer. Southern, regional, network station. Box 136F, B•T.

We've got everything good but a chief engineer! If you like good country along the Gulf Coast . . . good working conditions . . . good salary and are a good chief engineer with a good announcing voice get in touch with us for goodness sake! Send an experience resume to Box 145F, B•T.

Wanted: Chief engineer, 5000 watts day, 1000 watts night directional. Some operation with emphasis on maintenance and supervision. All details in first letter. Box 171F, B•T.

Wanted: Combination engineer-announcer, permanent position. Send tape, KPOW, Powell, Wyoming.

Wanted: Chief engineer, combo announcer. $100.00 week. Rush resume. WKNK, Muskegon, Mich.

Progressive independent in ideal southwestern climate needs chief with air experience for announce shift and maintenance of Gates 250 w transmitter, remote unit, and studio equipment. Nation's 2nd-fastest growing city. Phone full details to: Ed Sleighel, 3-1744, collect, Albuquerque, N. M.

Programming-Production, Others

Program director-announcer. Mississippi daytimer. Southerner—25-35—married. Copy-interviews-special events-play-by-play. Join congenial staff at $75-$85 week. Box 907E, B•T.

Top-flight radio-tv newsroom in major market needs newsman capable of aggressive local reporting. Those without reportorial experience need not apply. The man we're looking for combines good reporting and writing with forceful delivery. Send tape, photo, news copy, and resume, including salary expected and when available to Box 980E, B•T.

Newsman, insure your future in radio. Midwest metropolitan independent needs experienced man in local news coverage. Must have good voice. Send tape, resume, salary requirements. Box 151F, B•T.

Married man to write local news and do part-timer announcing shift. Must be from midwest or south. Send complete resume and audition tape, first letter. Box 194F, B•T.

RADIO

Help Wanted

Programming-Production, Others

Radio news reporter, male or female. Opportunity for active participation in local news gathering and writing. Some experience preferred. Write or call WSTC, 270 Atlantic Street, Stamford, Conn. DAvis 4-7575.

Copywriter wanted immediately. Must be experienced, able to write hard sell copy and run continuity department. Will pay excellent scale to right person. Send full resume to WTAC, 740 South Saginaw, Flint, Michigan. Michigan second largest market.

Situations Wanted

Managerial

Two experienced radio-tv men available immediately as "team" or individually, at same operation. Over 20 years combined experience as assistant general manager, sales manager, program director, major league baseball broadcasting ("live" and "recreated"), sports director, news director, deejay ("pop" and "hillbilly"), etc. Currently free lancing in midwest metropolitan market. Minimum salary requirement, combined—$300 per week. Box 133F, B•T.

Manager, proven record. Sales background. Will take over complete management of your station on a percentage basis. Now earning over $12,000 per year. Interested in small market. Box 169F, B•T.

Salesmen

Ohio. Salesman, high calibre announcer, good voice. Emphasis on sales. Experienced. First class license. Box 165F, B•T.

Thoroughly experienced radio salesman wishes to relocate with good station in a good market, Successful record, hard working, reliable. Family man. Best of business references. Available immediately. Contact Dal Gray, RD #1, Bemus Point, N. Y.

Announcers

Morning man. 5 year proven top rating in highly competitive midwest, six station market. Radio, tv, stage and motion picture background. Nothing under $125. Box 959E, B•T.

Announcer, two years radio experience all phases except play-by-play, recent first phone. Seek permanent announcing or combo position. Some tv desirable. Responsible family man, 25, discharged veteran. Prefer in person interview. Available February. Box 973E, B•T.

Announcer—DJ—sports—news, veteran—24—reliable—good references—tape. Box 977E, B•T.

Florida-Texas-New Mexico-Arizona-California stations. Need capable, experienced listener getter, newsman? Let's confer. Box 989E, B•T.

Give your listeners or viewers a new personality for '56. Box 996E, B•T.

Woman announcer and disc jockey, experienced. Box 997E, B•T.

Experienced pop DJ staff announcer. Presently employed midwest. Wishes to relocate to east coast. Prefer Middle Atlantic or New England states. Box 999E, B•T.

Combo—1st phone—experienced all phases. Heavy news, commercials. Interested in tv start. Prefer Rockies or West. Married. Veteran. Available February 15th. Box 137F, B•T.

Canadian announcer wishing Florida location. Ten years experience, employed, married, sober, age 36. Do you need a dependable man? Box 143F, B•T.

Experienced staff announcer desires permanent position with progressive station. Good voice, sincere worker. Interested in programming. Tape, resume. Available immediately. Box 146F, B•T.

Fourteen years experience staff announcer-program director. Good voice, background. Want position with sound, progressive station Iowa-Southern Minnesota. Box 147F, B•T.

Experienced announcer and sales desires position with good station in southwest. Complete background and tapes available. Excellent references. Box 148F, B•T.

8 years experience personality disc jocky. Presently employed radio-tv. Desire change to more metropolitan area. Would also accept position as program director. Box 152F, B•T.

Announcer, first phone. All phases, especially air news editor, copy and PD. Interested in combo position. Would consider learning sales. Prefer small town (15,000) in Florida. Will accept others. Box 160F, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcer, eight years, good salary, working conditions, future. Prefer south. Box 157F, B•T.

Light on experience but plenty of training. Familiar with news, commercials and record shows, also combo work. Steady, hard working, eager to learn. Tape-photo available. Box 158F, B•T.

Top-flight personality DJ 5 years. 2 in major market. Highly competitive market preferred, Specialist in board production. Box 162F, B•T.

Attention Florida . . . ten year sports veteran in large metropolitan area looking for Florida position. Class A baseball, college high school basketball, football and boxing. Also solo, engineering, color, play-by-play. Family man, college graduate. Outstanding on sports, news, commercials, and ad-libs. Currently sponsored on 48 sportscasts per week. Same area ten years. Best references. Box 163F, B•T.

Staff announcer. Experienced in sports, news and DJ. Seeking larger market and greater opportunities. Now employed. Box 167F, B•T.

Announcer—8 years experience play-by-play all sports—news—desire permanent position—available immediately. Box 170F, B•T.

Experienced. Employed. Desire permanency 200 miles of New York. Veteran. Box 175F, B•T.

Experienced top negro announcer—deejay. Board, copy. Accustomed heavy commercial schedule. College and graduate degrees. No floater or jivver. Box 178F, B•T.

Sports announcer: Five years radio-tv play-by-play all phases. AAA Baseball experience, neto shows, married, college grad. Personal interview. Box 185F, B•T.

Deejay. Now is the time for all good men to come to the aid of Buddy Gibson. Single, young, has character, ability, experience. Call Yonkers 3-1021 or write Box 186F, B•T.

Experienced Negro DJ announcer. Third phone, excellent references. Willing to travel. Tape or disc on request. Box 187F, B•T.

Announcer, excellent selling ability. News, commercials, DJ. Salary reasonable. Right job important. Married, vet. Box 188F, B•T.

Stop. Here's the experienced announcer you've been looking for, specializing in news, commercials, DJ. Try me. Money back guarantee. Box 189F, B•T.

Announcer, specializing news, strong commercials, DJ, 25, vet, college graduate. Box 190F, B•T.

Recent broadcasting school graduate. Good DJ, news, sports, board, tape. Box 191F, B•T.

Are you looking for announcer! Hours not important, salary secondary to opportunity. Vet, 23, single, some experience, radio school grad. Permanent position, immediate availability, will travel. Tape, resume, photo. Box 195F, B•T.

Staff announcer—2 years experience, 23, single, car, vet. In or around New York State. Box 196F, B•T.

Singer, emcee and announcer. Excellent tenor. University graduate. Complete repertoire of popular, semi-classical and operatic music. Can arrange disc talent and pop shows. Tireless worker. Seeks position at radio or tv station. Opportunity is primary consideration. Will relocate anywhere. Glenn Adams, 83-77 Woodhaven Blvd., Woodhaven, N.Y.C., Apt. 2C, Virginia 6-4450.

Jeff Brian. Varied experience, specialize sports. 23, married, veteran. Particulars on request. Write 49 Cornell Avenue, Yonkers, New York.

Recent SRT graduate seeks announcing job. College education. Wallace Dow, 195 Glen Avenue, Glen Rock, New Jersey. GIlbert 4-1778.

Conscientious, sober, sales-minded, married man seeking job with future. Presently morning DJ, news, and staff at 100kw AFN Munich. Will be free for civilian employment on 1 February 1956. References. P.F.C. Roy Forman, 2002 Blain Ave., Detroit 6, Michigan.

Technical

Engineer, 1st phone, experienced, desires permanent position with well established station. Capable of operation and maintenance and willing take responsibility. Would like to file application with stations anticipating future engineering staff expansion or offering tv opportunity. Box 981E, B•T.

RADIO

Situations Wanted—(Cont'd)

Chief engineer, good practical experience—construction—maintenance—directionals and measurements. Box 150F, B•T.

Engineer: Seven years am-fm experience. Excellent references. Desire television opportunities. Box 153F, B•T.

Chief engineer. Extensive electronic experience; all phases broadcasting. Mature. Do some announcing. Texas; adjacent states. Box 182F, B•T.

Experienced—first phone—young-single-willing to travel—good recommendations—contact E. D. Griffin, 1824 Charles Street, Houston, Texas. Phone ME 5-1736.

Programming-Production, Others

Production assistant—former reporter, broadcasting school graduate. Knowledge administration and salesmanship. Capable, personable and aggressive. Available immediately. Box 132F, B•T.

Production - programming — competent, experienced, exceptional background. Desire progressive station with future. Box 149 F, B•T.

20 years radio-tv experience, presently working major California market. Radio and tv programming, production, network sportscasting, newscasting, DJ, audience participation, special events. 8 years on-camera commercials. Want permanent association with growing station in smaller market with eye to the future. Box 155F, B•T.

Professionally trained, experienced, male copywriter, go anywhere. Call or wire collect. L. Greene, 609 Cook Street, Lewistown, Montana.

(*Continued on next page*)

RADIO SALESMEN WANTED

Many of RAB's 800 member radio stations need salesmen. At these stations you'll get the help you need to make really big sales — alert management, a steady flow of saleable ideas and sales tools. Attractive incentive plans at many stations. If you like selling with facts and presentations and are not currently working for an RAB member station, we'll help you find a good selling job with one of our stations. No charge. Just write.

Kevin Sweeney,
President
RAB
460 Park Avenue
New York 22, New York

TELEVISION

HELP WANTED

Salesmen

Wanted—experienced radio or television salesman to sell television in two-station market for CBS affiliate, 316 kw on channel 7. Write giving background, previous employment, and photograph to KHQA-TV, WCU Building, Quincy, Illinois.

Announcers

Tv announcer who can do outstanding newscasts and some general staff work. Successful vhf net affiliate in southwest. Consider mature radio announcer seeking tv opportunity. Box 963E, B•T.

Pennsylvania's fastest growing tv station has exceptional opportunity for announcers and continuity director. Net affiliate with top facilities and staff. Send resume and tape. Box 192F, B•T.

Experienced television announcer. Expanding staff. Camera operation, control room and production experience preferred. Submit complete resume, photo and tape. Manager, KKTV, Colorado Springs, Colorado.

Experienced tv all-around staff man. Possible to produce your ideas into shows. Apply in person or sound on film auditions. Peter Gallagher, WGLV-TV, Easton, Pa.

Technical

Wanted: Experienced tv maintenance chief engineer for northwest CBS station. Give references and salary requirements. Box 940E, B•T.

Immediate opening for television engineer with first class ticket. Permanent. Non-metropolitan market. Maintenance experience preferred. Box 964E, B•T.

Immediate opening, engineering. Experience not necessary, but first phone, ability, interest, and training in television engineering are requested. Write or phone Chief Engineer, WIRI (TV), Plattsburg, New York. 3070.

Programming-Production, Others

Television promotion assistant wanted. Must be strong on publicity and have education and/or experience in merchandising. Advancement opportunities for hard worker. Tell all first letter. Box 915E, B•T.

TELEVISION

Help Wanted—(Cont'd)

Program director for maximum powered NBC-TV affiliate. Must have ideas, be able to maintain good production and handle staff. Prefer man who can also do some announcing. Right man can become assistant station manager. Box 962E, B•T.

Opportunities for traffic clerk and for film editor in eastern metropolitan station. Experienced necessary. State qualifications and minimum salary. Box 198F, B•T.

Situations Wanted

Salesmen

Chicago 50 kw account executive, 10 years experience with valuable contacts, wants to represent your product, services, or radio-tv properties in Chicago area on commission basis. Box 138F, B•T.

Announcers

Do you have a good operation Can you use six years am and tv experience, in all phases? Age 38, happily married and ready to move up. Box 140F, B•T.

Announcer-producer. 12 years radio and tv. Employed. Make offer. Box 183F, B•T.

Technical

First class studio engineer, 29, 8 years experience, 2 years tv, 5-50 kw radio control wants position with future with progressive station. Box 168F, B•T.

Programming-Production, Others

Tv promotion manager—proven ability to create coordinated promotion plans that can be used as sales tools. Works closely with sales manager and national rep. Box 142F, B•T.

Stop! College grad. Negro—can direct, floor, edit and shoot film, some experience-resume-travel anywhere, best references. Box 156F, B•T.

Tv production assistant. SRT-TV graduate plus one year professional experience. Ambitious and meticulous. Salary up to employer. Desire to locate in California. Box 181F, B•T.

FOR SALE

Stations

Will sell 20% interest for $10,000.00 in well-known national advertising and sales organization to a young man who will relieve me of traveling to various cities to call on radio-tv stations, or one experienced in marketing new products in midwest home office. Company has netted $20,000 to $90,000 annually since 1931. Write Box 979E, B•T.

One-third interest in rural eastern station. Completing third profitable year. Ideal for owner-operator in program or allied fields. Moving for health. Qualified purchasers only. Box 134F, B•T.

Station for sale. One-half interest in 250 watt station in good, growing Washington market. Box 172F, B•T.

Texas independent, single station market, will established, no problems, price $57,500, 1955 gross $60,000. One third down. A real money maker. Box 173F, B•T.

Fm—multiplexing station, sale or lease. **Best** equipment, 35,000 watts. Biggest market to sell background music and programs to Chicagolands 6.5 million people. Write Was Corvine, 2707 North Drake, Chicago 47, Illinois.

Two Florida small market stations for sale with some terms. Paul H. Chapman, 84 Peachtree, Atlanta.

We offer good radio and tv buys throughout the United States. Ask for our free bulletin. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Eastern buyers should contact me for good sound buys in radio and tv stations. John Hanly, 1739 Connecticut Ave., N. W., Washington, D. C.

Equipment

For sale: Standing 415 foot Blaw Knox H-40 tower. RCA TF5A Channel 5 antenna modified for high (convertible to other low band channel) 1280 feet communications products transmission line. All in good condition. Purchaser to dismantle and remove from southern location. Submit bids to Box 139F, B•T.

Presto 900-A1 remote-tape amplifier, 88A recording amplifier, Hewlett-Packard 400A VTVM. Reasonable. Box 161F, B•T.

SORRY... THESE GRADUATES (AND MANY MORE) ARE NOT AVAILABLE


CAMERA—N. DAK.


DIRECTING—ILL.


FILM—MONTANA


FLOOR—WISCONSIN


SALES—OREGON


FILM—NEBRASKA


COPY—MONTANA


FLOOR—ARIZONA


CAMERA—N. DAK.


CAMERA—MONTANA

NORTHWEST GRADUATES

working in Radio and TV (including Northwest Broadcasting School graduates) we are forming a National Alumni Association and I have a special gift for you. Get in touch with me as soon as possible.

BILL SAWYER


FLOOR—TEXAS

However, we have some recent graduates, equally well qualified, who are available in your area. You will find, just as those who hired these people found, that there is a Northwest graduate especially tailored for your specific needs, yet thoroughly trained for all phases of TV production work. Call Northwest FIRST. Wire or phone collect John Birrel, Employment Counselor.

NORTHWEST RADIO & TELEVISION SCHOOL

HOME OFFICE: 1221 N. W. 21st Avenue Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822

CHICAGO, ILLINOIS. . . . . 540 N. Michigan Avenue DE 7-3836

WASHINGTON, D. C. . . . . 1627 K Street N. W. RE 7-0343

FOR SALE—(Cont'd)

Excess stock of first class, unused air cooled and water cooled broadcast tubes. Will quote on any type. Satisfaction guaranteed. Box 179F, B•T.

For sale: 500 feet of 5/8 inch coaxial cable for immediate delivery. Make bid. Cable in perfect condition. Contact Radio Station KIUP, Box 641, Durango, Colorado.

PE-5A film camera channel (GE); PE-100A 16mm projector (GPL); PE-3C slide projector (GE); and other items. Never used! 50% off cost! Write Radio KXOA, Sacramento 15, California.

Concertone 1401D tape recorder, $225. Presto 90B recording amplifier, $420. Presto 10A recording TT, with 1D cutter, $275. All in excellent condition. Take all three for $900. Contact Chief Engineer, WDAD, Indiana, Pa.

1-RL-10 Raytheon limiter amplifier—5 years old, all new tubes $350—WINA, Charlottesville, Virginia.

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, Conelrad frequencies, crystal regrinding etc., fastest service—Also station am monitor service. Send for catalog. Eidson Electronic Co., Temple, Texas.

2—RCA TK-20-D inoscope film camera complete with camera pedestals, control chassis, beam metering panels, DC power units, edgelight projectors, inter-connecting cables, and TP-9C multiplexers with adjustable RCA slide-projector pedestals. Equipment is less power supplies and master monitors. Like-new condition. Will sell 1 or both. Make us an offer. WKBN-TV, Youngstown, Ohio. STerling 2-1145.

Console. Studio control, meets am-fm broadcast specifications. Write for literature. U. S. Recording Co., 1121 Vermont Avenue, Washington 5, D. C.

Magnecord recording equipment—demonstrators. Perfect condition. Factory guarantee. Models PT63-AH, PT7-P, PT6-BAH (binaural), voyagers, portable Magnecordette, M-33. All 30% off list. U. S. Recording, 1121 Vermont Avenue, Washington 5, D. C.

New Concertone tape recorder TWSD-5. Model 20/20. Operates single and dual track, built in switching. Speeds 3¾ and 7½ and 50/250 input balanced or unbalanced, output 600 ohms balanced. Has 10 watt amplifier. Must sacrifice this machine for $495.00. Mark Mohan, 125 Kansas Avenue, Topeka, Kans. Ph. 3-6598.

Would like to sell 5 kw transmitter WE 355E1, now operating ok. Make offer, Box 92, Woodside 77, N. Y.

WANTED TO BUY

Stations

Successful station manager wants radio property in western half of U. S. City of 100,000 or under. Have $35,000 cash for down payment. All replies confidential and will be answered. Box 159F, B•T.

Stations wanted. Oklahoma, Arkansas, Texas, Colorado, Kansas, Missouri. Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

Equipment

Used lights: Key klieg—1500 to 2000, fill bucket—750 to 2500, or comparable. Box 864E, B•T.

World, thesaurus and Associated transcription catalogs issued prior to 1950 wanted. State condition and price. Box 895E, B•T.

Wanted: Two used guyed towers. 175 feet and 250 feet, capable of supporting microwave reflectors. Send all information to Box 141F, B•T.

Used GE studio chain. State approximate hours used and price. Box 164F, B•T.

Equipment—RCA remote truck or equivalent with 2 IO chains. Need microwave link also. Must be in top condition. Box 166F, B•T.

Wanted—We buy all types of radio broadcasting and tv transmitting tubes. Dispose of your obsolete or excess stock. Also want all types of low power broadcasting equipment. Must be complete. Highest prices paid. Box 180F, B•T.

Fm transmitter. 3 to 10 kw, complete, for cash. Send all details, condition and price. Box 197F, B•T.

Used Ampex model 450 needed for continuous music playback. Advise condition and cost. KBMY, Box 2544, Billings, Montana.

Two RCA turntables. Three speed 70 series preferred. Complete details to Chief Engineer, WFLO, Farmville, Virginia.

WANTED TO BUY

Equipment

Wanted: Four hundred feet 3⅛ inch vhf coaxial line with fittings in good condition. Contact Chief Engineer, WJBF, Augusta, Georgia.

Magnecord, PT6-A unit plus associated power supply and amplifier. State price and condition. WNEX, Macon, Ga.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 1-T, 821 19th Street, N.W., Washington, D.C.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W., 21st Street, Portland 9, Oregon.

FCC first class phone. After ten years successfully training men for their first class radiotelephone operators license, this same course is now available to you at home. Write the Don Martin School, Ext. Div., 1653 North Cherokee, Hollywood 28, California.

RADIO

Help Wanted

Managerial

A REAL MANAGERIAL OPPORTUNITY

For a live wire, aggressive sales-minded manager or sales manager, who wants to be a manager, our station offers a real money-making deal, including salary and percentage. We operate a successful station serving an important southern, metropolitan market. State experience, sales record, education and other details and attach photo.

Box 117F, B•T

RADIO STATION MANAGER

Metropolitan market, network station, requires station manager with exceptional sales background. Substantial salary with override. Full information with photo requested.

Box 184F, B•T

Salesmen

VALUABLE FRANCHISE FOR EXECUTIVE SALESMEN

Well rated concern national in scope. Advertising or intangible experience necessary. No investment or inventory. A business of your own with protected territory. Men must be of high caliber, educated, nice appearance, and experienced in calling on top management. Reference required. 95% renewal year after year. We have testimonial letters from over 80% of our customers. This is a startling new idea, but old enough to be proven. This is prestige advertising and Public Relations in its most palatable form. We are now setting up restricted territory. Our plan of pay is much better than a draw. If you can meet the requirements above and will conscientiously work for two years, your renewals will be enough to retire on. We pay you immediately although we bill customers monthly. Write RANDALL, Suite 100, BUSINESS DIGEST & FORECAST, 1724 20th St., N. W., Washington 9, D. C.

RADIO

Help Wanted—(Cont'd)

WANTED! WANTED!

ANNOUNCERS

NEWS DISC JOCKEY STAFF

NEWS Must be able to gather and edit on local level as well as compile national; report and announce same. Prefer man with newspaper background or radio journalistic experience.

DISC JOCKEY Must have definite individual style and personality; able to ad lib. (Will consider colored or white).

STAFF Must be good commercial copy man with voice sales personality. Ability to ad lib is desired.

Requirements are needed for 1000 watt Regional Daytime Station located in Kentucky. Must have board ability. Salary open for right men but they must be good. Send tape, complete resume of background, including recent photograph, in first response.

Box 124F, B•T

Production-Programming, Others

NEWSMEN WANTED

AM & TV newsmen—immediate openings for permanent position. Previous news experience necessary. Salary dependent on ability. Long established major western network affiliate. Airmail complete details to

Box 174F, B•T

Situations Wanted

Managerial

AVAILABLE IMMEDIATELY

Top-Flight Radio-Television Executive. In broadcasting over twenty years . . . fifteen years in executive management. Thorough background in sales, programming, promotion, production, station operation. Prefers Northeast, but will go anywhere if proposition is right. Complete details on request. Will arrange personal interview. Write or wire

Box 176F, B•T

RADIO

Situations Wanted

Managerial

VETERAN KNOW-HOW AVAILABLE

Eight years with station just left in highly competitive medium-sized midwest market with 5 radio and 4 TV stations. Last 20 months as Vice President and General Manager. 21-year background includes programming, news in all phases, public relations, assists in sales and sales promotion. TV newscaster, too. Go anywhere for challenging position. 46. Married. Temperate habits.

Box 193F, B•T

TELEVISION

Situations Wanted

Managerial

TELEVISION STATION MANAGER

In 20 years of broadcasting, this man has worked for just three stations. He is now General Manager of the third—a TV property in a market whose size has restricted his earnings. He is exceptionally well qualified in all phases of radio-TV station administration, and is an expert in personnel management, programming and public relations. Now available for a challenging station assignment anywhere in the U. S.

Box 144F, B•T

FOR SALE

Equipment

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

INSTRUCTION

FCC 1st PHONE LICENSES IN 3 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes—
Over 1700 Successful Students

INSTRUCTION

WANT A TV or RADIO JOB?

The National Academy of Broadcasting, 3338 16th Street, N. W., Washington, D. C., places graduates throughout the country. New term starts January 30th.

EMPLOYMENT SERVICES

" " " " " " " " " " " "

QUOTE AND UNQUOTE

". . . as thorough and as easy to work with as though you were on our own payroll as our personnel director . . ."

Our confidential service often comes to the rescue of Radio and TV Stations and Program Producers anywhere.

Palmer-DeMeyer, Inc. (Agency)
50 E. 42nd Street, N.Y.C.
MU 2-7915

Paul Baron, Dir.: Radio-TV-Film-Adv.
Resumes welcome from qualified people

" " " " " " " " " " " "

Marjorie Witty
Personnel Consultants for Management, Sales and Programming for Radio-TV Stations in the 48 States.
By Appointment, Please
415 Lexington Avenue, New York • MU 2-7136

FOR THE RECORD

(Continues from page 94)

Granted Dec. 23 request for dismissal as moot of petition of April 21, to designate for hearing am application in consolidation with applications of Harold M. Gade, Eatontown, N. J. and Monmouth County Broadcasters, Long Branch, N. J. Action Jan. 9.

By Chief Hearing Examiner James D. Cunningham

Capstaff Bcstg. Co. of Ore. Ltd., Portland, Ore.—Granted petition of dismissal without prejudice of its am application. Action Jan. 13.

WNIA Cheektowaga, N. Y.—Dismissed Jan. 6 petition for dismissal of its am application for mod. of cp to extend completion date. Action Jan. 11.

By Hearing Examiner Hugh B. Hutchison

KOB Albuquerque, N. M.—Affirmed ruling of Jan. 9, modifying order of Jan. 3, only to extent and in manner requested by **KOB Albuquerque** regarding options of land by licensees of KOB, **WBZ Boston,** and **WABC New York** for so-called "representative" sites for possible directional operations of their stations on frequencies 1030 kc and 770 kc, respectively; order of Jan. 3, as mod. on Jan. 9, and as affirmed, is made effective as of this date (Jan. 13); and scheduled further hearing conference, Feb. 7. Action Jan. 13.

By Hearing Examiner Thomas H. Donahue

James W. Miller, Milford, Mass.—Granted petition for leave to amend his am application to reduce power from 250 w to 100 w and reduce height of proposed ant. and application as amended is removed from docket. Action Jan. 13.

Indiana—Issued hearing conference order indicating matters which were disposed of at preliminary conference in proceeding re am applications of Courier-Times Inc., New Castle, Ind. and **WSLM Salem, Ind.** and ordered that rulings as set forth shall be effectuated; hearing continued from Jan. 15 to Feb. 6. Action Jan. 13.

By Hearing Examiner Herbert Sharfman

WJRT (TV) Flint, Mich.—Issued statement of denial of motion for temporary relief filed by Lake Huron Bcstg. Corp. re application of **WJRT (TV) Flint** for mod. of cp; adopted initial decision, to be released shortly. Action Jan. 13.

KHTV (TV) Twin Falls, Idaho—On examiner's own motion, rehearing conference scheduled for Jan. 13 re application of **KHTV (TV) Twin Falls** was continued without date. Action of Jan. 13.

By Hearing Examiner Basil P. Cooper

Blackhills Video Co., Rapid City, S. D.—Granted motion to postpone hearing re its application and that of Bartlett & Reed Management, Rapid City, S. D., for cp's for radio relay facilities; date for exchange of exhibits is specified as Feb. 17, and hearing March 6. Action Jan. 11.

at once!

TOP TV FILM SALESMEN

TV's fastest-growing film distributor wants several dynamic salesmen. Syndicated film sales experience—Top contacts and proven record at the local level, necessary. Our company has one of the best records in the industry for acquiring outstanding diversified film product. Plans call for immediate expansion of our sales department. If you can keep in step with a company whose growth is phenomenal, we offer an unparalleled opportunity.

Sell yourself in a fully-detailed letter. Replies confidential. No phone calls, please.

Mr. Oliver Unger, Exec. V.P.

National Telefilm Associates, Inc.

60 West 55th St., New York, N. Y.

make equipment changes.

KBTM-FM Jonesboro, Ark.—Granted request to cancel cp to make changes in licensed station, since plan to mount tv ant. on fm ant. has been cancelled.

KHAD-TV Laredo, Tex.—Granted mod. of cp to change aur. ERP to 1.07 kw and make minor equipment changes.

Following were granted extension of completion dates: **WOAY-TV Oak Hill, W. Va.**, to 6-2-56; **KARD-TV Wichita, Kan.**, to 8-8-56; **WARD-TV Johnstown, Pa.**, to 7-15-56; **WLOS-TV Asheville, N. C.**, to 8-9-56; **KRNT-TV Des Moines, Iowa**, to 5-1-56; **WMTI Norfolk, Va.**, to 3-1-56.

Actions of January 11

AB-PT New York, N. Y.—Granted extension of authority to supply tv programs broadcast in United States over stations licensed to AB-PT to various Canadian stations for broadcast by these stations in Canada. Authority is granted for period beginning Feb. 1, 1956, and ending Feb. 1, 1957.

WGGH Marion, Ill.—Granted extension of completion date to 3-15-56; condition.

Actions of January 10

KHPL-TV Hayes Center, Neb.—Granted STA to operate commercially on ch. 6 for period ending May 21, 1956.

WVOK Birmingham, Ala.—Granted cp to erect new southwest tower of DA array, increase in height of tower (546 ft.) to support proposed tv ant. and side mount fm ant. at top of tower.

Following were granted extensions of completion dates as shown: **WBRG Lynchburg, Va.**, to 5-8-56; **WROM-TV Rome, Ga.**, to 8-9-56; **WENS (TV) Pittsburgh, Pa.**, to 8-9-56; **KOVR (TV) Stockton, Calif.**, to 6-6-56; **WHUM-TV Reading, Pa.**, to 8-1-56; **WPGC Morningside, Md.**, to 4-20-56; conditions.

Following stations were granted authority to operate trans. by remote control: **WEIM Fitchburg, Mass.**. **WILK Wilkes-Barre, Pa.**, both while using non-DA.

Actions of January 9

WKOP Binghamton, N. Y.—Granted license covering increase in D power, installation of DA-2 and make equipment changes.

KSEY Seymour, Tex.—Granted license covering increase in power.

Following were granted extensions of completion dates as shown: **WKNX-TV Saginaw, Mich.**, to 8-2-56; **KOOK-TV Billings, Mont.**, to 8-4-56.

January 17 Applications

ACCEPTED FOR FILING

Modification of Cp

WMYN Mayodan, N. C.—Seeks mod. of cp (as mod. which authorized new am station) for extension of completion date.

WAGA-TV Atlanta, Ga.—Seeks mod. of cp (which authorized changes in existing tv station) to extend completion date to Aug. 10.

WREC-TV Memphis, Tenn.—Seeks mod. of cp (as mod. which authorized new tv station) to extend completion date to April 26.

WJMR-TV New Orleans, La.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Aug. 2.

WTWV (TV) Tupelo, Miss.—Seeks mod. of cp (as mod. which authorized new tv station) to extend completion date.

WCBF-TV Rochester, N. Y.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Aug. 10.

WHTN-TV Huntington, W. Va.—Seeks mod. of cp (as mod. which authorized new tv station) to extend completion date.

Renewal of License

KYOU Greeley, Colo.; KLOH Pipestone, Minn.; WJON St. Cloud, Minn.; KEYJ Jamestown, N. D.

January 18 Decisions

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

WNIA Cheektowaga, N. Y.—Amended order entered in this proceeding on Jan. 11 to provide applicant is requesting dismissal of proceedings upon his application; granted petition and dismissed proceedings. Action Jan. 16.

By Hearing Examiner Herbert Sharfman

KHTV Twin Falls, Idaho—On examiner's own motion continued without date hearing scheduled for Jan. 23, re tv application of **KHTV (TV) Twin Falls** pending action by Commission on petition to vacate memorandum opinion and order, dismiss protest, and rescind postponement of effective date of grant. Action Jan. 17.

By Hearing Examiner Hugh B. Hutchison

Clovis, N. M.—On examiner's own motion, postponed prehearing conference, now scheduled for Jan. 17, to Jan. 24, in ch. 12 proceeding, involving applications of Video Independent Theatres Inc. and KICA Inc., Clovis. Action Jan. 16.

Broadcast Bureau—Granted petition for extension of time from Jan. 17 to Jan. 23, to file proposed findings of fact and conclusions re application of **WMEX Boston, Mass.**, for renewal of license. Action Jan. 12.

By Hearing Examiner Basil P. Cooper

Mississippi-Arkansas-Tennessee — Gave notice of prehearing conference Jan. 20, re am applications of **WSUH Oxford, Miss.**, East Arkansas Broadcasters Inc., Wynne, Ark., Warren L. Moxley, Blytheville, Ark. and **WHER Memphis, Tenn.** Action Jan. 13.

Hearing Guidance Here

ISSUANCE of a hearing manual to be used as a guide to hearing examiners, FCC attorneys, and members of the bar in the introduction and use of evidence in comparative broadcast proceedings has been approved by the Commission. The manual is not being incorporated into the FCC's rules by reference because the Commission feels the handbook can most effectively be used as a "guide." Single copies of the manual will be available upon individual request to the FCC Office of Reports & Information.

By Hearing Examiner Jay A. Kyle

WBUF-TV Buffalo, N. Y.—Pursuant to informal conference between counsel of all parties re application for assignment of cp for **WBUF-TV Buffalo**, continued hearing to date to be hereinafter determined. Action Jan. 13.

January 18 Applications

ACCEPTED FOR FILING

Renewal of License

KFEQ St. Joseph, Mo.; KCHI Chillicothe, Mo.; KBIA Columbia, Mo.; KREI Farmington, Mo.

License to Cover Cp Resubmitted

WFNM De Funiak Springs, Fla.—Resubmits application for license to cover cp which authorized new am station.

License to Cover Cp

WLBC-TV Muncie, Ind.—Seeks license to cover cp which authorized new tv station.

Modification of Cp

KBAY-TV San Francisco, Calif.—Seeks mod. of cp (which authorized new tv station) to extend completion date to June 16.

KSAN-TV San Francisco, Calif.—Seeks mod. of cp (which authorized new tv station) to extend completion date to June.

WPFA-TV Baton Rouge, La.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Aug. 2.

KBMB-TV Bismarck, N. D.—Seeks mod. of cp (which authorized new tv station) to extend completion date.

WAIM-TV Anderson, S. C.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Aug. 14.

WCAR Detroit, Mich.—Seeks mods. of cps (as mod. which authorized change from 1 kw D to 10 kw N and 50 kw D, unl., install DA-2, change studio and trans. locations, make ant. changes, and other equipment changes) for extension of completion dates.

KSBR (FM) Mt. Diablo, Calif.—Seeks mod. of cp (which authorized new tv station) for extension of completion date.

WCAR-FM Detroit, Mich.—Seeks mod. of cp (which authorized new fm station) for extension of completion date.

WRAK-FM Williamsport, Pa.—Seeks mod. of cp (which replaced expired permit) for extension of completion date.

WMUB (FM) Oxford, Ohio—Seeks mod. of cp (which authorized changes in licensed station) for extension of completion date.

KSBW-TV Salinas, Calif.—Seeks mod. of cp (which authorized new tv station) to extend completion date.

KAVE-TV Carlsbad, N. M.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Aug. 22.

KBMT (TV) Beaumont, Tex.—Seeks mod. of cp (which authorized new tv station) to extend completion date.

UPCOMING

JANUARY

Jan. 25-27: Georgia Radio & Tv Institute, U. of Georgia, Athens.

Jan. 26: Senate Interstate & Foreign Commerce Committee Opens Hearings in Investigation of Tv Networks and uhf-vhf Problems, 10 a.m., Rm. G-16, U. S. Capitol.

Jan. 26-27: NARTB Tv Code Review Board, San Francisco.

Jan. 27-29: American Management Assn. Annual Electronics Conference & Exhibit, Hotel Commodore, N. Y.

Jan. 30: International Alliance of Theatrical Stage Employes, General Executive Board, Hollywood—Roosevelt Hotel, Hollywood, Calif.

Jan. 30-31: NARTB Board Committees, San Marcos Hotel, Chandler, Ariz.

Jan. 30-31: Annual Convention, British Columbia Assn. of Radio & Tv Broadcasters, Hotel Vancouver, Vancouver, B. C.

Jan. 30-Feb. 3: Winter General Meeting, American Institute of Electrical Engineers, Hotels Statler & Gov. Clinton, N. Y.

FEBRUARY

Feb. 1-3: NARTB Board of Directors, San Marcos Hotel, Chandler, Ariz.

Feb. 2: Sports Broadcasters Assn. Ninth Annual Dinner, Park-Sheraton Hotel, New York.

Feb. 2-3: Institute of Radio Engineers National Symposium on Microwave Techniques, Philadelphia.

Feb. 9-11: Annual Southwestern Regional Conference and Electronics Show, Institute of Radio Engineers, Oklahoma City.

Feb. 10-11: Annual Radio-Tv Short Course, School of Journalism, U. of Minnesota, Minneapolis.

MARCH

March 10: Michigan State U. Dept. of Speech 11th Annual Radio-Tv Conference, East Lansing.

March 14-16: Assn. of National Advertisers Spring Meeting, The Homestead, Hot Springs, Va.

March 16: Connecticut Broadcasters Assn., Waverly Inn, Cheshire, Conn.

March 16: Ohio Assn. Radio & Tv Broadcasters, Hotel Statler, Cleveland.

March 19-22: Institute of Radio Engineers National Convention and Radio Engineering Show, Waldorf-Astoria, New York.

March 26-28: Canadian Assn. of Radio & Tv Broadcasters, Royal York Hotel, Toronto.

APRIL

April 11-13: Institute of Radio Engineers Seventh Region Technical Conference, Hotel Utah, Salt Lake City.

April 13-14: 10th Annual Spring Television Conference, sponsored by Cincinnati Section of the Institute of Radio Engineers, Cincinnati.

April 15-19: NARTB Annual Convention, Conrad Hilton Hotel, Chicago.

BROADCASTING • TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.

I've checked service desired.

- ☐ 52 weekly issues of BROADCASTING • TELECASTING $7.00
- ☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

☐ Enclosed ☐ Bill

name *title/position*

company name

address

city *zone* *state*

Please send to home address — —

Grapes and Watermelons

THE Metro Sunday Comics Network, which sells advertising in the Sunday comic sections of a number of large newspapers, has come out with a double-truck knock for television and boost for its own medium.

A Metro ad in the general press screams, "Tv is such an 'iffy' thing," and implies by the use of a few misleading statistics and a lot of innuendo, that television advertisers are lucky if anybody sees and hears their commercials. The moral of Metro's slanted story, of course, is that Metro Sunday Comics are an infinitely superior advertising vehicle.

Any media man worth his salt could find at least one flaw per paragraph in the Metro copy—the most obvious flaw being that Metro talks about commercial identification scores in relation to television and total circulation in relation to newspapers. The cliche about comparing apples and oranges does not apply here; the Metro comparison is more like grapes and watermelons.

But the point of this editorial is not that Metro has fired a blast at television and that Metro's arguments are faulty. The point is that the Metro campaign is part of a much bigger newspaper effort to discredit television as an advertising medium.

In recent months the *Chicago Tribune* and the Hearst interests have made serious efforts to show that advertisers do not get their money's worth on tv and that wise advertisers will stick with the old reliable, the newspaper. More of this sort of thing may be expected, for, to use another cliche, people holler when they're hurt. There is little question that television, to some extent, has already hurt newspapers and less question that it will hurt them more.

The newsprint shortage has already caused some newspapers to ration advertising space. Rationing will lead to advertising rate increases. One of the newspapers' main arguments against television —its relatively high price—will be weakened to the same extent that newspaper ad rates rise. In a climate of newspaper rationing and rising rates, advertisers are bound to look to other vehicles, including television.

Consider also how newspaper space salesmen must react to the promise of color television which will be a medium of unparalleled utility to all kinds of advertisers who wish to display their wares in true color and texture. By comparison with the quality of reproduction already achieved by color tv, newspaper color looks like the crayon work of a nursery school.

If newspapers are hollering now, they're bound to holler even louder. The anti-television campaign will gain momentum.

It is to be hoped that television will not retaliate with a defense based on what the newspapers are erroneously saying. The antidote to the newspaper campaign is affirmative promotion which emphasizes television's undeniable advantages.

Foaming Over

THE Senate, it appears, is going to have another go at the elimination of alcoholic beverage advertising, as advocated by the Women's Christian Temperance Union and other reform groups that operate in the Capitol cloakrooms even when Congress hibernates. This time it is the Langer Bill (S 923) which would prohibit the transportation in interstate commerce of advertisements of alcoholic beverages, with hearings set for Feb. 15-16.

This is a slightly oblique tack, since most of the previous measures have dealt with the banning of this kind of advertising on the air. Since all broadcasting is interstate commerce, however, the revised language means the same thing.

We haven't kept tab, but we would judge the score is about 40 to 0 on the legislative attempts to outlaw this kind of advertising. That is not to say, however, that committee votes in some instances haven't been dangerously close. They have been.

This is to be a short session because it is an election year. The Interstate Commerce Committee, before which the hearings will be held, is just about the busiest committee in the Senate. It has heard the same story time and again. It's legal to manufacture and sell alcoholic beverages in those states which permit it. Advertising is simply part of the selling process.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"It's some tv people, sir . . . they have a new give-away idea they want to discuss with you!"

Just a year ago—at the first session of this Congress—the NARTB released a comprehensive survey of beer and wine advertising on the air, statistically confirming that the proportion of such advertising was negligible. Hard liquor advertising on the air is virtually non-existent, even though legal.

What more can Congress be told? Why should the duly-elected representatives of the people waste their time and taxpayers' money on such folderol? Why should brewers and distillers and vintners, along with the advertising media, be forced each year to spend time and money to defend that which is their Constitutional right?

We have contended repeatedly that these legislative efforts are not directed against advertising of alcoholic beverages but toward the return of prohibition. Since that isn't denied, why shouldn't Congress and its committees insist the advocates come forward with their true objective, rather than these peripheral measures?

It is to be hoped that after the Senate Committee hearings are held, the Committee will have the courage to write a report telling the prohibitionists that they are wasting the time of Congress and their time too.

The Public Be Damned

THE National Collegiate Athletic Assn. has again thumbed its nose at the public which supports it by adopting without substantive change its restrictive policy on football broadcasts for 1956. The public revolt against its monopolistic control has become more pronounced with each passing season, but the NCAA persists in its public-be-damned attitude.

At least one legislator has taken notice. Rep. Hillings (R-Calif.) has asked the House Judiciary Committee to determine whether the NCAA policy runs counter to the antitrust laws. He based his action on complaints from football fans. One has only to listen to or read the sports commentators to conclude that the revolt is nationwide. Many of the important conferences and colleges (Big Ten, Pacific Coast and Notre Dame) evidently do not see eye to eye with NCAA but are bound by its edicts.

Baseball, a strictly professional pursuit as against the so-called amateur status of college football, mended its restrictive broadcast ways after Congress and the Dept. of Justice took a look a couple of years back. Certainly the colleges—many of them land-grant schools receiving federal and state subsidies—should cooperate in a legal determination of the applicability of the antitrust laws in their sports endeavors.

We hope Rep. Hillings' request is favorably received by the Judiciary Committee. If something isn't done in a fact-finding way, the NCAA combination inevitably will collide with the fast backfield and the impregnable line of the antitrust team coached by Attorney General Herb Brownell.

KWK-TV IS TOPS IN ST. LOUIS.

In addition to the regular CBS basic network, many other top-flight shows are programmed throughout KWK-TV's schedule.

Here are just a few:

DISNEYLAND 5:00-6:00 PM Sunday
MICKEY MOUSE CLUB 5:00-6:00 PM Monday thru Friday
HOP-A-LONG CASSIDY 5:00-6:00 PM Saturday
GIL NEWSOME SHOW 4:00-4:30 PM Monday thru Friday
LITTLE RASCALS 4:30-4:50 PM Monday thru Friday
ANNIE OAKLEY 4:00-4:30 PM Saturday
STEVE DONAVAN, WESTERN MARSHALL 4:30-5:00 PM Saturday
FABIAN OF SCOTLAND YARD 4:00-4:30 PM Sunday
JUDGE ROY BEAN 4:30-5:00 PM Sunday
WATERFRONT 10:00-10:30 PM Monday
MAKE ROOM FOR DADDY 10:30-11:00 PM Monday
FOLLOW THAT MAN 9:30-10:00 PM Tuesday
WARNER BROTHERS PRESENTS 10:00-11:00 PM Tuesday
MASQUERADE PARTY 10:00-10:30 PM Wednesday
CAVALCADE OF AMERICA/DEATH VALLEY DAYS 10:30-11:00 PM Wednesday
HIGHWAY PATROL 9:30-10:00 PM Thursday
ETHEL & ALBERT 10:00-10:30 PM Thursday
M-G-M PARADE 10:30-11:00 PM Thursday
CROSS CURRENT 9:30-10:00 PM Friday
DAMON RUNYON THEATRE 10:00-10:30 PM Friday
BIG TOWN 10:30-11:00 PM Friday

Plus the best movies obtainable every night.

CBS TELEVISION

CHANNEL IV

KWK TV

represented nationally by THE KATZ AGENCY, INC.

FIVE OF A KIND

. . . . ALL DIFFERENT

The Best In The Market



KLIF	**DALLAS** First by far— Hooper and Pulse
KELP	**EL PASO** Fabulous ratings in Hooper and Pulse
WNOE	**NEW ORLEANS** New Orleans' Great 50,000 Watt Independent
WRIT	**MILWAUKEE** Fastest Growing Station in the U.S.A.
KNOE	**MONROE, LA.** Dominates the Market—Hooper

Looks as if these cute young porkers will soon be providing the best ham, bacon and pork chops in the market. And as for markets . . . and ratings, coverage and listener response, have you checked the facts on the five NOEMAC stations lately? Here are five independent local stations, each under separate management, that by following the same proven programming pattern have hung up outstanding Hooper, Pulse and market coverage ratings. If you have a job to do in one, or more, or all five NoeMac markets, get the facts on the local NoeMac stations. They're five of a kind, all different, each the best buy rate-wise and response-wise in their markets.

Nationally Represented by

H-R

Representatives, Inc.

IN THE SOUTH
CLARKE BROWN CO.

NOEMAC STATIONS

FIVE OF A KIND — NEWS — MUSIC — ALL DIFFERENT

JANUARY 30, 1956

35c PER COPY

BROADCASTING TELECASTING

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25TH year

THE NEWSWEEKLY OF RADIO AND TV

NBC-TV
BASIC NETWORK
in the rich market of
RICHMOND
Petersburg and Central Virginia

WXEX-TV also has maximum tower height—1049 ft. above sea level and 943 ft. above average terrain... more than 100 ft. higher than any station in this market. WXEX-TV has maximum power—316 KW. There are 415,835 TV families in the WXEX-TV coverage area. See your Forjoe man for full details about this great buy.

WXEX-TV
Tom Tinsley, President Irvin G. Abeloff, Vice-President
Represented by Forjoe & Co.

Daily Headlines in the Upper Ohio Valley...

Progress

Big news in the Wheeling-Steubenville market breaks daily on the continuing industrial expansion of the Upper Ohio Valley, justifiably called the "Rich Ruhr Valley of America." This booming, growing market of a million and a half people with a combined spendable income of TWO BILLION DOLLARS, is one of the most rapidly expanding industrial areas in the United States!

According to every accepted method of audience measurement, the dominant advertising medium in the Wheeling-Steubenville market, delivering a more potent selling impact than any other, is unquestionably WTRF-TV, Wheeling.

For audience ratings, consult your Telepulse, Hooper or ARB. For availabilities, consult Hollingbery, Bob Ferguson, VP and General Manager, or Needham Smith, Sales Manager, Wheeling 1177.

wtrf tv

NBC

Channel 7

WHEELING 7, WEST VA.



The above map is charted in proportion to the net effective buying income for the counties included in the new kgul-tv coverage area

You buy 1/4 of Texas with kgul-tv

kgul's area coverage encompasses Galveston, Houston and the entire Gulf Coast market. The buying power of this area represents over 25% of the total buying power for the whole state of Texas. Here's a real Texas-size buy for your advertising dollars: one-fourth of Texas with kgul-tv.

	State of Texas	Gulf Coast TV Market	%
Families	2,510,500	611,600	24.36
Effective Buying Income	$12,622,592	$3,258,444	25.81

Source of Figures: Sales Management.

CBS

Represented Nationally
By CBS Television
Spot Sales

kgul TV

CHANNEL 11

GULF TELEVISION COMPANY

Galveston, Texas

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

KRLD TV

Channel 4
DALLAS

now beams its maximum
power signal from the top of Texas'
tallest tower to the
Top O' Texas Market

42 COUNTIES

with more than

2 MILLION POPULATION

and over

½ MILLION TV RECEIVERS

Owners and operators of KRLD, 50,000 Watts
The Times Herald Station . . . The Branham Co.,
Exclusive Representative.

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

KRLD-TV

The BIGGEST buy in the BIGGEST market in the BIGGEST State

CBS

Channel 4, Dallas
MAXIMUM POWER

closed circuit®

ANTITRUST SETTLEMENT? Agreement might be reached any day on consent decree in government antitrust suit against American Assn. of Advertising Agencies, American Newspaper Publishers Assn. and other media organizations. It's open secret in Washington that talks are being held among principals.

B•T

IN RECOGNITION of importance of radio-television as public relations tool, New York Stock Exchange is planning to add specialist to its public relations staff to service radio-tv stations and networks, with announcement expected to be made this week. Move is attributed to mounting requests by radio-tv broadcasters for investment information from exchange in recent years. Decision was made to employ specialist to relieve other public relations staffers, mostly experienced in print media, who have been handling radio-tv assignments temporarily.

B•T

DEEP SPLIT • Schism in FCC on tv deintermixture was brought into open almost at outset of Senate Interstate & Foreign Commerce Committee hearings last Thursday (story page 23). Comr. Rosel H. Hyde criticized FCC majority (all Commissioners except Robert T. Bartley, with whom he concurred) on procedure in handling of rule-making and denial of five deintermixture petitions (Hartford, Evansville, Ind., Madison, Wis., Peoria and Albany). He agreed with Sen. Pastore (D-R. I.) that effect of denial and of overall rule-making procedure without prejudice to future consideration of deintermixture in effect threw deintermixture out the window.

B•T

CROWELL-COLLIER Pub. Co. (Collier's, Woman's Home Companion, American, *P. F. Collier books and encyclopedias), New York, which last year dipped its toe in network broadcasting when it supplied story material to ABC Radio's* Companion *daytime serial, will set up subsidiary radio-television-phonograph record division "within near future." Operation, under supervision of William A. Birnie, vice president and assistant to president and editor-in-chief Paul C. Smith, also reportedly will investigate possibilities of acquiring station properties. Unofficial sources add that Mr. Smith, former editor of San Francisco* Chronicle, *has "expressed more than passing interest" in* Chronicle *owned and operated KRON-TV in that city. Spokesman for Crowell-Collier "neither denied nor confirmed" reports of company's diversification plans.*

B•T

EVERYBODY IN ACT • With tv allocations in bosom of Senate Interstate Commerce Committee (as well as of FCC through its own study and network inquiry) several groups quietly are organizing to espouse their particular causes. In addition to Committee for Home Town Television and Uhf Industry Coordinating Committee, three other groups are in process of formation: Unnamed group which has retained Washington attorney Lloyd Cutler to represent independently owned vhf stations who oppose option time and network program syndication; another loosely knit group headed by P. A. Sugg, WKY-TV Oklahoma City, which participated in original Potter subcommittee hearing in May 1954, through W. Theodore Pierson, Washington attorney; group which would have as its nucleus number of tv stations associated with audio members of Clear Channel Broadcasting Service, plus others seeking to protect vhf coverage. Reed Rollo, resident partner of Kirkland, Fleming, Green, Martin & Ellis, represents Clear Channel group and presumably would represent its tv counterpart.

B•T

THERE's speculation that AT&T consent judgment may affect RCA patent license fees. Thinking goes like this: AT&T must offer royalty free all its inventions covered by B-2 Agreement with RCA, GE and Westinghouse. No question that many significant patents in radio-tv are Bell Lab developments. So, if they're free, cost of package as whole should go down.

B•T

PITCH IS PUTT • Part of story of how J. Walter Thompson obtained Schlitz beer account last week is refreshing commentary on not always refreshing agency procedures. After Milton Biow resigned account for Biow-Beirn-Toigo, Norman Strouse, JWT president, and George Reeves, vice president-manager of Thompson Chicago office, called on Erwin Uihlein, Schlitz president. How did they turn trick? They simply asked for account and he consented, remembering favorable relations with JWT in handling of United States Brewers Foundation account. Mr. Strouse combined visit with Chicago trip to address Newspaper Adv. Executives Assn. meeting.

B•T

RE SCHLITZ business: JWT Chicago will serve as headquarters office, administering and servicing account but calling on New York and other offices for assistance. Thompson currently is drawing up plans for complete Schlitz account group. Brewery is expected to announce new ad director within fortnight, replacing Edwin Self, resigned.

B•T

WAIT AND SEE • After second thought on his original notion to introduce a Senate bill moving all television to uhf by 1964, Sen. John W. Bricker (R-Ohio) has decided not to drop blockbuster—at least for time being. His present disposition is to watch tv developments at FCC and in Senate Commerce Committee before making up his mind.

B•T

WORKING behind scenes as tv-radio consultant to Democratic National Committee is J. Leonard Reinsch, executive director of Cox radio and television stations (WSB-AM-TV Atlanta, WHIO-AM-TV Dayton, WIOD Miami). In 1944 Mr. Reinsch was radio director of DNC, served intermittently as broadcast advisor to President Truman during his seven-year White House tenure, and as tv director of 1952 Democratic National Convention in Chicago—all without compensation. He is now participating in arrangements for convention in Chicago in August and for ensuing Presidential campaign.

B•T

GIMBEL'S GAMBIT • Proposal of Benedict Gimbel, president of WIP Philadelphia, that FCC carve out of educational fm band an additional vhf channel (ch. 6-A) personally was brought to attention of individual Commissioners last week by Philadelphia broadcaster. Mr. Gimbel contended this single channel could be adapted very simply on all existing receivers and could be used in some 50 cities in addition to Philadelphia.

B•T

IN AFTERMATH of announcement that Philco Corp. had purchased ABC radio-tv political convention-election package for estimated $4 million, it's learned that rival Admiral Corp. has definitely bowed out of prospective sponsor picture for similar coverage. With ABC and CBS radio-tv signed and sealed, only remaining network (outside Mutual) is NBC, with reported asking price of $5-6 million (single or multiple sponsorship). Admiral high command is said to feel package is too expensive and that money can best be spent elsewhere.

B•T

BOOSTER BOOSTERS • Strange as it may seem there is good chance community tv operators may support FCC's proposals to authorize uhf tv "translators" —short-range low power boosters [B•T, Jan. 16]. Wired tv signal distributors feel they can live with and compete successfully with translators because they furnish multiple program choices whereas booster would be single signal only. Community antenna people also feel translators will take care of submarginal markets where wire system would be uneconomical.

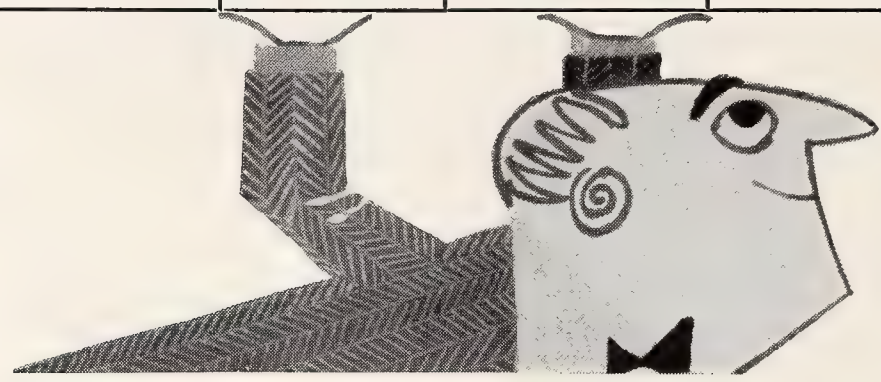
B•T

CBS Inc. may adopt plan for holding periodic top management conferences to coordinate activities at executive levels in all of its divisions. Success of first conference held Jan. 21 [B•T, Jan. 23] makes this course likely.

New quarterly Hooper* documents
WTIX's increasing leadership in New Orleans

Out of 44 quarters in the average radio day . . . .

WTIX has	23 firsts	19 seconds	2 thirds



WTIX widens the gap!



Station "A" has (50,000 watt net)	15 firsts	3 seconds	11 thirds
Station "B" has	6 firsts	3 seconds	7 thirds

In fact WTIX is the only station with nothing but win, place and show in all quarter hours.

Current first-place Hooper share of audience: 21.2%**. Second Station: 18.0%. Third station, 11.3%. My, how listening habits of a lifetime have been overturned in New Orleans. And how buying habits are keeping pace. Talk to Adam Young, or WTIX General Manager Fred Berthelson.

** Hooper Continuing Measurement of Broadcast Audience, Oct.-Dec., 1955*
*** Hooper average share of audience, 7 a.m.-6 p.m. Mon.-Fri. Dec.-Jan., 1955*

the new WTIX

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

New Orleans 16, La.

WHB, Kansas City
Represented by
John Blair & Co.

KOWH, Omaha
Represented by
H-R Reps, Inc.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

at deadline

DEMOCRATS TAP NORMAN, CRAIG & KUMMEL AS 1956 AGENCY FOR NATIONAL COMMITTEE

DEMOCRATIC National Committee has hired Norman, Craig & Kummel as party's advertising agency in 1956 campaign, B•T learned Friday. Announcement is expected this week.

Walter Craig, vice president in charge of tv and radio and partner in agency, will be in charge of Democratic account. Agency staff reportedly will be beefed up for campaign and office opened in Washington.

Democratic account will be important piece of business. Under present laws, national parties may spend up to $3 million each in campaigns. There's chance that limit may be lifted by Congress before election. Latest reports are that Democrats and Republicans have earmarked around $2 million each for radio-tv [B•T, Jan. 2]. Republican National Committee reportedly will stick with BBDO, its agency in 1952 campaign.

Law permits like amounts to be spent by other groups within party—Senate and Congressional campaign committees, for example. Whether Norman, Craig & Kummel will act as agency for other Democratic groups was not known last Friday, although all campaign activities in radio-tv will be coordinated at national committee, it was said.

Selection of Norman, Craig & Kummel by Democrats came after long hunt along Madison Ave. Among agencies seriously considered by party was Biow-Beirn-Toigo, but political background of Milton Biow and present uncertainties within B-B-T organization reportedly swung choice to NC&K.

At Norman, Craig & Kummel, Democratic National Committee will join such accounts as Speidel watchbands, Willys Motors Corp., Ronson Co., Maiden Form Brassiere Co., Bon Ami, Schenley Import Corp., Consolidated Cigar Co., Chanel perfumes and Cook's Imperial Champagne.

Norman, Craig & Kummel was agency that discovered *$64,000 Question* for Revlon cosmetics. That account left shop for BBDO three weeks ago despite unparalleled boom in Revlon business [B•T, Jan. 16].

Political Season Is On: Stevenson Backers Buy Time

NATIONAL political broadcast season, expected to be hotter and heavier this presidential election year than ever before, appeared Friday to be all set to start—on paid basis. Stevenson for President Committee, Chicago, was reported to have completed negotiations for purchase of 9-9:30 p.m. EST period on NBC Radio next Saturday to present speech by Democratic presidential candidate Adlai Stevenson from Fresno, Calif. It would be first national network sale of time for political speech in 1956 campaign.

FCC Opposes Stanton Plan On Equal Time Provision

FCC DOESN'T LIKE CBS President Frank Stanton's suggestion that equal time provisions of Sec. 315 of Communications Act not apply when candidates are subjects of newscasts, panel or discussion programs. Sec. 315 requires broadcasters to give equal time to all candidates for office when it permits its facilities to be used by one candidate. Hearings on five bills amending Sec. 315 scheduled to begin tomorrow before House Commerce subcommittee (see story page 56).

In comments on bills, Commission said Stanton suggestion would make ineffectual fair play intent of Sec. 315. Amendment could, it said, make it unnecessary for any station owner to offer equal time, permitting station to be arbitrary in picking candidates to appear on air. Commission also said it had no objection to bill barring subversives from air, but requested clarification on who would determine subversive groups.

FCC plumped wholeheartedly for measure to exempt stations from liability for libel when made by candidates for political office.

Benson Asks Equal Time To Answer Murrow Telecast

SECRETARY OF AGRICULTURE Ezra Taft Benson said Friday he will ask CBS-TV for equal time "to correct an overall erroneous impression" of farm problems created by Edward R. Murrow's *See It Now* program last Thursday. Secretary Benson appeared briefly at end of Thursday show, but said later he wasn't given sufficient time.

Secretary Benson said telecast gave idea thousands of farmers were being driven off their farms. He said any attempt to persuade public that small farmers "are dying in Iowa or anywhere else is a perversion of the truth . . . and demagoguery at its worst." CBS officials in New York said late Friday they had received no request for time from Secretary Benson.

Beware Free Plugs—NARTB

TV STATIONS urged to adopt stiffer policy on "trade-out" telecasting (promotional copy about theatrical films) by NARTB Tv Code Review Board at final session Friday (early story page 40). Board said promotion of stars often takes form of straight advertising and should be charged against commercial time allowed sponsor.

Board voted to increase tv monitoring activity and studied plans for publicity campaign. Next meeting scheduled in March.

Another Film Code Coming

PROGRESS claimed Friday in writing proposed tv film industry code by Martin Leeds, chairman of joint code committee of tv producers and National Audience Board. Mr. Leeds said document would combine best elements of NARTB Tv Code and motion picture code (see NARTB code stories, above and page 40).

• BUSINESS BRIEFLY

TV AGAIN FOR BISSELL • With first full year cycle on television ending this month, Bissell Carpet Sweeper Co., Grand Rapids, Mich., reportedly has decided to place major portion of its advertising budget in tv again for 1956, renewing schedule of participating announcements on NBC-TV's *Home* and *Today*. Investment by Bissell on these programs is said to run to more than $300,000. Company also is placing additional money in undetermined number of local tv markets. Agency: N. W. Ayer & Son, N. Y.

THEY'RE AFTER CHESTERFIELD • Liggett & Myers account (Chesterfield, L & M Filters, Fatima, Piedmont cigarettes, etc.), currently handled by Cunningham & Walsh, N. Y., reportedly being solicited by several other agencies, including Kenyon & Eckhardt, N. Y.

HITTING FARM MARKETS • Davison Chemical Co. (division of W. R. Grace & Co.), Baltimore, today (Mon.) is launching flexible series of 8-21 week radio-tv spot campaigns in U. S. farm markets for Davco and other fertilizers, to run "throughout fertilizer buying seasons" in 1956. Agency: St. Georges & Keyes, N. Y.

SNEAKERS ON TV • As part of its spring campaign for P. F. canvas shoes, Hood Rubber Co., division of B. F. Goodrich Co., Watertown, Mass., set to begin extensive spot tv campaign in about 100 markets early in April. Agency: McCann-Erickson, N. Y.

GLAMORENE IN 60 • Glamorene Inc. (rug cleaner preparation), N. Y., launching 13-week tv spot campaign in 60 major markets starting mid-February. Agency: Product Services Inc., N. Y.

ROTO-BROIL BUYING • Roto-Broil Corp. of America (infra-red rotisseries), N. Y., buying 13-week tv spot campaign in 45 national markets starting March 1 through Product Services Inc., N. Y.

GEM PLANNING TV • American Safety Razor Corp. (Gem razors), N. Y., preparing spot television campaign to break in 25-30 major markets in early April. Agency: McCann-Erickson, N. Y.

TV FOR SLENDERELLA • Slenderella International (figure proportioning salons), Stamford, Conn., announced Friday that starting in spring, it will spend approximately $700,000 in tv film spots on 25 stations in nine major markets. Spots will consist of interviews with wives of celebrities who have used Slenderella services. Agency: Management Assoc. of Connecticut Inc., Darien.

SPOTS FOR SWANEE • National Paper Corp., Ransom, Pa., currently running 20-week radio spot campaign, on staggered basis extending through November, for Swanee paper products, using 13 stations in New York, Philadelphia, Chicago, Washington, and Baltimore. Agency: Hilton & Riggio, N. Y.

This Conference Table Is 2,520 Miles Long!



Between sign-on and sign-off each day, a station manager faces many problems. Some of these he can solve himself . . . others with the aid of his own staff . . . and some problems can best be solved with outside help.

This outside help is readily available to the Meredith managers in Kansas City, Omaha, Syracuse and Phoenix. Problems are solved by telephone, teletype and tell-a-secretary around a conference table of associates over 2,520 miles long. Key Meredith personnel regularly meet face-to-face for two or three day conferences to exchange ideas and settle common problems . . . the timing of color television . . . pricing for network cut-ins . . . acceptance of mail-order advertising . . . and so forth.

Bring your sales problems to the Meredith conference table.

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW	WOW
RADIO	TV	RADIO	TV	RADIO	TV	RADIO	TV
810 kc.	Channel 5	620 kc.	Channel 8	910 kc.	Channel 5	590 kc.	Channel 6
CBS	CBS	ABC	CBS	ABC		CBS	CBS

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. — BLAIR TV, INC.

MEREDITH *Radio and Television* STATIONS

affiliated with **Better Homes and Gardens** and **Successful Farming** magazines

at deadline

Court Stands Foursquare By FCC's Right to Decide

SWEEPING AFFIRMATION of FCC's right to be final judge of which applicant should be chosen for tv grant—provided decision is not arbitrary or capricious—was made Friday by U. S. Court of Appeals in Washington. In unanimous three-judge ruling, court held that 1954 FCC grant of Sacramento ch. 10 to Sacramento Telecasters Inc. (now KBET-TV) and its denial of McClatchy Broadcasting Co. (KFBK) was correct.

McClatchy had appealed grant to Sacramento Telecasters on ground Commission discriminated against McClatchy because of newspaper and radio-tv interests. Commission found diversification question determinative in final decision, which reversed examiner's ruling.

Court said FCC did not deny McClatchy solely because of newspaper and broadcast ownership. FCC gave decisive weight to this question, court said, "only after carefully considering all characteristics and proposals of the two competitors and finding them almost in balance."

"There is much to be said in support of the examiner's position concerning diversification of control," court said, "but we cannot say the Commission went beyond its province in disagreeing with him. . . . The responsbility for making the determination is committed to the Commission, subject to the limitations that it must proceed within constitutional and statutory bounds and that it must not act arbitrarily or capriciously. We hold the Commission is entitled to consider diversification of control in connection with all other relevant facts and to attach such significance to it as its judgment dictates . . . the Commission is free to let diversification of control of communications facilities turn the balance, if it reasonably concludes that it is proper to do so."

Decision concluded with following: "Although the examiner's choice of McClatchy as superior in all respects except diversification of control is strongly supported by the proof, we cannot find that the Commission's decision was arbitrary, capricious or unsupported by substantial evidence."

Ruling was written by Circuit Judge Wilbur K. Miller, with Judges Charles Fahy and Walter M. Bastian concurring.

KPAR-TV Sets Start Today

KPAR-TV Abilene-Sweetwater, Tex., slated to go on air with formal ceremony today (Monday). Station, satellite of KDUB-TV Lubbock, Tex., began test pattern Friday and will begin regular CBS-TV programming at 6:30 a.m. tomorrow.

Philco Asks Experimental Tv

APPLICATION for experimental tv station to operate on all vhf and uhf channels on non-interference basis, "with basic operation for equipment development on ch. 23," has been filed with FCC by Philco Corp., company announced Friday. Station would be located at Philco's Government and Industrial Division in Philadelphia and operation would start early this year. The station would be used it is understood, for testing and developing uhf gear.

HOMECOMING

IN ORDER to attend last Friday's reunion of NBC pages who served network in 1930's, Barrett Eldridge flew to New York from Frankfort, Germany, where he is supervisor of passenger sales for Pan-American Airways. Some 200 ex-pages were expected to attend reunion of group, called "the survivors of inflated thirties." Among former pages invited to attend reunion: Dave Garroway, NBC-TV personality; Thomas McFadden, vice president of NBC Spot Sales; Thomas Velotta, ABC administrative vice president for news and public affairs; Ted Bergmann, vice president of McCann-Erickson and Gene Rayburn, NBC-TV personality. Arrangements for meeting were made by Paul Rittenhouse, currently member of NBC station relations.

KBTV (TV) Sale Approval Sought in Filing at FCC

APPLICATION filed Friday for FCC approval of $850,000 half-interest purchase of KBTV (TV) Denver, Colo., by $190 million Webb & Knapp real estate giant. William Zeckendorf, one-time director of ABC, is president-26.5% owner of W&K and subsidiaries. Mr. Zeckendorf, who buys 50% formerly held by Nashville insurance executive Frank R. Leu, joins John C. Mullins as equal partner in Denver ch. 9 outlet, beginning announced partnership in quest of radio-tv properties [B•T, Dec. 5, 1955].

KBTV, purchased early last year for $1 million by Messrs. Mullins and Leu, began operation in 1952. Station is ABC affiliated. Tv Denver Inc. (KBTV) listed total assets of $1,031,171 with total current liabilities of $191,638 as of Sept. 30, 1955.

Sutton New FCBA President

GEORGE O. SUTTON, Washington communications attorney, was elected president of Federal Communications Bar Assn. at annual meeting Friday. Other officers chosen: George S. Smith, first vice president; William Koplovitz, second vice president; Verne R. Young, secretary; Howard Shellenberg, treasurer; Norman Jorgensen, assistant secretary.

New members named to executive board were Don Beelar, Henry Fisher and A. Theodore Pierson. FCBA celebrated 20th anniversary at dinner Friday in Washington. It was organized in April 1936.

John W. Willis was given first Louis G. Caldwell Award by FCBA for work as editor of *Federal Communication's Bar Journal.*

UPCOMING

Jan. 30: NCAA Tv Committee, Biltmore Hotel, N. Y.

Jan. 30-31: NARTB Board Committees, San Marcos Hotel, Chandler, Ariz.

Feb. 1-3: NARTB Board of Directors, San Marcos Hotel, Chandler, Ariz.

PEOPLE

WARREN E. BAKER, FCC general counsel, may leave present job. He's strong contender for appointment as Civil Aeronautics Board chairman to succeed **ROSS RIZLEY,** slated for federal judgeship in Oklahoma. Mr. Baker was with CAB from 1946 to 1953 as examiner and later legal assistant to chairman. He left latter job to join FCC.

WAYNE COY, president and general manager of KOB-AM-TV Albuquerque and former FCC chairman (1947-1952), was to leave Bataan Memorial Hospital over last weekend after suffering angina attack three weeks ago. Mr. Coy has been under treatment for hypertension.

JOHN H. BULL, account executive and copy chief, Sorensen & Co., Chicago, elected executive vice president and director of agency.

GEORGE McGIVERN, formerly with Glenn, Jordan, Stoetzel Inc. and Grant Adv. Inc. in media capacities, appointed media director of Manchester-William-Kreer Inc., new Chicago agency [B•T, Jan. 23].

THOMAS A. BLAND, program manager at WBBM Chicago past five years, appointed vice president and general manager in charge of programming for Crosley Broadcasting Corp. He reports Feb. 27.

ROBERT D. POLATSEK, BBDO, Cleveland; **WARREN MICHAEL,** Brewer Adv., Minneapolis; **EARL RAUEN,** BBDO, N. Y.; **OLIVE LILLEHEI** and **ROBERT NOEL,** Needham, Louis & Brorby, Chicago, to Leo Burnett Co., Chicago, as tv film writers.

GEORGE D. ERBEN, former art director, Maxon Inc., Detroit, appointed executive art director, Hicks & Greist Inc., N. Y.

Colorado Court Opens Hearing On Allowing Mikes, Cameras

TEAM OF SIX witnesses headed by Judge Justin Miller, ex-chairman of NARTB board and now consultant to association, will testify against Canon 35 of American Bar Assn. during Colorado Supreme Court hearing starting today (Monday). Radio-tv witnesses will start testimony Feb. 6.

Other witnesses for radio-tv appearing for Denver Area Radio & Television Assn. include P. A. Sugg, WKY-AM-TV Oklahoma City; Ken Waymen, KTIV (TV) Sioux City, Iowa; Bill Stinson, KWTX-TV Waco, Tex.; Marshall Feber, technical consultant, and Sheldon Peterson, KLZ-AM-TV Denver, secretary of Denver station group. Richard Schmidt, attorney, is counsel for Denver stations. Vincent Wasilewski, NARTB government relations manager, will be at hearing. Colorado Broadcasters Assn. will be represented by Rex Howell, KFXJ-AM-TV Grand Junction.

This week's testimony will be devoted to newspaper groups, photographers and Sigma Delta Chi, professional journalistic fraternity.

CBS Names Newell Schwin To Head Terrytoon Tv Sales

NEWELL T. SCHWIN, manager of sales development for CBS Radio Spot Sales, named Friday to post of television sales manager for Terrytoons, newly acquired division of CBS Television Film Sales [B•T, Jan. 9]. Ole Morby, manager of CBS Radio station relations, named to succeed Mr. Schwin in Spot Sales, and Eric Salline, manager of network sales service for CBS Radio, was appointed to succeed Mr. Morby. Appointments are effective Feb. 6.

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*Reg. U. S. Patent Office

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Advertisement

NORFOLK MAY BE WORLD'S NUMBER 1 UHF MARKET

Surveys Are Based On Sales And Not Entertainment Factor

Norfolk, Va. (TV)—Tim Bright, President of WTOV-TV put forth a claim today that one television set in the tremendous multi-million dollar rich Norfolk area was worth two sets in any of the larger cities in the country, from a stand point of advertising value.

The claim was based on the fact that the Norfolk area has absolutely no local entertainment attractions such as plays, fights, night clubs, etc. to distract the public from television viewing such as they have in the larger cities. Plus the fact that multi-million dollar contracts are put into operation almost weekly in the Norfolk market (more money than all the rest of Virginia combined).

To prove his claim, Mr. Bright quoted figures from PI advertisers who ran identical PI's in markets of a million people or more and out-sold them all, both UHF and VHF, by more than two to one in sales.

"In all justification," declared Mr. Bright, "if a market sells more products, it must be a larger market." "Further," he continued, "because it's admitted that Norfolk is loaded with full pocketbooks and tremendous buying power because of staggering weekly multi-million dollar contracts put into action here does not necessarily mean that there are less sets.

"What proof is there that *Television Magazine* is right when they say 145,000 UHF sets, the Greathouse survey shows 210,000 UHF sets and a survey of all the television distributors and repair shops ends up at 380,000 UHF sets. The big factor which makes this an exceedingly difficult market to analyze is the complete absence of local entertainment activities coupled together with tremendous buying power from educated, cultured, progressive people who have no choice, but owning and viewing television as an almost absolute necessity for entertainment and for these reasons, we honestly believe that the Norfolk market has been grossly underestimated."

700,000

HAPPY PEOPLE

live within six miles of the

WTOV-TV

Transmitter, Channel 27, CBS Affiliate

WTOV-TV affords you an opportunity to "hit tremendous buying power right between the eyes."

WTOV-TV is in a market that is ten times larger in MULTI MILLION DOLLAR CONTRACTS than any other market in Virginia. See one of 'Smiling Joe McGillvra's boys' or the CBS Sales Department for good availabilities.

NORFOLK

Virginia's largest & richest market

ZIV HOTS

Mr. DISTRICT ATTORNEY



STARRING DAVID BRIAN

Champion of the people! Here's proof!

56.6
CHARLOTTE

beats What's My Line, Studio One, Ford Theatre, Godfrey and Friends and others.

37.6 OKLAHOMA CITY	**25.6** BALTIMORE
31.5 BOSTON	**RENEWED BY CARTER'S IN 37 MARKETS!**

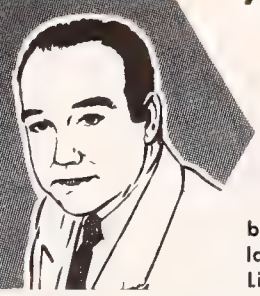
ARB—October, November, December '55

"I LED 3 LIVES"



STARRING RICHARD CARLSON

"HIGHWAY PATROL"



STARRING BRODERICK CRAWFORD

An Award-Winning Performance by Academy Award Winning Star!

58.2
JOHNSTOWN

beats I Love Lucy, Disneyland, Kraft TV Theatre, Life of Riley and others.

51.9 BAKERSFIELD	**40.2** PEORIA
41.3 ROANOKE	**SELLING FOR BALLANTINE'S IN 23 MARKETS!**

ARB—November, '55

"THE CISCO KID"



STARRING DUNCAN RENALDO as "CISCO" LEO CARRILLO as "PANCHO"

NOTHING TURNS ON THE HEAT LIKE ZIV P

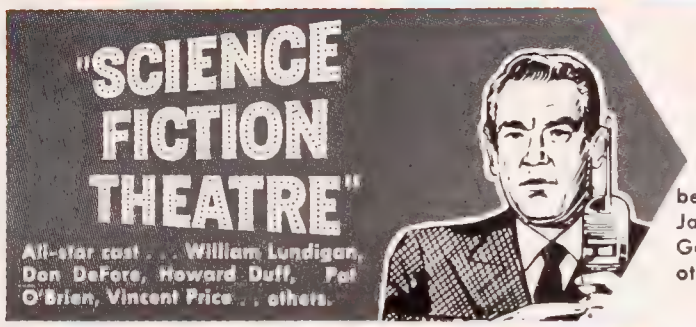
AS THE SHOWS!

Now 3rd Year in Production!

47.2
PITTSBURGH
beats Kraft TV Theatre, This Is Your Life, Lux Video Theatre, Wyatt Earp and others.

27.5 HOUSTON
26.4 DALLAS-FT. WORTH
26.6 BOSTON
RENEWED BY PHILLIPS IN 44 MARKETS!

TELEPULSE—October, '55
ARB—November, '55



46.5
BOISE
beats Groucho Marx, Jackie Gleason, Arthur Godfrey, Bob Hope and others.

44.8 BAKERSFIELD
39.8 PORTLAND
42.1 JACKSONVILLE
Voted #1 New Syndicated Show for '55!

ARB—November, '55

Now 6th Year in Production!

36.5
FT. WAYNE
beats $64,000 Question, Ed Sullivan, Dragnet, Disneyland and others.

21.0 BUFFALO
RENEWED BY INTERSTATE BAKERIES FOR 6TH YEAR IN 39 MARKETS!

29.0 CINCINNATI

ARB—Nov., Dec., '55
TELEPULSE—Nov., '55

DUCTIONS!

ZIV'S *NEW* RATING-GETTER!

ZIV Television

"The Man Called X"



STARRING BARRY SULLIVAN

CAPITAL TYPES #20



SECURITY GUARD

Alert to everything that goes on; usually sees first robin of the season around August 10th. Once worked for the railroad but lost three Pullman cars and a locomotive. Loves parades; carries bass drum every Independence Day. Won local contest for most acrobatic cheerleader while in high school.

And Washington advertisers are winning all the way when they use WTOP Radio. WTOP gives them (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's most popular personalities and (4) ten times the power of any other radio station in the Washington area.

WTOP RADIO
Operated by The Washington Post Broadcast Division • Represented by CBS Radio Spot Sales

IN REVIEW

ELDER WISE MAN

IRISH PLAYWRIGHT Sean O'Casey is the answer to an interviewer's dream—he's gay, communicative and companionable. Sympathetically treated by NBC-TV film cameras, Jan. 22's *Elder Wise Man* laughed and sang, philosophized, versified, criticized and told tales about himself and other drama immortals, all in an unstinting spirit. Dressed in a sweater and beanie, Sean O'Casey showed himself to be a theatrical personality, as indeed he has every right to be.

Robert Emmett Ginna Jr., billed simply as "a young American friend," was in tune with his subject. He managed to ask all the big questions in a leisurely way, to show the O'Casey family, home and study in Devon, England, and to keep all the show's values in balance. It's a smart move on the network's part to pick interviewers individually suited to each subject in this series.

The viewer has the intended feeling of being in the presence of greatness during these interviews—and it's a pleasant feeling when the great one is so charming as Sean O'Casey. NBC has developed the filmed, location interview to a fine point. It comes over in a spirit of sincerity that makes the everyday live interview suffer by comparison.

Production cost: Approximately $41,000.
Broadcast sustaining on NBC-TV, Sunday, Jan. 22, at 2-2:30 p.m. EST.
Producer-director: Robert Graff; associate producer: Beatrice Cunningham; film editor: Sidney Meyers; cameraman: W. Suschitzky; sound: Tom Druce.

SALUTE TO ASCAP

THE NOSTALGIA over in Ed Sullivan's corner last week was, to use ASCAPer Oscar Hammerstein's words, "as high as an elephant's eye." It was quite apparent from the outset of Mr. Sullivan's fifth "Salute to ASCAP" that the calloused rock 'n roll crowd could, if it wished, switch to NBC, so crowded was Memory Lane with oldtimers of the musical world.

Just about everybody who used to be a musical somebody back in the days before the first Mercury, dropped in for a brief run through of their most memorable contributions to the ASCAP library, and we're sure that the screens in many American homes were blurred that night by rolling tears. (In case anybody got the idea that ASCAP is in reality an old folks' home of shopworn and displaced composers, the Sullivan show played host also to such contemporaries as Mitch Miller and Julie Styne.)

Production costs: Approximately $65,000.
Sponsored by Lincoln-Mercury Dealers through Kenyon & Eckhardt Inc., New York, Sun., 8-9 p.m. EST on CBS-TV.
Starring Billy Daniels, John Raitt, Claramae Turner, Pat Rooney, Will Oakland, Margaret and Barbara Whiting, Frank Silvers, Helen Kane, Rose Murphy, Cab and Lael Calloway, Mitch Miller, Eddie Burnett, Maude Nugent Jerome, Julie Styne, Jack Norworth, and Frank Loesser.
Producers: Ed Sullivan and Marlo Lewis; director-choreographer: John Wray; musical director: Ray Bloch.

CAMERA THREE

WCBS-TV New York's Peabody Award-winning *Camera Three,* which premiered on CBS-TV for the first time a week ago Sunday, has already pioneered in the "off-beat"; in the year it has been shown in New York, the program has dwelled on the literary output of 19th century metaphysicians—Walt Whitman, Herman Melville and other writers. Last week, for its initial network showing, it picked an enormously difficult writer: Feodor Dostoyevsky.

In a brilliant one-man enactment of his "Dream of a Ridiculous Man," this series again proved that television is a wide-open, flexible medium. Through the use of a bare stage, sharp lighting contrasts and a very poetic actor named John Drainie, "Dream" became very much alive.

Certainly, "Dream of a Ridiculous Man" has little mass-appeal, particularly with such Dostoyevsky-isms as: ". . . when men became greedy, they became humanitarians and began to search for universal truth and wisdom. They who disagreed became criminals, so justice was established. To carry out justice, men devised the guillotine. . . ." Perhaps such morbid explanations of modern society had better be left unsaid after 12 noon on Sunday, but we certainly hope that CBS-TV sees fit to expose *Camera Three* to a larger audience in the months to come.

Production costs: $5,000.
Broadcast sustaining on CBS-TV, Sunday, 11:30-12 noon EST Jan. 22, originating from WCBS-TV New York.
Producer-Adaptor: Robert Herridge; director: Francis Moriarty; narrator: James MacAndrew; music: Tom Scott; production supervisor: Clarence Worden; advisory consultant: Dr. Edward C. Bowen, N. Y. Dept. of Educ.

FORT LARAMIE

LIKE TV's *Rin-Tin-Tin* series, CBS Radio's *Fort Laramie* is set in an army outpost in Indian country in the 1870's, but there the resemblance ceases. No dog-and-boy story, *Fort Laramie* is rather a wild west version of *What Price Glory* whose main characters, in this case Capt. Lee Quince and Sgt. Gorce of the U. S. Cavalry, spend half their time grousing about how tough life in the army is and the other half proving that it's the only life for them.

Writer John Meston and producer-director Norman Macdonnell, whose work on *Gunsmoke* has won them critical acclaim, have in *Fort Laramie a* good locale for an equally successful series. Raymond Burr as the captain and Vic Perrin as the sergeant handled their parts with professional aplomb. A special fanfare is due Bill James and Ray Kemper, the program's sound effects men, for the sounds of horses walking, trotting, galloping, the creaking of harness, the clanking of metal gear, the stirring notes of a cavalry bugle and all the other background noises that give the heroic adventures an auditory cloak of authenticity.

Production cost: $15,000.
Broadcast sustaining on CBS Radio, Sun., 5:30-6 p.m. EST.
Producer-director: Norman Macdonnell; writer: John Meston; sound effects: Bill James and Ray Kemper.

BOOKS

PERSONAL INFLUENCE, by Elihu Katz and Paul F. Lazarsfeld. The Free Press, Glencoe, Ill. 400 pp. $6.

DID you buy that brand of toothpaste, or go to that movie, or vote for that candidate because of something you saw on tv, heard on the radio or read in the newspaper? Or did you make the choice you did because of the personal influence of a friend or acquaintance? This book studies, to quote its subtitle, "the part played by people in the flow of mass communications." A serious sociological treatise, *Personal Influence* is not easy reading, but anyone interested in knowing more about why people do what they do will find it a valuable source of ideas.

The Pacific Northwest

EDITOR:

I must compliment you on the excellent summation of the Pacific Northwest market and its importance to the rest of the nation in the Jan. 9 issue of your magazine.

Frank Beatty was in Seattle collecting material, checking facts, and completing the basic research at the time I was in Washington State before the 84th Congress reconvened. Several times my path crossed those whom Frank had interviewed and their expectation for the subsequent article was tremendous. I know they were not disappointed—nor was I.

We especially appreciated the attention, because ali too often the Pacific Northwest does not get the attention it deserves as a top market in the United States.

In that respect, Frank Beatty did an exceptionally good job on pointing out the potential inherent in our region.

May B•T continue to look as analytically at regional market potential as you have done in regard to the Pacific Northwest.

Warren G. Magnuson (D-Wash.), Chairman
Committee on Interstate & Foreign Commerce
United States Senate

EDITOR:

Thanks so much for the swell job you did for our part of the country. . . . Our Secretary of State, Earl Coe, has read, enjoyed and praised the coverage. . . .

Tom Olsen, Pres. and Gen. Mgr.
KYG Olympia, Wash.

[EDITOR'S NOTE. Reprints of "The Pacific Northwest" are available at $15 per 100, plus mailing costs.]

Farmer and FCC

EDITOR:

Thank you for your editorial in the Jan. 16 issue of B•T on the subject of the "Farmer and the FCC."

Radio and tv mean a lot to the farmer. In these parts, farmers are losing out on the price of hogs. They'll appreciate anything you can do to help keep them from losing out on their radio and tv signals, weak as some of them may be.

W. Judd Wyatt, Dir. of Adv.
MFA Mutual Insurance Co.
Columbia, Mo.

EDITOR:

I was delighted to read the editorial entitled "Farmer and the FCC" [B•T, Jan. 16]. Attached is a copy of a letter I have written to the public information people at the major farm organizations about it.

Hollis M. Seavey, Director
Clear Channel Broadcasting Service
Washington, D. C.

[EDITOR'S NOTE: Mr. Seavey's letter to farm organizations reads, in part:
". . . You will recall that at the recent annual meeting of your organization I pointed out the situation which was developing in television that could have serious ill effects for America's farm population.
"I was delighted to see, and know that you will be also, the enclosed editorial in B•T, the most authoritative newsweekly in the broadcasting business. More than anything else, the editorial indicates the enlightened position the magazine takes with respect to television allocations. . . ."]

What Happened in Detroit

EDITOR:

Although your coverage of the Detroit newspaper strike [B•T, Jan. 16] won't attract national attention, it certainly does rate high for impartial reporting at a time when the easiest course would have been to "lay it on thickly."

Radio stations would do well to take a clue from your attitude and use the same approach to retailers in their own specific markets. In fact, I believe an old RAB promotion piece concerning readership of large space retail ads sounded the same note—the idea that an intelligent approach to all major media is important to most retailers.

We handle several large-size retailers who have revised their ad plans to include broadcast media when the facts are presented intelligently, *and without bias.*

Recently at a local sales managers' luncheon, it was brought out most forcefully that a prospect "stiffens" when he feels that pressure is being brought to bear, if he presents what he considers legitimate objections. It's amazing (and almost too basic to repeat) how much more receptive a client becomes, once you've recognized the importance of newspaper advertising. All too often, the radio station salesman has a good story to tell, but he neglects to place his prospect in a receptive frame of mind. . . .

Gus Parmet, Radio-Tv Dir.
Fern and Assoc., Adv.
Providence, R. I.

EDITOR:

I think the story on the Detroit situation is a honey.

Are you going to make reprints of this available to stations? I would love to have about 500 to send out as a mailing piece to all our local list. . . .

Robert T. Mason, Pres. & Gen. Mgr.
WMRN Marion, Ohio

[EDITOR'S NOTE: Reprints of "City Without Newspapers" are available at $10 per 100, plus mailing costs.]

AP's Detroit Story

EDITOR:

I agree wholeheartedly with your editorial on the Detroit situation and I also appreciated the summary of the situation [both, B•T, Jan. 16]. . . .

I am picking a crow with AP. I am a subscriber to this fine news service but I am strictly miffed at the Dec. 14 AP release from Detroit [dealing with the effects of the newspaper strike there and reading, in part: "Swamped by a windfall of local advertising, the stations have canceled some of their national programs for local shows punctuated with commercials. Retail stores, without newspaper advertising, report Christmas business falling short of anticipated record levels."]. . .

Many AP subscribers, including myself, are resentful towards a story that had a definite effect on local advertisers who read it. . . . I operate a radio station that is 50% owned by a newspaper man who agrees with me that the story was unjust to radio and tv, that it was rather premature. I am not one to condemn newspaper advertising. I appreciate its position in the American way of life. I do think it is essential for maximum results in many types of retail outlets. But, frankly, the newspaper fraternity in many cases does not take the same benevolent attitude towards radio and tv and in this instance a top news service allowed itself to be used as a tool. . . . I feel AP owes each of its subscribers a healthy apology.

L. B. Tooley, President
Arkansas Broadcasters Assn.
General Manager,
KXAR Hope, Ark.

CASE HISTORY—SOFT GOODS



Retailer 100 Miles Away Finds KBIG Spots Pay Off

Kelly-Bilt Clothes, a single-store men's clothier in Oceanside, San Diego County, two years ago tested high-power regional radio with a few spots on KBIG Catalina —a station one hundred miles away!

Enthused by results, Kelly last year used 675 announcements to promote specific sales events on KBIG. This year he's on a 1000-spot master contract.

Writes Cal Lawrence, account executive of The Dan Lawrence Company advertising agency of San Diego:

"We are most happy to report on the overwhelming success of the schedule. Response has been immediate and from all over California. Within 24 hours after the first spots, telegrams with orders for merchandise were received. Foot traffic and mail orders have come rushing in, most of the latter accompanied by checks and money orders.

"Count us a very happy agency with a very happy client."

In the Los Angeles metropolitan market and its environs, KBIG's "music you like and just enough news" delivers feminine customers, too, to such soft-goods advertisers as Sally Shops, House of Nine and Mode O'Day.

Hard, soft or medium, KBIG will be happy to tailor a k-BIG garment to your measurements.



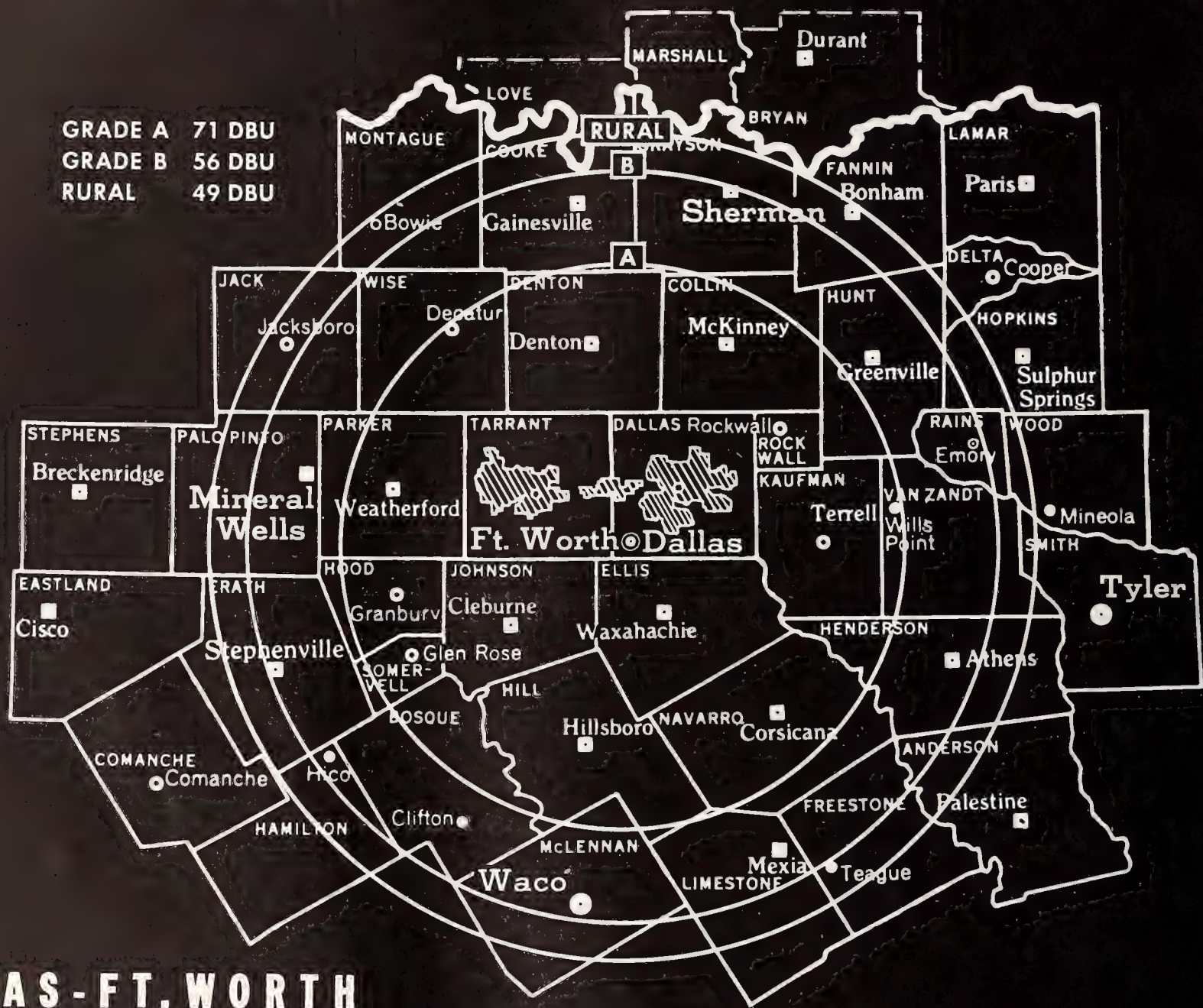
JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Hollywood 28, California
Telephone: HOllywood 3-3205

Nat. Rep. Robert Meeker & Assoc. Inc.

Texas Tal

1,521 ft. above ground

GRADE A 71 DBU
GRADE B 56 DBU
RURAL 49 DBU



DALLAS-FT. WORTH
NORTH TEXAS MARKET

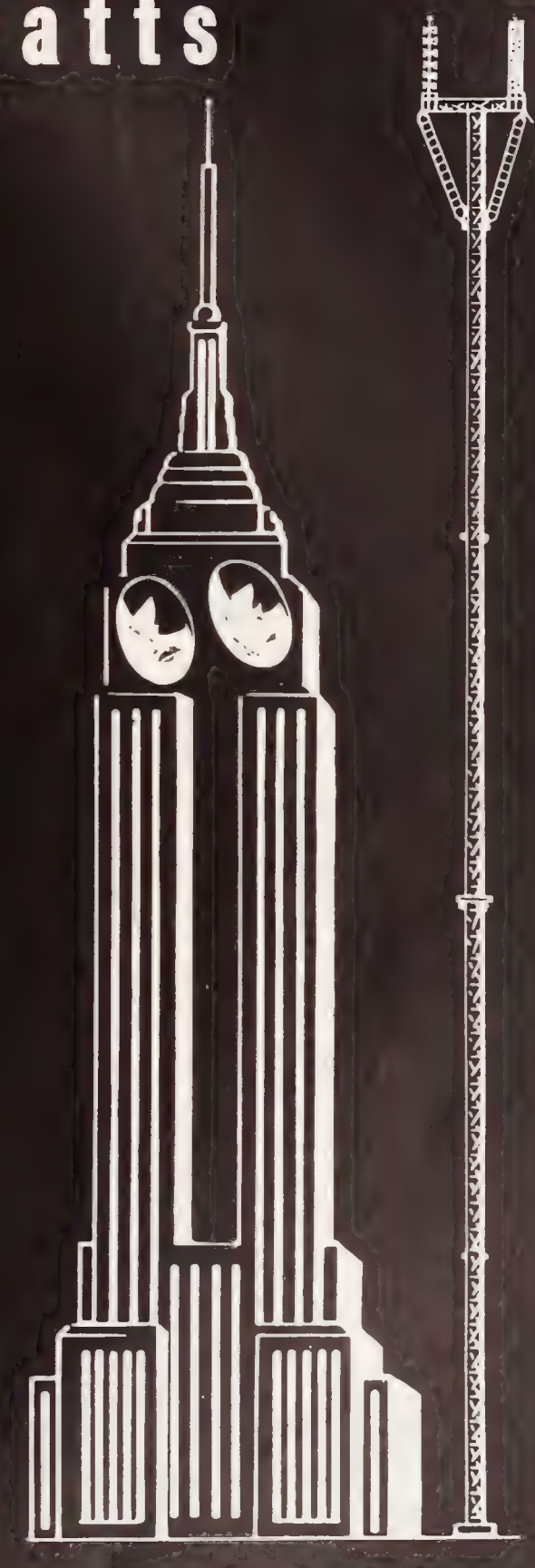
CHANNEL 8

WFAA-TV

lest Tower

Now 316,000 watts

(1685 feet above average terrain)



Check These Fabulous Facts:

Population (39 Texas and 3 Oklahoma Counties)	2,272,600
Urban	1,603,900
Rural	668,700
Effective Buying Income . . .	$3,477,072,000
Retail Sales . .	$2,582,192,000

(Source: Sales Management Survey of Buying Power, May 10, 1955)

SET COUNT 552,740

A Television Service of
The Dallas Morning News
Ralph Nimmons, Station Manager
Edward Petry & Co., National Representatives

Your NBC-ABC Station

DALLAS

51 Ft. Taller than the EMPIRE STATE BLDG.

talk about
FARM RADIO!

Pulse, Inc. recently took a survey in 23 counties in Western Iowa, Southeast Nebraska, Northwest Missouri. Pulse found —

KMA has more Farm Audience 12-12:30 p. m. than next 3 stations combined!

(next three includes a 50,000 watt Omaha station, a 5,000 watt Omaha station, and a 50,000 watt Des Moines station!)

At 7 a.m. each day KMA has more farmers listening than the next 6 stations combined!

* *

No matter how you figure . . .

You can't reach rural farmers in Western Iowa, Southwest Nebraska, Northwest Missouri effectively without the station they prefer—

KMA 960 Kc's 5000 Watts
SHENANDOAH, IOWA

Represented by
Edward Petry & Co. Inc.

our respects

to JOHN THOMAS SCHILLING



"YOU KNOW," a veteran broadcaster once told his colleagues, "a man doesn't have much to do with ordering his life. Most of it just happens." Then, chiding himself for not "envisioning" the early potentials of military-naval and commercial radio, he added. . . . "I'm no good as a prophet."

Whatever John Thomas Schilling may have lacked as a prophet, his colleagues agree, he seems to make up with a kind of administrative clairvoyance that has typified his 34 years in broadcasting.

Mr. Schilling, who managed a single radio station (WHB Kansas City) probably longer than any man in the industry, is vice president and general manager of KMBC Broadcasting Co. (KMBC-AM-TV Kansas City and KFRM Concordia, Kans.), supervising all operations.

In the "big swing" that has taken place at KMBC-AM-TV the past five months as a result of affiliation switches from CBS to ABC, Mr. Schilling is credited with helping to fashion a smooth transition, with emphasis largely on "independent, station-produced" programming operation (KMBC-TV switched to ABC-TV last Sept. 28 and KMBC to ABC Radio Dec. 1).

For a veteran broadcaster who has plied his trade in Shanghai, Mexico and on the high seas, Mr. Schilling seems to be taking the changeover in stride, much as he did when he pioneered radio while attending Manual Training High School in his native Kansas City.

Born Nov. 13, 1896, young John wanted to be an architect but also showed interest in electricity and the radio equipment of one Sam Adair across the tracks. Young Schilling learned code and "worked" ham operators around the country.

With the outbreak of World War I the youth enlisted in the U. S. Navy and was sent to Great Lakes Naval Training Station in Illinois. His experience with radio code brought him a seaman second class rank as a "radioman striker." He later transferred to the U. S. Naval Radio School at Harvard U. for a 13-week course but never finished. A request routed through the Bureau of Naval Personnel brought him to Western Electric Co. in New York as a student —under the same Mr. Adair. Later, young Schilling was sent with 12 other men to open a radio telephony school (anti-submarine detection work) at New London, Conn.

Having risen to chief radio electrician by November 1918, John Schilling was transferred to a Brooklyn receiving ship while awaiting his Navy discharge.

Receiving his discharge in June 1919, he joined DeForest Radio Labs, Highbridge, N. Y., as an engineer, designing vacuum tubes and taking part in voice communication experiments.

Later he and an ex-navy colleague, Ed Sargent, headed for San Francisco, first working in a sugar refinery and later joining the Merchant Marine as radio operators. Young Schilling returned to Kansas City in the early 20's to work in an engineers' office, but soon rejoined Mr. Sargent, who was assigned to install five DeForest transmitters in Mexico for Continental Mexican Petroleum Co. They worked amidst Guerilla warfare in Tampico.

Back in Kansas City in 1921, Mr. Schilling again crossed paths with Sam Adair, who was building WOO (owned by Western Electric Co.). Mr. Schilling sold radio parts (for crystal sets) by day and announced by night until E. J. Sweeney, head of an automotive-electrical school, hired the pair in 1922 to build a 250 watt radio station—the genesis of WHB, with John Schilling as general manager and chief announcer, among other duties.

WHB lost its fulltime operating permit in 1926 but remained on the air. Cook Paint & Varnish Co. bought the station in 1930 and Mr. Schilling concentrated active leadership reins on coordinating and supervising the staff. He was named a vice president in 1935.

WHB Broadcasting Co., a Cook subsidiary, became co-operator in 1953 with the then Arthur Church KMBC-KFRM properties of ch. 9 in Kansas City. (This share-channel operation was unique in broadcasting and together WHB-TV and KMBC-TV brought CBS-TV network programs to the city for the first time.) Cook later bought out KMBC and KFRM as well as KMBC-TV, then sold WHB to the Todd Storz interests in June 1954 (WHB-TV was deleted and WHB Broadcasting Co. was changed to KMBC Broadcasting Co.), assuming operation of KMBC-AM-TV and KFRM.

During 1954 he supervised erection of KMBC-TV's 1,079-ft. "tall tower" transmitter (316 kw) installation on Kansas City's east side.

With KMBC's twin radio-tv program revamp Mr. Schilling works closely with Donald D. Davis, first vice president and commercial manager. (He is responsible for programming, sales and promotion.) They claim KMBC-TV's "big-time daytime" program realignment has been effected with notable success (ratingswise), with assists from ABC. Radiowise KMBC has launched a music-and-personalities format to complement old-established KMBC features and ABC programs.

Mr. Schilling, known fondly as "Uncle John" and "Calm John" because, of his keen sense of humor and friendliness, lives south of Kansas City (in a home he calls "Kilocyle Acres") with his wife, the former Yvonne Rodier. He likes bowling and building, and is active in the Chamber of Commerce, Advertising & Sales Executives Club of Kansas City, K. C. Social Club and Allied Food Club, among other groups.

The most luxurious way to Los Angeles!

United's DC-7 nonstops..."the Continentals"!

UNITED AIR LINES



World's fastest airliners! Two nonstop flights daily: leave 10 a.m.—arrive 3:45 p.m., or leave 12 noon—arrive 5:45 p.m. Personalized luxury service with delicious meals, choice of cocktails and club-like lounge. On arrival, extra-fast luggage delivery—another United exclusive.

Seven metropolitan Denver radio stations arranged for Denver's most comprehensive radio survey— 149,600 Quarter Hour reports— taken by Pulse, Inc. Here are the results—just released . . .

KLZ Radio First Again

MORE PEOPLE LISTEN TO KLZ RADIO THAN TO ANY OTHER DENVER RADIO STATION...

Mornings Afternoons Nights... All Week Long!

KLZ has the largest audience 291 quarter hours per week—63% more than all other radio stations *combined.*

15 OF 16 DAILY KLZ NEWSCASTS RANK *FIRST* IN AUDIENCE

KLZ's "Bill Jones Show" has largest audience during 10 of his daily quarter hours—two strong seconds.

8 OF THE TOP 10 NIGHTTIME RADIO SHOWS ARE ON KLZ

KLZ's own personality shows rate first 22 quarter hours per day —tie for first during 2 more.

7 OF THE TOP 10 DAYTIME RADIO SHOWS ARE ON KLZ

KLZ's "Denver at Night" tops all other stations during 7 of its 10 nightly quarter hours—ties for first in another.

KLZ is the most listened-to station in the booming Denver market —where more people listen to radio today than before TV.

BUY THIS AUDIENCE • SELL THIS AUDIENCE



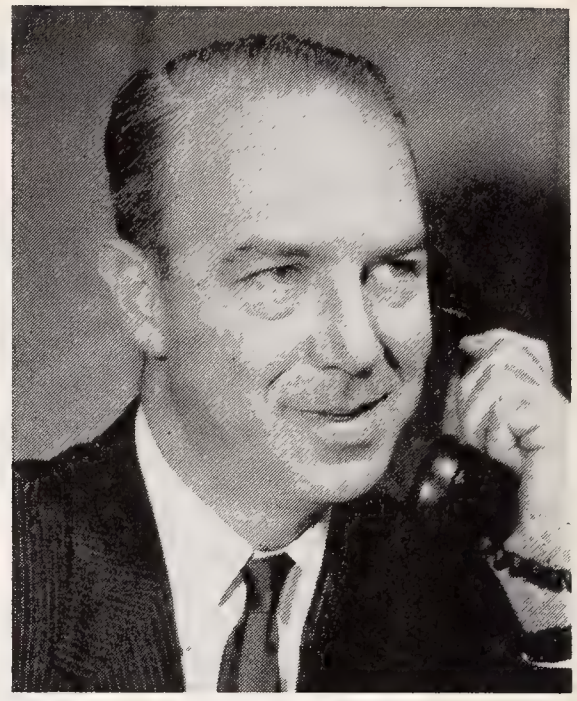
Your Katz man and I are especially anxious to give you details of Denver's most comprehensive radio survey. Call one of us today for the complete story.

LEE FONDREN
General Sales Manager

CBS FOR THE ROCKY MOUNTAIN AREA

KLZ RADIO 560 k.c.
DENVER

REPRESENTED BY THE KATZ AGENCY



SAMUEL DALSIMER

on all accounts

"THERE is no such thing as a *bad* medium," Samuel Dalsimer, 47-year-old vice president of Grey Adv. and member of the agency's "administrative team," said last week in explaining why his accounts are so active in radio. "All media are only as good and effective as the men who know how to use them, and that's with dominance and frequency!"

In Sam Dalsimer's lexicon, abstractions such as "dominance," "cold spot buying" and "the negative approach" not only sound impressive, but have had impressive results. Witness the spectacular sales growth, via radio-tv, of Federal Nut Co.'s Chock Full O' Nuts coffee and the steady business gain for Block Drug Co.'s Polident denture cleanser, two of the four accounts presently under his supervision. (On March 1, when Mr. Dalsimer takes charge of Hoffman Beverages, he will work with three of the agency's heaviest radio-tv spenders, with over 60% of Block's, Federal's and Hoffman's budgets allocated to broadcast media.)

In planning air campaigns, Mr. Dalsimer looks for "soft spots" in the competition's advertising efforts. For Chock Full O' Nuts, for example, Mr. Dalsimer applied a switch to the ultra-positive attitude towards brand-name advertising held by the bulk of Chock Full O' Nuts competitors in the New York area. Early last year, the "Heavenly Coffee," then (as now) the most expensive brand on the market, startled New Yorkers with the warning: *"Don't* spend the extra money for this coffee—unless you're just plain cra-azy about *good* coffee."

Negative approach? It all depends on how you look at it, said Mr. Dalsimer as he proceeded to tick off sales statistics. The secret? "People don't like to be told they lack taste."

January not only marks native New Yorker Sam Dalsimer's 21st wedding anniversary (to the former Shirley Wasch) but also rounds out his first full year with Grey, which he joined following the demise in November 1954 of Cecil & Presbrey. As a former copywriter with Husband & Thomas Inc., now defunct, he joined C&P in 1940 as an account executive, rising to executive vice president before he moved to Grey 14 years later. "You might say my elevation to the board last week [B•T, Jan. 23] was a sort of year-*in* bonus," Sam Dalsimer said.

Other bonuses in the life of Mr. Dalsimer: A vast book and stamp collection on the Republic of Haiti; activity as board member of the Anti-Defamation League, B'nai B'rith; a house in Neponsit, L. I., and two boys, one of whom recently entered his first year at Harvard. Mr. Dalsimer is a Cornell man, class of '30.

Your Top TV Buy in Memphis AND THE Mid-South



TOP SHOWS!

HIGHEST ANTENNA!
(1349 Feet Above Mean Sea Level)

FULL POWER!

Yes, advertisers now enjoy *dominant coverage* of the $2 billion Memphis and Mid-South market on *Channel* 3, WREC-TV. Full basic CBS Network affiliation plus top local shows . . . the *highest antenna* in the Mid-South, and *full* licensed *power* mean Channel 3 delivers the maximum audience. And, WREC-TV standards of excellence in *programming* and in *engineering* provide the *ideal climate* to help produce outstanding *results* from your advertising message. See your Katz man *today!*

WREC-TV
CHANNEL 3 • MEMPHIS, TENN.
CBS
Represented Nationally by The Katz Agency

As the key to the lock 
as the tree to the fruit 
as the egg to the chick 
as the ear to music 
as the eye to sight 

so is WRC-TV to any successful selling campaign in Washington:

es·sen'tial

(because it delivers the market)

WRC-TV

A SERVICE OF RCA

NBC *in Washington*

represented by NBC SPOT SALES

BROADCASTING TELECASTING

January 30, 1956 Vol. 50, No. 5

SENATE BEGINS SECRET PLAN TO REALLOCATE NATION'S TV

- **Commerce Committee puts engineers to work on master plan**
- **Meanwhile committee hears FCC explain uhf-vhf conundrums**
- **Comr. Lee proposes toll tv might be solution to uhf survival**

THE Senate Interstate & Foreign Commerce Committee has secretly begun a plan of action that may put it directly in the business of reallocating the nation's television system, B•T learned last week.

The *ad hoc* committee of engineers organized in June 1955 by the Senate Commerce Committee was asked last week to devise and submit to the committee a national television allocation which would cure the disorders in the existing Sixth Report and Order under which the FCC has been operating since July, 1952.

The 12-member engineering committee will be expanded for the big assignment it was given last week. Among the new members will be at least one economist.

On Thursday, it was learned, the *ad hoc* committee chairman, Dr. Edward Bowles, consulting professor for industrial management of Massachusetts Institute of Technology and general consultant to the president of Raytheon Mfg. Co., sent present members of the committee a "confidential" wire announcing that he had agreed to a request by Sen. Warren G. Magnuson (D-Wash.) "to work out an exploratory competitive nationwide allocations plan."

There was no comment from official sources, but on good authority it was learned that Sen. Magnuson and Dr. Bowles conferred in Washington last Wednesday. The senator was understood to have made no effort to conceal impatience with the FCC's response in the past two years to Congressional demands for reappraisal of the existing television allocation and to have emphasized that the Senate Commerce Committee had decided to undertake the job on its own.

Sen. Magnuson was understood to have told Dr. Bowles that what he wanted from the *ad hoc* committee was a national tv plan that would be technically sound.

Dr. Bowles reportedly suggested that in the formulation of such a plan, economic factors could not be entirely ignored, and it was he who suggested inclusion of an economist in the expanded membership of the *ad hoc* committee.

The senator agreed to that, it was learned, but emphasized that the Commerce Committee itself wanted to determine the economics of any plan the *ad hoc* committee submitted.

The procedure which was regarded as likely to ensue from the actions of last week was this:

First the *ad hoc* committee, after reorganizing itself into a larger and broader body, will work out a national television facility distribution plan. That, obviously, will take some time—although some members of the *ad hoc* committee have privately done work on the problem already.

Second, after receiving the plan from its *ad hoc* advisory group, the Commerce Committee will adopt, reject or modify it—again a project of more than overnight duration.

Third, if it can agree to a final plan, the Committee will then present it to the FCC with a suggestion for execution. A "suggestion" from the powerful Commerce Committee carries considerable weight. Assuming the plan reaches that stage, it would be virtually tantamount to adoption as national policy, although conceivably the FCC would have to go through rulemaking procedure before putting it into effect.

That the Senate considers itself the primary authority in distributing broadcast facilities has been made clear repeatedly. Only last week, at the opening of Commerce Committee hearings into the broad area of radio-tv allocations and operations (see below), Sen. Magnuson reasserted that the FCC is an arm of the Congress and that the FCC's authority to allocate and grant stations is delegated to it by the Congress.

At week's end, there had not been time for the ambitious new proposal of Sen. Magnuson to go beyond the most preliminary stage. In his wire to present members of the *ad hoc* committee, Dr. Bowles said only that he had agreed to Sen. Magnuson's proposal to work out a plan which would "serve as a tool for testing various proposals and as a practical basis for arriving at recommendations to be made to the Senate committee" and that the senator had approved the expansion of scope and size of the *ad hoc* committee. He said that a more detailed memorandum would follow.

Present members of the *ad hoc* committee, in addition to Dr. Bowles are William S. Duttera, NBC staff allocations engineer; Haraden Pratt, secretary of the Institute of Radio Engineers; C. M. Jansky, Jansky & Bailey, Washington; Dr. Allen B. DuMont, president, Allen B. DuMont Labs; Frank Marx, ABC engineering and general services vice president; Curtis Plummer, chief, FCC Broadcast Bureau; Ralph N. Harmon, engineering vice president, Westinghouse Broadcasting Co.; T. A. M. Craven, of Craven, Lohnes & Culver, Washington; Donald G. Fink, research director, Philco Corp., secretary; William S. Lodge, CBS engineering vice president, and John Teeter, executive director of the Damon Runyon Memorial Fund and parttime consultant to the Senate Commerce Committee. Stuart L. Bailey was appointed alternate to Mr. Jansky, and Robert Wakeman, DuMont, alternate to Dr. DuMont.

Sen. Magnuson had hoped, for the time being, to keep the new development quiet. On Thursday he held a two-hour Commerce Committee hearing with the FCC without mentioning a word about his proposal to make an allocation plan within the Commerce Committee although he referred briefly to an expansion of the *ad hoc* committee.

In a two-hour set-to in a packed hearing

(Continued on page 44)

WHILE FCC TESTIFIES, SENATE STARTS OWN TV REDISTRIBUTION STUDY



ON THE STAND The FCC before the Senate Interstate & Foreign Commerce Committee: Comrs. Bartley, Hyde, Mack, staff members Louis Stephens, Broadcast Bureau, and Warren Baker, general counsel; Chairman McConnaughey; Comrs. Webster, Lee, Doerfer.

NEW AGENCY CONCEPT: VIDEO BECOMES 'THIRD ARM' IN McCANN-ERICKSON SETUP

M-E's $75 million television functions realigned with George Haight working directly under Terrence Clyne. Under Haight: Associate Tv-Radio Directors Ted Bergmann, Lansing Lindquist and a third executive to be named, each to handle approximately $25 million in tv.

A NEW CONCEPT in advertising agency organization—and one that comes as a direct result of the revolution in advertising brought about by television—is exemplified by recent personnel appointments at McCann-Erickson, New York.

Over the past year, McCann-Erickson, whose television-radio billings of some $75 million-a-year now account for more than a third of the agency's total anticipated 1956 expenditures of some $200 million for its clients, has been strengthening its tv-radio department until today it is a "third arm" of the agency, of equal stature with the marketing (research, media, etc.) and creative (copy, art, etc.) divisions.

This trend has been accelerated and accentuated in recent weeks by McCann-Erickson's acquisition of a number of blue chip accounts, headed by Coca-Cola, whose $15 million-a-year advertising budget comes under the agency's care on March 1, when it severs a 49-year relationship with D'Arcy Agency [B•T, Oct. 17, 1955].

Among the accounts, in addition to Coca-Cola, that McCann-Erickson has added since the middle of December are the following: Swift & Co., from J. Walter Thompson, with an estimated $10 million dollars—about $6 million of which will go into broadcast media—and Mennen Co., from Kenyon & Eckhardt, with an approximate $4 million advertising budget, half of which goes into television. In addition, National Biscuit has allocated a major portion of its budget into television. and Chrysler Corp. has increased its tv budget.

McCann-Erickson's estimated billings for 1956 will be $75 million in television and radio, $60 million in television and $15 million in radio. Of this increase, the agency estimates that rising costs in talent and station rates will account for at least 10% of the 1955 radio-tv figure, or about $6 million.

New tv programs for McCann-Erickson this year include: The *Eddie Fisher Show* on NBC-TV and *Mickey Mouse Club* on ABC-TV for Coca-Cola; *Sky King* placed on a regional basis throughout the country for National Biscuit Co.; *The Fights* on ABC-TV for Mennen Co. Bulova jewelers will again sponsor a syndicated show in the fall and spring. Last fall the jewelers underwrote the *Ford Theatre* reruns.

Of the $15 million to be spent in radio this year by McCann-Erickson, at least two million will go into spot radio. Among the heavy spot buyers will be Bulova, National Biscuit, Esso, Cheseborough, Swift, SOS and California Pack.

During 1955 McCann-Erickson's combined tv and radio billings rose $14 million in a spurt unmatched by any other agency, putting the agency into a tie with BBDO at $60 million expended for the broadcast media, second only to Young & Rubicam, which billed $72 million for tv and radio, according to B•T's annual survey of agency broadcast expenditures [B•T, Dec. 12, 1955].

At that time B•T summarized McCann-Erickson's 1955 gains as including Bulova, Lehn & Fink, Mennen and the consumer products division of Westinghouse Electric Corp. Through a merger with Marshalk & Pratt, which became an M-E division, the agency gained the heavy radio-tv budgets of Esso Standard Oil Co. and the Standard Oil Co. (New Jersey).

To add a new dramatic impact to Chrysler's intensive broadcast promotion for the Forward Look, M-E added glamorous colorcasts to its CBS-TV schedule, which continued to include *It's a Great Life* and *Climax!* Parts of the Nestle Co., Swift and International Harvester accounts moved to M-E during 1955, joining Columbia Records, Derby Foods, Nabisco and other clients with participations and tv spot campaigns. Business lost by M-E in 1955 included Junket Brand foods (to SSC&B) and American Gas Assn. (to Lennen & Newell).

Heading the expanded television-radio department is Terrence Clyne, vice president and managing director of the tv-radio operations. George Haight, vice president in charge of television-radio, reports to Mr. Clyne. Under Mr. Haight will be three associate tv-radio directors. Two have already joined the agency: Ted Bergmann and Lansing Lindquist [B•T, Jan. 9]. A third will be named within 30 days.

Reporting to the three associate tv-radio directors will be six television-radio account executives. Five have joined the agency within the past year. They are King Horton, Hal Graham, Cliff Lubkert, Bill Wylie and Jerry Harrison. A sixth—man or woman—will be appointed in February. Under this group, no one man at the operating level will be responsible for the entire billing. The three associate directors will divide the accounts and billing so that each one will be responsible for a specific number of accounts and about $25 million in billing apiece. In turn the tv-radio account executive under the associate director will be in a sense accounting for $12½ million in billing and in accounts.

"Too many large agencies have gotten away from show business," Mr. Clyne told B•T, and "that's the reason we have George Haight, who is a top showman, to help contribute to the agency's television buys for its clients.

"The three staff associates will be doing the network contracts, cost-per-thousand," and similar work. "And to give the department additional strength, the staff of tv account executives are a part of the account group, who sit in a client's plans right from the beginning."

Mr. Clyne joined McCann-Erickson in December of 1954 as a vice president and general executive. He formerly was senior vice president of The Biow Co. as well as director of the tv and radio department, and had been with that agency since 1946. In March 1955 Mr. Clyne was named chairman of McCann-Erickson's plans review board, continuing as a management service director in charge of a number of accounts, including Bulova Watch Co., Lehn & Fink Products Corp. and Dorothy Gray. In July of the same year, Mr. Clyne was assigned management supervision of the radio-tv department and is responsible for the radio-tv decisions at management level.

Mr. Haight, director of programming for McCann-Erickson in Hollywood, was appointed as vice president in charge of the television and radio department in November 1955. He was responsible for the agency's *Climax!* and *Shower of Stars* shows, the Chrysler Corp. television productions originating live from Hollywood. Earlier he was producer of *Four Star Playhouse* and was associated in the production of *Robert Montgomery Presents* in New York. Before entering television, Mr. Haight was a motion picture producer at MGM and RKO as well as a Broadway producer and co-author of several plays.

Mr. Bergmann, former director of Allen B. DuMont Labs Electronicam services, joined McCann-Erickson on Jan. 16 of this year as vice president and associate tv-radio director. Mr. Bergmann entered the DuMont Tv Network in the programming department, rising to the post of managing director and continuing in that capacity until the network ceased operation last fall, when he moved to the Electronicam services.

Mr. Lindquist, former vice president in charge of radio-tv for Ketchum, Macleod & Grove, Pittsburgh, also joined McCann-Erickson on Jan. 16 as a vice president and associate tv-radio director.

In addition Mr. Haight is a member of the marketing plans board and Mr. Clyne is chairman of the plans board, so that the television executives are in on the groundwork for all clients' advertising plans.

The agency's West Coast office television executives report to Mr. Haight. They are Neil Reagan, vice president in charge of television and radio production; Joyce Cook, production director for the West Coast, and Tom Greenhow, program director.

In the other offices, such as those in Dallas and Chicago, the television departments are administratively autonomous but coordinate completely with the central office in New York. Tv plans are reviewed in New York and contributions may be made by executives in both offices involved.

The agency has invited a group of program, production and sales executives of NBC, CBS, William Morris, MCA and similar program-producing, talent management organizations to meet its television group within the next 10 days and to hear the functions of all explained.

The assignments of specific accounts to the associate directors and in turn to tv account executives will be made within 10 days.

THEY'LL DIRECT M-E'S 'THIRD ARM'



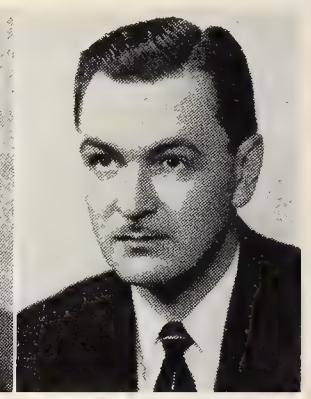
MR. CLYNE



MR. HAIGHT



MR. BERGMANN



MR. LINDQUIST

J. WALTER THOMPSON'S RADIO-TV TOPS $60 MILLION WITH SCHLITZ ACQUISITION

Displaced by Biow-Beirn-Toigo, Milwaukee brewer appoints Thompson Chicago office to handle its $9 million advertising account.

THE $9 million Jos. Schlitz Brewing Co. account, after being "displaced" at Biow-Beirn-Toigo, New York [B•T, Jan. 23], has been scooped up by the J. Walter Thompson Co., Chicago—practically a stone's throw from its Milwaukee headquarters and across the river from neighboring Leo Burnett Co., which got the rival Pabst account Jan. 1.

Schlitz is a substantial timebuyer, having spent about $3.4 million on network tv and about 40-45% of its overall budget on the twin broadcast media in 1955, it was estimated.

Announcement of the shift from Biow-Beirn-Toigo—or more properly, from Lennen & Newell, whose contract is to expire March 1—to Thompson was made by Erwin C. Uihlein, Schlitz president, after conferences with brewery officials.

The switchover followed B-B-T's resignation of the account by Milton Biow after a misunderstanding involving John Toigo, the agency's executive vice president, who was personally credited with luring Schlitz into the B-B-T fold and at the height of a pending reorganization of that agency (see separate story this page).

What personnel additions would be made by JWT's Chicago office to handle the Schlitz business could not be immediately learned in the wake of the appointment. But George Reeves, vice president and general manager of Thompson's Chicago office, stated that "personnel from all offices of the agency would be brought to Chicago to work on the Schlitz account." This was interpreted to mean that a complete pool of account, media, research, timebuying and other specialists will be transferred from JWT offices in New York, Detroit, San Francisco and Los Angeles, to work with executives assigned to the Chicago office.

At the same time the agency and brewery sources spiked speculation that Mr. Toigo would join JWT in connection with Schlitz or any other account, or would take, or had taken, the account with him to Thompson. An agency official said he was authorized to say "there is not the remotest possibility" Mr. Toigo's services would be engaged. That was the understanding, too, of a Schlitz spokesman in Milwaukee. There had been published reports earlier that Mr. Toigo would "take" the account to Ogilvy, Benson & Mather, New York.

The Schlitz business brings J. Walter Thompson Co. back into the big-time beer advertising field for the first time since its New York office resigned the $6 million P. Ballantine & Sons (Ballantine's beer) account to William Esty Co. early last year. Ballantine ranked about third among national brewery sales (by barrels) last year.

Thompson also reported it will resign the Eastside (Pabst subsidiary) Los Angeles beer account because of the Schlitz appointment. It had picked up Eastside from Warwick & Legler last fall in the wake of Pabst's switch from that agency to Leo Burnett Co.

JWT Chicago reportedly took over the regional Eastside account with the understanding that if a national brewery should eventually choose JWT to handle its advertising, Eastside could be resigned immediately.

With the acquisition of Schlitz on or about March 1 (the campaign has been mapped to that date)—and of Johnson Motors Div. of Outboard Marine & Mfg. (a $1 million plus overall ad account) the past fortnight, J. Walter Thompson Co.'s Chicago office has added at least $10 million in all advertising billings since Jan. 1. It also puts the agency well over the $60 million in radio-tv billings reported for 1955 [B•T, Dec. 12, 1955].

Chicago Liaison

The big switch means that a new liaison team will be established between JWT in Chicago and Schlitz in Milwaukee, where no replacement has been announced as yet for Edwin Self, who recently resigned as advertising director. (Francis Smawley, assistant advertising director, has been filling the position on a temporary basis.)

Schlitz laid out over $3.4 million on its CBS-TV *Schlitz Playhouse of Stars* (based on a figure of $65,000 for each of 52 weekly telecasts) in 1955, and also sponsored the Kansas City Athletics baseball broadcasts. It also utilized spot tv in a score of markets during one period, some spot radio, and television programs in Chicago and Milwaukee. (There were published reports last June that Schlitz was interested in buying Milwaukee Braves baseball from Miller Brewing Co., but they were later learned to be unfounded.)

Schlitz emerged first among national brewers in barrel sales last year, regaining the lead from Anheuser-Busch (Budweiser) and edging out Ballantine, Pabst and others, on the basis of preliminary estimates.

The Schlitz account has had a curious agency career, always seeming to change when its sales were highest. It was handled from 1947-52 by Young & Rubicam, then shifted radio-tv to Lennen & Newell and print to Leo Burnett Co., which resigned it last August. The shift from L&N to Biow-Beirn-Toigo was announced earlier this year [B•T, Jan. 2]. Burnett wound up with the Pabst account last October [AT DEADLINE, Oct. 10].

Firestone for First

FIRESTONE Tire & Rubber Co. will sponsor ABC-TV's first special, hour-long show of the spectacle type on March 19 (8:30-9:30 p.m. EST) which also will be simulcast on ABC Radio. The show will be in place of the rubber company's regular, half-hour *Voice of Firestone* (Mon., 8:30-9 p.m. EST). It was understood that the fact the network had the sponsorship worked out hastened a decision to premiere its first "special" well in advance of the next fall season as the time selected for a big name show [CLOSED CIRCUIT, Nov. 14, 1955]. The special Firestone program, to be called *Springtime, U. S. A.*, will feature Helen Hayes as narrator, a company of concert artists and Howard Barlow's orchestra and chorus. Foote, Cone & Belding, New York, is the agency.



OFFICIALS of Dan B. Miner Co. get in the swing of things at ground breaking ceremonies officially starting extensive remodeling and expansion of the advertising agency's headquarters in Los Angeles. In the group are (l to r) Los Angeles Councilman Harold A. Henry; Isabel M. Greer, Miner Co. vice president; John C. Morse, president, and Dan B. Miner, chairman of the board.

BIOW SAYS AGENCY WILL NOT DISBAND

RESPONDING to growing reports that he would resign or liquidate his agency following the recent switches of the Schlitz and Pepsi-Cola accounts, Milton Biow, chairman of Biow-Beirn-Toigo, New York, last Wednesday told B•T: "When Satan comes and gets me, that's when I'll leave."

It was understood though that with the departure of John Toigo, executive vice president of B-B-T, the agency would be reconstituted so that greater responsibility would be distributed to younger men. Although no announcement of the reorganization has yet been made, a memo was issued throughout the agency early in the week announcing that John Hamm, special assistant to Mr. Biow, would be executive administrative head.

Mr. Toigo reportedly has not yet determined his next move. Mr. Biow currently is in the process of buying back Mr. Toigo's stock.

Reports that Mr. Toigo would go with the agency that gets the Schlitz Brewing account, resigned 10 days ago by Mr. Biow [B•T, Jan. 23], were settled last week when Schlitz announced it would appoint J. Walter Thompson Co. as its agency [see adjacent story]. Executives at the latter agency denied that Mr. Toigo would join the firm.

Meanwhile, another Biow client made restive noises last week, denying at the same time that it had firm plans to depart the agency. The Hudson Pulp & Paper Corp. invited bids from six agencies but described the move as "a routine caution . . . in view of uncertainties created by changes in the agency."

In a letter to Mr. Biow, Irwin A. Zuckerman, vice president, consumer products division of Hudson Corp., said in part: ". . . We are inviting a select group of advertising agencies to make a formal solicitation of the account with the understanding that we have not resigned and that we are hopeful it will not be necessary. . . ."

THE LATIN TOUCH IN TV COMMERCIALS

HOW BEST to put it there was detailed for the International Advertising Assn. in New York last Thursday by Joseph Novas, president of Latin America Radio & Tv Corp. Mr. Novas' firm headquarters in Caracas, Venezuela, and has branch offices in San Juan, P. R., Mexico City, Havana and New York. It is the parent sales organization of Telefilms, C. A., Caracas, which claims to produce 90% of Venezuelan tv commercials.

Mr. Novas formerly was foreign ad manager of Gillette Co. and before that was with the Colgate-Palmolive foreign sales department.

IT SEEMS that the most important phase of radio and television advertising is the least glamorous. The newcomer to our field always seems to be more excited about the program his client or employer is going to sponsor than about the commercials that are going to be used in the program.

In all tv markets with which I am familiar, there has been far more preoccupation with the makeup of the show than with the selling value of the commercials, and also far more willingness to spend money on the former than on the latter. There's no denying that both the show and the commercial are important, but the client spends his advertising money to sell his product by the intelligent presentation of his commercial and not, except as an aid in doing this, to entertain the audience.

If this is true, then the first thing we should plan is our commercial production, to make sure that we will get our money's worth from the very first day of our sponsorship. This situation is improving, as television itself makes progress in each market, but in Latin America we still see too many clients not getting their money's worth in tv advertising for lack of good commercials. For instance, a lot of tv advertising money is being wasted on telops and slides. Television is a terrific advertising medium because it units radio's audio with newspaper advertising's visual impact and it *gives the combination movement.*

There are two ways of giving your television commercial message this all important movement: You may do it with a "live" commercial, or with a filmed commercial. Whether you should use one or the other type might depend on the product, on what you wish to say about it, or even on the show in which you are going to use it.

I can't think of a more effective commercial than the play-by-play announcer at a ball game, on a hot summer day, giving the pitch for his beer sponsor and gulping a cool glass of the product after every inning. Of course, this could bring problems, and it sometimes does: I've seen one of these fellows carried home after an extra inning ball game. Toward the end of the game, baseball was of secondary interest to the televiewers. Their interest was really in the commercial, because they were making bets on whether the game would outlast the announcer or the announcer would outlast the game. Live commercials require on-the-spot, efficient supervision, and this one didn't have it.

In Venezuela there is a kitchen show with the star using the actual products advertised and showing the final results. They may well be the most effective commercials on Venezuelan tv. They are particularly suitable for "one-shot" affairs (where the commercial will be used only once, or where the product requires changing the pitch every time it is televised).

Aside from these special situations you are better off using filmed commercials, and here are some reasons why:

1. It is possible that, through some error on the part of the cook, the final pie won't look so good, or that the oven advertised will jam just as the hostess tries to open the door in a beautiful *live* closeup. In the case of film, you would just reshoot or re-record until you have exactly what you want.

2. Filmed commercials cost you less because you can repeat them in the same program, in other programs, on other stations or even in other countries at no additional cost (and you know how much this means in the international field with low budgets and widely spread media).

3. Filmed commercials solve your supervisory problem (and this too is important in international advertising, where distance is always a problem). Once you film the commercial

Holbrook Named President Of Copy Research Council

RICHARD G. HOLBROOK, copy research chief, Young & Rubicam, New York, last week was elected president of the Copy Research Council, New York. Also elected: Edward Battey Jr., vice president and research director, Compton Adv., as secretary-treasurer; Wallace H. Wulfeck, executive vice president, William Esty Co., and Mills Shepard, head of the research company bearing his name, as members of the executive committee.

The council added the following to its membership: Roger Barton, Alfred Politz Research; William Schneider, art and copy director, Donahue & Coe; Dr. Albert Blankenship, vice president in charge of research, Ted Bates; Paul Gerhold, vice president in charge of media and research, Foote, Cone & Belding; Lawrence J. Hubbard, vice president in charge of research, Doherty, Clifford, Steers & Shenfield, and Alfred A. Whittaker, vice president in charge of research, Benton & Bowles.

Elected honorary members: Dr. Lyndon O. Brown, Dancer-Fitzgerald-Sample; Ben Duffy, BBDO; Sherwood Dodge, Foote, Cone & Belding; Mansfield House, Morse International; Victor Schwab, Schwab & Beatty; Mark H. Wisemen, private advertising consultant; Henry F. Godfrey, retired and formerly with J. Walter Thompson, and Marion Harper, William Berchtold and Roy C. Kollenborn, all of McCann-Erickson.

Regional Network to Carry Milwaukee Braves' Baseball

MILWAUKEE BRAVES 1956 baseball broadcasts will be carried on a regional network of nearly 50 stations under co-sponsorship of Miller Brewing Co. and Clark Oil & Refining Co., it was reported last week. Agency for both accounts is Mathisson & Assoc., Milwaukee.

WTMJ and WEMP Milwaukee again will be key network outlets for road and home broadcasts of games starting March 10 (exhibition contests), furnishing facilities and sportscasters. Until this year, Miller sponsored all Braves broadcasts, but last fall served as co-sponsor with Clark of Green Bay Packers pro football and Marquette Warriors basketball games. Sponsors will alternate commercials on Braves games, with Blaine Walsh of WTMJ and Earl Gillespie of WEMP handling commentary.

Travel by Air Pushed In 52-Week ATA Drive

THE Air Transport Assn. last week launched a 52-week radio campaign through Lewis Edwin Ryan Adv., Washington, designed to capture a larger slice of the G. I. and service travel dollar. Fourteen markets from coast to coast were selected as having the greatest potential.

Advantages of flying scheduled airlines are told in five-minute early evening segments, Monday through Friday. Each segment includes a 30-second jingle, one of the top tunes of the week, a sports or news flash and a one minute commercial.

Webcor Plans Radio-Tv Use In $2 Million Ad Budget

WEBSTER-CHICAGO Corp. (Webcor tape recorders, phonographs, and disc changers) will spend over $2 million on advertising in 1956 and may reenter network television this fall, it was reported last week. Account is handled by John W. Shaw Adv. Inc., Chicago.

The Chicago firm is relinquishing co-spon-

properly, exactly as you want it, you don't have to worry about how it will go over the air.

4. By today's new, amazing film techniques, especially as they concern visual effects, animations, etc., you can dramatize your message on film much more effectively than in a "live" production.

Now we come to the question that I'm sure is in everyone's mind. How and where can you make good filmed commercials for your Latin American market, at prices in line with export advertising budgets? The answer is simple: in Latin America.

U. S. production facilities are geared to domestic needs, so production costs here are usually too high for the export markets. In Latin America, we have adjusted ourselves to the realities of the market.

[**Editor's Note:** Although the average cost of producing tv film commercials is about 50% cheaper in Latin America, U. S. advertisers and their agencies interested in invading that market would have to be willing to "surrender some of their close supervision." The reason, Mr. Novas told B•T following the luncheon meeting, is that South American tv film producers often "by habit sacrifice sales impact for program creativity," but that given time, the young tv profession in Latin America would learn from the U. S. firms.

Mr. Novas screened about 15 Cuban and Venezuelan tv commercials for such U. S. advertisers as Pepsi-Cola, Sterling Salt and the Gillette Co. All of these, Mr. Novas later told B•T, cost anywhere from $500 to $1,000, while the U. S. produced counterparts would run "anywhere up to $3,500."]

QUALITY: I think you'll agree that we are able to produce good quality film and good sound. There are also some difficult visual effects, as our technicians like to call this film trickery, every bit as good as you can get in the U. S.

PRICES: There's no doubt that, on a cost basis, you'll want to go south with your production.

TALENT: Well, you have a few darn good Latin American announcers in New York, although they are too few to give you a wide selection of voices, in accordance with the need of the product. In Latin America we have plenty of talent and you have a wider choice. You may even consider an exclusive artist for your product.

RESTRICTIONS: Unfortunately, there are two countries with restrictions on foreign voices in television commercials—Venezuela and Colombia. So far, Colombian commercial television is in its infancy, so the problem hasn't been felt by most of you, but in the case of Venezuela it is something else again. It is one of your most important markets and you almost certainly will want to use your commercials there.

There are three possible solutions to this problem: First: Make your commercials in Venezuela. Second: Make them anywhere with Venezuelan licensed commercial announcers. Third: Make them anywhere and re-dub with Venezuelan announcers to use in this market.

No doubt someone is going to ask about the old problem of the acceptance of foreign accents in these markets. While in a regular feature, accent doesn't mean much, I'm inclined to think that, in commercials, it is an important consideration. After all, with your commercial, you are seeking more penetration, you are asking for more confidence in your words, than with a feature or a program. So, if your client can afford it, by all means, dub separately for each market.

But, if we are to face the realities of this market—or should we say, the realities of our budgets—we must compromise somewhere. We think a good effective compromise is a Mexican voice for Mexico and Central America, and a Venezuelan, Cuban, Puerto Rican or Colombian voice for all countries between Peru and Costa Rica. For Peru and the South, you'll be better off using voices from that area.

CREATIVE TALENT: *Good* creative talent is scarce in Latin America, but then it is in the United States, too. I'm not talking about esthetic creativeness; I mean practical, down-to-earth, hard-selling creativeness. The distinction should be made because there is plenty of creative talent in Latin America, but not enough of the type of creative talent we need in advertising. Good advertising copy comes out of a combination of good ideas, art and understanding of the product.

I believe you'll agree that, even here, you often have to pull your creative people down to earth, but, in Latin America, they really like to "fly." Generally speaking, they attach far more importance to "showmanship" value of the commercials than to their selling value. They go for the "cute" entertaining or attention-getting type of commercial than for a hard-sell.

So this is the phase in which we can use your help. When you are planning a commercial, even if a local outfit is preparing the story board, insist on seeing it before it goes into production. I'm not saying that some of your local associates can't produce a good story board, but you can be sure that, on the average, better commercials will result if you help out.

And now, one final recommendation: If your client has good commercials made in the United States, adaptable and adequate for the Latin American market, by all means have them dubbed. We admit that we can't match your fancy $5,000 animations (but then we don't charge your fancy $5,000 prices), so why not take advantage of your considerable domestic investment and come up with a topnotch commercial in Spanish.

sorship of the *Tony Martin Show* (NBC-TV Mons., 7-7:30 p.m.), this spring when the contract expires, but will look around for other network properties, it was learned. The Martin show for the last quarter is tabbed at $300,000 (scaled down to $250,000 because of preemptions).

Webcor currently sponsors a local program featuring Bob Elson on WCFL Chicago and will buy radio spot adjacencies on the same station during the baseball season.

ARF Membership at 214

WITH the addition last week of eight new subscribers, including Charles W. Hoyt Co. and Emil Mogul Co., both New York, Advertising Research Foundation's membership totaled 214. Other new subscribers were Monsanto Chemical Co., the New York Stock Exchange and four colleges. ARF said membership currently is 140% above the count when the organization held its first subscribers meeting in December 1951. Membership breakdown is 68 advertising agencies, 61 advertisers, 70 media groups, 13 schools or colleges and two founder subscribers —the Assn. of National Advertisers and the American Assn. of Advertising Agencies.

Erwin, Wasey Named

LOWER budget for radio-tv is in prospect this year from Van Camp Sea Food Co., Terminal Island, Los Angeles, with the firm's announcement last week that it has switched its advertising account to Erwin, Wasey & Co., Los Angeles, after listening to presentations from seven major agencies. Account had been with Brisacher, Wheeler & Staff for 32 years.

The company plans to spend $1.8 million this year to promote its two top brands, Chicken of the Sea and White Star, but radio and television will be used only in selected markets. Radio-tv's share of the budget this year will total only about 10%, compared to about 25% formerly.

Keystone Takes Nielsen Survey

SIGNING of Keystone Broadcasting System with A. C. Nielsen Co., Chicago, for the latter's Coverage Service Survey No. 2, was announced jointly last week by Sidney Wolfe, Keystone president, and George M. Baillie, Nielsen account executive.

ARB Inaugurates New Survey

NBC-TV's "Paris in the Springtime," telecast Jan. 21, was the first television show to be studied on special order by American Research Bureau's "Overnight National" survey.

As in the case of a pilot study made last December, ARB selected 100 "completely representative" sampling points across the country by the "probability method," and telephone calls were made to homes in these areas while the program was in progress. Tabulation the next day showed that "68.8% of the sets across the country were turned on . . . and that 21.9% of the nation's sets were tuned to 'Paris in the Springtime.'"

Ford Names Copeland

ROBERT F. G. COPELAND, associated with Ford Motor Co. since 1948, has been appointed assistant general sales manager in advertising and sales promotion training for the company's new special products division, it was announced Monday. The products division currently is working on a new medium-priced automobile, to be introduced next spring. Selection of an advertising agency is expected shortly [B•T, Jan. 16].

PHILCO BUYS ABC'S ELECTION PACKAGE

Appliance manufacturer will pay reported $4 million for coverage of nominating conventions and elections. Westinghouse has contracted CBS, but NBC and Mutual plans aren't out yet.

PHILCO CORP., Philadelphia, will underwrite ABC's radio-tv coverage of this year's presidential nominating conventions and national elections, paying a reported $4 million for the package. With Westinghouse Electric Corp. signed up as of last summer for CBS' coverage in an estimated $5 million package [B•T, Aug. 1, 1955], sales now are a little more than halfway toward the estimated $15-16 million that is said to represent the sum worth of all the radio-tv network packages [B•T, Jan. 2].

Neither NBC (about $5 million to $6 million) nor MBS ($1 million to $1.5 million) has disclosed sponsorship for their individual networks, although NBC reportedly is negotiating with Ford Motor Co. for sponsorship of its whole package.

Philco, which sponsored convention and election coverage on NBC radio and television in 1952, initially was reported to have been considering a participating sponsorship of the NBC package this year. ABC, it was understood, found Admiral Corp., which sponsored its radio and tv coverage four years ago, unwilling to repeat this year. Mutual's arrangements in 1952 involved a tie-in with *Farm Journal* and *Pathfinder*, with coverage available to affiliates for local co-op sale.

Philco's sponsorship was announced Wednesday by Raymond B. George, vice president of advertising and merchandising at Philco, and Robert E. Kintner, ABC president.

The contract for Philco was handled through Hutchins Adv., Philadelphia.

In ABC's coverage plans, two programs, *Chicago: Convention City* on Aug. 11, and *These Are the Men* on Aug. 12, will precede the Democratic convention in Chicago. The network will use five hours a day (scheduled at about 12:30-3 p.m. EDT and 9:30 p.m. to midnight EDT) during the Chicago conclave (starts Aug. 13) and 5½ hours daily of the Republican convention in San Francisco (about 5-10:30 p.m. EDT), which starts Aug. 20. Two similar pre-GOP programs are slated—*San Francisco: Convention City* on Aug. 18 and *These Are the Men* on Aug. 19. Election night (Nov. 6) coverage on ABC will start at 8:30 p.m. EST in New York, at party campaign headquarters and other locations across the country. ABC also expects to have available for its use the tv facilities of WBKB (TV) Chicago and KGO-TV San Francisco, both network owned and operated.

The ABC coverage team will be headed by John Daly, vice president in charge of news, special events and public affairs, and will include a newsman-commentator battery made up of Quincy Howe, Paul Harvey, Martin Agronsky, Erwin D. Canham (*Christian Science Monitor*), George Sokolsky (columnist), John W. Vandercook, Edward P. Morgan, John MacVane, Bryson Rash, Ted Malone, Don Goddard and John Edwards. Production will be coordinated by Thomas Velotta, administrative vice president for news, special events and public affairs, Francis Littlejohn Jr., director of news and public affairs, and Donald Coe, director of special events and operations.

COLORCASTING

Advance Schedule Of Network Color Shows
(All times EST)

CBS-TV

Jan. 31 (9:30-10 p.m.) *Red Skelton Show,* S. C. Johnson & Son through Needham, Louis & Brorby, and Pet Milk Co. through Gardner Adv. on alternate weeks (also Feb. 7).

Feb. 4 (7-7:30 p.m.) *Gene Autry Show,* William Wrigley Jr. Co. through Ruthrauff & Ryan (also Feb. 11, 18, 25).

Feb. 6 (10-11 p.m.) *Studio One,* Westinghouse Electric Co. through McCann-Erickson.

Feb. 16 (8:30-9:30 p.m.) *Shower of Stars,* Chrysler Corp. through McCann-Erickson.

NBC-TV

Jan. 30-Feb. 3 (5:30-6 p.m.) *Howdy Doody* participating sponsors (also Feb. 6-10, 13-17, 20-24, 27-March 2).

Jan. 30 (3-4 p.m.) *Matinee,* participating sponsors (also Feb. 2-3, 6-10, 13-17, 23-24, 27-March 2).

Jan. 30 (7:45-8 p.m.) *News Caravan,* inserts, R. J. Reynolds Tobacco Co. through William Esty.

Jan. 30 (7:30-9:30 p.m.) *Producers' Showcase,* "Festival of Music." Ford Motor Co., through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey.

Jan. 31 (8-9 p.m.) *Milton Berle Show,* Sunbeam Corp. through Perrin-Paus, and RCA and Whirlpool Corp. through Kenyon & Eckhardt (also Feb. 21).

Feb. 3 (8-8:30 p.m.) *Truth or Consequences,* P. Lorillard through Lennen & Newell.

Feb. 4 (9:30-10 p.m.) *Jimmy Durante Show,* Texas Co. through Kudner.

Feb. 5 (4-5:30 p.m.) *Hallmark Hall of Fame,* "The Good Fairy," Hallmark Cards through Foote, Cone & Belding.

Feb. 6 (9:30-10:30 p.m.) *Robert Montgomery Presents,* Schick through Kenyon & Eckhardt and S. C. Johnson & Son through Needham, Louis & Brorby on alternate weeks.

Feb. 12 (3:30-4 p.m.) *Zoo Parade,* Mutual of Omaha through Bozell & Jacobs.

Feb. 12 (4-5:30 p.m.) *Wide Wide World,* insert, participating sponsors.

Feb. 14 (9:30-10:30 p.m.) *Playwrights '56,* Pontiac Div. of General Motors through MacManus, John & Adams.

Feb. 19 (3:30-4 p.m.) *Zoo Parade,* American Chicle Co. through Ted Bates.

Feb. 26 (7:30-9 p.m.) *Sunday Spectacular,* participating sponsors.

[Note: This schedule will be corrected to press time of each issue of B•T]

REVLON'S '55 SALES ZOOM 54% OVER 1954

Cosmetic company attributes increase in large part to '$64,000 Question' tv show. Ad budget for '56 set over $10 million.

REVLON INC., sponsor of the bonanza *$64,000 Question* on CBS-TV, had a 54% increase in net sales during 1955, compared with the previous year, bringing its 1955 total to $51.6 million.

The whopping increase in sales was reported last week by Charles Revson, the cosmetic firm's president, who also revealed that for 1956 "a budget in excess of $10 million has been set aside for newspaper and magazine, television and radio, and other media."

Mr. Revson said 1955 saw the greatest dollar-volume growth for any single year in the company's 24 years existence. The sales gain, 1955 compared to 1954, totaled 18 million, with net earnings for last year expected to be "at least" $3.5 million, or $2.62 per share of common stock, as against $1,207,824 in net earnings, or $1.22 per common share last year.

'Question' Response Unprecedented

Reasons for Revlon's successful record during the year, Mr. Revson said, were "the unprecedented public acceptance of Revlon's television program, *The $64,000 Question,* which, he said, has remained in the top tv rating spot since its fourth week on the air last June," and an expansion of markets with the "addition of thousands of new direct accounts and introduction of a few highly-successful new products to the Revlon lines."

Mr. Revson also revealed that Revlon has extended its sales force in the U. S. and abroad, doubled its retail outlets, acquired a new plant in Edison Township, N. J., has over-subscribed a portion of its common stock offered to the public in December, has "streamlined" its "organization structure," and plans several additional new products for this year including Clean and Clear, a deep skin cleanser, an aquamarine deodorant stick and others still in the testing stage.

K&E Makes Staff Changes To Service Pepsi-Cola

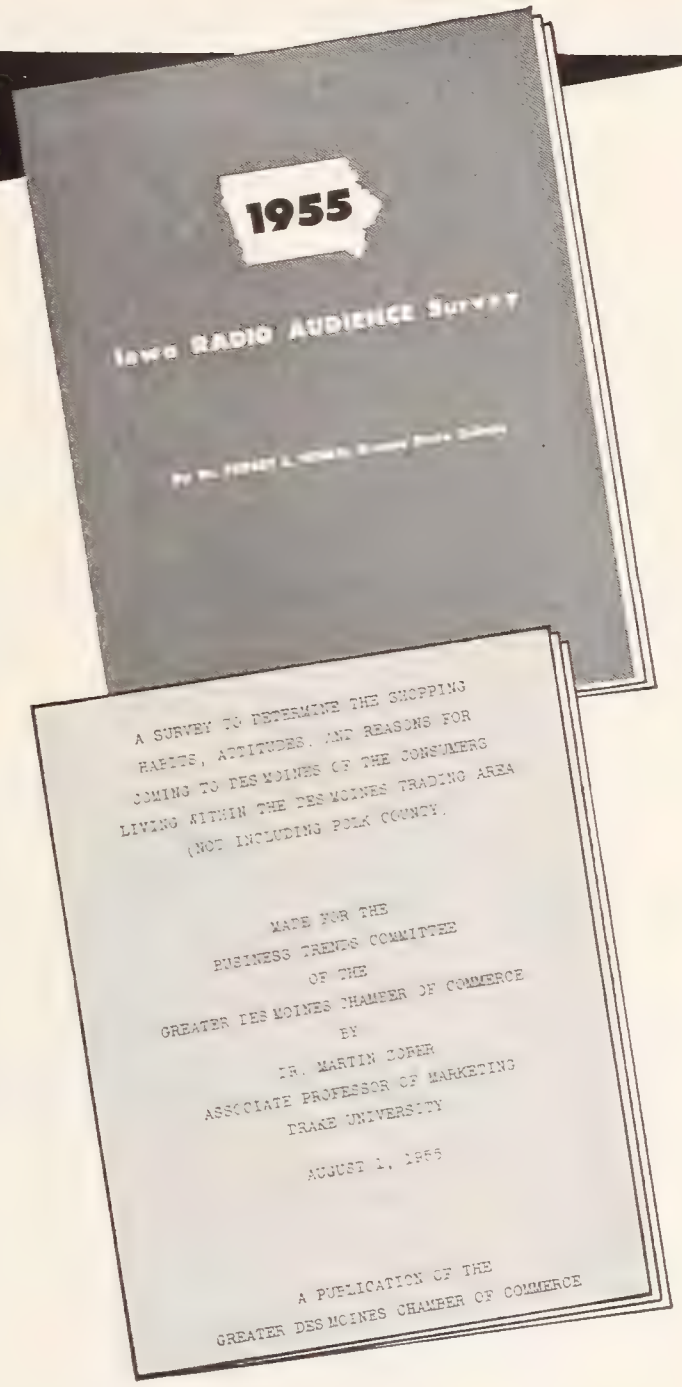
EIGHT major staff additions to Kenyon & Eckhardt, New York, announced were: Roger Varin, senior account executive; Roslyn Relin, account executive for broadcast media, Nicholas Lalich, account executive for national advertising; Daniel Sullivan, copywriter; Doris Shapiro, assistant to senior account executive; Ruth Lang, Louis Haut and Jack Temares, special assistants to account supervisor, all from Biow-Beirn-Toigo, New York, on the Pepsi-Cola account. They will handle the account at K&E.

SPOT NEW BUSINESS

Crescendoe Gloves, N. Y., through Leber & Katz, N. Y., plans radio-tv test campaign to break in Buffalo, N. Y., first week in March and later in Pittsburgh, Pa.

General Motors Corp., Detroit, launching radio-tv spot campaign in greater Miami area starting Feb. 3 in conjunction with GM's "Motorama"

New surveys again prove preference for WHO!



Study by Des Moines Chamber of Commerce Parallels Findings of Iowa Radio Audience Survey!

NOW another new survey reaffirms what the Iowa Radio Audience Surveys have shown for years!

The new 46-county study has just been released by the Greater Des Moines Chamber of Commerce. It was made for the benefit of Des Moines merchants—to discover why people shop in Des Moines—to show what Des Moines merchants can do *to improve their own businesses.*

Significantly, this Survey shows that WHO Radio is listened-to-most by 61.4% of the Des Moines Trading Area's families. (The new 1955 Iowa Radio Audience Survey reports 59.2% for the State as a whole!).

Copies of the Iowa Radio Audience Survey are now available. They tell you just about everything you need to know about radio in Iowa. *Mail the coupon today for your free copy!*

NBC Affiliate



FREE & PETERS, INC.,
Exclusive National Representatives

BUY ALL of IOWA—
***Plus* "Iowa Plus"—with**
WHO
Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

Radio Station WHO
Des Moines, Iowa

Gentlemen: Please rush me a complimentary copy of the Iowa Radio Audience Survey.

Name_____

Firm_____

Street_____

City_____ State_____

An instructive treatise on advt.-writing, wittily annotated.



When you can't think of anything else, fall back on a success story.

Howdy Roberts winds a musical clock on your favorite radio station in Eastern Iowa. Part of his morning chore involves a quarter-hour arabesque for a drug chain. (Ed.: Why not name it? Ted: Okay. Ford Hopkins.) During seven fateful days recently . . .



After the stage is set irresistably, get in some fast body punches.

. . . Howdy mumbled some off-hand nothings about a coffee special for three days running (one to a customer to make it harder—handicaps like this don't faze our Mister Roberts). Coffee sales perked, dripped, and boiled over at 634. (Par was 633.)



Rhetorical questions are nice, especially if a guy can't fight back.

Next three days Howdy got around to napkins. *Paper* napkins. Ford Hopkins sold all they had—526 packages. Why don't people learn they gotta back up radio commercials with mdse.? Anyway, radio commercials on this station have to be backed up with mdse. period.



Throw in a foreign phrase. This impresses copy chiefs and takes only an instant.

But the real coup de maitre (*F.*) came on the seventh day. F. H. sold 300 dishclouts by 1:30 p.m. after Howdy let go with 60 seconds worth of clean diction in the a.m. Voila!



Bury the sig. if you must but don't forget the reps. (Nothing strains relations with clients more.)

It seems hardly necessary to state that all this mdse.-moving took place on WMT, the CBS station for Eastern Iowa, mail address Cedar Rapids, 600 kc (good!), national sales representatives, The Katz Agency.

road show. Tv to be used in Miami only, while radio is planned to cover outlying areas. Agency for GM institutional advertising is Kudner, N.Y.

NETWORK NEW BUSINESS

Cameo Curtains, N. Y., plans to allocate 35-50% of its advertising budget to network radio in the spring. Company has signed for three participations weekly on *Breakfast Club* (ABC Radio, 9-10 a.m. EST) on 340 stations. Campaign will use the slogan, "the best dressed windows in the land wear Cameo curtains." Tv spots will be used to supplement radio campaign. Agency: Freiend-Reiss, N. Y.

Swift & Co., Chicago, has purchased once-weekly quarter-hour segment of NBC-TV's *Tennessee Ernie Ford* show. Meat packer, through McCann-Erickson Inc., Chicago, has bought 12:15-30 p.m. segment of half-hour show on Mondays for Table Ready meats. Swift also is expanding tv spot schedule from six at present to 30-50 markets on behalf of frozen meats. Schedule will be staggered through forthcoming weeks.

Intermountain Network, Salt Lake City, reports record business with following clients signed in first half of January: Carter Oil Co., Tulsa, Okla., subsidiary of Standard Oil Co., N. J., through McCann-Erickson, Chicago; Holly Sugar Corp., Colorado Springs, Colo., through Mogge-Privett Inc., L. A.; Bowman Biscuit Co., Denver, through Ball & Davidson Inc., Denver; Frontier Refining Co., Denver, direct; Utah Oil Refining Co. and First Security Bank system, both Salt Lake City, through Gillham Adv. Agency, that city; Fisher Baking Co., Salt Lake City, and Arden Meadow Gold Creameries, through Ross Jurney & Assoc., Salt Lake City.

General Mills Inc., Sperry Operations, S. F., has bought 13-week schedule of twice weekly participations on eight-station CBS Television Pacific Network hookup of *Panorama Pacific,* early morning show.

AGENCY APPOINTMENTS

Revlon Inc. (cosmetics), N. Y., names Emil Mogul Co., N. Y., to handle its entire Aquamarine line (lotion, spray mist and deodorant), in addition to Aquamarine shampoo. C. La Roche, N. Y., previously had serviced account. Mogul also will continue servicing Revlon's Silken-Net hair spray.

Silver Skillet Brands Inc. (frozen, canned meats), Skokie, Ill., appoints Rutledge & Lilienfeld Inc., Chicago, to handle its advertising.

Saunders-Swadar Toy Co., Aurora, Ill., appoints Grubb & Petersen Adv., Champaign, Ill.

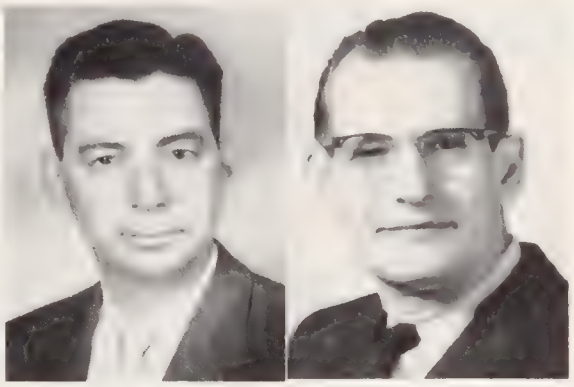
Pepsi-Cola Co. of Canada Ltd., in line with parent company's move from Biow-Beirn-Toigo Inc. to Kenyon & Eckhardt March 31, announces appointment of K&E Ltd., Montreal, as its agency, effective April 30. Cockfield, Brown & Co. Ltd., Montreal, currently handling Canadian Pepsi operations, will continue to service Schweppes Div. of Pepsi-Cola of Canada.

A&A PEOPLE

Arthur E. Taylor, vice president, J. R. Pershall Co., Chicago, appointed chairman of agency's plans group.

A. J. Gould, mail order specialist, elected vice president, Albert Frank-Guenther Law Inc., N. Y. He has been associated with agency five years.

Charles E. Jones, account executive, Potts-Woodbury Inc., Kansas City, Mo., named vice president in charge of sales and elected to board of directors. **Paul N. Horstman,** agency art director, appointed vice president in charge of layout and creative art.



MR. JONES MR. HORSTMAN

Frank L. McKibbin, formerly account executive, Dan B. Miner Co., L. A., to Stromberger, LaVene, McKenzie, L. A., as senior account executive.

Don Jillson, Aitkin-Kynett Co., Philadelphia, to John T. Hall & Co., that city, as account executive and head of publicity-public relations department.

Bernard Kramer, owner, Colby Advertising Agency, N. Y., to Emil Mogul Co., N. Y., as supervisor of Rayco (auto seat covers) account.

George L. Randall, former account executive, Foote, Cone & Belding Co., N. Y., to Goodman-Anderson Adv. Agency, L. A., as business development manager.

Russ Broman, formerly account executive, Guerin, Johnstone, Jeffries Inc., L. A., to Charles Bowes Adv. Inc., L. A., as account executive.

Fenton Taylor Jr., former account staffer, Ruthrauff & Ryan Inc., N. Y., to L. A. office of Erwin, Wasey & Co. Ltd., as account executive.

William Kane appointed media director, S. E. Zubrow Co., Philadelphia.

Sanford D. Buchsbaum appointed director of television, E. T. Howard Co., N. Y.

Allan Black, formerly producer-writer, BBDO, N. Y., to C. J. LaRoche Co., N. Y., as producer-writer in tv and radio department.

Robert H. Wynn, formerly director-producer, WKRC-TV Cincinnati, to McCann-Erickson Inc., Cleveland, as radio-tv producer, succeeding **Glen Bammann,** transferred to agency's N. Y. office.

Don C. Silvershield, group copy head, Hicks & Greist, N. Y., appointed copy director for agency.

Russell M. LaDue to James Thomas Chirurg Co., N. Y., as copy director.

Rae Elbroch, radio-tv buyer, Maxwell Sackheim, N. Y., to Rockmore Co., N. Y., as business manager, radio-tv dept.

Elaine Brown, formerly publicity writer, Compton Adv., N. Y., appointed brand publicity manager of Lever Bros. Co., N. Y.

Elliot F. Alexander, producer, Official Films, N. Y., to BBDO, N. Y., as publicity account executive in public relations department. **Dorothy Friedman,** food editor, *Seventeen* magazine, N. Y., and **Joyce Geary Volk,** Young & Rubicam Inc., N. Y., to public relations department, BBDO.

Samuel Melcher Jr., former product manager, men's products division, Colgate-Palmolive Co., to Mennen Co. (toiletries), Morristown, N. J., in similar capacity. Also added to Mennen's advertising department: **William Brodbeck,** syndicate store operations, transferred to product manager, men's products division, and **Edward Burger,** transferred from Mennen's Canadian operations to product manager, baby products division.

Howard Mendelsohn, former copy chief, Hirshon-Garfield, N. Y., to Grey Adv., N. Y., as copywriter.



UNDER the sponsorship of the Gunther Brewing Co., live wrestling is being offered Washington, D. C., viewers on WTTG (TV) from Capitol arena for the first time in five years. Making final arrangements are (l to r) Les Aries Jr., WTTG (TV) general manager; Vincent McMahon, wrestling promoter; Arthur Goldman, director of advertising, Gunther Brewing Co., and Jack Marsicano, account executive, Bryan Houston Adv. Agency.

LATEST RATINGS

NIELSEN

Top Radio Programs
Two Weeks Ending Dec. 24, 1955

Rank	Program	Homes (000)
Evening, once-a-week (Average for all programs)		(786)
1.	Christmas Sing With Bing (CBS)	2,312
2.	Our Miss Brooks (CBS)	2,035
3.	Gene Autry Show (CBS)	1,850
4.	You Bet Your Life (NBC)	1,804
5.	Two For The Money (CBS)	1,711
6.	Edgar Bergen (CBS)	1,665
	Dragnet (NBC)	1,665
	Godfrey's Scouts (Lipton) (CBS)	1,665
9.	Gunsmoke (CBS)	1,572
10.	Godfrey's Scouts (Toni) (CBS)	1,341
Evening, multi-weekly (Average for all programs)		(925)
1.	One Man's Family (NBC)	1,804
2.	Lowell Thomas (CBS)	1,665
3.	News of the World (NBC)	1,619
Weekday (Average for all programs)		(1,434)
1.	Guiding Light (CBS)	2,312
2.	Young Dr. Malone (CBS)	2,266
3.	Wendy Warren (Hazel Bishop) (CBS)	2,220
4.	Helen Trent (M & W) (CBS)	2,127
5.	Arthur Godfrey (Lever) (CBS)	2,081
6.	This is Nora Drake (Toni) (CBS)	2,035
	Ma Perkins (CBS)	2,035
	Road of Life (CBS)	2,035
9.	This is Nora Drake (B. Myers) (CBS)	1,988
10.	Wendy Warren (Gen. Foods) (CBS)	1,988
Day, Sunday (Average for all programs)		(601)
1.	Woolworth Hour (CBS)	1,988
2.	Adventures of Rin Tin Tin (MBS)	1,064
3.	Symphonette (CBS)	1,017
Day, Saturday (Average for all programs)		(832)
1.	Gunsmoke (CBS)	1,804
2.	Galen Drake (Sat. 10:55) (CBS)	1,526
3.	Robert Q. Lewis (Milner) (CBS)	1,480

Copyright 1956 by A. C. Nielsen Co.

ABC-TV NEGOTIATES FOR WARNER FILMS

Network President Kintner has discussed purchase of production firm's pre-1950 library. No committment made yet.

NEGOTIATIONS were in progress last week between ABC-TV and Warner Bros. concerning acquisition of the studio's vast library of motion pictures made before 1950.

Whether the negotiations would result in an agreement appeared to be a moot question.

ABC President Robert E. Kintner confirmed that "we've been talking with them"—Warner Bros. officials—for the past "couple of weeks." But he said it would be impossible to hazard a guess as to whether the two companies would come to terms.

If Warner Bros. makes its product available for television—and the company has conceded before that it has been negotiating with various tv organizations—the move will mark another major break in the once-united motion picture front against television.

Among other developments of recent weeks, the RKO Radio Pictures library of 740 feature films and 1,000 short subjects was sold to C&C Super Corp. for $15.2 million [B•T, Jan. 2]; Paramount Pictures' 1,600 short subjects library was sold to UM&M Tv. Corp. for around $3 million; Terrytoons Inc. (cartoons) was bought by CBS for about $3 million, and Columbia Pictures announced it would release 104 feature films for tv distribution by Screen Gems Inc., its subsidiary [B•T, Jan. 9].

Guild Sets Ad Budget Base

GUILD FILMS Co., New York, has allocated $250,000 for advertising during 1956 and will raise this figure as new programs become available, it was announced last week by Monroe Mendelsohn, sales promotion director. In conjunction with this advertising effort, Mr. Mendelsohn said, Guild Films will offer new sales and merchandising aids to stations and sponsors.

Skouras Crys 'Foul'

"UNFAIR" tv competition is responsible for the motion picture industry not enjoying a "full share of prosperity," according to Spyros P. Skouras, president of 20th Century-Fox, who spoke at a New York demonstration of the Cinemascope 55 process. He said his company would spend $100 million this year in production, distribution and advertising of 34 films both in Cinemascope and the new 55 mm process (Cinemascope 55). Mr. Skouras also referred to Eidophor as another revolutionary process. Elaborating, officials of 20th Century-Fox said that engineers have been working on a process of projecting live color tv shows onto full-sized Cinemascope theatre screens, but doubted it would be available this year.

TEXT OF NARTB FILM COMMITTEE'S RECOMMENDED STANDARD FILM CONTRACT

NARTB's Film Committee has published the new uniform contract form for film purchases [B•T, Jan. 16] following two years of study and drafting. Headed by Harold P. See, KRON-TV San Francisco, the committee drew up a recommended contract form for voluntary use by distributors and stations. It may be used by all tv stations whether or not they are NARTB members.

Text of the form follows:

NARTB TELEVISION FILM COMMITTEE

MOTION PICTURE EXHIBITION CONTRACT FOR TELEVISION

..... (Name of Station)

THIS AGREEMENT made this ..... of ....., 195....., by and between .....

(hereinafter referred to as "Lessor"), and ....., Licensee of Television Broadcast Station .....; located in the City of ....., State of ....., (hereinafter referred to as "Station").

First: Grant

The Lessor hereby grants to the Station and the Station hereby accepts a limited license under the copyright of the motion picture(s) designated in the following schedule (hereinafter called the "Pictures"), and under any copyright covering any matter included in the sound recorded for reproduction in connection with the showing of the Pictures, to exhibit the Pictures and to reproduce such recorded sound over the facilities of the designated television station (and over the facilities of such additional stations as are enumerated in the schedule), for the number of broadcasts set forth in said schedule and for no other use or purpose. The license herein granted shall apply to the (16mm) (35mm) (.....) reproductions of the Pictures only.

Schedule

Title of Picture or Series	No. of Pictures	No. of Runs	Scheduled Broadcast Date(s)	Running Time	License Fee Sustaining Sponsored	Other Stations

Clearance Provisions and Broadcast Area: .....

.....

.....

(If additional space required, attach sheet)

Second: Term

The term of this license shall start ....., 195..... , and end ....., 195.....

Third: Delivery

The Lessor shall deliver to the Station, ..., a visual (prepaid) (collect) and aural reproduction of each Picture, as an individual unit, on reels in suitable containers, for exhibition as provided in the schedule. Delivery of such Picture upon the premises of the Station, or to an authorized agent of the Station, shall be deemed delivery by the Lessor to the Station. Delivery shall be made within at least ..... (hours) ..... (days) (exclusive of Sundays and holidays) before the scheduled broadcast, as specified above. Should delivery not be made within ..... (hours) ..... (days) of the scheduled broadcast date, Station will notify Lessor of such non-delivery. Shipment shall be via .....

Fourth: Return

The Station shall return to the Lessor, or forward to the Lessor's designee (as instructed by the Lessor) each Picture within ..... (hours) ..... (days) after the broadcast thereof (exclusive of Sundays and holidays) or as otherwise specified. Should the Station be unable to return the Picture within the time specified, it will promptly advise Lessor of this fact and the reasons therefor. Delivery of the Picture to the Lessor's premises or agent or to the premises or agent of the Lessor's designee, shall be deemed return by the Station to the Lessor. Shipment shall be via ....., and shall be ..... (prepaid) (collect)

The Station shall return each Picture in good condition, normal wear and tear excepted. For each linear foot of any Picture lost, stolen, destroyed or damaged between the time of the delivery by the Lessor and the time of return thereof by the Station, the Station shall pay to the Lessor, a sum equal to the actual laboratory cost of the replacement thereof, but not in excess of original cost, which payment, however, shall not transfer title in such Picture to the Station or any other party.

Fifth: Payment of License Fees

In consideration of the license herein granted, the Station shall pay the fixed sum(s) specified in the schedule as the license fee for each Picture either, not later than the tenth day of the month following (the actual play date) (the scheduled broadcast), or .....
Payment by the Station of the consideration set forth therein and the return of the Picture to Lessor, as hereinbefore specified, shall be full performance under this Agreement.

Sixth: Other Provisions

Other provisions of Agreement (if any): .....

.....

.....

.....

Seventh: General Provisions

This Agreement may not be assigned by the Station without the written consent of the Lessor.

This Agreement may not be altered or modified, except in writing.

This Agreement, including the reverse side hereof, is completed and embraces the entire understanding between the parties, all prior understandings, either oral or written, having been merged herein.

This Areement shall be construed under the laws of .....

The waiver by either party of any breach or default by the other party may not be construed as a waiver of any other breach or default by such other party.

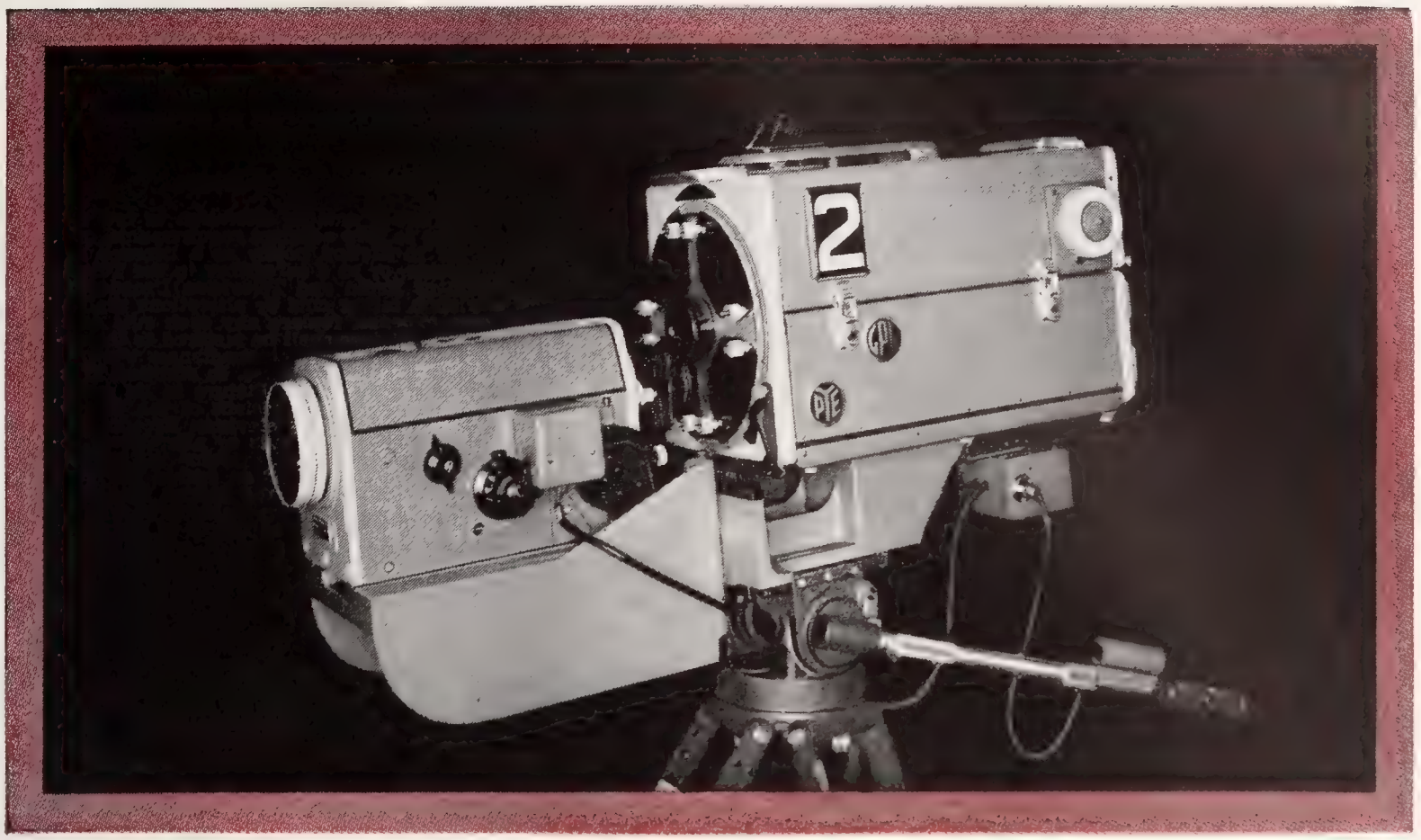
IN WITNESS WHEREOF, the parties hereto have hereunto set their hands and seals this ..... day of....., 195.....

(Lessor)	(Station)
Address: ..... (Street and Number)	Address: ..... (Street and Number)
..... (City and State)	..... (City and State)
By: ..... (Name and Title)	By: ..... (Name and Title)

ADDITIONAL PROVISIONS

A. Warranties

The Lessor warrants and represents that it owns, or prior to the delivery of each of the Pictures included in the schedule, or any Picture substituted



now the GPL Vari-Focal Lens gives you 9 advantages

1 The GPL Vari-Focal Lens is equally useful in studio and field; fits all monochrome and color image orthicon cameras.

2 The GPL Vari-Focal Lens can handle an entire show with one camera; can perform most work ordinarily requiring two chains.

3 The GPL Vari-Focal Lens has a focal range nearly twice that of any other lens in the industry; can make a 10:1 change in focal length in two 5:1 steps—from 3″ to 15″ and 6″ to 30″. Once focused, object remains sharply focused, including corners, as focal length is varied.

4 The GPL Vari-Focal Lens has the same standard of resolution as high quality camera lenses of fixed focal length.

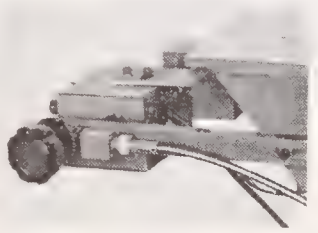
5 The GPL Vari-Focal Lens can zoom from a long shot to an extreme close-up, continuously, without disturbing pick-up continuity or camera orientation. Speed of full zoom is variable from 2 to 30 seconds.

6 The GPL Vari-Focal Lens eliminates the need and expense of additional lenses.

7 The GPL Vari-Focal Lens is silently motor-driven; can be operated from camera or control room.

8 The GPL Vari-Focal Lens is fully color-corrected; has flat field over entire range.

9 *AND NOW—A NEW FEATURE.* The GPL Vari-Focal Lens now is available with manual focal control, located at the cameraman's fingertips. Changes of the focal plane can now be accomplished by simple turns of the knob.



For full information or demonstration—phone, write or wire:

General Precision Laboratory INCORPORATED
PLEASANTVILLE, NEW YORK

A SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION

CAMERA CHAINS • FILM CHAINS • FIELD AND STUDIO EQUIPMENT • THEATRE TV EQUIPMENT • COMPONENTS • TRANSMITTERS

therefor as hereafter provided, will have acquired and will own, the complete, entire and exclusive television exhibition rights in each such Picture in the type of reproduction hereinabove specified in Paragraph FIRST, including the synchronization rights with respect to all musical compositions contained therein, and that it has the right without any limitations or restrictions whatsoever, to grant the license herein contained. The Lessor further warrants and represents that it has the full right, power and authority, to enter into and perform this Agreement and that there is no contract with any other person, firm or corporation which will in any way interfere with any rights granted under this Agreement to the Station, and that all Pictures included in the schedule are free and clear of all encumbrances of every kind and nature which may be inconsistent with the rights granted to the Station hereunder. The Lessor further warrants and represents that none of the Pictures or any material contained therein violates the private, civil or property right, or the right of privacy, or any other rights, of any person whatsoever. The Lessor shall indemnify and hold the Station and its officers, directors, agents, stockholders and employees; the sponsors of programs containing all or any portion of any Picture and their advertising agencies; and its and their respective heirs and successors harmless from and against any and all claims, damages, liabilities, costs and expenses, including attorneys' fees, arising out of any claim, action or proceeding based upon any alleged breach of the warranties and representations contained in this Paragraph. The Lessor further warrants that the Pictures shall be in all respects physically suitable for exhibition.

B: Run and Clearance

In the event that the schedule grants to the Station a specific run or clearance of the Pictures and the Station is not in default hereunder, the Lessor shall not license the exhibition of any Picture in conflict with the run or prior to the expiration of any clearance period therein granted. The Lessor warrants and represents that none of the Pictures, nor any part of any Picture, has ever been shown over the television facilities of the designated station or over the television facilities of any other station within the television broadcast area (as hereinbefore defined) of the designated station, except as set out under the clearance provisions of the schedule.

C: Musical Performing Rights

The Lessor warrants and represents that the performing rights of all musical compositions contained in the Pictures or any of them are:

a. controlled by American Society of Composers, Authors and Publishers; Broadcast Music, Incorporated; or Sesac, Incorporated; or

b. in the public domain; or

c. controlled by the Lessor to the extent required for the purposes of this Agreement.

The Lessor shall indemnify and hold the Station and its officers, directors, agents, stockholders and employees; the sponsors of programs containing all or any portion of any Picture and their advertising agencies; and its and their respective heirs and successors harmless from and against any and all claims, damages, liabilities, costs and expenses, including attorneys' fees, arising out of the performance by the Station of any music in the Pictures, or any of them, the performing rights of which come within category "c" above. The Lessor shall furnish the Station with all necessary information concerning the title, composer, publisher and performance licensing organization of all music.

D: Physical Examination

Upon receipt of each Picture, the Station shall examine the said Picture to determine whether it is physically suitable for exhibition. If it shall be determined that said Picture is not physically suitable for exhibition, the Station shall give prompt notice to the Lessor of any defect, upon receipt of which notice the Lessor shall remedy such defect or make timely substitution of a physically suitable substitute reproduction of the same Picture or make timely substitution of a different Picture, acceptable solely within the discretion of the Station, at no additional cost or expense to the Station. If none of the remedies or substitutions as above specified is available, then the Station shall be relieved of its contract obligations insofar as such scheduled Picture is concerned.

E: Alteration and Rejection

The Station may make minor cuts or alteration in order to insert announcements or to conform to time segment requirements, or to municipal, state or Federal laws, or to Station policy as a licensee of the Federal Communications Commission, or as a subscriber to the Television Code of the National Association of Radio and Television Broadcasters; provided that, in the event any such minor cuts or alterations shall be made, the Station shall, at its own expense, replace any such cuts or alterations in order that upon return, the Picture shall be restored to the same condition in which it was delivered. Under no circumstances shall the copyright notice be removed from any of the Pictures. In addition, it is agreed that the Station may reject for exhibition a Picture in its entirety which is contrary to Station policy or to the provisions of the Television Code of the National Association of Radio and Television Broadcasters and which is not subject to correction by minor cuts or alterations; provided that, upon receipt of Picture, the Station shall examine the said Picture to determine whether it is suitable for exhibition within the meaning of this paragraph. If it shall be determined by the Station that the said Picture is not so suitable nor subject to correction by minor cut or alteration, the Station shall give immediate notice to the Lessor of the rejection thereof and the reasons therefor, upon the receipt of which notice the Lessor shall make timely substitution of a suitable substitute Picture, acceptable by mutual agreement, at no additonal cost or expense to the Station.

F: Force Majeure

If the Lessor is prevented from making timely delivery of the Pictures, as herein provided, or if the Station is prevented from exhibiting and returning the Pictures, as herein provided, by reason of any Act of God, strike, labor dispute, fire, flood, delay in transportation, public disaster or any other cause of reason beyond the control of the Lessor or the Station, as the case may be, such condition shall be deemed a valid reason for delay in the performance of said obligation, and the term of the license herein granted shall be deemed extended for a period coextensive with the delay caused by such condition.

G: Substitution of Programs of Public Significance

In recognition of the public responsibility of the Station as a licensee of the Federal Communications Commission, the Station may within its absolute discretion cancel the scheduled broadcast of any Pictures herein in order to broadcast a special event of either national or local interest or importance, and to reasonably extend the term of this license with respect to any Pictures which cannot be so broadcast for this reason by giving reasonable advance notice in writing of such extension and the facts necessitating the same to the Lessor and setting by mutual agreement a subsequent date or dates for the broadcast or broadcasts thus cancelled and postponed. Such postponement shall in no way affect the provision of this Agreement with respect to any Pictures herein other than those postponed.

Marquis, Manson Take Screen Gems Sales Posts

APPOINTMENTS of Pierre Marquis as director of sales development for Screen Gems Inc., New York, and John N. Manson as manager of Latin American sales were announced last week by John H. Mitchell, vice president in charge of sales.

Mr. Marquis most recently served with MCA-TV as research director, and previously had been with NBC as a supervisor of television network sales presentations and a sales promotion writer. Mr. Manson, who will make his headquarters in Mexico City, has been with Noble Adv., Mexico City, since 1951, and previously had been with BBDO and the advertising and promotion department of NBC.

Melzac Promoted at TPA

PROMOTION of Vincent Melzac from spot sales supervisor of Television Programs of America, New York, to assistant to the president was announced last week by Milton A. Gordon, TPA president.

Mr. Melzac joined TPA in June 1954 as an account executive and previously had been a management consultant to the Atomic Energy Commission and director of merchandising planning and control for Wolf & Dessauer department store, Fort Wayne, Ind. Mr. Melzac now will work with both Mr. Gordon and Michael M. Sillerman, TPA executive vice president, on sales and market analysis, training of new account executives and coordinating sales activities.

'New Yorker' Approach

SCREEN GEMS Inc., New York, last week turned to use of *The New Yorker* magazine to advertise the availability of film series to national or regional sponsors. The issue has a four-page, center spread insert advertising Screen Gems, its programs, networks and sponsors. Lawrence Kane, head of Screen Gems' advertising agency, Lawrence Kane Inc., New York, prepared the advertisements for the campaign, which will continue in trade publications and newspapers.

AAP Eyes Latin America

PLANS for the establishment of a Latin American division of Associated Artists Productions, New York, were announced last week. Norman Katz, vice president in charge of distribution, will set up the division shortly, after a visit to the West Coast where he is expected to complete negotiations for the acquisition of several tv properties for AAP.

Tv News Cartoon Series Set

THE "lighter side of the news" will be the subject of a cartoon film series for television planned by Animated Cartoon Spots Productions, Berwyn, Pa. The series will be available shortly for daily syndication throughout the country, according to Fred H. Phillips, company spokesman.

Saroyan Will Be Featured On Ford's 'Omnibus' Reruns

NEWLY-PACKAGED film series selected from the library of the Ford Foundation's *Omnibus* will be made available to stations and sponsors Feb. 1 by the foundation under the title of *Under the Sun,* with William Saroyan as master of ceremonies, Leslie Harris, vice president and general manager of CBS-TV film sales, said last week.

The new program series is produced by the tv-radio workshop of the Ford Foundation under the general supervision of Robert Saudek, workshop director and Borris Kaplan, film director. Mr. Harris said all of the film, except Mr. Saroyan's appearances, have been shown during the past three and a half years on *Omnibus* but claimed it is "virtually a first run show for the majority of the tv audience," because of the "enormous growth" of the audience over the past several years.

Foremost Buys Clooney Show

FOREMOST DAIRIES Inc., San Francisco, will sponsor the filmed *Rosemary Clooney Show* in 52 markets throughout the country, starting in the spring. The transaction was negotiated by Guild, Bascom and Bonfigli, San Francisco and MCA, representing Miss Clooney. Production on the half-hour series will begin Thursday in Hollywood, with Joe Shribman as producer. MCA-TV Film Syndication Div. will syndicate the series in those cities not covered by the Foremost Dairies purchase.

NOW "LOONEY TUNES" PRECEDE "THE EARLY SHOW"

WMAR-TV
SUNPAPERS TELEVISION

THE A. S. ABELL COMPANY

TELEPHONE Mulberry 5670

BALTIMORE 3, MARYLAND

January 23, 1956

Re: **The Early Show** and the latest Nielsen Report.

The Early Show, with Gene Autry needs no introduction to viewers in the Baltimore area.

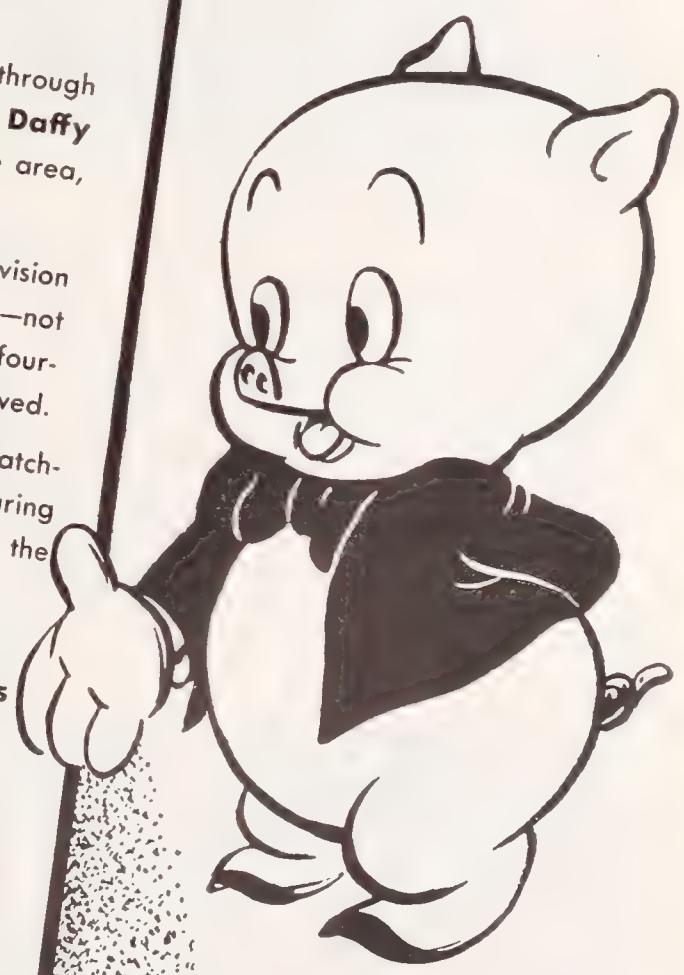
Now **WMAR-TV** is presenting from 5:30 to 6 P.M., Monday through Friday, a brand new package of **Looney Tunes** with **Porky Pig, Daffy Duck, Bosco** and **Buddy.** All are **first run** cartoons in the Baltimore area, preceding **The Early Show.**

According to A. C. Nielsen, the full strength and usefulness of television as an advertising medium is revealed by the entire audience available—not merely the audience in its central city and environs — and through a four-week cumulative audience report to reveal the true market coverage achieved.

The number of **different** homes, viewers per set and total viewers watching "six minutes or more" of one or more telecasts of **The Early Show,** during an interval of four weeks, at 6 P. M. Monday through Friday, shown in the latest Nielsen Report (December, 1955) are as follows:

Day	Number of homes	Average Viewers per set	Total Viewers
Monday	217,800	3	653,400
Tuesday	199,100	3.1	617,210
Wednesday	127,600	3.2	408,320
Thursday	173,800	2.9	504,020
Friday	141,500	2.9	410,350

CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE, MARYLAND
Telephone Mulberry 5-5670 ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM
Represented by THE KATZ AGENCY, Inc. New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles



Ziv Reports Seven Sales In Latin American Cities

COMPLETION of a series of tv film program sales in Latin American markets was announced last week by Ed Stern, head of Ziv's International Division, who observed that contracts signed in the first three weeks of January exceeded the total volume of overseas business during the firm's first year of international operations, started in mid-1953.

Among the Spanish-dubbed Ziv programs sold, Mr. Stern reported, were *Favorite Story* to Max Factor Cosmetics in Buenos Aires and Caracas, Venezuela; *Highway Patrol* to H. Steele & Cia (Longines-Wittnauer distributors) in Mexico City, the CMQ-TV network in Cuba, and tv stations in Guatemala and Puerto Rico. Renewal contracts were signed by Cerveza Carta Blanca for *Mr. District Attorney* in Mexico City and by the tv outlet in Bogota, Colombia.

Ziv to Rent Studio Facilities

ZIV Television Programs, New York, last week announced details of a series of "tenancy plans" whereby independent tv films and motion picture producers may rent the facilities of the company's seven-stage Hollywood lot. Maurice Unger, Ziv Tv's studio head, said that producers may rent under four basic plans, depending on the facilities and services required. He said that tv producers currently using the company's facilities include Mark Stevens Productions, Chester Erskine Productions and the Tony Miner-Jim Moser organization.

As part of its "tenancy plans," Ziv Tv will offer producers the facilities of the company's world-wide distribution system on a percentage basis. This is said to be the first time that Ziv Tv has proposed to distribute products of independent producers, though it still will not handle film produced at other studios.

Carlton Joins Minot Tv

APPOINTMENT of Richard Carlton, formerly vice president in charge of operations for Sterling Television Co., New York, as sales manager of Minot Tv Inc., New York, was announced last week by Charles Amory, president of Minot Tv. Mr. Carlton's duties will be concerned primarily with the sale of the library of 1,500 short subjects which UM&M Corp. (of which Minot Tv is a part) acquired recently from Paramount Pictures for about $3 million [B•T, Jan. 9].

FILM SALES

Walt Framer Productions Inc., N. Y. radio-tv packager, announces sale of new tv home audience participation program *Ringabuk* to WCCO-TV Minneapolis, KDKA-TV Pittsburgh and WJBK-TV Detroit. Framer Syndications expects 20 more markets to buy feature within next few weeks.

Interstate Television Corp., N. Y., announces following sales: *Public Defender* to KPIX (TV) San Francisco for Thom McAn Shoes and to WTCN-TV Minneapolis-St. Paul; *I Married Joan* to WFAA-TV Dallas, Tex., WTCN-TV and KTXL-TV San Angelo, Tex.; *Little Rascals* to WSEE (TV) Erie, Pa., WAFB-TV Baton Rouge, La., KFEQ-TV St. Joseph, Mo., WMFD-TV Wilmington, N. C., and KVTV (TV) Sioux City, Ia., *Jubilee Feature Package* to Gray Schwartz Adv. Agency, Chicago, WSAV-TV Savannah, Ga., and KVDO-TV Corpus Christi, Tex.; *Action Adventure Series* to KFEQ-TV, WSAV-TV and WSBT-TV South Bend, Ind., and *Adventures of Blinkey* to WAFB-TV.

WCBS-TV New York has acquired 31 feature films for first-run television showings, raising to 55 number of films obtained by station in past two weeks. Latest films come from National Telefilm Assoc., N. Y., and M. and A. Alexander Corp., Hollywood. It recently acquired 24 motion pictures from Hollywood Television Service [B•T, Jan. 23].

FILM DISTRIBUTION

Association Films, N. Y., is offering without charge to tv stations 15-minute film titled "Helping the Taxpayer," for showing during income tax period. It was produced as public service by the American Institute of Public Accountants, in cooperation with Internal Revenue Service.

Bernard L. Schubert Inc., N. Y., has acquired 57 half-hour programs of the *Mr. and Mrs. North* tv film series from John W. Loveton Productions Inc., N. Y., for syndication. Series is said to be running currently in 53 markets.

Bray Studios Inc., N. Y., announced availability to stations of three films: "Operation Survival," 17 minutes, dealing with parachutes and survival equipment; "Packing & Maintenance of Parachutes," 18 minutes, and "Coming Out of the Woods," 21 minutes, produced for Timber Engineering Co., research affiliate of National Lumber Mfrs. Assn., Washington, about developments in use of wood for building. Latter film is in color as well as black-and-white; all are 16 mm.

FILM PRODUCTION

Storyboard Inc., Hollywood, signed by American Oil Co., Baltimore, to do two series of spots, one color, one black-and-white, for Amoco Super Permalube. Agency for color series is Joseph Katz Co., Baltimore and N. Y., and Fitzgerald Adv. Co., New Orleans, is agency for black and white.

FILM PEOPLE

Bert Herbert, formerly senior media analyst, Benton & Bowles, New York, appointed assistant to sales promotion manager, CBS Television Film Sales, N. Y.

George Gill, formerly in charge of tv and photographic lighting services of Kliegl Bros., N. Y., has opened headquarters of Gill Southern Assoc. in Florida at 1805 Alamanda Drive, N. Miami. Firm specializes in film, tv, theatre and exhibit lighting and equipment. Mr. Gill, technical facilities consultant for network studios and local stations, has N. Y. office, George Gill Assoc., at Glen Head.

Dunbar Roman, film writer and magazine illustrator, to UPA Pictures Inc., Burbank, Calif., as staff writer and character creator.

Hy Bucher, theatrical attorney, Connor, Chopnick & Harrell, N. Y., to National Telefilm Associates, Inc., N. Y., as liaison attorney between NTA and Justin Golenbock of Goldstein, Golenbock & Borrell, NTA's corporation council. **Harvey Chertok,** formerly with Interstate Department Stores, to NTA's market research department.

Ray Everson, staff sales representative, General Screen Adv., Chicago, named special sales representative for Alexander Film Co., Colorado Springs, Colo. He continues to represent General Screen.

Civil Defense Radio Spots

A SERIES of radio spots has been recorded by 10 prominent clergymen of three faiths for Civil Defense use on over 3,000 stations in this country and its territories, the Federal Civil Defense Administration has announced. Each of the 10 Protestant, Jewish and Roman Catholic leaders voiced 30-second announcements explaining "spiritual implications" of Civil Defense and suggesting that all church members cooperate in the national program.

PROGRAM SERVICE SHORTS

American Institute of Accountants, N. Y., has produced 20-second and minute public service announcements giving tax information for use by radio and tv stations. Radio spots featuring Tex and Jinx McCrary and tv cartoons were prepared by institute in cooperation with Internal Revenue Service. Stations may contact public relations director, AIA, 270 Madison Ave., New York 16, to obtain films and recordings.

C. P. MacGregor Co., Hollywood, is producing series of half-hour radio programs for Salvation Army. Programs feature Hollywood stars with George R. Jones as producer-director and are to be broadcast on 500 stations. Other stations interested may write MacGregor.

SESAC Transcribed Library, script service division, N. Y., is offering special, 15-minute public service script, "Give Your Heart a Lift," prepared in cooperation with the Heart Fund, which starts 1956 campaign Feb. 1. Copies of script may be obtained, free of charge, upon written request to Alice Heinecke, women's radio-tv director, SESAC Inc., 475 Fifth Ave., N. Y. 17.

Magne-Tronics Inc., N. Y., is supplying background music service for WFLY (FM) Troy, N. Y., franchise holder, which claims to be first fm station to multiplex its broadcasts [B•T, Jan. 16]. Magne-Tronics said that station's programming for its multiplex channel is automatic because of eight-hour tape and Ampex tape reproducing equipment.

Radio Recorders, Hollywood, has issued "Recording Guide and Rate Booklet" for 1956, detailing studio practices, costs and definitions of technical terms. Booklet is free on letterhead request.

RCA Recorded Program Services, N. Y., announces sale of its *Town & Country Time* tv film series by following stations: WLVA-TV Lynchburg, Va., to Gunther Brewing Co., Baltimore; WNCT (TV) Greenville, N. C., to Smith-Douglass Co. (fertilizers), Norfolk, and WTOC-TV Savannah, Ga., to Beerman Realty Corp. there.

RCA Thesaurus, N. Y., radio station transcription library, has signed 14 additional stations for its service.

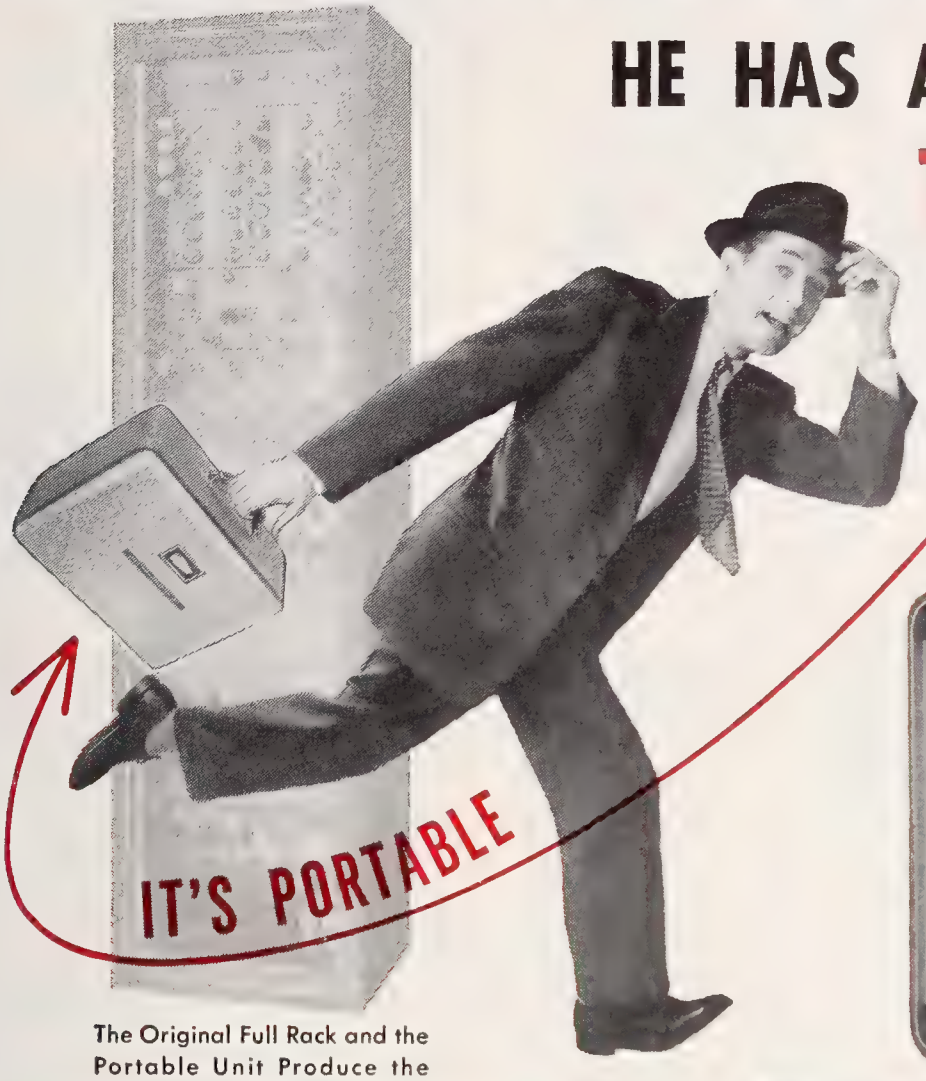
PROGRAM SERVICE PEOPLE

Hillard Elkins, former head of William Morris Agency's talent division, N. Y., has opened his own talent and production agency for tv and legitimate stage at 17 W. 67th St., N. Y. Telephone is Trafalgar 7-7450.

Barry Faris, editor-in-chief of International News Service, appointed associate general manager. Before he joined INS in 1915, Mr. Faris, who covered both World War I and II as a news director, was associated with various major U. S. dailies.

HE CAN CHECK VIDEO ANYWHERE

HE HAS A NEW VIDEO TRANSMISSION TEST SET





The Original Full Rack and the Portable Unit Produce the same Precise Test Signals.



MULTI-FREQUENCY BURST

AMPLITUDE vs FREQUENCY. Check wide band coaxial cables, microwave links, individual units and complete TV systems for frequency response characteristics without point to point checking or sweep generator.



WHITE WINDOW

LOW & HIGH FREQUENCY CHARACTERISTICS. Determine ringing, smears, steps, low frequency tilt, phase shift, mismatched terminations, etc. in TV signals or systems.



STAIRSTEP SIGNAL modulated by crystal controlled 3.579 mc for differential amplitude and differential phase measurement. Checks amplitude linearity, differential amplitude linearity and differential phase of any unit or system.



MODULATED STAIRSTEP signal thru high pass filter. Checks differential amplitude.



MODULATED STAIRSTEP signal thru low pass filter. Checks linearity.

Model 608-A HI-LO CROSS FILTER for Signal analysis.

TELECHROME INCORPORATED — **Model 1003-A**

Video Transmission Test Signal Generator

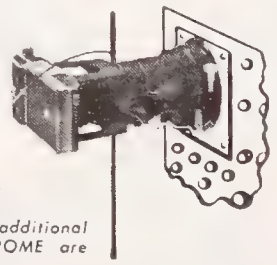
★ Completely self contained ★ Portable ★ Multi-frequency burst ★ Stairstep ★ Modulated stairstep ★ White window ★ Composite sync ★ Regulated power supply.

Now, Telechrome Video Transmission Test Equipment is available as a *completely portable* 12¼" standard rack mounting unit.

Everyday these Test Signals generated by Telechrome equipment, are transmitted Coast-to-Coast by NBC, CBS, ABC, the Bell System, Canadian Bell and leading independent TV stations throughout the U. S. and Canada. Hundreds of network affiliated TV stations and telephone TV centers thus check incoming video signals.

The compact, inexpensive, portable Model 1003-A is all that is required to generate signals for local and remote performance checking of your entire video, cable, or micro-wave facilities.

1521-A OSCILLOSCOPE CAMERA —Polaroid type for instantaneous 1 to 1 ratio photo-recording from any 5" oscilloscope.



DELIVERY 30 DAYS

Literature on these and more than 150 additional instruments for color TV by TELECHROME are available on request.

TELECHROME INCORPORATED

The Nation's Leading Supplier of Color TV Equipment
88 Merrick Road Amityville, N. Y.
AMityville 4-4446

PUBLISHERS PUT A LIGHT IN THE WINDOW FOR THE DOLLARS THAT STRAYED TO TV

NAEA convention hears report of ANPA plans for a campaign aimed at major tv sponsors, research planned to turn up unfavorable evidence against television. Projected teen-age newspaper readership survey listed as part of Bureau of Advertising campaign in 'Year of the Needle,' to 'make your eyes pop.'

THE American Newspaper Publishers Assn.'s Bureau of Advertising is preparing a "double-barreled frontal attack" in the 1956 national media battle, much of it to be concentrated on its most potent competitor, television.

Over 700 members of the Newspaper Advertising Executives Assn. were promised by the ANPA bureau it will fight with a program to gain new advertising dollars and regain old ones—viz., those in the beer, coffee and tea, cereal, dentifrice, cosmetic and toilet soap categories. Newspapers took "quite a beating" in those classifications on general advertising (all national save automotive), it was acknowledged last week.

ANPA's Bureau of Advertising will launch a "positive" campaign for newspapers generally and a "competitive" one against tv on the premise of claims that network tv competition for audience has intensified and sponsor expenditures have risen concomitant with "smaller ratings."

Harold S. Barnes, bureau director, sounded the keynote when he held up a card titled, "The Year of the Needle."

The bureau intends to "needle" tv with. . . .

• An intensified drive aimed at major tv sponsors, comparing tv dollars with what they would buy in newspaper lineage and consisting of weekly letters to sponsors in a bid to convince them "they have less and less control" over what those tv dollars will buy.

• Two new research projects, one calculated to "turn up further unfavorable evidence on television" and the other a game designed for use by newspaper salesmen and retail accounts. It's called "Sponsor. Sponsor. Who Is the Sponsor?" and is intended to show low percentage of sponsor identification, as contended by the *Chicago Tribune.*

A national survey of teen-age newspaper readership promising "powerful ammunition both for newspapers and against tv" also is planned. Mr. Barnes said comparisons on tv and newspaper dollars will "make your eyes pop," while field-testing of the sponsor quiz assures results will "knock your hat off—and your retailers' too."

On the former project, the bureau would present material in showing what the sponsor pays for, say, the *Lux Video Theatre* and the pro-rated cost of three stations carrying the program in, for example, Ames, Sioux City and Waterloo, all Iowa—or about $72,000. This sum would then be used to illustrate what could be purchased in the way of lineage in every one of 43 Iowa daily papers (16,500 lines for $72,000).

The bureau stresses that "we're not comparing the respective merits of tv and newspapers" and that "we're merely showing what those tv dollars would buy in newspapers in the same markets."

The bureau's presentation highlighted last weeks three-day annual convention of NAEA at the Edgewater Beach Hotel, Chicago. Karl T. Finn, *Cincinnati Times-Star,* succeeded Wilson Condict, *St. Louis Globe-Democrat,* as NAEA president.

Delegates were also told—by Vincent Bliss, president of Earle Ludgin & Co., Chicago—that newspapers have withstood tv "better than other media" and have grown circulationwise and in performance. Both have prospered as the "supreme mass media," he said because of the "tidal surge of mass-class buying," Mr. Bliss made these other points:

(1) Tv is still the fastest growing industry but its "blinding rise" (in terms of strong emotional effect) has ended.

(2) Tv "cannibalized" radio, which is "still alive but all warped out of shape."

(3) Color tv is "scarcely a trend yet" but newspaper color is here.

(4) Television has become "fearsomely high," he added. . . . "It is so costly that major programs are becoming impossible to consider for any but an ever-narrowing group of giants. Nothing suggests any change and it is the big operator who can pay for the big programs who also gets the most for his advertising dollar."

Mr. Bliss described 1955 as "our biggest" (at Ludgin) for both tv and newspapers. His agency derived about $6 million in tv billings out of an overall $10 million-plus last year.

High cost factor of tv also was discussed by Walter Kurz, advertising director of the *Chicago Tribune,* in a talk Wednesday. Discussing "Facts, Fable and Fantasy in Tv Land" (theme of the recent *Tribune* surveys which purport to show low sponsor identification among viewers), Mr. Kurz urged newspaper executives to stop worrying and spend more time selling their own medium. He said that tv is "not a good medium for most advertisers," but has "opened our eyes to bigger advertising budgets."

James J Nance, president of Studebaker-Packard Corp., South Bend, Ind., addressed the Monday luncheon meeting. He cited television's rise as among new developments which have made "their impact felt almost overnight" and warned against businessmen's complacency. He noted that over 75% of American families have purchased tv receivers the past eight years and claimed "the effects have been far-reaching on the sale of a variety of products on advertising, on marketing techniques and on the whole entertainment world."

James W. Petty Jr., general merchandising manager, H & S Pogue Co., Cincinnati, took exception to notions that newspaper color is here and accused them of "lethargy" in that activity. He noted vast network expenditures for color tv and claimed newspapers would have to improve their color reproductions if they are to "continue to get the greater part of my advertising dollars." He pointed out that networks realize that "color is probably the most important selling force in the world today."

RAB Releases Magazine Survey

RADIO Advertising Bureau has released to its member stations, networks, national spot representatives and advertisers a circulation report on seven leading consumer magazines.

The RAB report, claimed to be the only recent circulation comparison made on a county-to-county basis, was issued to members as a reference source for planning radio campaigns. The magazines are: *Saturday Evening Post, Life, Ladies' Home Journal, McCall's, Look, Better Homes and Gardens,* and *Good Housekeeping.*

As an additional service to RAB members, the report goes into a family census by county, listing the number of families as reported in *Sales Management's* survey of buying power.

. . . AND TVB'S TREYZ FIRES BACK AT BARNES

TELEVISION BUREAU of ADVERTISING last week was quick to answer the plans disclosed by Harold S. Barnes, director of the American Newspaper Publishers Assn.'s Bureau of Advertising, for a newspaper-waged "frontal attack" on tv as an advertising medium.

TvB President Oliver Treyz said "we respect Mr. Barnes and the Bureau of Advertising as . . . . a newspaper advertising expert," but that the newspaper bureau "will have to do much more homework before it qualifies as a television expert." For example, he called attention to Mr. Barnes' statement that "tv sponsors are . . . . getting smaller ratings," and answered: "If he studies recent Nielsen pocket pieces for October through December 1955 and compares them with year-ago findings, he would find the reverse to be true. For Mr. Barnes' information, the rating of the average network tv program is up. Meantime, the number of homes equipped with tv—in the same year-ago comparison—has increased by 12%.

"The number of stations carrying the average network tv program and the percentage of homes it can reach has also increased. As a result, the circulation delivered the average evening network television program has increased by 24%. The rating delivered the average adult daytime serial program (according to the same year-ago Nielsen comparison) has also gone up. The homes delivered by these daytime network programs have increased 47%.

"Clearly, no television expert could generalize that 'sponsors are . . . . getting smaller ratings'." Mr. Treyz continued:

"Mr. Barnes reports that the newspapers 'took quite a licking' in such classifications as beer, coffee and tea, cereals, dentrifices, perfumes and cosmetics and toilet soaps. The essential point, however, is that the advertisers—in these classifications—which shifted large investments from newspapers to television scored all-time high sales records. If the newspapers 'took quite a licking,' the advertisers who shifted their budgets away from newspapers to television certainly did not."

The TvB head said however, that even "if the newspaper bureau is converting itself into an anti-tv bureau," TvB will not become an "anti-newspaper bureau."

"We are in business to sell to advertisers the productive use of tv as an advertising medium, not to tear down the newspapers," he asserted. "Copy research, testing the impact of advertisements, shows that a campaign designed deliberately to launch a 'frontal assault' on a specific competitor does not work to the advantage of the advertiser and, usually, is a waste of money. If this be true of advertising—and we believe it is—it is also true of media promotion and selling."

He cited a section of the American Assn. of Advertising Agencies' Standard of Practice which holds that "unfair competitive practices" undermine public confidence, and said: "We would like to suggest that if the newspapers, through the Bureau of Advertising, devote their manpower and budgets to building and promoting newspapers, as opposed to negative and unwarranted attacks on competing media, all advertising would be better served."

CHAMP WINS AGAIN

by 5 to 1 margin



WHEN IT COMES TO SALES PUNCH in the important Baton Rouge area, WAFB-TV has proved its supremacy by a country mile!

In the latest Telepulse (Nov. 1955), WAFB-TV was first in 347 quarter hours per week, compared to 78 quarter hours on station B . . . giving WAFB-TV a leadership of nearly five to one.

MONDAY TO FRIDAY

Stations	7 am-12 noon	12 noon-6 pm	6 pm-12 pm
WAFB-TV	**62**	**51**	**54**
Sta. B	35	44	41
Sta. C	3	5	5

	SATURDAY		**SUNDAY**	
Stations	1 pm-6 pm	6 pm-12 pm	12 noon-6 pm	6 pm-12 pm
WAFB-TV	**32 a**	**53**	**61**	**56**
Sta. B	**61 a	41	35 a	41
Sta. C	7	6	4	3

***Special Alternate-Week Seasonal Broadcast*
a Does Not Broadcast Complete Period. Share Unadjusted.

ALL THIS AND MERCHANDISING TOO! Take overwhelming viewer preference, as demonstrated by this survey, and add a merchandising record that's second to none; **(1) First place winner in recent "Lucy Show" competition with a double first prize for special merchandising job, (2) First place in Screen Gems, Inc. contest on program promotion, (3) Among top four in "Frank Leahy and His Football Forecasts"** The result is a sales potential that can't be beat. Wouldn't you like to put "The Champ" to work for you?

Call, write or wire:
National Representative—Young Television Corp.
South & Southwest—Clarke Brown Co.

WAFB-TV

CBS—ABC 200,000 WATTS

affiliated with WAFB-AM-FM

Spring Clinics Slated By Radio Adv. Bureau

Session Feb. 20 in Roanoke, Va., to kick off spring series that will cover 50 major cities. Sweeney cites record attendance at 1955's spring and fall clinics.

A SERIES of sales clinics covering 50 major cities in 12 weeks will be conducted by Radio Advertising Bureau this spring, with the first meeting slated for Feb. 20 in Roanoke, Va., at the WSLS studios, RAB President Kevin Sweeney announced last week.

The spring schedule will be the seventh such series of sales training and management sessions held by RAB in its six-year history. Mr. Sweeney noted that last year, the organization's spring and fall sales clinics drew a record breaking 5,100 attendance, more than triple the number who attended the previous year.

The clinics, which end May 11, will be conducted by Mr. Sweeney and the following RAB team: John F. Hardesty, vice president; R. David Kimble, director of local sales and service; Arch L. Madsen, director of station relations, and James F. Baker Jr., Mr. Kimble's assistant.

Schedule for the spring series:

Feb. 20, Studios of WSLS, Roanoke, Va.; Feb. 21, Jefferson Hotel, Richmond, Va.; Feb. 23, Studios of WMAL, Washington, D. C.; Feb. 24, Studios of WFBR, Baltimore; Feb. 27, Columbus Hotel, Miami; Feb. 28, Roosevelt Hotel, Jacksonville, Fla.; Feb. 29, Studios of WIS, Columbia, S. C.;

March 1, Studios of WSB, Atlanta; March 2, Studios of WAPI, Birmingham, Ala.; March 5, Nashville; March 6, Memphis; March 7, Studios of WDSU, New Orleans; March 8, Studios of KXYZ, Houston; March 9, Studios of WFAA, Dallas; March 12, Studios of WCAX, Burlington, Vt.; March 13, Boston; March 14, Studios of KDKA, Pittsburgh; March 15, Rochester, N. Y.; March 16, Schenectady, N. Y.; March 19, Northern Hotel, Billings, Mont.; March 20, Minneapolis; March 21, Milwaukee; March 22, Pantlind Hotel, Grand Rapids, Mich.; March 23, Studios of WWJ, Detroit; March 26, Tulsa, Okla.; March 27, Amarillo; March 28, Albuquerque; March 29, Los Angeles;

April 2, Fresno, Calif.; April 3, San Francisco; April 4, Portland, Ore.; April 5, Seattle; April 6, Boise, Idaho; April 9, Kansas City, Mo.; April 10, St. Louis; April 11, Peoria, Ill.; April 12, Chicago; April 13, Cleveland; April 23, Salt Lake City, Utah; April 24, Denver; April 25, Omaha; April 26, Des Moines; April 27, Cedar Rapids, Iowa; April 30, Raleigh, N. C.;

May 1, Charlotte, N. C.; May 2, Evansville, Ind.; May 3, Indianapolis, Ind.; May 4, Columbus, Ohio; May 8, Philadelphia; May 10, New York.

NCAA Tv Unit Meets Today To Further Plans For 1956

QUICK action on the 1956 football tv control plan announced by the National Collegiate Athletic Assn. will be sought by its new television committee when it convenes in New York starting today (Monday).

The group's objective will be to fashion a program within the framework of the national control plan already approved by the NCAA membership at its Los Angeles convention [B•T, Jan. 16] and hear suggestions from member institutions and "interested parties." It hopes to develop a specific national-regional program by March 1, according to Walter Byers, NCAA executive director. The 1955 plan was prepared and mailed to NCAA members on March 11. Two-thirds approval of voting members is required in the mail referendum to put it on the books for 1956.

The new 12-man tv committee will hold a three-day session at the Biltmore Hotel, setting up administrative organization and procedure and discussing details of the 1956 program, as well as conducting the hearings. A proposal for different sets of regulations covering uhf and vhf stations because of coverage factors is expected to be aired.

Mr. Byers also announced that Reaves E. Peters, executive secretary, Missouri Valley (Big Seven) Conference, will replace Earl S. Fullbrook, U. of Nebraska (who is seriously ill), as NCAA Dist. 5 representative. New committee was announced at the convention.

Film Firms Admission To Tv Code Proposed

ADMISSION of tv film producers and distributors to NARTB's television code will be proposed to the association's Tv Board when it meets this week at Chandler, Ariz. Board meetings start Wednesday and wind up Friday [B•T, Jan. 23].

At the opening day's session of the NARTB Tv Code Review Board, held Thursday in Carmel, Calif., the code group recommended that tv producers and distributors be allowed to take part in the code operation on an associate basis.

The step is designed to bring about code unity within the industry, since a number of efforts have been made by separate film and broadcast groups to create separate code operations. The NARTB Tv Code has been functioning nearly four years, with more than half of tv stations and all tv networks subscribing to minimum tenets of good programming.

The code board explained that its action doesn't affect the ultimate responsibility of the licensee. Instead it is "a practical and realistic step on the part of the board in behalf of subscribers to advance the cause of better film as well as live product for the American viewing audience. The step is taken, too, in conformance with the Code Board's instructions to review continually the code's language and procedure in order to maintain its established position as the single responsible industry effort in this vital area of television practice."

G. Richard Shafto, WIS-TV Columbia, S. C., chairman of the code group, said he would present the plan to the Tv Board Wednesday. He cautioned that favorable action by the Tv Board still wouldn't permit immediate operation because staff and procedural problems are involved.

Attending the Carmel meeting were Mr. Shafto; William B. Quarton, WMT-TV Cedar Rapids, Iowa, vice chairman; Mrs. Hugh McClung, KHSL-TV Chico, Calif.; Roger W. Clipp, WFIL-TV Philadelphia, and Richard A. Borel, WBNS-TV Columbus, Ohio. Representing the NARTB headquarters and code staff were President Harold E. Fellows; Edward H. Bronson, tv code director; Charles S. Cady, assistant to the director; Thad H. Brown Jr., tv vice president; Robert L. Heald, chief attorney, and Robert K. Richards, consultant.

Calif. Broadcasters to Meet

ANNUAL business meeting and election of officers of the California State Radio and Television Broadcasters Assn. will be held Feb. 6 at the Hollywood Roosevelt Hotel, Hollywood.

Luncheon speaker is to be Harold E. Fellows, NARTB president, who will review trends and current problems in the radio-tv field.

George Greaves, general manager of KNBC San Francisco, is president of the state association.

VIDEO RATING SERVICES EXPLAINED AT SEMINAR

Statistical help for the timebuyer stressed by executives of Nielsen, ARB, and TelePulse at session in New York sponsored by Radio & Television Executives Society.

STATISTICAL HELP for the timebuyer was stressed by speakers for three tv rating services at a timebuying and selling seminar held Tuesday in New York under auspices of the Radio & Television Executives Society.

Speakers were George Blechta, vice president of A. C. Nielsen Co.; James Seiler, president of American Research Bureau, and Dr. Sydney Roslow, director of TelePulse.

Mr. Blechta saw audience measurement data as "guideposts" to the buyer of tv time, who, he said, is in a business "that is not only becoming more and more complicated, but also in many instances . . . the most important part of the total advertising budget."

The speakers emphasized that the rating is but one factor of timebuying. Mr. Blechta, in pointing up various dimensions of data supplied to Nielsen subscribers, explained their application in audience studies.

"The rating is just the start to your quest for the most efficient time buy," he said.

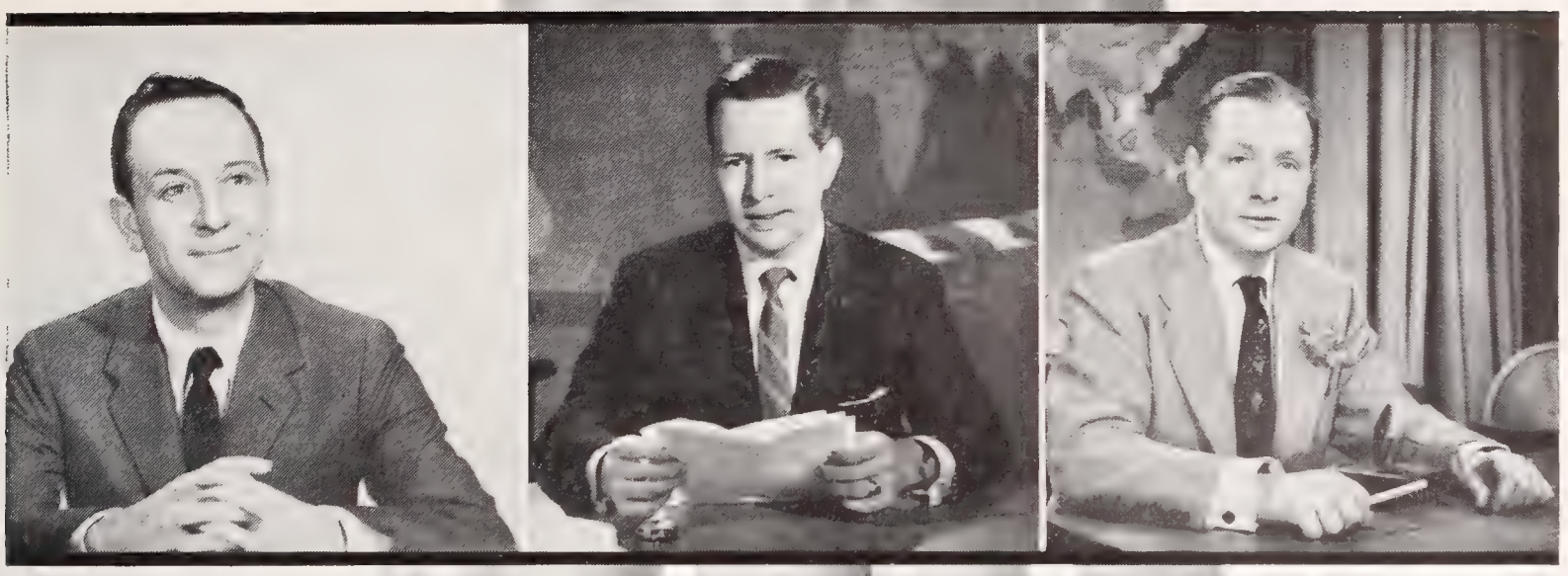
He cited total station area measurement, four-week cumulative audience and measurements made over several weeks as services provided beyond the mere rating of a single telecast. Policy of ARB is marked by "complete disclosure" of techniques used in its interviewer supervised diary method, said Mr. Seiler. ARB, he said, operates with the view of getting information "as correct as possible" from the home, which he described as the "source of viewing." His service also conducts tests of its methods and in an "education program" points up "dangers in misuse" as well as best use of ARB's figures.

Roslow Disagrees With Knipe

Dr. Roslow took time out in his talk to comment on a proposal made the previous week before a similar luncheon group discussion of radio rating services [B•T, Jan. 23]. James L. Knipe, president of C. E. Hooper Inc., had suggested that the best test for "validity" of any one of the services was for critics to tour and inspect each of the service's physical facilities and, if possible, accompany interviewers on their rounds.

The TelePulse head said that his service had clients inspecting physical facilities "all the time" but labeled any practice of accompanying interviews as "superficial." Such accomplishment, he said, would prove "embarrassing" to the interviewer, not to speak of the interviewee. He proposed, instead, that skeptics contact Pulse and said the rating service would oblige in sending an interviewer to homes where the person lived and thus the inquirer could see or learn at first hand of "Pulse in action."

Indicating that Pulse cannot indiscriminately "speed up" its reports, Dr. Roslow reminded that one out of every 10 of the sampled must be subjected to a verification check, that geographic distribution must be maintained and that work on program logs and listings must be kept up to date and accurate. He cited the service's cumulative audience reports and "ad noting" of newspapers in homes, saying the latter would provide comparable measurement to tv commercial viewing in the home.



(Left) John Daly
American Broadcasting Company

(Center) Douglas Edwards
Columbia Broadcasting System

(Right) John Cameron Swayze
National Broadcasting Company

"We now switch you to..."

In the split second after one of these famous commentators completes this sentence, you and millions of other viewers are whisked to Washington or Los Angeles or anywhere else news is popping. The electronic miracle of television has given you a center aisle seat on the passing scene.

But behind this miracle are the skills of Bell System and network technicians. These highly trained craftsmen blend the technical ability of an engineer with an actor's unerring ear for cues.

Precisely on cue, push buttons are operated to make the connections that switch the television scene from one city to another. And Bell System technicians are receiving cues from several networks at once.

To help them, the Bell System receives operating instructions from the networks which give all the necessary information on switches. This information is sped to 130 Bell System television operating centers throughout the nation by private line telephone and teletypewriter systems.

This co-operation between network and telephone company . . . and the teamwork along the Bell System lines . . . assure the American viewing public the smoothest programming and the best television transmission it is possible to provide.

BELL TELEPHONE SYSTEM

Providing transmission channels for intercity television today and tomorrow

Garrigus Outlines Role Of Public Service Groups

RESPONSIBILITIES of public service organizations to radio and tv in seeking free time on these media were outlined Wednesday to the 10th annual conference of CARE Inc., meeting in Washington, D. C., by Frederick H. Garrigus, manager of NARTB's Organizational Services Dept.

Complimenting CARE officials for inviting him to speak on the public service organization's responsibilities to radio-tv instead of vice versa, Mr. Garrigus said members of the overseas relief group have been particularly cooperative with radio-tv and "have, in fact, much less need to hear these remarks than the representatives of many other groups."

Mr. Garrigus set forth these responsibilities: (1) awareness that responsibility is mutual; (2) understanding of the station's real and implied responsibilities under the Communications Act of 1934 and of the term "free broadcasting"; (3) understanding of the broadcaster's commercial responsibilities; (4) understanding of the media's nature—its advantages and disadvantages; (5) development of continuing liaison with the broadcaster; (6) providing of adequate and suitable material for program ideas; (7) ability to accept a refusal of time with good grace.

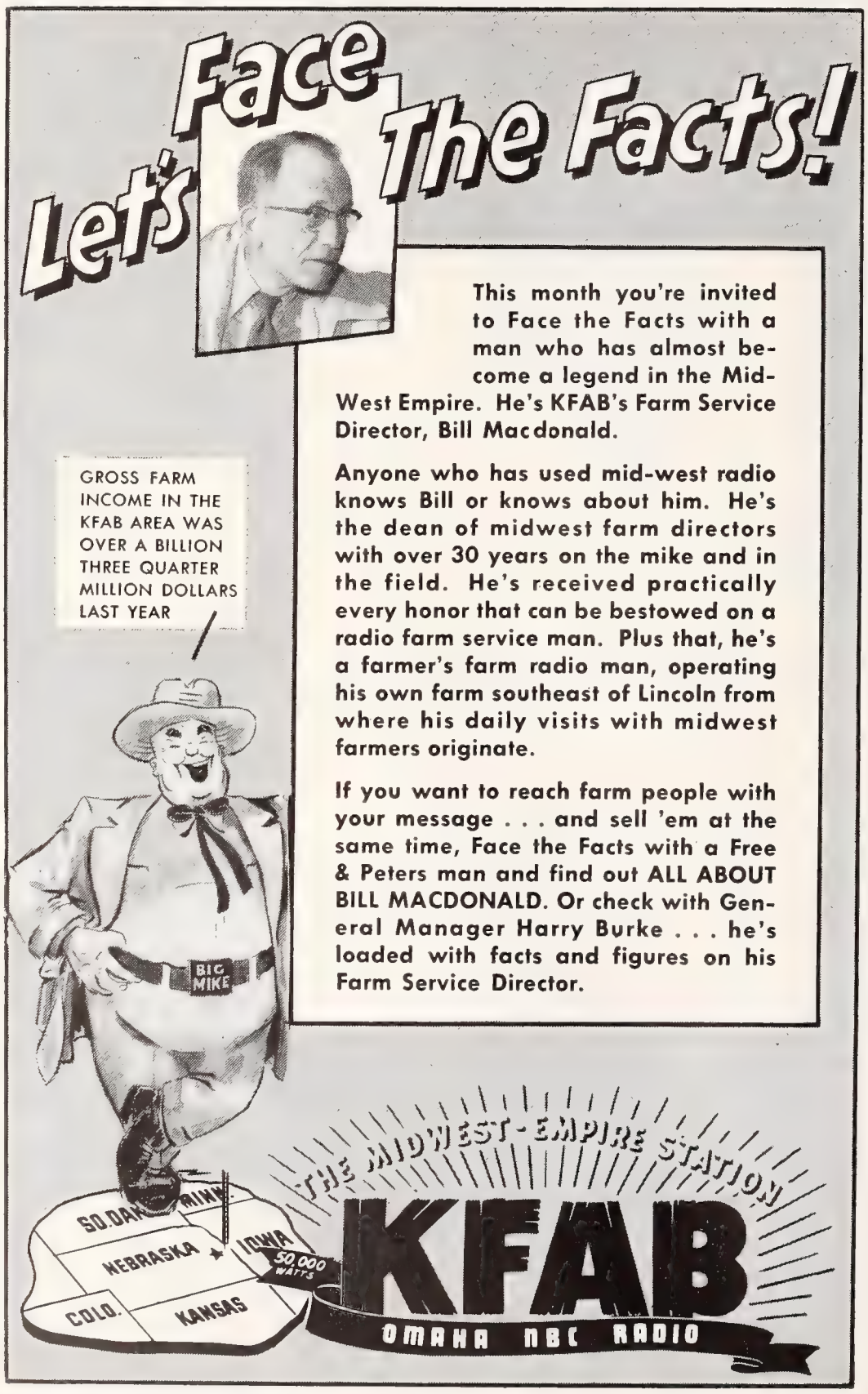
Film Council Hears Lewine Laud Benefits of Tv Film

BENEFITS that filmed programming have brought to television were enumerated by Robert F. Lewine, vice president and program director of ABC-TV, at the monthly luncheon meeting of the National Television Film Council in New York last Thursday.

Mr. Lewine claimed that films have proved advantageous to the viewing public, the advertisers and the networks. He said the motion picture industry has "a record unmatched" by any other medium of mass entertainment, and "a tremendous reservoir of talent" available to tv.

In early days of television, Mr. Lewine said, the audience could view only live television and "some free films." With the availability of commercially-produced films to tv, he continued, the entertainment base for the viewing public was broadened to include adventure series, outdoor programs and "big-name" talent.

As an evidence of film popularity, Mr. Lewine offered statistics showing that in network commercial evening time periods, film programming constitutes more than 40% of the total time. He listed ABC-TV's total as 42%; CBS-TV's as 50% and NBC-TV as 32%.



TvB Names Halsey Barrett As National Sales Director

IMPLEMENTING Television Bureau of Advertising's policy of integrating its "internal" and "external" operations [B•T, Jan. 23], TvB today (Monday) is announcing the promotion of Halsey V. Barrett, senior account executive, to director of national sales.

Norman E. Cash, TvB vice president and station relations director, said that Mr. Barrett will supervise a primary effort to sell the tv story to "national advertisers who are not now using the medium—or who are using it in token form only."

Prior to joining TvB last year, Mr. Barrett was with the DuMont Television Network as manager of spot sales. He also has been CBS-TV sales promotion manager and promotion director of WNEW New York.

Soviet Censorship Described By Levine in New York Talk

EVERY ONE of his scripts written for broadcast from Moscow is censored by the "Central Telegraph Office" there, Irving R. Levine, NBC News correspondent in Russia, told a monthly meeting of the Radio & Television Executives Society Friday in New York. Most of his talk centered on censorship difficulties and procedures in the U.S.S.R.

Noting that "in Russia you never have the chance to argue with the censor," and that "some of my broadcast scripts have never been returned at all," Mr. Levine said that most of his scripts were cleared, though many had portions deleted. Scripts must be delivered in triplicate, he said. In addition to regular censoring, he said, scripts often have been held for "several hours and even days and then returned without deletions . . . besides every other objection, this is downright annoying."

Mr. Levine was in New York for conferences with network officials.

Massachusetts Assn. Elects Harvey Struthers President

HARVEY J. STRUTHERS, general manager of WEEI Boston, is the new president of the Massachusetts Broadcasters Assn.

Mr. Struthers was elected at the annual meeting of the group a fortnight ago in Boston.

Other new officers are Herbert J. Krueger, WTAG Worcester, vice president; George H. Jaspert, WCCM Lawrence, treasurer, and Sherwood J. Tarlow, WHIL Medford, secretary.

Cy Young, retiring from Westinghouse stations WBZ-AM-TV Boston, was presented a citation for his past service to the broadcasting industry.

dial 950 WPEN

MORE LOCAL ADVERTISERS THAN ANY STATION IN PHILADELPHIA*

MORE NATIONAL ADVERTISERS THAN ANY STATION IN PHILADELPHIA*

FIRST IN OUT OF HOME LISTENING**

HIGHEST RATED FOOD MERCHANDISING PROGRAM IN PHILADELPHIA**

GREATEST RATING INCREASES OF ANY STATION IN PHILADELPHIA**

the Station of Personalities

Represented Nationally by
GILL-PERNA INC.
New York, Chicago
Los Angeles, San Francisco

dial 950 WPEN

*Broadcast Advertisers Report
**Pulse 1954-55



A leading
contender,
'Til he spoke on TV,

Got nervous & flustered,
Ran last out of three!

BUT - not with
TELEPROMPTER
SERVICE

That's why —
ADVERTISERS PREFER
TelePrompTer stations like

WTVJ
Channel 4
Miami

WHO-TV
Channel 13
Des Moines



TELEPROMPTER CORPORATION
300 W. 43 St., New York • JU 2-3800
LOS ANGELES CHICAGO WASHINGTON TORONTO

SENATE STUDYING OWN ALLOCATION PLAN

(Continued from page 23)

room Thursday morning the Commerce Committee began the 1956 radio-tv hearings with testimony and senatorial comment that was certainly lively and somewhat enlightening.

The first witness, FCC Chairman George C. McConnaughey, didn't even get to finish reading his prepared statement before being drawn by fiery Sen. John O. Pastore (D-R.I.) into the Hartford selective deintermixture case—one in which the Rhode Islander is fiercely partisan.

Chairman Magnuson recessed the hearing to allow senators to get back to the floor where debate was in progress on the Natural Gas Bill. He postponed a planned second day of hearings (Friday) after several principals said they would have to be absent. On Friday Sen. Magnuson set Feb. 7 for resumption of the session with the FCC.

But during the two hours these things took place:

• FCC Chairman McConnaughey read part of and entered in the record all of a statement answering questions propounded by the Senate committee earlier this month.

• Comr. Rosel H. Hyde, who with Comr. Robert T. Bartley, dissented to recent vhf grants in areas where deintermixture has been requested and denied, gave his own reasons why he thought the FCC majority was wrong in making the vhf grants.

• Comr. Robert E. Lee went on record as favoring consideration of subscription tv for uhf stations under certain limitations. These limitations, he said, would be the possible regulation of subscription tv rates by the FCC and restriction of pay-tv time to a percentage, perhaps 10%, of a station's time schedule.

• Sen. Andrew F. Schoeppel (R-Kan.) asked FCC views on: status of FCC negotiations with the military for new vhf frequencies, adequacy of the present allocations plan, selective deintermixture, a shift of all tv to uhf, status of the FCC's rule-making proceedings on subscription tv, specific suggestions on present problems.

• Sen. Pastore said he thought the FCC's present allocations plan is in a "hopeless scramble"; that with present FCC philosophies deintermixture will never be achieved; that the FCC should deintermix Hartford, moving the single vhf channel allocated there to Providence and giving Hartford all uhf assignments.

• He was challenged by Sen. William A. Purtell (R-Conn.), who wanted to know why Providence should get all the vhfs and Hartford the uhfs.

(Although there are two uhf stations in the Hartford area, FCC approval of the sales of WGTH-TV Hartford, ch. 18, to CBS, and of WKNB-TV New Britain, ch. 30, to NBC, is pending. This would make probable the affiliation of contested ch. 3, when granted, with ABC. In Providence two vhf outlets, WJAR-TV and WPRO-TV, are in operation, but WNET [TV], ch. 16, has suspended.)

Chairman McConnaughey in his statement outlined the FCC's plans and objectives in the $80,000 network study and said the special staff should complete the study by fiscal 1957 and submit a final report by the end of fiscal 1957. By the end of fiscal 1956, he said, "substantial" data will have been assembled on (1) organizational and financial development of networks; (2) revenues and costs of networks and their owned stations; (3) functioning of networks and national spot firms; (4) station choice of network and non-network program, and (5) affiliation contracts.

He said that of 152 uhf stations which have begun operating, only 99 now are on the air and two-thirds of these operate at a loss.

In the FCC's denial of the five selective deintermixture cases, he said, the FCC felt that petitions for individual deintermixture offered no nationwide solution. He cited the some 200 comments on the FCC's proposed rule-making on tv allocations, saying they presented a large variety of proposals, some contemplating basic departures from the existing system and many mutually exclusive.

Mr. McConnaughey said that the FCC ma-

Uhf Group Appeals to Congress, FCC

A SPECIAL APPEAL to congressmen, emphasizing that more than a hundred of them "can't get on tv in their own district," was made to the nation's legislators last week by the Committee for Home Town Television Inc., an organization representing a group of "home town" tv stations in Massachusetts, Connecticut and New Jersey.

Timing its appeal to coincide with the opening of hearings by the Senate Commerce Committee in its current investigation of tv networks and uhf-vhf troubles (see story above), CHTT simultaneously sent copies of its statement to the FCC on the latter's allocations-deintermixture rule-making, to all congressmen and ran a full-page ad in *Roll Call*, a weekly tabloid circulated to congressional offices.

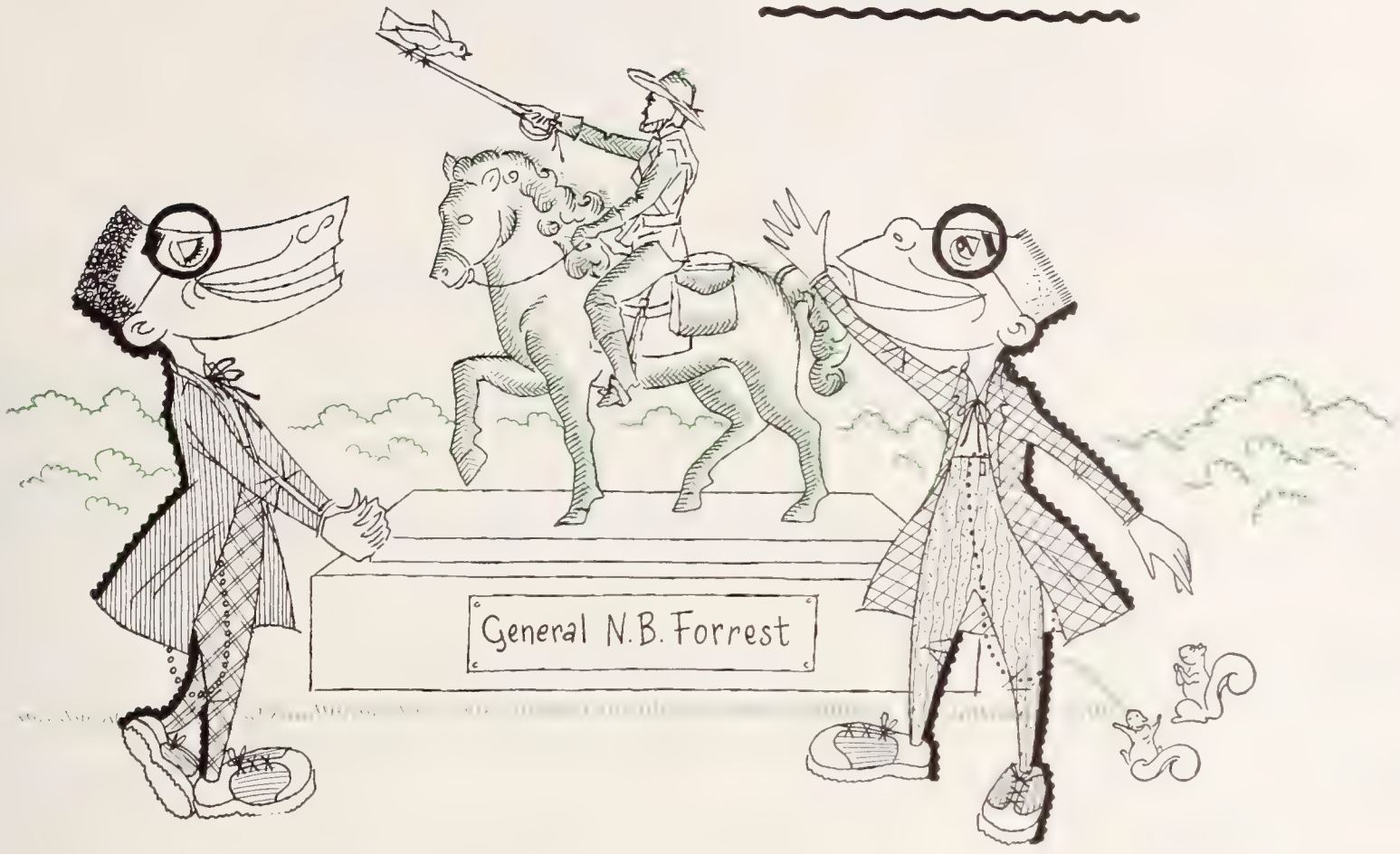
CHTT, in commenting on the FCC's rule-making procedure last December, asked for deintermixture, vhf drop-ins, restriction of a station's coverage to its trading area, simultaneous operation of a station on vhf and uhf until uhf conversion is 85% complete and changes in FCC policies and philosophy.

The *Roll Call* ad, titled "Pity the Invisible Congressman," noted that many congressmen cannot appear before their own constituents in this election year because the latter do not receive a tv service and warned that "there'll be plenty more if uhf-tv is scuttled." It was signed by Philip Merryman, WICC-TV Bridgeport, CHTT president. The ad noted the beginning of the Senate committee's hearings.

At least one congressman reacted. Rep. Philip J. Philbin (D-Mass.) sent a statement to the Senate group urging "uniformity of reception in tv sets so . . . everyone . . . owning a tv set can enjoy all the programs" and asking that each community have its own tv outlet.

Rep. Philbin commended CHTT and criticized failure of some stations to remain on the air in the evening (presumably because they have no network affiliation). He said only four of 22 uhf channels assigned in Massachusetts are operating and that these four are probably in the red. He said WWOR-TV Worcester (ch. 14) was forced to go off the air because of competition from Boston, Providence and Manchester vhf stations. He said the only way the four uhf outlets can remain on the air is to obtain vhf assignments from the FCC.

Man! He's the MOSTEST!



"No doubt about it . . . Nathan Bedford Forrest is the most. Even better, he's the Mostest!"

"He sure stated the case for KATV when he said, 'Get thar fustest with the mostest!' "

"KATV is sure fustest! They were the fust 'V' TV in Arkansas and all those 142,900 TV homes are tuned smack to Channel 7!"

"Mostest too, Man! No other Arkansas station covers 1,104,100 people and 313,800 families who have a Consumer Spendable Income of $1,137,-930,000!"

"I'm sure ol' Nate won't mind if KATV borrows his quotation, 'cause they can prove that they're 'Fustest with the Mostest' in the Billion Dollar Arkansas Market!"

Studios in Little Rock & Pine Bluff

KATV

Channel 7

FIRST TV IN ARKANSAS

John H. Fugate, General Manager
Avery-Knodel, Inc., Nat'l Representatives

620 Beech Street, Little Rock, Arkansas

ABC

jority decided to issue grants of vhf stations in the five areas where deintermixture had been requested (Hartford, Evansville, Peoria, Madison and Albany) because "we felt that the public deserved to have the service."

"We felt that we had to get service on the air," he said. "If there is anything in the world I dislike, it is a freeze. It scares me to death when I hear the word."

Sen. Pastore introduced the question of deintermixing Hartford and Providence. "Now why can't you give three uhf stations to Hartford and three vhf stations to Providence without putting them all out of business?" the senator asked.

Mr. McConnaughey said that when the FCC finishes its new allocation plan, Hartford and Providence might wind up that way, "and I don't think we are going to put anybody out of business in the meantime."

Sen. Pastore said that what he couldn't understand was how the FCC could continue intermixing and then later "deintermix your intermixture."

"I think, to be fair with ourselves, we ought to say that if we are not going to deintermix, we ought to tell these people that," said Sen. Pastore. ". . . I am sorry and regret to say this: I do not see any hope of the solution of this problem. I really don't see any hope of solution with the attitude of the FCC."

The senator added later: "I don't think we are ever going to have the day of deintermixing because it is so badly scrambled that you will never unscramble it. And you are in the process now of scrambling it up even more, because the minute you throw out selective deintermixture, you throw nationwide deintermixture right out the window."

Comr. Robert T. Bartley, who with Comr. Rosel H. Hyde has dissented to the vhf grants in deintermixture cases, made a brief statement agreeing with Sen. Pastore's belief.

"It is my own view," said Mr. Bartley, "that failure to deintermix those particular areas will foreclose deintermixture in other areas."

Comr. Hyde spoke at length on his attitudes toward the subject.

"The basic issue," he said, "is whether the United States, with its growing economy and its expanding need for communication service, and particularly for television service, is going to have a system with low ceilings built in or whether or not it is going to have a system with sufficient number of channels to give opportunity for development of a comprehensive, competitive free enterprise system."

Mr. Hyde said that no matter how the spectrum was juggled, the practical fact was that to give the U. S. a tv system capable of growth, the ultra high frequencies would have to be used.

"What we should be doing," said Mr. Hyde, "is turning our attention to a policy that would provide incentives or inducements to improvement of sets in the use of all of these channels."

The "most disturbing thing about a policy which seems to be looking for a solution to this problem in vhf only," said Mr. Hyde, "is the depressing effect it has, and the discouraging effect it has, on efforts to develop the ultra high channels."

Emphasis on vhf, he said, "gives a very unfortunate psychology which affects the judgments made by timebuyers, by networks, by set buyers, by manufacturers. While the uncertainty about this policy has been prevalent, the percentage of sets being manufactured for all-channel reception has constantly been going down."

Comr. Robert E. Lee was the last FCC witness to testify. In a short presentation he popped his toll tv for uhf proposal.

"I feel there is some merit," he said, "to considering subscription television on the uhf only under certain limitations, since their problem is a matter of revenue.

"If this thing is good, I feel that maybe it should be given a trial on uhf only, and under controls such as a percentage of the broadcast time.

"If you can broadcast on subscription television 10% of the time you are on the air; if you want more time for subscription, you have to give more free, and that sort of thing. Perhaps even a consideration on some kind of a limit on the rates, and certainly not permit it where there is only one service."

Sen. Pastore asked Mr. Lee if he did not see a danger in his proposal. If subscription tv proved profitable on uhf, wouldn't vhf stations want to participate?

Mr. Lee said that "if this thing is in the public interest, you would presumably extend it, so that everyone can see it."

In closing Mr. Lee said that if commercial television were able to obtain more vhf space from government or other users, he would favor legislation permitting operators of existing uhf stations to occupy the newly found v's without comparative hearings.

FCC IN DITHER OVER SUBCOMMITTEE QUESTIONNAIRE

THAT "lost" questionnaire from the House Small Business Subcommittee to the FCC about executive interference in Commission decisions [B•T, Jan. 23] turned up last week and has the FCC in a dither.

The four-page, itemized list (apparently buried in the Christmas bulk) asks the Commission among other things to list, in detail and chronologically every tv grant—hearing cases and all—since Jan. 1, 1953. The committee virtually asks for the names of each member of the staff and the commissioner who handled the case, the name of the examiner, the staff counsel, others who may have handled the case, whether any contacts outside the record were made to any staff member or any commissioner and the disposition of the case.

It also asks for a complete list of executive personnel, their salary grades and positions, and what cases they have handled.

On a question of out-of-town trips, the committee asked for the names of key personnel and commissioners making such trips, where they went, how much they spent, and why they made the trip. It also asked if any key staffers or commissioners had received honorariums.

"If they really want this information in this form," one FCC executive snarled, "we'll have to close up shop for six months."

The subcommittee, headed by Rep. Joe L. Evins (D-Tenn.), plans to hold in mid-February hearings regarding Executive department influence in federal regulatory agencies, it was learned last week.

The bulk of the FCC's activity in tv came after Jan. 1, 1953, it was pointed out. Processing of tv applications resumed in July 1952 after the 1948-52 freeze, but the hearing cases did not actually get under way until 1953. Thus, the committee's request for details on tv grants means that the Commission would have to put a force to work on practically all its post-freeze tv activity, it was said at the Commission. The FCC has made almost 650 tv grants since July 1952.

Senate Committee Favors Funds for Magnuson Probes

THE SENATE Rules & Administration Committee last week reported favorably on the Senate Interstate & Foreign Commerce Committee's request for $250,000 for investigations, including the current tv network probe.

The measure (S Res 163) was expected to come up for Senate action last Friday or today (Monday) or tomorrow, since current funds for the committee will not be available after Jan. 31. The $250,000 appropriation would be effective from Feb. 1, 1956, to Jan. 31, 1957. It is $50,000 more than last year.

Commerce Committee Chairman Warren G. Magnuson (D-Wash.), in asking the $250,000, noted that $50,000 of that received for last year is being returned unspent, largely because the committee's probe of tv networks and uhf-vhf troubles was slow getting started due to a short first session and resignation of key staff people during the year.

House Unit Sets Hearings On Anti-Alcohol Ads Bill

HEARINGS will be held Feb. 16-17 by the House Interstate & Foreign Commerce Committee on a bill (HR 4627) to ban alcoholic beverage advertising on radio and tv and in other media.

Chairman Percy Priest (D-Tenn.) said proponents of HR 4627, introduced during the first session of the 84th Congress by Rep. Eugene Siler (R-Ky.), will testify Feb. 16 and opponents Feb. 17.

The Senate Interstate & Foreign Commerce Committee will hold hearings on a companion bill (S 923) Feb. 15-16 [B•T, Jan. 23].

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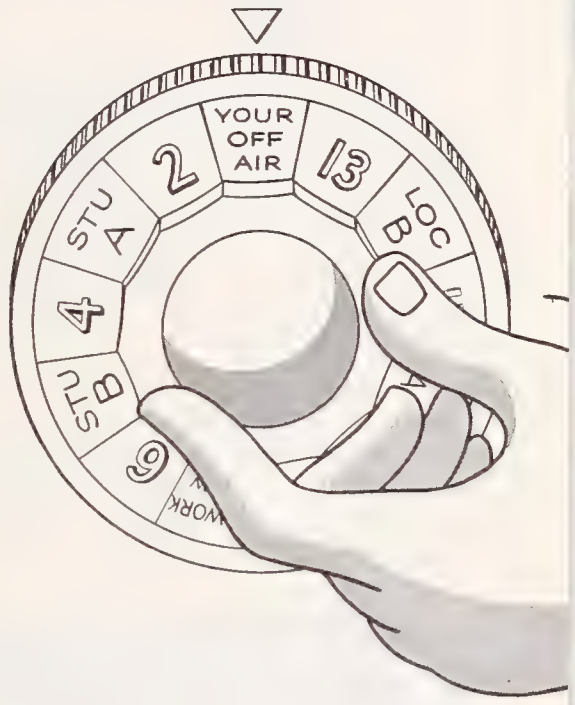
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a. Any rehearsal . . . live program . . . preview of sponsor's film
b. Any on-air show . . . from studio . . . from transmitter
c. Other local stations' off-air signals . . .

A sales plus in the Sales Manager's office

With a modern RCA signal distribution system you can flip the switch and bring in whatever your customer requests. Handles all studios in rehearsal, on-air signal, or any local station. Up to seven channels are available . . . tailored to your own special requirements . . . for monochrome and color.

How the house monitoring system works

Local and remote signals (audio and video) are fed to a closed circuit transmitter of the monitran type. An RCA monitran handles local signals—one monitran is used for each signal.

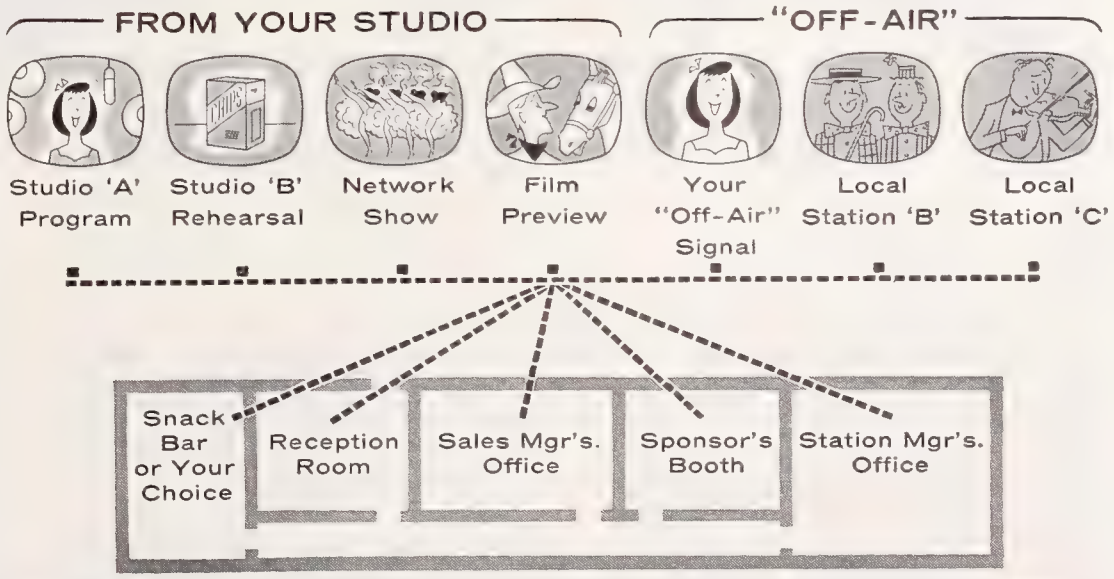
The output of the monitran is then fed to an RF amplifier. Off-air signals go directly to the input of the amplifier. All signals are fed via a single coax cable to any standard TV receiver. In the RCA system, the receiver need not be "jeeped." No expensive video monitors are required since standard receivers are used.

Fully rated for color

Whether for color or monochrome you'll find the RCA house distribution system—low in cost, easy to install and operate, and fully satisfactory for picture quality.

Your RCA Broadcast Sales representative will be glad to advise you on the equipment best suited to your needs.

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ENGINEERING PRODUCTS DIVISION · CAMDEN, N.J.

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Hearing Aboard Aircraft Asked in Selma Tower Case

UNIQUE suggestion which would get a tall-tower tv hearing "off the ground" has been filed with the FCC by the Air Transport Assn. which asked reversal of a hearing examiner's earlier ruling. The ATA petitioned to have the hearing into the proposed 1,993-ft. tower of WSLA (TV) Selma, Ala., reconvened aboard an airplane for the purpose of flying over the tower site.

Previously Hearing Examiner H. Gifford Irion in effect had denied a request for such a flight by saying such a ruling would be outside his jurisdiction, ATA said. The association asked the FCC to reverse Mr. Irion, paving way for the airborne proceeding. The WSLA tower proposal is among those objected to by Dept. of Defense officials and other groups because of alleged hazards to air navigation.

Historically, ATA pointed out, juries have been taken to the "scene of the crime" to view evidence which cannot be brought into the courtroom; numerous court statements recommending such procedure were cited by the association. In the WSLA case, ATA said, conventional means of presenting evidence are inadequate and only by a flight over the tower site can the examiner best evaluate and understand the true situation.

The proposed flight would be via Eastern Airlines, out of Atlanta. Each counsel and the examiner would be allowed to bring with him an expert to explain technical matters involved, and a reporter would transcribe the full hearing, ATA said. ATA stated that it would bear all expenses involved in the trip, including transportation to and from Atlanta.

WBAP Pioneer Praised

HAROLD HOUGH, director of WBAP-AM-FM-TV Fort Worth, was praised for pioneering radio and tv in Texas, in remarks entered in the *Congressional Record* by Rep. James C. Wright Jr. (D-Tex.). Citing a hundred years of progress in that city, he said: "Just bring out something new and it will find a home in Fort Worth. In 1921, Harold Hough held the torch of vision which had lighted the wilderness for Cowtown's early planners when he pioneered radio with WBAP. Twenty-seven years later, Fort Worth had the first television station in Texas."

WFNM Withdraws Protest

WFNM De Funiak Springs, Fla., named party to a hearing following its protest against the grant of a construction permit for another De Funiak am station [B•T, Jan. 9], last week asked the FCC to dismiss its protest and vacate the hearing order. WFNM had protested a grant of 1280 kc, 5 kw to W. D. Douglass, alleging probable economic injury as well as questioning Mr. Douglass' character and financial qualifications. In asking for permission to withdraw, WFNM said it lacked sufficient financial resources to carry its assigned burden of proof.

THREE TV STATIONS AUTHORIZED BY FCC

New video outlets—all uncontested cases before the Commission—to be located in Yuma, Ariz., Ensign, Kan., and Santa Fe, N. M.

NEW TV STATIONS in Yuma, Ariz., Ensign, Kan., and Santa Fe, N. M., were authorized last week by the FCC. All were uncontested cases.

Wrather-Alvarez Broadcasting Inc. is the permittee of Yuma's ch. 13. The station is to operate with 24 kw visual effective radiated power and 12 kw aural ERP, and the antenna is to be 620 ft. above average terrain. Estimated construction and first year operating costs were set at $620,000 and the first year's income was estimated at $400,000.

The permittee is the licensee of KFMB-AM-TV San Diego, Calif. President J. D. Wrather Jr. (38.8%) has a construction permit for Boston's ch. 44 (WJDW), has 25% interest in Superior Television Inc. (one of the applicants pending for Corpus Christi, Tex., ch. 10), and is a non-stockholding director of KOTV (TV) Tulsa, Okla. Vice President-Treasurer Maria H. Alvarez (38.8%) is 25% Superior owner and is also a non-stockholding director of KOTV. Station representative Edward Petry & Co. holds the remaining stock.

Southwest Kansas Television Co. was granted use of ch. 6 in Ensign, Kan. Southwest's permit calls for ERP of 26.9 kw visual, 16.2 kw aural and an antenna 720 ft. above average terrain. The station will operate primarily as a satellite of KTVH (TV) Hutchinson, Kan., and expects first year income of nearly $120,000. Stock is held by about 300 persons, among whom are Vice President Wendell Elliott, general manager of KGNO Dodge City, Kan., and Jess C. Denious Jr., KGNO owner.

Santa Fe's ch. 2 was awarded to Video Independent Theatres Inc., owner of 12.5% of KWTV (TV) Oklahoma City and an applicant for a new vhf to operate in Hot Springs, Ark. C. B. Akers, a Video principal, is assistant secretary, director, general manager and approximately two percent owner of KVOO-TV Tulsa and 5.267% owner of KGLC Miami, Okla. The station is to operate with 490 w visual ERP and 246 w aural ERP with an antenna 208 ft. above average terrain. Building and first year costs were estimated at $140,000 and first year income at $100,000.

WJIM-TV Survives Protest To Its 980-Ft. Tower Boost

WJIM-TV Lansing, Mich., which a fortnight ago protested to the FCC about a 1,000-ft. tower proposed by WNEM-TV Bay City, Mich. [B•T, Jan. 23], last week survived an objection to its own planned tower height increase when the Commission denied a protest filed by WNEM-TV.

In turning down WNEM-TV's request for reconsideration of FCC action which granted WJIM-TV a change of transmitter location and increase in tower height from 440 to 980 ft., the Commission found that WNEM-TV's allegations of expected interference from the proposed Lansing operation were not based on supportable engineering evidence. The FCC said that WNEM-TV failed to establish status under both its economic injury and interference claims.



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the 'Gator declared, "I'm doing a right good job. That's the reason I'm here. The listeners like me; the advertisers think I'm the greatest, so the boss says I've earned me a trip.

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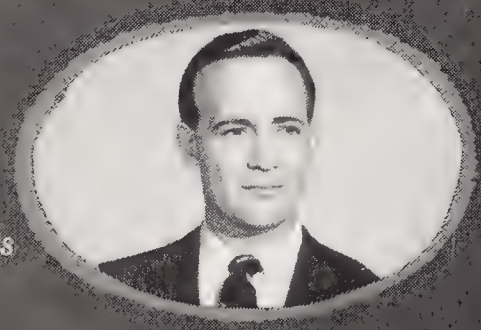
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IBM, AT&T AGREE TO RELEASE PATENTS; RCA LICENSING SETUP MAY BE NEXT

American Telephone & Telegraph will divest itself of non-common carrier interests and release patent rights royalty-free under reciprocal licensing agreement. International Business Machines will sell office machines it has used until now on rental-only basis. RCA-Justice Dept. talks take place.

THE government won two electronics patent suit consent decrees last week—against giant AT&T and International Business Machines Corp.—and speculation was strong that a consent judgment was in the process of being worked out with the Radio Corp. of America.

In a sweeping judgment, filed in Newark, N. J., federal court last Tuesday, the nation's telephone communications titan agreed to:

- Engage only in telephone communications under federal and state common carrier regulations.
- Divest itself of non-common carrier activities, including private communications systems.
- Throw on the open market, royalty-free, all its patents involved in the so-called B-2 agreement with RCA, GE and Westinghouse.
- Sell off Westrex Corp., a wholly owned subsidiary of AT&T subsidiary Western Electric Co. Westrex specializes in sound recording equipment for motion pictures. Westrex Corp. had $16 million sales in 1955.

The government's suit against the $14 billion AT&T was brought in 1949. Its prime purpose was to divorce Western Electric Co., the Bell Systems' manufacturing arm, from the parent AT&T. By the consent decree last week Western Electric remains as AT&T's manufacturing affiliate, but is limited to making equipment for the Bell System.

One Exception

AT&T will be permitted to perform non-common carrier communications work for the federal government, it was explained. This is the only exception, it was pointed out.

There are about 8,600 patents owned by AT&T involved in the B-2 group, it was understood. These include such developments as the transistor, solar battery and color tv. These patents are the result of 70 years of research, AT&T pointed out.

The B-2 agreement divided the electronics market among the four electronic giants, the Justice Dept. charged, with AT&T embracing telephone and communications inventions, RCA radio and tv patents, and GE and Westinghouse sharing power developments.

All Bell patents must be offered for licensing without discrimination, the consent judgment stated, at a reasonable rate.

Those who desire to use AT&T's royalty-free patents must grant AT&T reciprocal licensing agreements at a reasonable fee for patents they hold, it was explained.

IBM agreed to make tabulating machines available for sale and to license its patents without discrimination among other details of its consent decree. Up to now IBM only rented its machines to customers. In its complaint against IBM, the Justice Dept. charged that it controlled 90% of the tabulating machine business in the U. S.

Attorney General Herbert Brownell Jr. said the AT&T judgment will lead to "a further expansion of the electronics art."

Cleo F. Craig, AT&T president, said in a statement, that the terms of the judgment are "severe." He added: "We believe the long-standing relationships among the manufacturing, research and operating functions of the Bell system are in the public interest and under the decree they remain intact."

A statement by Irving G. Rosenberg, technical products vice president of DuMont Labs., said that DuMont was looking into plans for handling private communications systems which AT&T will be forced to discontinue.

In its antitrust suit against the $1 billion RCA, filed in November 1954, the Justice Dept. charged that RCA's patent licensing arrangements—whereby the licensee pays royalties on a "package" whether or not he uses all the patents—was in violation of the antitrust laws.

It was widely reported last week that RCA attorneys had been in Washington recently conferring with Justice Dept. lawyers on the suit. There have been talks on the subject between RCA and Justice attorneys, B•T ascertained, but this is understood not to be unusual in cases of this type.

Lending currency in some quarters to the reports of an imminent settlement was the presence in New York Thursday of Asst. Attorney General Stanley N. Barnes, head of the department's antitrust division. Judge Barnes addressed the New York State Bar Assn. on labor unions and the antitrust laws.

The government forced AT&T, RCA, GE and Westinghouse to dissolve cross ownership holdings through a consent decree in the '30s.

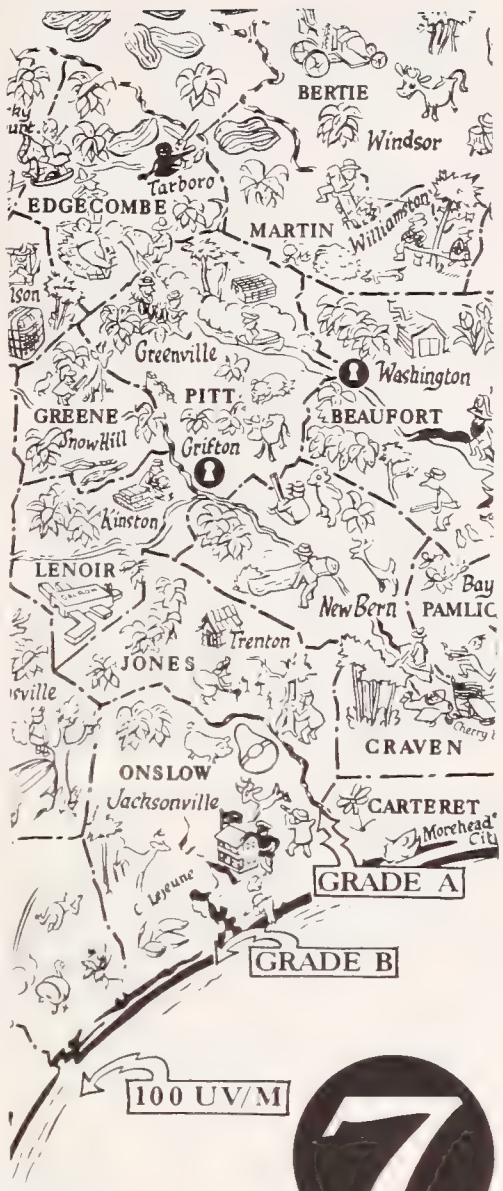
The recently approved NBC-Westinghouse swap of radio and tv stations gave rise to further speculation when Mr. Barnes referred to a "television matter" under investigation when he appeared Monday before a House Judiciary subcommittee holding hearings on a bill to require firms to notify the Justice Dept. at least 90 days before a proposed merger was to take place—if the merger involved combined assets of $10 million or more. Asked whether this provision should apply to companies under federal regulation, Mr. Barnes answered in the affirmative and made his reference to tv.

In an amplification of this statement, some reports hinted that the Justice Dept. was considering the question of whether networks should be permitted to own tv stations and also whether radio-tv set manufacturers should be allowed to own stations.

In the NBC-Westinghouse swap [B•T, Jan. 2], the network acquired Westinghouse's KYW and WPTZ (TV) Philadelphia in exchange for its own WTAM-AM-FM Cleveland. NBC, in addition, paid Westinghouse $3 million.

The transaction gave rise to reports that the network had threatened Westinghouse with cancellation of NBC affiliations unless it agreed to the exchange. This was explained as a purely business judgment on the part of both companies, and the FCC approved the exchanges in the closing days of 1955.

The threat of network cancellation in the NBC-Westinghouse deal was used as one of the charges made by WGR-TV Buffalo in opposing the network's $312,500 purchase of ch. 17 WBUF-TV Buffalo. A protest hearing on this and other charges was begun early this month, but was postponed a fortnight ago. It was understood then that WGR-TV was considering dropping its protest [B•T, Jan. 23].



WSAY Contempt Charge Answered by FCC

THE FCC has told the U. S. Court of Appeals in Washington that even though the court's "mandate" in the Rochester ch. 10 case was "mislaid" the Commission has not delayed unduly its consideration of the case—and even so the pending revision of Sec. 309(c) made it proper to hold up action until it was seen what Congress would do.

This was the FCC's point of view in an opposition filed with the appellate court to the request of WSAY Rochester, N. Y., that the FCC be cited for contempt [B•T, Jan. 23]. The Rochester radio station claimed that the FCC purposely delayed ordering the share-time ch. 10 telecasters, WHEC-TV and WVET-TV Rochester, off the air until Congress acted on the Sec. 309(c) protest revision.

Under the old protest rules, where a protest was accepted and a hearing scheduled, the grant under attack must be stayed. The revised protest rule was passed by the Senate (it had been passed by the House last summer) and signed by the President two weeks ago [B•T, Jan. 23]. It permits the FCC to use its discretion in staying the effectiveness of grants attacked by protests.

WSAY (Gordon P. Brown) last July won an appeals court ruling that the FCC should have given him a hearing in his protest against the 1952 grant to the two Rochester tv operators. This was appealed to the U. S. Supreme Court but last month the high court refused to review the case. On Dec. 21 the clerk of the appeals court sent the "mandate" to the FCC. It was stamped as received Dec. 22, the FCC declared, but was mislaid and not discovered until Jan. 12. The case was presented to the FCC on Jan. 19, the Commission's pleading stated. No action has yet been taken.

Thus, the Commission said, the "oversight has not resulted in delaying the presentation of the case to the Commission for more than one week at the most, if in fact any delay at all has resulted."

"The Commission," the document went on, "believes that it would not be appropriate for it to rush to expedite its action so that it comes before the effective date of the new law, in the light of the clear Congressional concern that established television service not be disrupted pending a new hearing required as a result of the decision of [the] court."

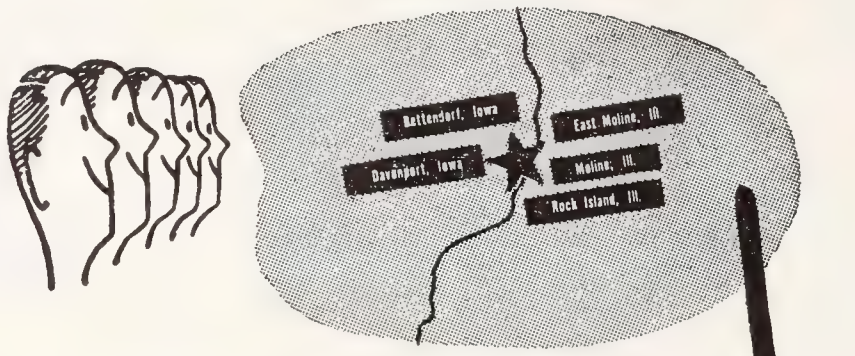
There is no requirement that the Commission act immediately upon a court order, the FCC stated. It pointed out that less than a month had elapsed since the court's order was sent to the Commission and WSAY asked for a contempt citation. This is not an "excessive length of time," the Commission said.

Rounsaville, Macri Propose Swap of Southern Stations

SWAP of radio stations in Jacksonville, Fla., and Charlotte, N. C., was proposed for FCC approval last week in applications filed by Carmen Macri and Robert W. Rounsaville. According to the applications, Mr. Rounsaville, multiple station owner, will trade WWOK Charlotte for Mr. Macri's WOBS Jacksonville with Mr. Rounsaville chipping in $50,000 consideration. WWOK is 1480 kc, 1 kw day; WOBS is 1360 kc, 1 kw day.

Southern Radio & Equipment Co., of which Mr. Macri is 90.1% owner, also is permittee of WOBS-TV, prospective ch. 30 Jacksonville outlet. Although WOBS-TV is not involved in the sale, its call letters will be released so Mr. Rounsaville can use WOBS if the FCC approves the exchange, the application said. Mr. Macri, applicant for a new am at Palatka, Fla., awaits FCC approval of his bid to purchase WQIK Jacksonville. He also is an officer of WLBS Birmingham, Ala., WABR Winter Park, Fla., and WEAL-TV Orlando, Fla.

Mr. Rounsaville owns WQXI Atlanta, Ga.; WBAC Cleveland, Tenn.; WCIN Cincinnati, Ohio; WMBM Miami Beach, Fla.; WLOU Louisville, Ky., and 51% of WBEJ Elizabethton, N. J. (sale pending FCC approval). He also is permittee of WQWI-TV Atlanta, Ga., WQXL-TV Louisville, Ky., and WQXN-TV Cincinnati. Mr. Rounsaville's application for a new Jacksonville am was dismissed last week by the FCC, at his request.



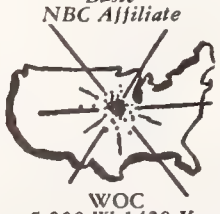
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Newhouse Buy of Stations Among New FCC Approvals

AMONG ownership changes approved by the FCC last week was the purchase by broadcaster-publisher Samuel I. Newhouse of WAPI-WAFM (FM)-WABT (TV) Birmingham, Ala., and WHBS-AM-FM Huntsville, Ala. [B•T, Dec. 5, 1955]. The other major approvals involved WJHL-AM-FM-TV Johnson City, Tenn., and WPAY-AM-FM Portsmouth, Ohio.

The Newhouse buy, the biggest single newspaper sale ever recorded, was through the Remoc Publishing Co., which bought the stations and the parent companies, the *Birmingham News* and *Huntsville Times*, for $16.5 million plus assumption of $2.2 million in notes. The $18.7 million figure was not broken down to indicate the selling price of the stations alone.

Mr. Newhouse owns a dozen daily newspapers and WSYR-AM-FM-TV Syracuse, N. Y.; WTPA (TV) Harrisburg, Pa.; 50% of KOIN-AM-FM-TV Portland, Ore.; 23% of KWK-AM-TV St. Louis, and part of WGTO Haines City, Fla.

In Johnson City WJHL Inc., the licensee of WJHL-AM-FM-TV, was granted transfer of control through purchase of 45.4% of the outstanding stock which was being held in trust. The sale price was $200,000. Control reverts to the Lancaster family which heretofore also controlled 45.4% of the stock.

WPAY-AM-FM was sold to Paul F. Braden for $95,000. The seller was the Scioto Broadcasting Co. Mr. Braden is the owner of WPFB Middletown, Ohio.

For other ownership changes approved see FOR THE RECORD beginning on page 126.

Court Denies WRLD Appeal

U. S. CIRCUIT Court of Appeals in Washington last week denied, by a 3 to 0 vote, a request by WRLD Lanett, Ala.-West Point, Ga., to stay the FCC grant of a new am station at West Point to Confederate Radio Co.

WRLD had asked the court to stay the grant pending review of the FCC decision and reconsideration of subsequent Commission action which ruled WRLD's protest to the grant was a late filing because it was received by the FCC after 5 p.m. closing time on the last day for exceptions [B•T, Nov. 28].

Turning down the stay request were Judges E. Barrett Prettyman, Charles Fahy and Walter M. Bastian.

N. Y. Insurance Dept. May Ban Tv Licensees

A STUDY which might affect the outcome of the race for ch. 3 in Hartford, Conn., has been launched by the New York State Insurance Dept., it was reported last week.

Insurance department officials said a study is being made to determine whether, under New York law, an insurance company outside the state may acquire a television station and still do business in New York.

Travelers Insurance Co.'s WTIC Hartford is associated with WDRC Hartford in applying for ch. 3 and the WTIC-WDRC group has won an FCC examiner's decision over the other ch. 3 applicant there, Hartford Telecasting Co. The decision is currently awaiting oral argument before the FCC.

Spokesmen for Traveler's Broadcasting interests pointed out that the insurance company's ownership of WTIC pre-dated the New York law by many years, and that the "grandfather clause" concept not only permits Traveler's to own and operate the radio station but also encompasses television, which they describe as merely an extension of radio.

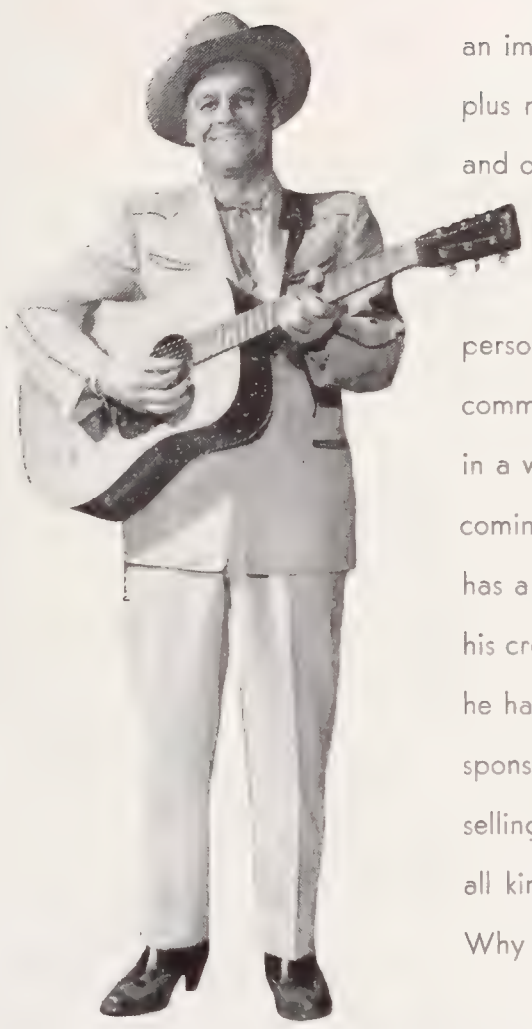
Insurance department authorities said the current study would take several weeks to complete. It is part of an overall study announced in general terms on Jan. 20 in connection with a ruling which blocked the proposed merger of two other insurance companies.

The general study will encompass the various investments of out-of-state insurers currently licensed to do business in New York State. The New York State law provides that no insurance company may purchase more than 2% of the stock of any one company, according to State Attorney General Jacob K. Javits, whose ruling blocked Connecticut General Life Insurance Co.'s proposed acquisition of some 80% of the stock of the National Fire Insurance Co. of Hartford.

It is understood there are about 20 broadcast stations owned in whole or in part by insurance companies which might be affected by a New York ruling forbidding ownership of radio or tv stations. Among them are Jefferson Standard Life Insurance Co., owning WBT and WBTV (TV) Charlotte, N. C., WBIG Greensboro, N. C., WBTW (TV) Florence, S. C. and 16-2/3% of WFMY-TV Greensboro, N. C., and Peoples Broadcasting Co. (Nationwide Insurance Co., formerly Farm Bureau Insurance Co.), owning WGAR-AM-FM Cleveland, Ohio, WTTM Trenton, N. J., WRFD Worthington, Ohio, and WMMN Fairmont, W. Va.

Another Breather for WWBZ

HOPES FOR LONGEVITY of WWBZ Vineland, N. J., received reinforcement last week when the FCC granted the station's request for a 60-day grace period under a Commission order that the station get off the air. Last November the FCC revoked WWBZ's license on grounds that the station's horse racing broadcasts were being used by illegal gambling interests [B•T, Dec. 5]. Under that order, WWBZ had 60 days to cease operation. [The 60-day period expired last Friday.] Meanwhile, WWBZ petitioned the FCC for reconsideration of the revocation order and asked that its license-life be extended 60 days beyond FCC disposition of the reconsideration request. Last week's FCC order granted the extension.



Meet WFDF's Country Gentleman . . . "Smilin' Max" Henderson. He delivers the only live country music on Flint radio on the Monday through Friday "Smilin' Max Show" from 5 to 6 PM. Max knows how to sell the Flint area. Eight years of local radio, an impressive list of Serenade records, plus numerous personal appearances and over two years of TV make Max the best known country star in and around our town. His warm, personal approach with a song and a commercial deliver sure-fire results in a way that keeps his sponsors coming back for more. "Smilin' Max" has a number of published songs to his credit . . . and many more that he has tailored for his individual sponsors. He does a well-rounded selling job in all departments, for all kinds of products.
Why not include yours?

our country music is live

Call the KATZ AGENCY today for the full record story on WFDF and the "Smilin' Max Show."

wfdf

flint, michigan • nbc affiliate

Associated with WFBM AM & TV Indianapolis—
WOOD AM & TV Grand Rapids—
WTCN AM & TV Minneapolis - St. Paul

Broadcasters Request Uhf Band Continuation

A GROUP of established uhf broadcasters pleaded with the FCC last week to maintain the uhf band and give some public statement to counteract talk that uhf isn't any good.

The five broadcasters, all operating successful uhf outlets, met with six FCC commissioners (Comr. Webster was absent) last Tuesday in Washington. The five: Thomas P. Chisman, WVEC-TV Hampton-Norfolk, Va.; Roger L. Putnam, WWLP (TV) Springfield-Holyoke, Mass.; R. Morris Pierce, WINT (TV) Waterloo-Fort Wayne, Ind.; David M. Baltimore, WBRE-TV Wilkes-Barre, Pa.; Allen M. Woodall, WDAK-TV Columbus, Ga.

Uhf can work, Mr. Chisman, acting as spokesman for the group, told the commissioners, but comments by individual commissioners and others that uhf is an inferior service should be stopped. Uhf technically is a good service, Mr. Chisman declared, and can perform a service for the public. Mr. Chisman also urged that the Commission maintain the uhf band so that there exists the possibility of 3,000 tv stations. Confining tv to the vhf band means a potential of only 600 stations, Mr. Chisman declared, and that is against public policy. Even the addition of extra vhf channels would not counter this restriction on tv's growth, he added. This would still leave a conversion problem, he said. Mr. Chisman also said the group was opposed to the suggestions for the addition of "substandard" vhf channels and of drop-ins. He held that deintermixture in some areas would help the success of uhf.

Twin Falls Ch. 13 Grant Reinstated by Commission

GRANT for a new tv station at Twin Falls, Idaho, which was set for hearing by the FCC following a protest by Southern Idaho Broadcasting & Tv Co. (KLIX-AM-TV Twin Falls) [B•T, Jan. 9], was reinstated by the Commission last week. The FCC order, which dismissed the protest and made the ch. 13 grant effective immediately, came after Southern Idaho had indicated to the Commission that it no longer cared to prosecute its protest because of the proposed sales of KLIX-AM-TV.

The grant was issue last November to Magic Valley Tv Co. (KHTV [TV]) for a partial satellite operation at Twin Falls in conjunction with KIDO-TV Boise. In objecting to the grant, KLIX-AM-TV called KHTV's proposals "unrealistic," and claimed the satellite would cause economic injury to KLIX-TV.

Elyria Renewal Proposed

AS he indicated he would a fortnight ago in finding two newspapers in default on their protest against license renewal for WEOL Elyria, Ohio [B•T, Jan. 23], FCC Hearing Examiner Herbert Sharfman last week issued an initial decision recommending license renewal and formally finding the *Lorain Journal* and *Mansfield Journal* in default. Mr. Sharfman's decision held that the newspapers had failed to discharge their burden of proof under four of five issues. The newspapers, which were assigned the burden of proof, asked to have it shifted to the station, but the FCC turned down that request.

Mayor's Committee Endorses Tv to Spotlight City Functions

RECOMMENDATION that commercially-sponsored television programs be used to dramatize the activities of New York City departments and agencies was contained in a report made public last week by the Mayor's Committee on Television Policy.

The report suggested that the heads of the departments and agencies be given the power to make final decision on participation in such television programs and also be authorized to give final approval on individual scripts. The report noted that while the city can expect a limited income from cooperation on commercially-sponsored programs, it should look to "greater public information about city government as the thing of real value to accrue from television."

Mayor Robert F. Wagner, who appointed a special committee to study the potentialities of television programming based on city cooperation, said he agreed in general with the recommendations and findings and would announce his own policy after a careful study of the report. The study was ordered by the mayor after his approval of a proposed tv program to be produced by a long-time friend, Theodore Granik, was followed by criticism from both the press and other tv producers. A spokesman for Mr. Granik said he would now re-submit his proposal for a program dramatizing city activities.

House Antitrust Group Plans Probe of 'Regulated Monopoly'

THE "inordinate increase of economic power" by industries that are regulated by government agencies, including radio and tv, will be looked into, according to Rep. Emanuel Celler (D-N. Y.), chairman of the House Antitrust Subcommittee and its parent Judiciary Committee.

In a news interview, Rep. Celler said that the antitrust group would hold general or exploratory hearings for "several weeks" in the various regulated fields and then go into specific industries in an investigation of "monopoly by regulation."

He charged that some regulated industries have become the "regulators," and added: "In instances there has been practically no regulation of any consequence. The result is a budding and spreading monopoly."

Rep. Celler did not set a date for hearings.

A spokesman for the subcommittee said no definite decision will be made about which industries will be investigated until after the exploratory hearings. Mentioned during the Celler interview were aviation, railroads, radio and tv, and power.

WCBR Sale Filed With FCC

APPLICATION was filed with the FCC last week for transfer of control of WCBR Memphis, Tenn., from Chickasaw Broadcasting Co. to Jules J. Paglin and Stanley W. Ray, for about $70,000. The sale agreement specifies $10,250 cash plus assumption of about $60,000 in obligations. WCBR, which began operation in 1952, is on 1480 kc and operates with power of 1 kw day. Mr. Paglin and Mr. Ray own WBOK New Orleans, WXOK Baton Rouge and KAOK Lake Charles, all Louisiana, and KYOK Houston, Tex. Mr. Paglin is president and Mr. Ray is vice president of their broadcasting properties, which specialize in Negro programming.

Because

So much simpler to have your show on film! No serious upsets then when stars are ill or need rest. No cause for worry about "slips" or "fluffs"! Besides, it's the modern way to rehearse and . . . then film and edit for final perfection. Know in advance—leave nothing to chance . . .
USE EASTMAN FILM!

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East Coast Division
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Midwest Division
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Chicago 2, Illinois

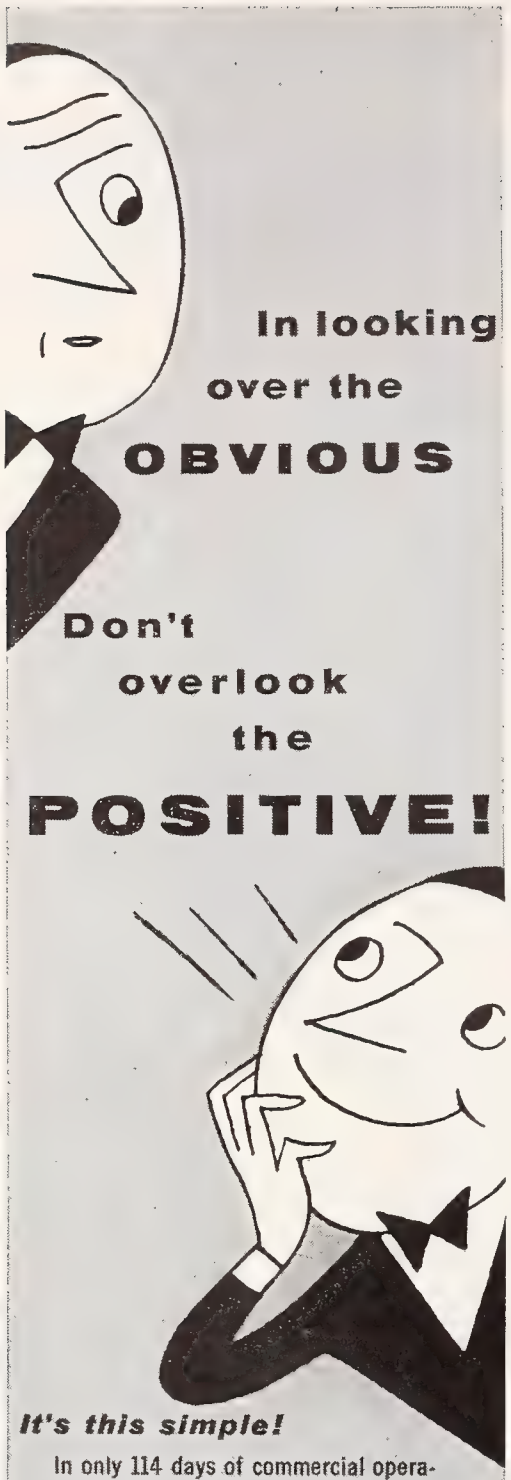
West Coast Division
6706 Santa Monica Blvd
Hollywood 38, Calif.

AND BE SURE to film IN COLOR . . .

You'll be glad you did

stars are human, too...use film





It's this simple!

In only 114 days of commercial operation WNDU-TV has achieved the Number 2 position* of audience dominance in the South Bend-Elkhart market. This impressive showing expresses eloquently the acceptance of WNDU-TV by the more than 200,000 families it serves and the confidence shown this station by its advertisers both local and national. We are proud and thankful for this auspicious beginning. In only 114 days, we couldn't ask for more.

*Total "Firsts" by quarter-hour segments according to ARB Nov. 6-12.

NBC Represented Nationally by MEEKER TV

WNDU·TV
CHANNEL 46

GOP, Democrats Trade Blows, Claim 'Foul' on Fund Plan

THE CHAIRMAN of the Democratic National Committee and the chairman of the Republican National Committee took turns last week in charging each other with wrecking a bipartisan plan to raise campaign funds under the sponsorship of The Advertising Council.

Democratic Chairman Paul M. Butler on Tuesday (Jan. 24) accused his GOP counterpart Leonard Hall with "sabotaging" the suggested $10 million campaign, which would have been financed jointly by both parties.

The following day Mr. Hall charged Mr. Butler with a "breach of faith" in "scuttling" the campaign, which was first put forth by Philip L. Graham, president and publisher of *The Washington* (D. C.) *Post and Times Herald* (WTOP-AM-FM-TV). Under his plan, The Advertising Council would have arranged to exhort people over radio and television, in newspapers and on billboards, to give money to the party of their choice.

Chairman Butler said that the Republicans, having found they could raise $5 million at "Salute-to-Eisenhower" dinners for GOP "fat cats," decided to "duck" a plan that might help the Democrats to raise money they otherwise might not have been able to raise.

Chairman Hall replied that Mr. Butler has "scuttled" the whole project in a speech made on Dec. 9 in Los Angeles. He said the Democratic chairman did this in two ways: by making public the funds-raising plan as agreed to, and then by attacking the Republican Party "gratuitously and unfairly," for excessive spending in past campaigns.

Political Broadcast Bills Up for Hearing on Tuesday

THE HOUSE Interstate & Foreign Commerce Committee's Transportation & Communciations Subcommittee, headed by Rep. Oren Harris (D-Ark.), begins hearings at 10 a.m. tomorrow (Tuesday) on three bills affecting political broadcasts and two measures on newspaper ownership of radio-tv stations.

The bills, all introduced during the first session of the 84th Congress, are:

HR 3789—Withdraws from persons convicted of subversive activities and members of subversive organizations equal rights extended by the Communications Act for political broadcasts.

HR 4814—Relieves stations from liability for defamatory statements made in political broadcasts by candidates.

HR 6810—Implements proposal by CBS President Frank Stanton to authorize stations and networks to allow candidates of major political parties to appear on news, interview, forum, debate and similar programs without being required to give "equal time" to candidates of minority parties.

HR 6968 — Forbids FCC discrimination against newspaper ownership of radio-tv facilities.

HR 6977—(Similar to HR 6968).

Court to Review Legality Of FCC Monitoring Evidence

WHEN is wiretapping not wiretapping? That's the question which the U. S. Supreme Court agreed to review last week.

Involved is an Arizona federal court interpretation that evidence unearthed through wiretapping is inadmissible—even though the evidence was secured through FCC monitoring of an unlicensed broadcast station.

The case involves allegations that Mr. and Mrs. Robert V. H. Sugden of Yuma, Ariz., violated immigration laws by employing Mexican "wetbacks." The federal government charges that the Sugdens used their two-way farm radio to warn workers that immigration inspectors were enroute. These warnings were overheard by an FCC monitor, whose testimony was given in court.

The federal district court threw out the charges on the basis they were based on wiretap evidence. The Ninth Circuit Court of Appeals reversed this decision. It held that the wiretap rule did not apply in this case because the Sugdens did not have a license for their radio. The appeal was taken to the Supreme Court by the Sugdens.

Boxer Wins New Trial In Tv Fight Film Case

FORMER heavyweight boxer Al Ettore has won a new trial in his suit for damages against Philco Corp., Chesebrough Manufacturing Corp. and Clayton Inc., Chesebrough's advertising agency.

Federal appeals court in Philadelphia on Jan. 17 reversed a lower court ruling that the former pugilist had no cause for action. Involved are the 1949 and 1950 telecasts of the 1936 Joe Louis-Al Ettore fight via *Greatest Fights of the Century* film program over NBC and carried on WPTZ (TV) Philadelphia, then owned by Philco. Chesebrough sponsored the program for Vaseline hair tonic.

Aside from his claim that the films were shown without his authority, Mr. Ettore claimed that his best round, the third, was deleted. The boxer claimed this demeaned him in the eyes of his Philadelphia friends. Joe Louis knocked out Mr. Ettore in the fifth round. Mr. Ettore received $500 for the motion picture rights in 1936.

A Philadelphia federal court held that Mr. Ettore's rights had not suffered infringement. The appeals court held, on a two to one decision, that the motion picture rights did not include television, which it termed a relatively new medium and not known when the fight took place.

Court Hears Argument To Dismiss 'Marko' Suit

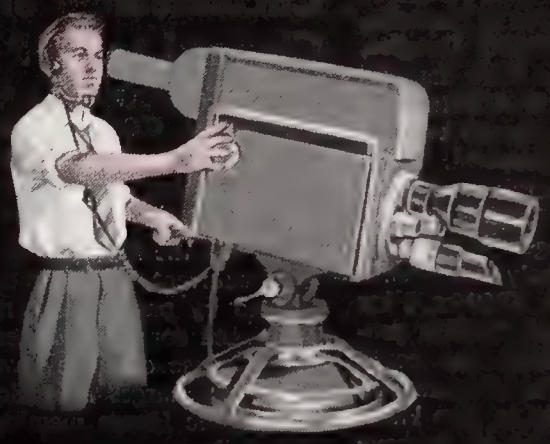
MOTION to dismiss a suit brought by The Caples Co., Chicago advertising agency and syndicator of *Play Marko,* against FCC [B•T, Oct. 10, 1955] was argued last Thursday before U. S. District Judge Joseph C. Garraghy in Washington.

The Caples Co. is seeking to restrain the FCC from issuing show cause orders to tv stations declaring *Play Marko* a lottery. It also seeks a court ruling that the program does not violate the lottery laws. *Play Marko,* a bingo type game, was dropped by KTLA (TV) Los Angeles and WGN-TV Chicago after the FCC declared its belief that the program violated the lottery laws.

House Probe to Hear FCC

FCC will testify Feb. 3 before House Government Information Subcommittee on Commission's practices and policies in releasing information to public and Congress. Rep. John E. Moss (D. Calif.), chairman, said FCC is one of six federal regulatory agencies currently being heard. The subcommittee was formed last year to investigate allegations that federal agencies and departments are withholding information on their activities from public.

5 Reasons Why the RCA-5820 Image Orthicon is Preferred by TV Station Men



Cameramen like the picture they get with an RCA-5820 Image Orthicon. RCA-5820's are stable, have excellent color response.





Sales Managers have a beautiful picture to sell the sponsor—products look good to the buying audience. RCA Image Orthicons in the cameras do wonders for the "sales picture".



Chief Engineers appreciate the technical advantages of RCA Image Orthicons. The tubes enable them to train operators quickly, produce quality pictures over a wide range of light levels.



Producers know that they have almost unlimited scope of operation—with RCA Image Orthicons in the cameras. "Eye-level" sensitivity of these tubes makes it possible to pick up any scene they want—regardless of location.

Technical Directors make good use of the capabilities of RCA Image Orthicons. They get the depth of focus they need . . . they are sure of high picture uniformity between cameras . . . they can produce a wide variety of lighting effects.

With a record of performance as well-known to telecasters as station call letters, the RCA-5820 Image Orthicon has been serving TV stations faithfully since 1949. No finer black-and-white camera tube is built.

RCA®

PICK-UP TUBES for TELECASTING

RADIO CORPORATION OF AMERICA

Broadcast Bureau Reiterates Stand Against Lamb Renewal

THE FCC's Broadcast Bureau still doesn't think broadcaster-publisher Edward Lamb should have his WICU (TV) Erie, Pa., license renewed. In exceptions to an examiner's initial decision, filed Thursday, the Broadcast Bureau charged that Mr. Lamb's testimony on membership in many leftist organizations was "deliberately evasive and lacking in candor." It also charged that Mr. Lamb's "attempt to explain away the plain meaning of his book is sheer sophistry." The book referred to is a 1934 volume written by Mr. Lamb, entitled *The Planned Economy in Soviet Russia.*

Mr. Lamb's license for his Erie station was set for hearing after charges that he had made false representations in previous applications regarding his affiliation or association with Communist organizations and persons. The nine-month long, bitter and at times heated controversy resulted in an initial decision by FCC Hearing Examiner Herbert Sharfman favoring Mr. Lamb [B•T, Dec. 12].

The Broadcast Bureau did not ask for oral argument on the case before the full Commission, but did say it desired oral argument if the other party requested it.

California Community Tv Put Under State Regulation

A CALIFORNIA community television system has been termed a telephone service and thus under the jurisdiction of the California Public Utilities Commission. In an order issued Jan. 16, the California PUC directed Television Transmission Inc., Walnut Creek, Calif., to submit standards of service, plus other material indicating its facilities, service, etc.

The antenna company was given 90 days to comply with the order, which grew out of complaints by some subscribers regarding alleged deficiencies in service. It is understood the order will be appealed. Last year the Wyoming Public Service Commission asserted jurisdiction over community tv systems in that state. These are the only two states which have claimed antenna systems to be utilities coming under state regulation.

Hartselle, Ala., Gets Am, WDMG 5 kw; WERD Denied

THREE conflicting applications involving one proposed and two existing 860 kc operations were resolved by the FCC last week. The Commission granted the application of Dorsey Eugene Newman for a first am station at Hartselle, Ala. (250 w day), granted WDMG Douglas, Ga., a power increase from 1 to 5 kw day and denied the application of WERD Atlanta, Ga., for an increase in power from 1 to 10 kw day.

FCC found that WDMG's proposal, which would provide a first primary service and additional service to 20,000 and 115,000 people, respectively, provided advantages which outweighed the disadvantages, namely interference to WERD and WAMI Opp, Ala. (860 kc, 1 kw day). Because the Newman and WERD proposals excluded each other, only one could be granted, the FCC said. The Commission felt it would be more equitable to give Hartselle its first local service than to improve WERD's service, which would not provide additional service to Atlanta, but would extend the station's service area to points located "substantial distances" from that city.



FCC Construction Permits Granted Three Am Stations

CONSTRUCTION permits for three new am stations were approved last week by the FCC.

The grants:

Algona, Iowa—Kossuth County Broadcasting Co., 1600 kc, 5 kw day. Principals include President-General Manager Fred Epstein and Treasurer Burt H. Cohen, both of whom control KSTT Davenport, Iowa.

Inkster, Mich.—Bell Broadcasting Co., 1440 kc, 500 w day. Sole owner Dr. Haley Bell is a dentist.

Olympia, Wash.—Donald F. Whitman, 1440 kc, 500 w day. Mr. Whitman is a radio-tv consultant and former vice president-20% owner of KGAL Lebanon, Ore.

Circumvention of Laws Charged to GOP by Rayburn

HOUSE SPEAKER Sam Rayburn (D-Tex.) has charged the GOP Administration with trying to practice a policy of "repeal by appointment" in naming members of government boards and commissions, including the FCC.

He said the Eisenhower Administration tried to circumvent the operation of popular laws enacted by past administrations in appointing board and commission members unsympathetic to the cause of these laws. Speaker Rayburn made his charges at a closed door caucus of Democratic House members, according to the United Press.

The Texas lawmaker said the present administration never has consulted with him or with Senate Majority Leader Lyndon B. Johnson (D-Tex.) in appointment of Democratic members to minority posts on such boards and commissions. He predicted that such a policy would help contribute to GOP defeat at the polls next November.

Sarnoff Post Before Senate

NOMINATION of RCA Board Chairman David Sarnoff to the National Security Training Commission has gone to the Senate for confirmation. President Eisenhower made a recess appointment of Gen. Sarnoff last November and named him chairman of NSTC [B•T, Nov. 21].

GOVERNMENT PEOPLE

John P. Meagher, chief, public services division, Department of State, and formerly radio-tv branch chief, appointed career Foreign Service officer by President Eisenhower. Appointment also makes Mr. Meagher, who was public relations director of KYW Philadelphia until December 1951, consul and secretary in Diplomatic Service.

William V. Humphrey, public relations director for Hotel Sherman, Chicago, and previously publicity director for Pabst Brewing Co., appointed director of public information for Chicago Housing Authority.

GOVERNMENT SHORT

Voice of America broadcasts to France have been increased from 15 to 30 minutes a day at request of Chaine Nationale, the French national radio network, U. S. Information Agency announces. Daily program now includes 10 minutes of news and 20 minutes of reports on special events of cultural and other interests. VOA also reports it began broadcasting in its 40th language Jan. 7 with new weekly program in Gujarati to India.

NBC, WESTINGHOUSE COMPLETE EXCHANGE

Program plans, staff appointments announced Jan. 22 as NBC formally takes over Philadelphia properties and Westinghouse Broadcasting assumes Cleveland outlets.

THE NBC and Westinghouse Broadcasting Co. exchange of their radio and tv stations in Cleveland and Philadelphia went into effect last week.

On Jan. 22, NBC commenced operation of KYW and WPTZ (TV) Philadelphia, while WBC took over WTAM and WNBK (TV) Cleveland. The call letters will change on Feb. 13, Westinghouse taking KYW-AM-TV for its Cleveland stations and NBC re-naming the Philadelphia outlets W R C V-A M-T V [B•T, Jan. 23; CLOSED CIRCUIT, Jan. 16]

With the signing of the final papers on Jan. 21, NBC President Robert W. Sarnoff announced the forthcoming change of call letters for the Philadelphia stations, said WPTZ (WRCV-TV) would be equipped to originate local programs in color as soon as possible, and formally named Lloyd E. Yoder, who had been general manager for NBC in Cleveland, as general manager of the Philadelphia outlets.

In Cleveland, meanwhile, Rolland V. Tooke, who has been WBC vice president for Philadelphia and will operate similarly in Cleveland and also double as general manager of WNBK (KYW-TV), and Gordon Davis, moving from Philadelphia to Cleveland as general manager for radio, announced a "New Sound" and a "New Look" for the Cleveland stations.

Three WTAM-WNBK promotions and appointment of two other Clevelanders to executive positions also were announced by Mr. Tooke:

John McIntosh Jr., salesman with WTAM-WNBK since 1951, was promoted to radio sales manager; Howard Spiller, a technical director who first joined the stations in 1944, was named technical operations supervisor; Roy Plaisted, WTAM assistant station engineer and with the station since 1926, was named supervisor of transmitters; Frank Derry, former publicity director for WTAM-WNBK, but for the past several years with the Cleveland Electric Illumination Co. as promotion and advertising director, was named advertising and sales promotion director for television, and John V. Hanrahan, promotion and publicity director for WGAR Cleveland, was appointed publicity director for radio and television.

Mr. Tooke, who with Mr. Davis greeted Cleveland newsmen at a luncheon at the Hollenden Hotel, said WTAM and WNBK will continue to carry network shows but will put much heavier emphasis on local programming in the future.

"This will take the form of expanded news coverage and public service programming, as well as the development of strong local features and personalities in both radio and television," Mr. Tooke said. "The essence of broadcasting is programming, and the established policy of the Westinghouse stations is to program for local tastes and interests. These will be Cleveland stations, above all."

New features, he continued, will include several series—both radio and tv—produced by WBC.

He reiterated "our firm belief in radio," saying: "In our operations, radio is never secondary to television. They are full partners."

Mr. Tooke also said a major promotion drive would be conducted during the week of Feb. 13 to acquaint Clevelanders with the call letter switch to KYW-AM-TV and the "New Sound" and "New Look" plans for the stations.

As NBC took over the WPTZ-KYW ownership, President Sarnoff said "we are extremely pleased and "look forward to continuing and enlarging [these stations'] place in the life of the community which they serve."

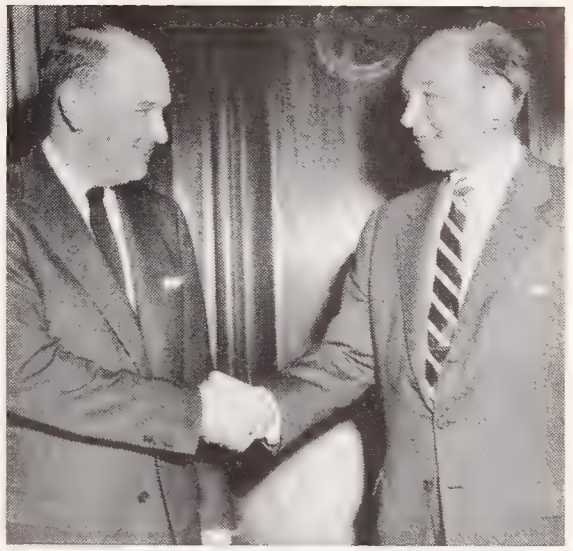
Mr. Sarnoff noted that NBC's parent, RCA, and RCA Victor "have been closely identified with the Philadelphia-Camden area for many years. It is for this reason that NBC has chosen WRCV and WRCV-TV as the call letters for its Philadelphia stations."

Charles R. Denny, vice president in charge of NBC owned stations, pointed out that WPTZ already is equipped to transmit network color programs and that NBC will move immediately to add equipment for originating local color. Details of other technical improvements will await a survey which was started last Monday, he reported.

In connection with the final signing of transfer papers, WBC President Donald H. McGannon said that WPTZ had increased its gross income by 12.8% over 1953, the year WBC acquired the station, and that KYW had recorded even higher gains during the past two years, with its 1955 gross exceeding 1953's by 87.6% and its 1955 profit totaling almost 20 times that of 1954.

In the exchange of stations, NBC paid Westinghouse $3 million in addition to transferring the Cleveland stations.

The day following the formal exchange, NBC



DONALD H. McGANNON (l) president of Westinghouse Broadcasting Co., and Robert W. Sarnoff, NBC president, shake hands at the conclusion of the exchange of Philadelphia and Cleveland radio and television properties.

Vice President Charles R. Denny announced Stan Lee Broza, WPTZ program manager under Westinghouse, will hold the same position with both NBC Philadelphia stations. George Cyr and Ed Wallace will assist Mr. Broza as tv program manager and radio program manager, respectively. Alexander W. Dannenbaum Jr., former WPTZ commercial manager, becomes assistant general manager for both radio and tv for NBC.

'55 Westinghouse Bcstg. Gross Increases 47.7% Over 1954

GROSS sales of the Westinghouse Broadcasting Co. in 1955 increased 47.7% over 1954, Donald H. McGannon, president of the company, is announcing today (Monday).

Local sales for the company's five radio stations, Mr. McGannon said, rose 13.5%, while national spot radio sales increased by 10.4% over 1954. Television sales for WBC, he said, jumped 61% last year over 1954.

The company owns and operates WBZ-WBZA Boston-Springfield, KDKA Pittsburgh, WOWO Fort Wayne, KEX Portland, Ore., and WTAM Cleveland, as well as WBZ-TV Boston, KDKA-TV Pittsburgh, KPIX (TV) San Francisco and WNBK (TV) Cleveland. Its Cleveland radio and tv stations, acquired recently from NBC in exchange for Westinghouse's two stations in Philadelphia (WPTZ [TV] and KYW) will change their call letters next month to KYW and KYW-TV.

Mr. McGannon predicted that 1956 would be "the best year" in WBC history, adding that the company expects to strengthen its position in each local area by developing new talent and presenting "more creative programming" on each of its tv stations.

WEWS (TV) Cleveland Plans New Studio, Office Building

WEWS (TV) Cleveland last Wednesday announced plans to purchase the northeast corner of Euclid Ave. and East 30th St. for construction of new studio and office facilities at a total investment of approximately $2.5 million. Construction will begin in early spring with completion scheduled for December 1956.

The new building, with a 155-ft. frontage, will be of modern design featuring plate-glass windows alternating with porcelain finished steel spandrels. It will contain three studios, the largest measuring 100 x 54 x 25 ft., with space to accommodate 350 spectators. Complete provision will be made for color and the building will be air conditioned.

The two-story structure will cover 32,000 sq. ft. of usable floor space. It will replace WEWS' present location at 1816 E. 13th St., where the station went on the air Dec. 17, 1947, as Cleveland's first commercial tv outlet.

The ch. 5 ABC affiliate is owned by Scripps-Howard Radio Inc. James C. Hanrahan is WEWS general manager and vice president of the parent company, which also owns WCPO-AM-FM-TV Cincinnati and WNOX Knoxville,

Milwaukee Outlets Eliminate Doubtful Promotions—BBB

THE Milwaukee Better Business Bureau has satisfied itself that local radio stations, acting as a group, have eliminated any questionable on-the-air promotions allegedly designed to influence audience surveys.

Agreement on contest "gimmicks," which brought charges of "rigged" telephone surveys, was reached at a luncheon meeting of broadcasters with a BBB representative last Monday. Richard Jordan, Milwaukee BBB general manager, said that "so far as the bureau is concerned, it is satisfied with the situation now" and that "nothing at the moment is being used that would cause criticism of the BBB itself."

The meeting was described as "informal" and "helpful," with airing of mutual problems by station managers. Broadcasters have agreed among themselves to cease certain "unethical contests," the purpose of which was to induce listeners to report they were listening to a particular station involved at the time the station made a telephone call.

Mr. Jordan said there "was no doubt that

surveys were distorted during certain rating periods and if they are to have any meaning at all, they should be reasonably accurate." He added that it was possible the discussions might eventually lead to a proposed code of practices. Broadcasters themselves were represented as feeling such promotions are covered by the NARTB Standards of Practice and no local code may be necessary—a sentiment which the BBB seemed to share as well, Mr. Jordan indicated.

The issue arose at a preliminary meeting Jan. 5 and gathered momentum with the release of letters by Hugh K. Boice Jr., general manager of WEMP; I. E. Showerman, manager of WISN-AM-TV, and Bill Weaver, manager of WRIT [OPEN MIKE, Jan. 23, 16, 9].

Texas Senate Probers Ban Filming by Tv Cameraman

THE TEXAS Senate's General Investigating Committee has banned filming for use on television of the insurance probe being conducted by the committee at the state capital of Austin.

Key Herbert, WBAP-TV Fort Worth cameraman, was ordered to remove his camera from the committee room after four of five senators on the committee voted that televising the proceedings would not "contribute to the best interest of the hearings" and expressed concern that it would set a precedent for televising all future actions of the committee.

The cameraman, however, later was reported to have filmed the committee in action from a nearby room.

Television In, Then Out, Of California Superior Court

THE DOORS to a California court were opened to tv last Wednesday when Los Angeles Superior Court Judge Charles W. Fricke allowed KNXT (TV) there to film the trial of a county board of supervisors chairman accused of perjury. Those same doors were slammed shut Thursday when Judge Fricke complained that the camera made too much noise.

Sam Zelman, KNXT director of news, said that Judge Fricke had allowed the coverage with several restrictions: the camera must shoot silent film footage, be a noiseless instrument, that no lights or tripod be used and that the cameraman not film the judge or jury. The defense attorney also agreed to the tv coverage, Mr. Zelman said.

Two Department Stores Take 'Window' Shows

Hecht's in Washington and Gimbels in New York are the first to sign for the 5-minute color programs on NBC-owned stations in their cities.

TWO department stores—each a leader in the city where it is located—have signed as first sponsors of *Window*, a tv program concept that is set for premiere by NBC-owned stations Feb. 13. Contracts have been signed by Hecht's in Washington, D. C. (on WRC-TV Washington), and by Gimbels in New York (on WRCA-TV New York).

NBC first disclosed details of the *Window* concept at a color demonstration held in New York City early this month during a sales promotion session before the National Retail Dry Goods Assn. [B•T, Jan. 16].

As explained at that time by Charles R. Denny, vice president of NBC-owned stations and NBC Spot Sales, a *Window* is a five-minute shopping program in which commercials are integrated with informative editorial material, with the merchandise of the sponsoring store displayed and demonstrated. *Window* segments may be inserted in program schedules at various times of the day.

The Hecht Co. will use five *Window* programs a week, tentatively scheduled for 7:55-8 a.m., Monday through Friday, starting Feb. 13, to advertise "soft goods," ranging from fashions and clothing to homewares and a wide variety of other merchandise, Harold Melnicove, vice president in charge of publicity and store planning, and Samuel Cohen, advertising director of the department store, said Thursday, when the contract was announced by Carleton D. Smith, NBC vice president and general manager of WRC-AM-TV. The Hecht Co. participation in *Window* was placed through Henry J. Kaufman & Assoc., Washington.

The Gimbels purchase is being announced today (Monday) by Hamilton Shea, NBC vice president for WRCA-AM-TV, for a 13-week period and provides five 5-minute *Windows* a week on the station. The Gimbels program will be seen once a day in color (Mon.-Fri.), alternating between 8:55 and 9:55 a.m. In New York, Pegeen Fitzgerald will act as sales-hostess on the programs. Gimbels, WRCA-TV noted, recently renewed its contract on WRCA-AM.

Louis Tannenbaum, sales promotion director for Gimbels, said the store "looks forward with enthusiasm to the exciting new *Window* plan." He said Gimbels intends to use the program to sell "fashion" and "general" merchandise. "Retailers at Gimbels," he said, "feel that this new concept is a tremendous vehicle for moving department store merchandise."



LOOKING OVER plans for the *Window* programs which the Hecht Co. will sponsor on WRC-TV Washington are (l to r): seated, Carleton D. Smith, NBC vice president and general manager of WRC-AM-TV; Harold Melnicove, Hecht Co. vice president in charge of publicity and store planning; standing, Charles de Lozier, WRC-TV sales manager, and Samuel Cohen, Hecht Co. advertising director.

Tele-Broadcasters Puts 200,000 Shares on Block

TELE-BROADCASTERS Inc. will issue 200,000 shares of common stock to raise funds for the purchase of additional broadcasting properties and working capital for a subsidiary, Tele-Communications Inc., an engineering firm specializing in communications problems.

The stock, valued at $1.50 a share, will be underwritten by the Joseph Mandell Co. of New York City, according to H. Scott Killgore, Tele-Broadcasters president and treasurer.

Tele-Broadcasters owns WKXV Knoxville, Tenn.; WARE Ware, Mass., and WKXL Concord, N. H. Mr. Killgore said that the corporation has purchased a fourth property, an "am station in one of the top 20 markets" whose identity he did not disclose, and is negotiating for the purchase of a fifth radio station.

The company was formed in 1954. William R. Sweeney is vice president.

Atlass, Government Settle $128,285 Tax Delinquency

H. LESLIE ATLASS, CBS vice president and general manager of WBBM-AM-TV Chicago, has reached a settlement of certain income tax deficiencies claimed by the government, according to figures made public in the U. S. Tax Court in Chicago last Monday.

According to the stipulation Mr. Atlass settled a $128,285.15 tax claim (covering returns of 1946-47 and 1948-49) for $48,882.83. The government declined to allow deductions of $74,906.31 for entertainment and $112,890.65 for losses in connection with Mr. Atlass' farm in Wheaton, Ill.

According to the government, his 1946-47 tax return was short $61,361.77 and the 1948-49 joint return short $66,923.38.



STORER PROVIDES OVERSEAS TROUPE

Broadcasting company answers Defense Dept. appeal for entertainers. Coca-Cola also will participate in plan to furnish year-round roving unit for servicemen.

STORER BROADCASTING Co. will furnish the Armed Forces Professional Entertainment Program with a continuous supply of entertainment to build morale at overseas and continental bases, according to Lt. Col. Jerome Coray, Army representative and deputy chief of the defense project. As head of the broadcast group, George B. Storer was first to answer a Defense Dept. appeal for sponsored units, published in B•T Dec. 19, 1955.

Storer stations are auditioning talent to augment the roving Nanigans unit of WJW Cleveland, which has visited defense bases 14 weeks each year for three years. The new Storer project will operate on a 52-week basis. Pete Lee, WJW promotion and publicity director, has been assigned to manage the roving unit, which will leave June 1 on a 17-week tour of the Far East, Pacific Islands, Alaska and Europe. After a month's rest the tour will visit Caribbean bases and continental hospitals and bases, followed by a trip to the Northeast Air Command. Coordinating the project for the Storer group is Ewald Krockritz, head of the national program department.

Coca-Cola Co. also is participating. It sponsors the Nanigans on WJW and is expected to supply uniforms and share in some of the expense. Defense Dept. provides transportation, meals and lodging. Most of the Nanigans unit members are teen-agers.

The sponsored system has been used to a limited extent by Procter & Gamble, Canada Dry and Philip Morris. A number of radio stations have supplied talent units for tours.

Defense Dept. need for morale-building units has become more severe since falling-off in USO funds and disclosure of plans of the Hollywood Coordinating Committee to disband.

Stone To Manage Station In Holbrook Partnership

WALLACE E. STONE has resigned as vice president of Standard Radio Transcription Services Inc., Chicago, to become manager of the new Stonybrook Broadcasting Co.



MR. STONE

The broadcasting company, a partnership of Mr. Stone and West Coast newscaster John F. Holbrook, plans to operate KGAN Kingman, Ariz. Transfer of the station from J. J. Glancy, founder and current operator, to Stonybrook now is pending approval of the FCC.

WLIB Negro Music Festival To Offer African Music

WLIB NEW YORK claims a "first" in America for three programs scheduled Feb. 1-3 as part of its third annual Festival of Negro Music and Drama. The series, *Where It Began,* features recorded African music from Northern Rhodesia, Uganda and the Gold Coast, recorded in those regions exclusively for WLIB.

Yesterday's (Sunday) initial festival feature was a special four-hour "Gospel Train" broadcast concert from Harlem's Savoy Ballroom, presenting more than 25 gospel singers. The festival will run through Feb. 12, featuring daily special events programs that not only will give promising Negro actors and musicians a chance to be heard on the station, but also will devote time to documentaries tracing the Negro's heritage.

KFJZ-AM-TV Dedicates

KFJZ-AM-TV Ft. Worth opened its new million-dollar studios with a two-day open house Jan. 10-11. The new building, at 4801 W. Freeway, house both the am and tv operations, with the radio outlet serving as key station for the Texas State Network.

WDAY-AM-TV Moves

AN ESTIMATED 16,740 persons attended the two-day open house Jan. 16-17 marking the opening of new WDAY-AM-TV studios and offices in the American Life Building at Fargo, N. D. The stations occupy three floors in the building.



BIG VOICE



IN NORTH CAROLINA'S
GOLDEN TRIANGLE

NBC for WINSTON-SALEM GREENSBORO HIGH POINT

5000 W • 600 KC • AM-FM

WSJS
RADIO
WINSTON-SALEM
NORTH CAROLINA
HEADLEY-REED, REPRESENTATIVES



2 heads are
better than one
...IN BUFFALO

WGR-TV
BUFFALO

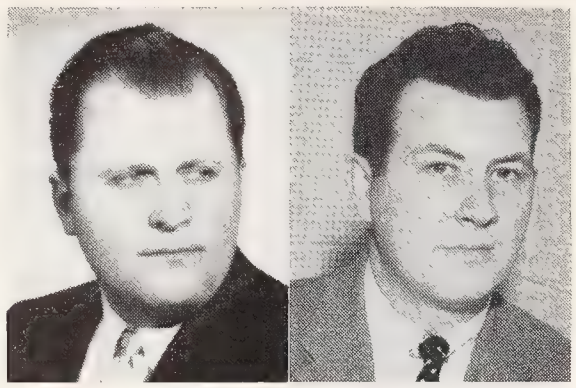
Nat. Reps. FREE & PETERS

Labunski, Loughnane Moved To WDGY by Mid-Continent

TWO Mid-Continent Broadcasting Co. employes were promoted last week by President Todd Storz and transferred to WDGY Minneapolis-St. Paul, whose purchase by Mid-Continent has been approved by the FCC [B•T, Jan. 23].

Stephen B. Labunski, who is presently in a sales capacity with WHB Kansas City, has been named general manager of WDGY and Donald A. Loughnane, program director, WTIX New Orleans, assumes the same capacity with WDGY.

Mid-Continent took over operation of the Minnesota station just seven days after purchase approval was given by the FCC.



MR. LABUNSKI MR. LOUGHNANE

WABI-TV Bangor Receives Boxing Promoter's License

WITH AN EYE toward promoting at least three national tv fights during 1956, Community Broadcasting Service (WABI-TV Bangor, Me.) has received a promoter's license from the Maine Boxing Commission. Leon P. Gorman, WABI-TV general manager, was named the licensee.

First WABI-TV promoted boxing match, which will not be televised, is scheduled for Feb. 20 and features welterweights Vince Martinez and Del Flanagan. Mr. Gorman said the success of this match (attendancewise) would determine whether or not the station promotes future fights for national television.

Headley-Reed Now in Seattle

HEADLEY-REED Co., radio-tv station representative, has opened an office in Seattle, Wash., with Fred Kinkaid as manager, it was announced last week.

Mr. Kinkaid, who operated his own representative business in Seattle before going with Headley-Reed, formerly was with the sales departments of KXA and KIRO in that city.

The Headley-Reed Seattle office is located in the Jones Bldg.

KGVO Plans New Studios

KGVO Missoula, Mont., has started work on new studios at 132 W. Front St., the same location the station used until 1950, when the building was gutted by fire, according to President A. J. Mosby, who made the announcement in connection with the station's 25th anniversary.

Studios have been located in the Radio Central Bldg. since the fire, and this space will be occupied by KGVO-TV when the am studios are completed, Mr. Mosby said. KGVO-TV studios now are located at the station's transmitter, 17 miles from Missoula.

Marty-on-the-Spot

WATV (TV) Newark last week claimed it was the only U. S. tv station to be represented by its own Winter Olympics correspondent at Cortina, Italy, as Marty Glickman (also covering for Paramount News), flew to Rome via Lufthansa airlines, one of WATV's clients. Mr. Glickman's basketball chores for WATV will be handled by Johnny Most and Fred Sayles until his return on Feb. 8.

W. N. Schnepp to Manage New Fort Dodge Station

W. N. SCHNEPP, KTRI Sioux City, Iowa, salesman, has been named manager of the newly-authorized Fort Dodge Broadcasters Inc. station at Fort Dodge, it was announced by H. W. Cassill, KTRI manager and corporation president.

Thirty acres of land have been leased for construction of offices, studios and transmitter for the new station, with call letters to be KEOK. It will operate on 540 kc as a 1 kw daytime operation and is scheduled to begin April 1.

KWTV (TV) Rate Card Features '5 & 10' Plans

KWTV (TV) Oklahoma City has issued rate card No. 5, effective Feb. 1, according to Fred L. Vance, sales manager. The new card has done away with frequency discounts and substituted "5 and 10 Plan" discounts based on the volume of announcements run in a seven-day period.

The card covers a general increase in rates, boosting the national spot hour rate from $750 to $800 and Class AA 20-second announcements from $150 to $180, which is reduced to $171 and $162 under the "5 Plan" and "10 Plan" respectively.

Lasker New WBMS Manager

GEORGE LASKER has been appointed general manager of WBMS Boston, it was announced last week by Norman B. Furman, the station's managing director.



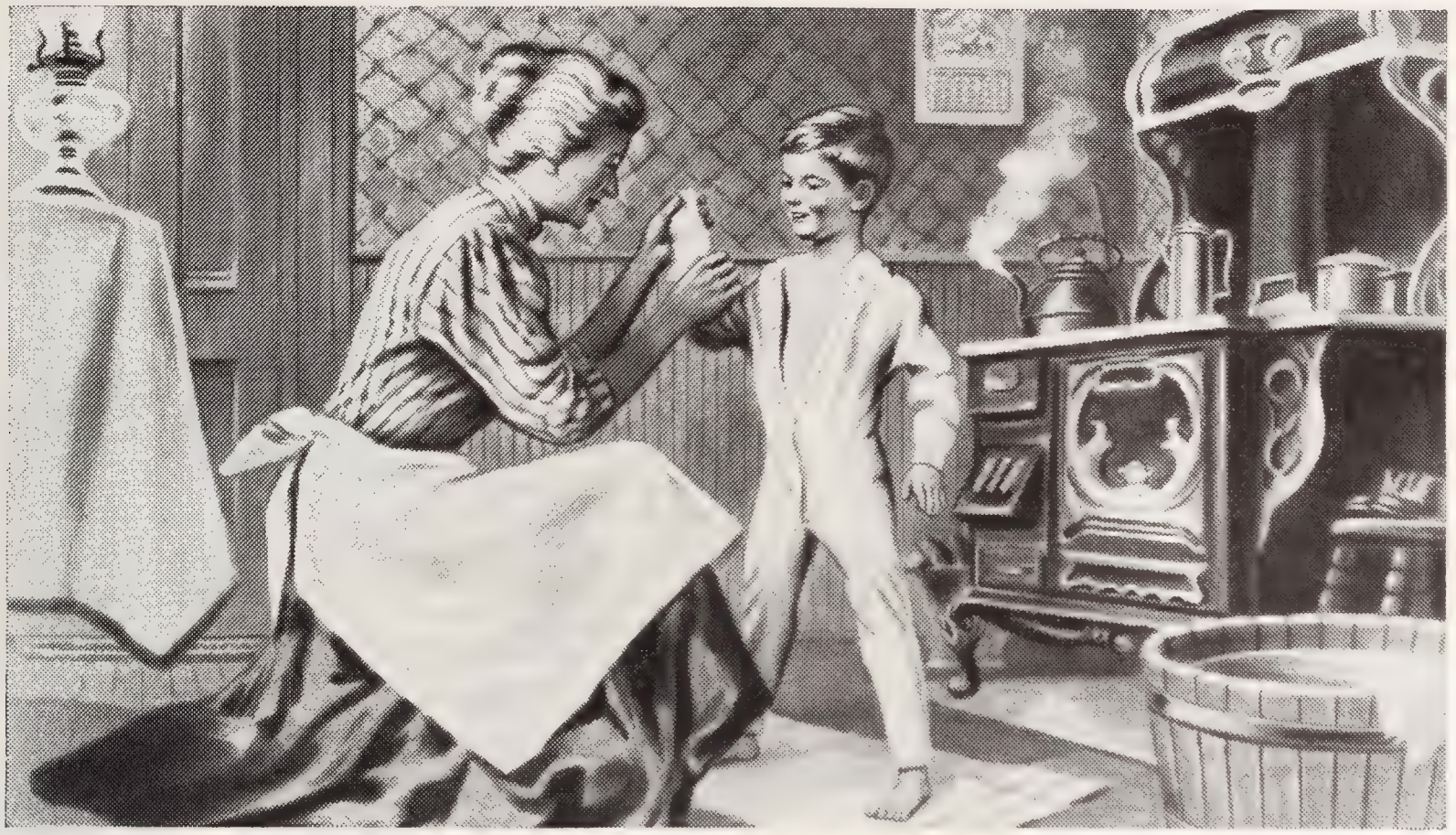
MR. LASKER

Mr. Lasker formerly was in the sales department at WOR-TV and WABC-TV in New York and prior to that was general manager of WORL and WCOP, both Boston.

KHPL-TV Opening Iced Out

SNOW, fog and "an inch of ice on the tower" postponed the formal dedication scheduled yesterday (Sun.) of KHPL-TV Hayes Center, Neb., ch. 2 satellite of KHOL-TV Holdrege [B•T, Jan. 23]. KHOL-TV Station Manager Jack Gilbert said that the weather had interrupted final construction work and that dedication ceremonies would be reset for a later date.

NOTICE TO EDITORS—This advertisement currently appears in leading national magazines. For more than 30 years, Metropolitan Life has sponsored similar messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors), free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.



An old-time reminder for today's winter health . . .

Back in grandma's time . . . before modern heating . . . the change to long, fleecy underwear was a wise precaution against winter ills. If a cold did start coming on, grandma insisted on another ritual . . . a hot bath, a daub of ointment on the chest and a quick retreat to a warm feather bed.

Today, as in grandma's time, it is not wise to make too light of a cold. What seems to be only a slight cold may be the beginning of pneumonia and other respiratory ailments. So, even if you don't feel "really sick" with a cold, authorities urge you to do these things:

1. Rest more than usual . . . eat lightly . . . drink plenty of water and fruit juices.

2. Be sure to check your temperature . . . and if you have even a degree or so of fever, go to bed. If fever persists, cal your doctor and follow his advice.

Fever is important because it may indicate trouble of a more serious nature . . . sinusitis, ear infections, bronchitis and pneumonia . . . to mention a few. When these and other common ailments of the winter season are promptly treated, the chances for rapid recovery are good—thanks largely to the effectiveness of the antibiotic drugs.

Even though medical science can now bring about more and quicker recoveries from the major winter ailments, it is wise to take every precaution against catching a cold. Here are some measures which may help:

1. Guard against drafts and chilling . . . and always wear warm clothing for protection against cold, damp weather.

2. Get enough sleep and eat well-balanced meals to help keep resistance built up during the cold months.

3. Whenever possible avoid exposure to those who have respiratory illnesses.

4. If you have frequent colds, or if you are generally "run down," ask your doctor about preventive measures against respiratory infections.

REMEMBER, too, what seems to be a cold in a child often turns out to be the beginning of measles, whooping cough or some other communicable disease. So, it is always wise to keep a child with a cold at home to protect others as well as himself. The communicable diseases are most contagious in this early stage.

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Metropolitan Life Insurance Company

(A MUTUAL COMPANY)

1 Madison Avenue, New York 10, N. Y.

1955 Daytime Spot Tv Boom Reported by H-R Television

AN "ENCOURAGING" feature in spot tv last year was a trek of national advertisers to daytime television, Frank E. Pellegrin, vice president in charge of sales, H-R Television Inc., station representatives, reported last week.

Mr. Pellegrin, in summarizing a yearend survey of daytime spot business on tv stations represented by H-R, said the number of daytime advertisers using one or more stations during the year was 83.3% greater than in 1954; number of spot announcements purchased by these advertisers was 115.8% greater than 1954 and the number of daytime sponsored programs was up 57% in 1955 over the previous year.

He attributed this increased trend to daytime tv to "greater set penetration, better programming, higher daytime tune-in, scarcity of good evening availabilities and effective use of many daytime success stories, plus other available sales data."

Knoxville Mayor Overruled, WBIR Keeps Council Coverage

THE Knoxville (Tenn.) City Council voted unanimously at its last meeting to continue to let WIBR-AM-FM that city, and any other radio or tv station, broadcast the council's meetings.

Mayor-elect Jack Dance had announced that upon taking office the council broadcasts would be discontinued; WBIR had been broadcasting the Tuesday night bi-weekly meetings. However, due to public demand, the city council voted to continue the same policy that had been followed by the previous administration.

Begon to WBUF-TV

JACK L. BEGON, NBC news correspondent and former Rome bureau manager, has been appointed director of news, special events and community relations at WBUF-TV Buffalo. Charles C. Bevis Jr., WBUF-TV general manager, said last week that Mr. Begon's appointment is in line with plans for heavy emphasis at the station on local news and public service programs.

WSB Atlanta Facilities Cited

NEW FACILITIES of WSB-AM-FM-TV Atlanta, Ga., have been designated as being among "the ten outstanding engineering achievements of 1955 in the Atlanta area" by the city's chapter of the Georgia Society of Professional Engineers. Official opening of WSB-AM-FM-TV's new building will be April 7, according to J. Leonard Reinsch, managing director of Cox radio and tv properties.

Fire Fails to Halt WRIV

WRIV Riverhead, Long Island, N. Y., whose studios and offices were damaged by fire Jan. 10, has lost no time in broadcasting operations since that date, according to W. K. Macy Jr., station manager. The fire broke out late in the evening when the station was off the air, and by 6 a.m. (the usual sign-on time) the following morning, a temporary setup had been installed in WRIV's transmitter. The station now is seeking a new location for its offices and studios, said Mr. Macy.

on their way

to Sesac Subscribers

SESAC
TRANSCRIBED
LIBRARY

Series N-901 NOVELTIES

THE EDDIE SAFRANSKI ORCHESTRA

featuring vocals by

Ginny Gibson
and
Jack Haskell

SESAC

"the best music in America"

475 Fifth Avenue New York 17

REPRESENTATIVE SHORTS

Venard, Rintoul & McConnell Inc., N. Y., appointed by WTOB-AM-TV Winston-Salem, N. C., WSGN Birmingham, Ala., and WLOW Portsmouth, Va.

WTWO (TV) Bangor, Me., announces Robert C. Foster, Boston, has resigned New England representation for station as of Feb. 1. New WTWO representative is to be announced.

REPRESENTATIVE PEOPLE

Joseph D. Payne, with George P. Hollingbery Co., N. Y., for five years as account executive, named manager of company's new Detroit office. Branch is at 500 Griswold St., Detroit 26. Telephone: Woodward 1-3555.



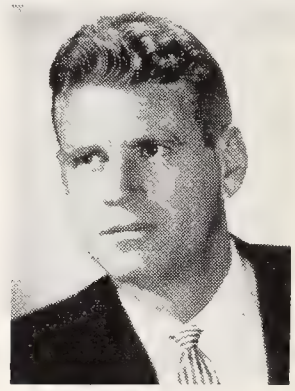
MR. PAYNE

William E. Ellwell, formerly with Atlanta office of Headly-Reed Co., N. Y., to Everett-McKinney Inc., N. Y., as account executive.

STATION PEOPLE

Syd Byrnes, CBS news reporter, resigned to open daytime radio station, WADS Ansonia, Conn. He is president and general manager of 500 w outlet.

Ken Hildebrandt, formerly general manager, KYA San Francisco, and vice president, Sherman Adv. Co. in that city, to KMYR Denver as sales manager.



MR. HILDEBRANDT

Robert S. Bohrer, sales department, KOIL Omaha, Neb., promoted to local sales manager.

George Jenkins, commercial manager WRBL-TV Columbus, Ga., promoted to national sales manager.

William H. Hansher, chief engineer, WTVN-AM-TV Columbus, Ohio, appointed technical assistant to Hulbert Taft Jr., president of Radio Cincinnati Inc. (WKRC-AM-FM-TV Cincinnati, Ohio, and WTVN-AM-TV).

Jack B. Gounder, formerly assistant program manager, WEEU Reading, Pa., promoted to program manager. **John R. Gable Jr.,** engineer, WEEU, promoted to chief engineer.

Joe Weston, formerly exploitation manager, ABC-TV Western Div., to KFWB Hollywood, as director of publicity, advertising and promotion.

Bruce Joyner, engineer, KNTV (TV) San Jose, Calif., appointed chief engineer.

Ted Wolf, former sales manager, KXOB Stockton, Calif., to KGDM Stockton, sales staff.

Lou Palmer, announcer and assistant evening news editor, WIBC Indianapolis, appointed evening news editor. **Robin Bright,** Indianapolis announcer, to WIBC to handle basketball color and staff duties.

Robert N. Storey promoted from announcing staff to promotion manager of WGL Fort Wayne, Ind., replacing **Mrs. Dorsey Roth.**

Mansfield E. Pickett, formerly director of national sales advertising, *High Fidelity* magazine, to WMGT (TV) Pittsfield, Mass., as sales representative.

Walter Hiles, formerly disc jockey at WAKE Atlanta, to sales staff of WAAF Chicago.

Roy A. May, announcer, WIL St. Louis, Mo., appointed program director.

Curt Guthrie, formerly program and promotion director, WINZ Miami, to KEX Portland, Ore., as assistant in advertising and sales department.

Dale Larson to KTVH (TV) Wichita-Hutchinson, Kan., as promotion manager.

Peter S. Crawford, formerly account executive, Richard H. Ullman Inc., Buffalo, N. Y., film sales firm, to WLWA (TV) Atlanta, Ga., sales staff.

Jerry Thompson, WJRD Tuscaloosa, Ala., to WAPI Birmingham, Ala., as account executive.

Steve Crowley, KGO San Francisco, to KSFO San Francisco, sales staff.

James Russell to sales staff, WBAL Baltimore.

Western A. Todd to local sales staff, WFBR Baltimore.

John Allen, announcer, WFAA Dallas, Tex., promoted to chief announcer.

John Mahan, former assistant program director, WDAS Philadelphia, to WPEN Philadelphia as traffic manager.

Terry Cowling, formerly with WCOP Boston for 12 years as announcer, chief announcer and news director, returns to station as sales account executive after two years as director of Cambridge School of Radio & Tv Broadcasting, Boston.

Herbert Groskin, formerly sales staffer, WFLN Philadelphia, to WCAU there as account executive.

Frank Bell Jr., formerly announcer-cameraman, WFAA-TV Dallas, to KTBB Tyler, Tex., as news director.

Bill Daniels, announcer, KFWB Los Angeles, promoted to chief announcer, succeeding **Dave Ballard,** who resigned to freelance in tv and motion pictures.

Hugh McCoy, news director, KFAB Omaha, Neb., to KNX Los Angeles, and Columbia Pacific Radio Network News Bureau as newscaster.

James D. Bailey, formerly commercial manager, KAAA Red Wing, Minn. (now KCUE), to assistant sales manager, Red Wing Potteries Inc.

Harry Dangerfield Jr., formerly commercial manager, XETV (TV) Tijuana, to sales staff, KBTV (TV) Denver.

Lionel Poulton, production manager, KDKA Pittsburgh, appointed producer of *Wayne Griffin Show* on KDKA-TV.

Cliff Adams, formerly farm director and newscaster, KTOE Mankato, Minn., to WNAX Yankton, S. D.

William G. Klee, formerly chief continuity writer WCOL Columbus, Ohio, appointed continuity director, WWCA Gary, Ind.

Douglas D. Basford, announcer, WJLS Beckley, W. Va., to WHAW Weston, W. Va.

Austin Heywood, assistant director of press information, KNXT (TV) Hollywood and CBS-TV Pacific Network, appointed assistant director of audience promotion, succeeding **Marvin Cavender,** appointed CBS-TV West Coast press information photo editor. **Virgil Mitchell,** CBS radio publicist, appointed assistant director of press information. **Mary Kitano,** KNXT press information section, to assist Mr. Heywood. **Nina Burch** succeeds Miss Kitano.

George N. Snell, former owner-producer, Green Hills Theatre, Reading, Pa., to KDKA-TV Pittsburgh, Pa., directing staff. **Jean Connelly,** KDKA-TV producer, returns to performing on daily *Wayne Griffin Show.*

Peter Haas, assistant film supervisor, WCBS-TV New York film services dept., named dept. supervisor, succeeding **George Buckley,** resigned. Mr. Haas replaced by **George Bass,** assistant film director, KOMU-TV Columbia, Mo. **Donald Hammond,** CBS-TV advertising and promotion department copywriter, to promotion writer at WCBS-TV replacing **Murry Karmiller,** transferred to CBS Radio program writing division.

Bob Lidz, news producer, KFJZ-TV Fort Worth, Tex., appointed director of publicity and promotion; **T. B. Bailey,** floor director, named staff director; **John Witten,** news cameraman, to news producer; **Don Henry,** floorman, to floor director; **Joann McCann** to chief copywriter.



Hardy, Hinckley, Romney Honored by Utah Group

THREE MEN prominent in broadcasting, one an advertiser and two network executives, were among 17 "distinguished former Utahans" honored by the Utah Manufacturers Assn. at its golden anniversary membership dinner in Salt Lake City last Tuesday.



MR. HARDY

Ralph Hardy, CBS Washington vice president; Robert H. Hinckley, ABC - Paramount Pictures Inc. Washington vice president, and George Romney, president-board chairman, American Motors Corp. (Nash-Hudson), were cited as former Utahans who have distinguished themselves in the business world.



Photograph courtesy The Salt Lake Tribune

GEORGE ROMNEY (l), president-board chairman, American Motors Corp., and Robert H. Hinckley, vice president, ABC, discuss their home state at the Utah Manufacturers Assn. anniversary dinner, during which they and 15 other former Utahans, including CBS Washington Vice President Ralph Hardy, were honored.



"Come on, be a sport—KRIZ Phoenix is broadcasting the Charleston."

Voice of Democracy Winners Announced

FOUR high school students were announced last week as national winners in the annual Voice of Democracy contest. They were picked from a field of 1½ million entries, according to James D. Secrest, Radio-Electronics-Tv Mfrs. Assn., executive vice president and chairman of the national contest committee.

The four national contest winners, three boys and a girl, were picked from 12 semi-finalists who in turn had survived a screening of winners from 47 states, the District of Columbia and Hawaii. Winners were Jan Hogendorn, Oskaloosa, Iowa; Gabriel Kajeckas, Washington, D. C.; Dennis P. Longwell, Herrin, Ill., and Isabel Marcus, Teaneck, N. J. Oskaloosa High School had a winner for the second straight year, Dwight David Walker having been one of last year's quartet.

Sponsoring the contest are NARTB, RETMA and U. S. Junior Chamber of Commerce. Endorsement is given by the U. S. Office of Education and National Assn. of Secondary School Principals. Winners will be given trips to Washington, $500 scholarship checks, tv sets and other awards. Presentation will be made in Washington Feb. 22. Two days later the winners will be honored by Franklin Institute in connection with the 250th anniversary of the birth of Benjamin Franklin.

'Young' Prize to Schumacher

JACK SCHUMACHER, WICU-TV Erie, Pa., promotion director, last week was named the winner of a special $500 merchandising-promotion contest conducted by Arthur Schmidt & Assoc., New York public relations counsel, for NBC-TV's *Loretta Young Show,* sponsored by Procter & Gamble Co., Cincinnati.

Noble Grant to St. Lawrence

TWO GIFTS totaling $600,000 have been donated to St. Lawrence U., Canton, N. Y., by the Edward John Noble Foundation, headed by Edward J. Noble, chairman of the finance committee of American Broadcasting-Paramount Theatres Inc., and chairman of the executive committee, Life Savers Corp., Port Chester, N. Y., it was to be announced today (Monday). Mr. Noble, former chairman of St. Lawrence's board of trustees and now life trustee, said that $100,000 would go to the creation of a $1 million library and $500,000 toward the construction of a new student activity center "or for such purposes as agreed upon by the university (and foundation's) trustees."

AWARD SHORTS

Jules Herbuveaux, NBC vice president and general manager of WMAQ and WNBQ (TV) Chicago, and **Len O'Connor,** news reporter at stations, presented citations by Illinois Dept. of American Legion and AMVETS for juvenile delinquency radio series, *They Talked to a Stranger,* making total of eight awards for show, which includes resolution adopted by the Chicago City Council commending series.

Chet Huntley, NBC newscaster, received 1956 Harry A. Hollzer Memorial Award from L. A. Jewish Community Council yesterday (Sunday) for "outstanding service in fostering good will and understanding among religious and racial groups in the Los Angeles area."



KMOX General Manager Robert F. Hyland has been named "Outstanding Young St. Louis, Mo., Man of the Year" by the Junior Chamber of Commerce of that city. Mr. Hyland (l) is presented the Jaycee distinguished service award by Sidney Maestre, chairman of the board of St. Louis' Mercantile Trust Co., at a special luncheon.



ROBERT M. RILEY Jr. (l), national sales manager, WMBD Peoria, Ill., receives congratulations from Charles C. Caley, the station's president-general manager, for having been selected the "Outstanding Young Man of the Year" by the Peoria Junior Chamber of Commerce. Mr. Riley is the fourth member of the WMBD staff to win the award for "direct and outstanding service to their community" since 1949.

Ted Dealey, president, WFAA-AM-TV Dallas, Tex., and publisher of *Dallas News,* honored by stations' and newspaper employes at banquet on his 40th anniversary with *News.* He was presented gold watch.

INDUSTRIAL HEART
OF THE TRI-STATE AREA
TV's New Queen
CHANNEL 13
316,000 watts of V. H. F. power
WHTN-TV BASIC ABC
Greater Huntington Theatre Corp.
Huntington, W. Va. Huntington 3-0185

Georgia Institute Cites B•T Series

RECENT GROWTH of radio listening, progress of the New South's economy and reviews of journalistic and broadcast trends featured the 11th annual Georgia Radio & Television Institute, held Jan. 25-27 by the Georgia Assn. of Broadcasters and the Henry W. Grady School of Journalism, U. of Georgia.

A special citation was awarded BROADCASTING • TELECASTING by the journalism school at the opening dinner Wednesday evening for the series of market reviews covering the New South. The award was presented to J. Frank Beatty, B•T senior editor and author of the series. As presented by Dean John E. Drewry, of the school, the resolution termed the series "a notable example of dimensional journalism at its best—depth and interpretative reporting which makes clearer the transformations and progress being made in the South, and the place of radio and television therein."

Dean Drewry commended Sol Taishoff, editor-publisher, and Edwin H. James, managing editor, "for this valuable contribution to better regional and national understanding."



CITATION was presented B•T for its series of market studies on the New South by the Henry W. Grady School of Journalism, U. of Georgia. Wilton E. Cobb, WMAZ-AM-TV Macon, Ga., presented the award on behalf of the Grady school at the opening dinner of the Georgia Radio & Television Institute. L to r: W. C. Woodall Jr., WDWD Dawson, institute chairman; Mr. Cobb; J. Frank Beatty, B•T senior editor, and Glenn C. Jackson, WAGA-AM-TV Atlanta, president, Georgia Assn. of Broadcasters.

Mr. Beatty was speaker at the opening banquet of the institute, held at Athens, Ga. Talking on the topic, "The Dollar-Mark Scoop," he reviewed business news reporting, particularly as it affects broadcasters. "The business reporter," he said, "assembles scattered facts, ties them into neat bundles after discarding the trivia, and presents to American business a series of Monday morning packages that will swing tomorrow's business decisions—and maybe an election."

Another speaker, Merriman Smith, United Press White House correspondent, said President Eisenhower "does not act like a man who plans to run for a second term."

Edwin R. Peterson, vice president of Keystone Broadcasting System, reviewed the growth of the rural radio market and predicted further extension of this important part of the nation's economy in 1956. He emphasized the importance of supplementing television with daytime radio.

FCC Commissioner Richard A. Mack spoke Friday on general jurisdiction of the FCC and tv-radio common carrier, safety and special services. He covered uhf-vhf problems and the growth of radio.

An imaginary investigation of a radio station, with the story of the application of the Wage-Hour Law and Fair Labor Standards Act, was conducted by John C. McFerrin, investigation supervisor of the Dept. of Labor Wage & Hour and Public Contracts Divisions. Frederick H. Garrigus, NARTB manager of organizational services, discussed recent trends in broadcasting and the ways they are meeting public service responsibilities.

Members of the institute committee were W. C. Woodall Jr., WDWD Dawson, chairman; Dwight Bruce, WTOC Savannah; Archie Brinalds, WBIA Augusta; Charles Smithgall, WGGA Gainesville; Hugh Tollison, WGIG Brunswick; ex-officio, officers of Georgia Assn. of Broadcasters headed by President Glenn Jackson, of WAGA-TV Atlanta, and Dean Drewry. Wilton Cobb, WMAZ Macon, made the award presentation to B•T.

Unusual Sendoff

KRMA-TV, educational station scheduled to go into operation today (Mon.) in Denver, Colo., has been given a sendoff by another television station in that city —KOA-TV.

KOA-TV Program Manager C. Van Haaften in a broadcast a fortnight ago informed Denver televiewers that the educational station would be seen on Denver's ch. 6 and pointed out the "tremendous potential of the new medium." He then turned over a half-hour on KOA-TV to Henry H. Mamet, station manager for KRMA-TV, who gave a statement of policy and introduced brief previews of several KRMA-TV programs.

WCAU-AM-TV Gives $1,000 To Pennsylvania University

WCAU-AM-TV Philadelphia, through President Donald W. Thornburgh, presented $1,000 to the U. of Pennsylvania for use in improving the television and radio teaching facilities of the university. The sum represents the amount received by the station from the Alfred I. DuPont Awards Foundation for its work in educational television.

Michigan State U. Tries Closed Circuit Instruction

MICHIGAN State U., East Lansing, has enrolled about 500 students for closed circuit tv courses in communications, chemistry and psychology during the winter term. An instructor and two cameras are located in Giltner Hall auditorium, while students sit in classrooms throughout the building. Eight monitors (with 24-inch screens) are used in carrying the lectures to the students.

John A. Hannah, MSU president, said purpose of the closed circuit experiment is to "explore the possibilities of television as a medium for increasing the effectiveness of a competent faculty without a loss of quality in the process."

The university is continuing its series of telecourses on its WKAR-TV East Lansing.

SARNOFF PROPOSES TEACHERS' RESERVE

Pool of scientists drawn from American industry would be utilized to meet shortage in schools, RCA board chairman says in accepting Forrestal Award.

A PROPOSAL that a "National Educational Reserve" of teachers drawn from the technological ranks of American industry be established for service as teachers in their local schools to alleviate the critical shortage of scientists and engineers was made Thursday by Brig. Gen. David Sarnoff, RCA board chairman.

Speaking at the annual dinner of the National Security Industrial Assn. in Washington, Gen. Sarnoff pointed out that in our race with Russia to develop guided missiles—the so-called "ultimate weapons"—and the other technological weapons of modern warfare, we cannot afford to have the Communists get ahead of the United States in the training of scientists. Yet, "last year Russia graduated twice as many engineers as we did," he stated.

Noting a lack of qualified teachers at grade level for science subjects, Gen. Sarnoff proposed "the establishment of a 'National Educational Reserve' comprising qualified teachers in mathematics, physics, chemistry, engineering and related subjects, to be drawn from the technological ranks of industry.

"I have in mind the release—and with full pay for at least a year—of a reasonable number of men and women for teaching assignments in their local schools," he said. "This unique reserve could also mobilize those who have reached the retirement age but whose knowledge and experience would make them inspiring teachers. In addition, it could include qualified people willing to volunteer their services to teach in night schools without giving up their industry jobs.

"The number of teachers recruited from any single organization would be too small to entail hardship for any one—but the total number comprising the corps could be drawn from such an extensive list of organizations that it would be large enough to give new impetus to teaching of the sciences in our school system. This would be especially true at the high school level which is our present major bottleneck. This educational reserve would, of course, have to be strictly an interim program, let's say for five years, to help meet an immediate situation."

Preceding his address, Gen. Sarnoff was presented with the NSIA's James Forrestal Memorial Award, given annually to "a distinguished American whose leadership has promoted significant understanding and cooperation between industry and government in the interest of national security." President Eisenhower was the first recipient of the award a year ago.

New Bendix Device May Boost Tv Lighting

NEW DEVELOPMENT that is said to hold "exciting possibilities" for improving lighting in television, with a resultant amelioration of television production, was demonstrated in New York last week by the Bendix Aviation Corp.

Called the Lumicon, the new device can amplify light 40-50,000 times, according to

Leroy D. Kiley, general manager of the Friez Instrument Div. of Bendix. Mr. Kiley, who said the Lumicon "will open many new fields in industrial and medical radiography, astronomical, photographic and associated fields," told B•T that the device, as constructed, is not immediately intended for television. He said the company expects to adapt Lumicon for tv use by 1957. The current model, he said, is "too simplified" for television.

Mr. Kiley explained that Lumicon applies new electronic concepts to closed circuit television systems. It consists of a detector unit, or image orthicon tube, connected through amplifiers and cables to a monitor unit similar to a standard television picture tube. A "light tunnel" containing a fluoroscopic screen is added to the detector for x-ray purposes. Through light amplification, a television picture "thousands of times brighter than that of the fluoroscopic screen is produced," according to Mr. Kiley.

A spokesman of a television network who attended the demonstration told B•T that the industry is seeking improvement in lighting in darkened locations, such as churches and auditoriums where it often is not feasible to set up extensive lighting units, and for various other types of remote telecasts. Mr. Kiley said that an adapted Lumicon for television would supply lighting at an economical cost and with less labor and effort needed currently in setting up an extensive lighting arrangement under certain circumstances.

Kelley Named Director, Others Promoted at DuMont

WILLIAM H. KELLEY, vice president in charge of marketing, Allen B. DuMont Labs, was elected a director Thursday, succeeding Stanley F. Patten, who recently was appointed treasurer. Mr. Kelley also was named vice president and general manager, consumer products. In his new post he will direct operations for the receiver (radio, tv, high fidelity) and cathode-ray tube divisions.

At the same time, the board also elected Arthur Israel Jr. to secretary, succeeding Barnard Goodwin, resigned, and Bert L. Graham, former controller and special assistant to DuMont President David T. Schultz, to assistant secretary. Mr. Goodwin, also vice president of Paramount Tv Productions Inc., continues as president of DuMont Broadcasting Corp.



AN ORDER for a Collins 20V-2 transmitter and accessories is signed by Dorothy J. Laird, permittee of WDUX Waupaca, Wis., with Robert I. Hancock, Collins Radio Co. sales engineer. WDUX has been granted a construction permit from the FCC for an 800 kc, 500 w daytime operation.

High Intensity Lamp Developed by Sylvania

CITING important applications in movie-tv film duplication work and manufacture of color television tubes, Sylvania Electric Products Inc., unveiled in Hollywood Wednesday its newest lighting discovery, a high intensity light source produced by radio frequency. Called the RF Lamp, the device consists of a radio frequency generator and water cooled lamp containing a small 5/16ths-inch disc of refractory material. The radio frequency energy is concentrated on the disc by coils surrounding the lamp, causing it to incandesce brilliantly.

By using the refractory material disc as a light source the lamp can be focused directly without complicated optics usually needed to diffuse and evenly distribute the light emitted by tungsten filaments, according to Frank J. Healy, Sylvania vice president in charge of operations. The device will speed by eight times the duplication of motion picture tv prints under certain processes, he indicated, and will be particularly effective in color work because of uniform quality and intensity.

The RF Lamp already has resulted in production improvement in the manufacture of color tv picture tubes, Mr. Healy said. In making color tubes, the three phosphors which are used; red, green and blue, must be fixed on the tube face by a photographic process. To do this, a bright concentrated light source is required. With the RF Lamp, Sylvania has cut in half the time required for this process, he said, predicting economies of production that will help lower color tv set costs.

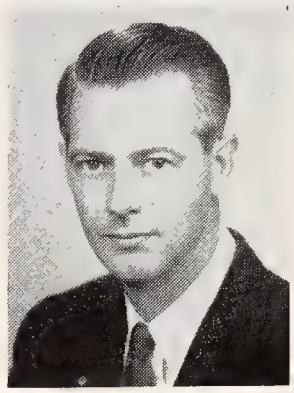
Sylvania engineers now are working on application of the RF Lamp for studio lighting. Since the lamps are water cooled, the working temperature of the studio can be better controlled. The lamps are connected to the generator unit by only two wires, coaxial cable links which carry both water and radio frequency energy to and from each lamp. The RF Lamp is replaceable like any ordinary light unit. At present, its life is rated at 100 hours and costs $96. The complete generator and lamp combination is designed to sell for about $2,000.

Sylvania Redeems Stock

THE board of directors of Sylvania Electric Products Inc. last week voted to redeem all of the outstanding shares of $4.40 cumulative preferred stock at $103 plus the accrued dividend from Jan. 1-Feb. 29 of 73 cents. Redemption date is Feb. 29. The $4.40 cumulative preferred stock is convertible into common stock at the rate of 3.05 shares of common for each $4.40 preferred. Principal transfer agent for Sylvania is the Second Bank-State Street Trust Co., Boston, with New York conversion or redemption handled by the Hanover Bank.

Sylvania Promotes Thomas

FRANK M. THOMAS, manager of equipment engineering, Sylvania Electric Products' atomic energy division, Hicksville, N. Y., last week was named manager of equipment development, Sylvania's electronics division, Woburn, Mass.



MR. THOMAS

Prior to joining Sylvania in 1952, Mr. Thomas was chief engineer for Fairchild Recording Equipment Corp., New York.

Pay of Emerson Officials Told in Proxy Statement

SALARIES of three top officials of Emerson Radio & Phonograph Corp. were disclosed in a proxy statement announcing an annual meeting of stockholders to be held Feb. 1 in New York.

Benjamin Abrams, president and a director received $60,008 in direct remuneration for the fiscal year ended last Oct. 31, with $12,690 as the estimated annual retirement payment under the company's pension plan.

Max Abrams secretary-treasurer and a director of the corporation, is listed as having been paid $39,936 for the yearly period and as having $8,320 in estimated annual retirement payments. Dorman D. Israel, executive vice president and a director, received $31,980 in direct remuneration and has $6,824 in annual retirement payments.

L.B. Wilson INCORPORATED WCKY CINCINNATI O.

*Sept.-Oct. Pulse

—an old Cincinnati Habit:
—listening to WCKY;

10 years of 24 hour a day music and news programming has created in Cincinnatians, the habit of tuning to WCKY for

The Best in Music
The Latest in News

*21% of morning audience
22% of afternoon audience
21% of night time audience

BUY WCKY

But None in Kelly Green

ANYONE interested in spending over $100,000 for a television receiver can now do so.

Midwest Radio & Television Corp., Cincinnati, unveiled "The Princess of Monaco" receiver at a public showing in Cincinnati's Sheraton Gibson Hotel Friday. The 21″ set is contained in a hand-finished cabinet in pale ice blue with 22 karat gold plated legs and accessories, a royal blue velvet grill cloth embossed with diamonds, pearls and other gems. "All this and the finest television reception available," says Midwest President S. W. Cunningham. After the public showing, the receiver may be seen by appointment only.

"The Princess of Monaco" carries a price tag well in excess of $100,000.

Increased Color Tv Sales Won't Boost Profits—Abrams

THOUGH total production of color tv sets "may leap to ½ million" this year, increased color tv receiver sales will not contribute "materially" to the profit picture, Benjamin Abrams, president of Emerson Radio & Phonograph Corp., told members of the New York Society of Security Analysts last Tuesday.

Mr. Abrams also foresaw increased color and black-and-white tv set production this year, because of the 1956 political campaigns. As unit volume is expected to gain, so is price, Mr. Abrams said, pointing to the trend to advanced tuning mechanisms such as remote control, which will make for more costly production.

In another talk on Thursday, Mr. Abrams told a New York group of naval reserve officers that within the foreseeable future, all home radios will work without tubes or wiring, operating so inexpensively on batteries that the electric cord and plug will become obsolete. He also predicted that projection television, developed years ago but dropped because of insufficient illumination, will be revived, followed by the "ultimate development" of three-dimensional tv.

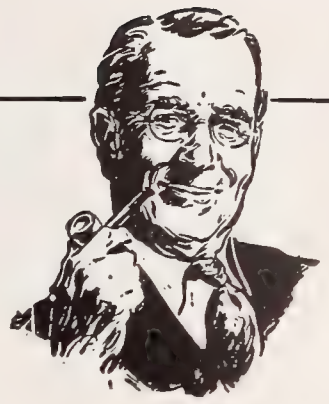
MANUFACTURING PEOPLE

William Regits appointed general manager in charge of plant operation, Affton Industries, St. Louis manufacturer of magnetic recording tapes, recording blanks and sound reproducing equipment, and **Harry F. Scheirer** named sales manager. Both served in executive capacities with other manufacturers.

Thomas J. March, advertising and sales promotion supervisor, General Electric Co's locomotive and car equipment department, Erie, Pa., named sales manager of GE electronic components department, Auburn, N. Y., succeeding **Roy L. Merwin Jr.,** resigned.

Frank M. Thomas appointed manager of Equipment Development for Electronics Div., Sylvania Electric Products Inc., N. Y. He formerly was manager of equipment engineering for Sylvania's Atomic Energy Div. at Hicksville, L. I., N. Y.

Byron Brown, formerly in charge of sales development of radiometric products, Hoffman Electronics Corp., L. A., appointed color tv sales promotion manager for Hoffman Radio Div.



Advertisement

From where I sit
by Joe Marsh

New Future For Your Present

How many ties did you get for Christmas? For once I didn't come up with *any*—could have used a couple this year, too. Instead I got three wool mufflers. Never wear a muffler.

Some people are determined to do something about the Useless Gift Problem—they're holding a "White Elephant Party" Saturday at the Community Hall.

Handy Peterson's the chairman. "Bring any presents you'd rather give than receive," he says. "Chances are you'll swap them off for something even worse—but it ought to be fun."

From where I sit, it's sometimes pretty hard to give a man exactly the present he wants. Other people so often have tastes and preferences that differ from our own—for example, think of all the people you know who claim coffee's the *beverage, and all the others (like me) who'd rather have a glass of beer. Being able to make your own choice is the greatest "gift" of all.*

Joe Marsh

Copyright, 1956, United States Brewers Foundation

SECOND ITA STATION BEGINS FEB. 17

Commercial outlet in Birmingham will serve England's Midlands area. Operation will be same as London station, with ATV and ART/V furnishing the programs.

BRITAIN'S second commerical tv station, located at Birmingham to serve England's Midlands area, is scheduled to begin operations Feb. 17, five months (minus five days) after the first broadcast tv commercial in the United Kingdom was sent out from the Croydon transmitter, covering the London area, on Sept. 22 [B•T, Sept. 26, Oct. 3, 1955].

Under the British formula of separating operating responsibility from that for programming, the new Midlands station was built and will be operated and maintained by the Independent Television Authority, chartered by the Crown for the express purpose of providing the nation with commercial tv service in addition to the video programming provided by the tax-supported non-commercial BBC.

ITA does not, however, program its London station, although it is ultimately responsible for seeing that a balanced program structure is maintained, nor will ITA program its new station at Birmingham. Programs are purchased by ITA from independent program contractors; organizations which undertake to provide program material for the commercial tv stations on a block booking basis.

Two program contractors, Associated Television Ltd. (formerly Associated Broadcasting Co.), and Associated Rediffusion Ltd., have, during its five months on the air, supplied all the programs broadcast by ITA's London station. ATV furnishes the Saturday and Sunday programs, with ART/V handling the Monday-Friday tv fare. The same two organizations will also program the new Midlands station, but the other way round, ATV doing the weekday shows and ART/V those telecast over the weekend.

Program sponsorship as such is not permitted under the British tv rules, which restrict all commercials to spots, inserted between programs or at "natural" breaks within a program, such as between the acts of a dramatic show. The program contractor sells the commercial time to advertisers and advertising agencies. In London, the choicest times—midevening, Saturday and Sunday—were originally priced at 1,000 pounds ($2,800) and scaled down from there, but a new rate card is reported to be in preparation. Rates for the Midlands station, also in preparation, are expected to be somewhat below those prevailing in London.

Although bitterly resisted in advance by many Englishmen who felt that advertising coming into their homes via tv would be an unbearable invasion of privacy, commercial programming in the American manner seems to be capturing an ever increasing audience. Set conversions to enable reception of the ITA programs as well as those of BBC, which was all the British tv receivers previously accommodated, trebled in the first 13 weeks of ITA operation, according to a mailing piece sent out by ATV, which was part of an aggressive American-type campaign to sell video advertising to advertisers and agencies.

"Independent [commercial] television now has a place in the lives of at least 500,000 homes," ATV states. "This figure is an average of the estimates of two independent and competitive research organizations—the A. C. Nielsen Co. Ltd. and Television Audience Measurement Ltd. When Independent Television began, there were estimated to be 170,000 sets equipped to receive it."

Rating services—Nielsen and Pulse invaded England along with the commercial tv service—show that where both ITA and BBC programs are available, the ITA programs get the audience most of the time. Even more important to British advertisers is the finding of another research organization—Tv Research (Gallup Poll) Ltd.—cited by ATV in another of its mail pieces.

Following the February debut of its Midlands station, ITA will push work on the construction of a third commercial tv station at Manchester to serve the north of England, which is expected to begin program service early in the spring. Provided it can get the allocations (for like the U. S., Great Britain also does not have enough spectrum space to give all applicants all the channels they'd like), ITA hopes to have 20 stations in operation before its present charter comes to an end in 1964.

TWO TV REQUESTS BEFORE CBC BOARD OF GOVERNORS

Three new am applications, one fm, power increase and share transfer requests also will be heard by board at Feb. 3 meeting in Ottawa.

BIDS for television stations for Kamloops and Victoria, both B. C., are to be considered at the Feb. 3 meeting in Ottawa of the Canadian Broadcasting Corp. board of governors. Three applications for new radio stations and one fm station will also be heard by the board, as well as a number of share transfers, changes in ownership, power increases for am and tv stations, and an application for a booster station.

The full agenda includes an application by Twin Cities Television Ltd. for a 100 w video station on ch. 4 with 50 w audio power at Kamloops. David M. Armstrong, president of CKDA Victoria, is applying for a tv station on ch. 6 with 1.8 kw video and 0.9 kw audio and antenna height of 269.5 feet above average terrain.

CFCM-TV Quebec City, Que., is asking for a boost from 1.27 kw video and 635 w audio to 12.65 kw video and 6.33 kw audio on ch. 4. Antenna height will remain the same, 473 feet above average terrain. CHLT-TV Sherbrooke, Que., is asking for a power increase on ch. 7 from 17.3 kw video and 8.8 kw audio to 170 kw video and 100 kw audio, with antenna height to be increased from 1,848 feet to 1,920 feet above average terrain.

Howard C. Caine, manager of CKFH Toronto, Ont., is applying for a radio station license at Oakville, Ont., a suburb of Toronto, with 1 kw daytime and 500 watts nighttime on 1250 kc. Two applicants are asking for a daytime station at St. Jean, Que. Radio-Iberville Ltd. is applying for 1 kw on 1090 kc and Jean-Philippe Toupin is applying for 1 kw on 1110 kc.

At Swift Current, Sask., Frontier City Broadcasting Ltd. was recommended last September for a 250 w station on 1400 kc. The Minister of Transport has asked the CBC board to hear this application again and also that of the Swift Current Broadcasting Co. Ltd., which is applying for a similar station there. Earlier the CBC board had suggested the two applicants get together to make a joint application, but this proved impossible.

At Toronto Edward James Piggott is applying for an fm station of 282 w on 98.1 mc.

CFOS Owen Sound, Ont., is asking for an increase in power from 1 kw on 1470 kc to 5 kw day and 1 kw nighttime.

CJBR-TV Rimouski, Que., is requesting that the station be leased to the Central Public Service Corp. Ltd., of which the station's president, Jacques Brilliant, is a director.

Transfer of control of licensee companies is being asked by CHEF Granby, Que.; CHLT Sherbrooke, Que., and CKRB Ville St. Georges, Que. Change of ownership is being requested by CKLD Thetford Mines, Que., from Radio Thetford Ltd. to Radio Megantic Ltd. Fourteen stations are asking for permission to make share transfers.

CARTB Selling Clinic Hears Erickson, Treyz

MORE THAN 350 advertisers, advertising agency executives and television station executives from all parts of Canada attended the television clinic held by the Canadian Assn. of Radio & Television Broadcasters at Toronto, Ont., Jan. 19, with Jack Davidson, CARTB president, as chairman.

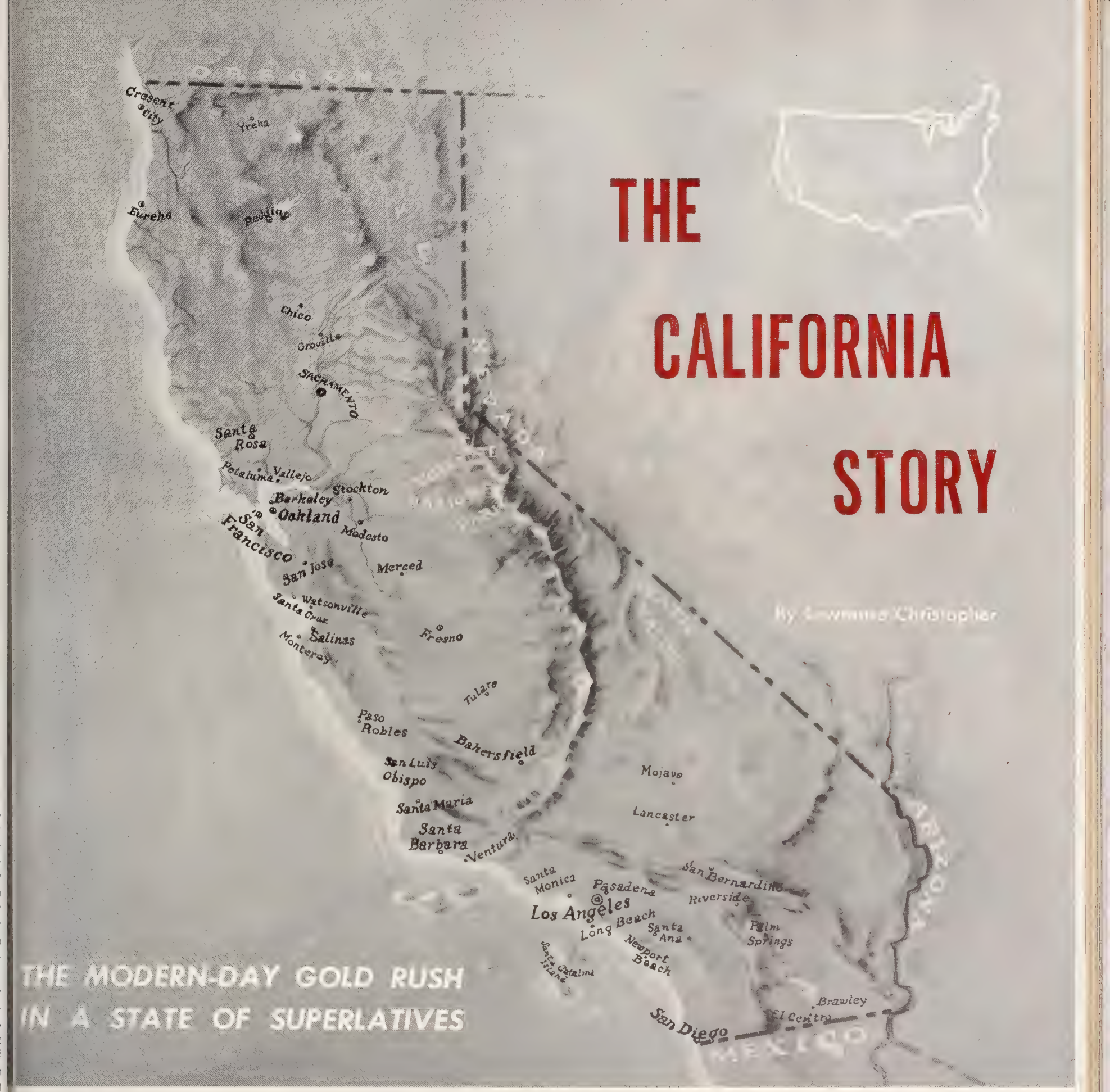
Rodney Erickson, vice-president in charge of tv for Young & Rubicam, New York, and Oliver Treyz, president, Television Bureau of Advertising, New York, told the Canadian audience in word and picture the findings of various U. S. surveys on the effectiveness of tv selling.

On the assumption that Canada will undergo approximately the same tv development as has the U. S., Mr. Erickson reviewed tv set saturation, program development and cost of commercials. He pointed out that tv in the U. S. has thrived in competition whereas in Canada at the present time only one station is allowed in any one city.

Mr. Erickson also said that tv program ratings are going down due to increased competition, while tv circulation is rising and costs are increasing and dealt at some length on the progress of the magazine-type program, pointing out that at present about 68% of all nighttime half-hour shows are now shared by three or more product advertisers; that 19% of such shows have two products advertised, and only 13% carry advertisements of one product. He emphasized that no matter how popular a program, it will not sell a product if the commercial is not well done.

Mr. Treyz dealt primarily with the people who make up the tv audience, showing Canadian advertising people the results of various surveys which brought out that the young housewife accounts for the largest category of viewers. Canadian advertising men and women learned that surveys in the U. S. showed that 42% of all viewing is done by women, that men make up 27% of the audience and children 31%. He said that tv advertising of many retail store items must be done in the same way as by a good salesman in a store. As an example he stated that one Seattle tv station handled a specific item by having its woman announcer take a selling job on the product in a retail store for a few days to learn how to sell the item.

The clinic finished with a panel of experts answering questions on summer tv selling and other problems of Canadian television. On the panel, in addition to Messrs. Erickson and Treyz, were Bill McGregor, CKCO-TV Kitchener, Ont.; Keith Chase, McKim Adv. Ltd., Montreal, Que.; Fred Lynds, CKCW-TV Moncton, N.B., and Cliff Wingrove, CFPL-TV London, Ont.



THE CALIFORNIA STORY

By Lawrence Christopher

THE MODERN-DAY GOLD RUSH IN A STATE OF SUPERLATIVES

CALIFORNIA is in a hurry.

You can sense the atmosphere of urgency while trying to keep up with traffic sweeping into San Francisco on the Golden Gate Bridge or on the new Santa Ana freeway heading south of Los Angeles.

Or by watching the delta-wing jets streaking over San Diego. Rockets in the Mojave Desert. Sodium reactor experiments in the San Fernando Valley.

You feel it in tins of tuna bobbing off a canning line at Terminal Island. Fork lifts thrusting whole truckloads of crated lettuce into vacuum cooling tanks at Salinas. Fords thumping off a new assembly line near San Jose. Houses appearing seemingly overnight at Santa Barbara. Molten steel being tapped at Fontana.

Diesel tractor trucks loaded with big redwood logs on northern U. S. 101. Freighters slipping far inland to the new port at Stockton. Government workers going in and out of big new buildings in the state's expanding "Washington" at Sacramento.

The earth is eager to yield even more after man has rushed to quench her great thirst through the world's biggest irrigation project. Cotton and potatoes at Bakersfield. Grapes and truck crops at Fresno. Dates at Indio. Melons in Imperial Valley.

These are the symbols of a state in a hurry to grow bigger and richer even though it is already a region of superlatives.

This is California in January 1956.

All 1,000 miles of it, whitening the blue Pacific with surf on beach and wave on rock from Mexico to Oregon.

Here is a land of contrasts in climate, terrain and distribution of natural resources which combine to make vast expansion possible yet pose obstacles to retard it.

Mountains, deserts, valleys, rivers, forests. Hot and cold. Rain and drought. Lack and excess. The marvel is how man has learned to live with them, or change them, producing an economy which is expanding faster than any comparable section of the nation.

How much expansion? "Almost beyond comprehension," busi-

KLAC 5

klac big five

national advertisers
rely on klac
local advertisers
insist on klac
results
prove klac
leadership

just **cut out** for
sales impact
in the los angeles market

peter potter
dick haynes
alex cooper
jim ameche
gene norman

during week
january twenty third
510 announcements
for national sponsors
108 newscasts
for national sponsors
12 sport broadcasts
for national sponsors

klac
570 on your dial

m. w. hall, president-general manager
felix adams, general sales manager
represented nationally by adam j. young, jr., inc.

nessmen will tell you. "Just look at us and what we are doing."

The population of California went over the 13 million mark last year, a gain of 3.5% over the previous year. This is nearly double the 6.9 million of prewar 1940. Since 1950 population has increased 22% in California compared to 9% in the U. S. as a whole. The state is growing at twice the rate of national population increase.

California's population now is increasing 450,000 every 12 months—equivalent to the entire city of Newark, N. J.

U. S. Census estimates predict the state will hit 17 million by 1965.

Total civilian employment has more than kept pace with population growth. Estimated 1955 average of 5.14 million workers was 3.6% above the previous year, about 25% above 1950 and nearly double 1940.

Personal income is rising faster. Total wages and salaries climbed to an estimated $20.2 billion in 1955 with total income increasing to $29.4 billion, some 8.7% above 1954. Total income is more than 50% greater than in 1950 and five times 1940. The state is second only to New York.

Manufacturing industries in California showed an increase of 5% last year in the number of wage and salary workers employed to an average of 1.1 million. Considering a 4% wage boost during the year, this meant about a 9% rise in wages paid to an estimated $5.34 billion for 1955. Total wages have increased more than 2.6 times since 1947 (663,900 workers) and 10 times since 1939 (357,000 workers).

Value added by manufacture* exceeded $9 billion last year, 127% above 1947 and eight times the 1939 total.

While the U. S. as a whole showed capital investment last year in new and expanded manufacturing facilities to be only slightly higher than 1954, California industry spent an estimated 20% more in 1955 than it did in 1954, a total of more than $500 million. Particularly large gains were made in the San Francisco-Oakland metropolitan area while Southern California continued its great postwar surge.

Construction in California rose 16.7% last year to $4.9 billion. This year it is expected to increase another 7% to $5.25 billion.

Gross cash farm income in 1955 went up 2% to $2.57 billion while agricultural returns in the nation fell off 3%. Although the U. S. Agriculture Dept. expects national farm income to decrease further in 1956, California will exceed or equal last year.

California spent a whopping $18 billion last year for goods and services, 15% more than 1954, 55% more than 1948 and 465% more than 1939. Food sales are running at a $3.8 billion annual rate, gasoline $1 billion. New and used car sales in the state were around $3 billion.

If you are reluctant to ride one of Aerojet-General Corp.'s rockets a hundred miles up to see what this vast market looks like, you can achieve the same result in the Ferry Bldg. at San Francisco.

A big relief map shows easily how California could reach from Boston to Charleston, S. C., if it were suddenly peeled off and pasted on the East Coast.

Looking east you will quickly recognize the towering Sierra Nevadas and down the coast the less rugged Coastal Range. The great fertile central valley is split north along the Sacramento River Valley and south along the San Joaquin River. The split is the river delta feeding west into the San Francisco Bay area. The San Joaquin Valley, through intensive irrigation and cultivation, is considered the most productive agricultural area in the world.

Where the bottom third of the state bends eastward, you can see how the lower end of the San Joaquin Valley is cupped within a half circle of the Tehachapi Mts., closing it off from Death Valley to the east and the reaches of the Mojave Desert and a portion of the Colorado Desert in the southeastern portion of the state.

The great redwood forests range up the northern coast and partly across the top of the state, where rainfall hits 100 inches per year. This is the great watershed that will eventually brighten inland and southern deserts even more when its water runoff is caught and carried south in the growing system of river-like canals.

EXPANDING MARKETS

IN THIS, the sixth in a series of reports on the nation's changing market economy, B•T explores the pulsating California market. Earlier articles have covered The South (Nov. 15, 1954), Georgia (Dec. 27, 1954), The Carolinas (March 21, 1955), The Mid-Gulf States (June 27, 1955), and The Pacific Northwest (Jan. 9, 1956).

"Folks usually picture California in four scenes, Yosemite National Park, Death Valley, Hollywood and groves of Sunkist oranges," a Ferry Bldg. worker said recently. "But there sure is an awful lot in between."

Oil rigs bristle in the southern San Joaquin Valley and the south coastal areas near Long Beach. The citrus orchards, looking like fuzzy patches of coarse velvet from up high, scatter the landscape in three distinct areas. The largest area is from just north of Santa Barbara along the coast south to Mexico. Another swings from just below Fresno nearly to Bakersfield through an arc in the sunny foothills east of the San Joaquin Valley. The third area is a unique 30 by 20 mile thermal zone near the head of the Sacramento Valley.

Water is the life blood of industry and agriculture anywhere and California has plenty of it, but not in the right places. The state either has too much, or too little. Witness the winter floods plaguing the northern communities and the cries of great shortage in the south and central valley areas where water tables have been drawn low by deep wells of farm and city. But a complex billion dollar system of dams and canals is changing things.

President Eisenhower's budget asks $76.2 million for federal flood control projects in California.

The massive Shasta Dam controls the Sacramento River from the head of its valley, while a string of existing and proposed dams down the western slopes of the Sierras will conserve resources for the central valley. In the dry southern extreme, water is flowing west from the Colorado River through the 569-mile Colorado River Aqueduct system to Los Angeles and through the All-American Canal into far southern Imperial Valley. Bakersfield is fed with water from Friant Dam northeast of Fresno.

The southern area's soaring demands eventually will be eased by the bold but controversial Feather River project northeast of Sacramento. It will take the "wet" out of Christmas for Yuba-Marysville and splash it out evenly over thousands of thirsty acres as far down the state as San Diego.

State observers have reported that the supplies of water to the cities in the Metropolitan Water District of Southern California are sufficient now for twice the population there. This is of particular importance to the large industrial expansion of Los Angeles. The situation is equally favorable in the East Bay Municipal Utility District where San Francisco's Hetch Hetchy project can serve four times today's population in that area.

When water falls, it can generate electricity. As steam it does it too. California power companies are using and expanding both techniques to keep pace with industrial and home consumption. Southern California Edison Co., serving the southern area except for metropolitan Los Angeles, calls itself the fastest growing utility in the nation as it plans to match its expansion of the past decade in the next three years.

"We will spend $123.5 million this year, 34% more than last, and a total $350 million by the end of 1958," a company official said. "We added 86,000 new meters last year—a whole city-full."

Similarly, Pacific Gas and Electric Co., operating out of San Francisco and serving the northern portions of the state, is racing to keep up with the growth. It has spent $1.5 billion since World War II in this effort.

Los Angeles' city-owned water and power department is putting finishing touches on its new $80 million outdoor-type steam generating plant in the San Fernando Valley to kick up enough kilowatts to supply a city of a million people.

Also in the Valley, Southern California Edison has proposed to the Atomic Energy Commission that it be allowed to tap the heat of North American Aviation's $10 million sodium reactor experiment now under construction there.

Pacific Telephone & Telegraph Co. reflected the state expansion by spending about $119.2 million in Southern California and $115.7 in Northern California to keep up. The number of telephones increased to over 4.4 million last year, was 3.2 million in 1950 and 1.6 million in 1940.

"In contrast to the national picture, gas and electric, telephone and other utility firms are planning substantial increases in capital expenditures," according to Herbert F. Ormsby, director of the California State

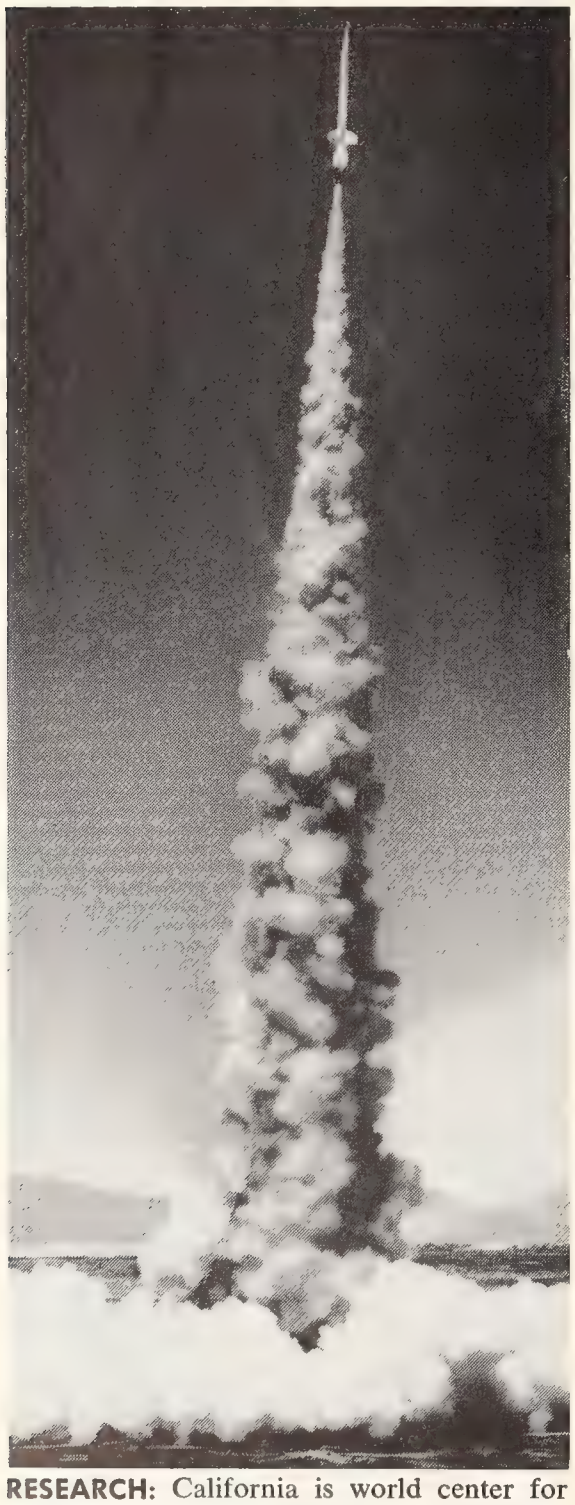
* Value added by manufacture is the value of products shipped less the cost of materials, supplies, containers, fuel, purchased electric energy and contract work.



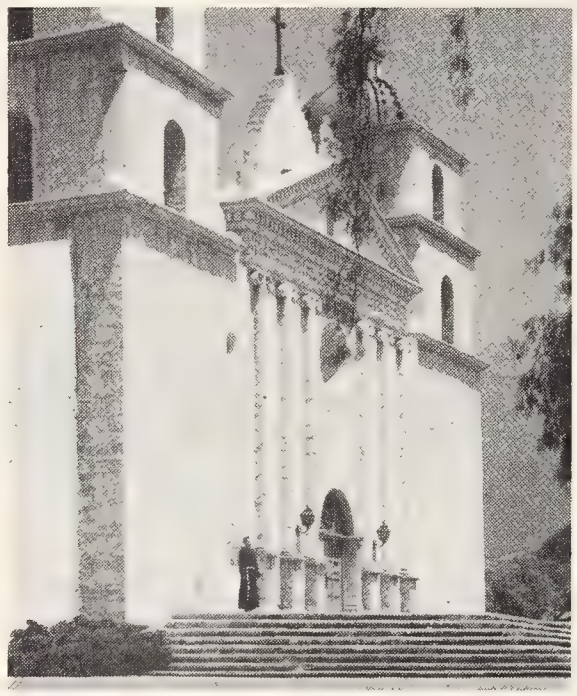
PORTS: With 1,000 miles of coastline, California has many harbors, can accommodate anything from a skiff to the biggest Navy carrier. Matson liner, in picture above, is outward bound from San Francisco, passing beneath Golden Gate Bridge. Los Angeles-Long Beach is state's major man-made port, handling as much tonnage as San Francisco's natural harbor.

CALIFORNIA

Boosters call it the state with everything and the record shows they may be right



RESEARCH: California is world center for advance design and research in electronics, missiles, other devices of future. Here an Aerojet rocket takes off.



HISTORY: Spaniards began to colonize California in mid-1700s, built mission chain, of which Santa Barbara, above, is a classic.



BUILDING: Houses, industrial plants, schools and hotels are mushrooming. In 1955, $4.9 billion in new construction was reported.



DEFENSE: Picture above shows small section of Naval shipyard at Hunter's Point, San Francisco. Strung from Oregon to Mexican borders are many major Navy bases, Navy and Air Force airfields, Army installations of all kinds. It is in desert areas of Southern California that the most advanced aircraft and missiles undergo elaborate tests.



GLAMOR: Movie premieres are established rituals in the intricate tribal rites of Hollywood. More than a piece of geography surrounding the intersection of Hollywood & Vine, Hollywood is a state of mind—and a complex industry of money-making make-believe. Radio helped create it, and now television is becoming dominant force. Entertainment is big factor in state's economy.



INDUSTRY: The state's economy since 1940 has changed from predominantly the extraction of raw materials to manufacturing. At least two-thirds of its manufacturing uses raw materials from outside the state, produces goods for use mostly in western markets. In picture above a heat of steel is tapped at Torrance Works of U. S. Steel's Columbia-Geneva Steel Division.



MINERALS: California ranks third among all states in minerals and mining. Much of its oil is refined locally in plants like this.



AGRICULTURE: For past 10 years California has led all states in value of farm output; 1955 estimate: $2.57 billion, up 2% from 1954. Mechanical gadgets, like lettuce harvester in Kern County field, are big help in getting several crops per year from land.



Of $2 billion world wide base improvement program announced recently by Defense Dept., California gets more than any other state—$169.7 million.



TOURISTS: It wasn't long ago that sun-seeking vacationers were a principal source of business for California. Tourists still flock to such places as swimming cove in La Jolla, above, and still spend plenty of money. But their contribution to the state's economy is eclipsed now by the much bigger money involved in industry and agriculture.

Chamber of Commerce research department.

Aside from the continued population expansion, the chamber cites these other factors: doubling of transcontinental freight rates in the past 10 years pushing manufacturers into establishing western factories; development of new or expanded regional sources of supply for steel, aluminum, other primary metals, wood, paper, rubber, chemicals and other basic raw materials, as well as semi-finished components for fabrication or assembly, and an enlargement of labor supplies with a narrowing of wage differentials.

The durable goods industries showed the biggest expansion in 1955 with a 5.7% gain in employment and 10.1% in wages. Auto assembly payrolls jumped a terrific 57%, ordnance and accessories 25%, scientific instruments 23%, furniture 15%, primary metals 14%.

The giant aircraft and aircraft parts industries employed over 230,000 workers last year and paid out over $1.24 billion in wages, some 7.5% above 1954. Some further labor expansion this year is predicted in this field despite defense restrictions on expansion of facilities at present sites. Military and civilian order backlogs for the industry total several billion dollars.

Only 8% of the state's population lives on the farm, but they account for production of the nation's richest yield of agricultural products, $2.57 billion. By cash value, California produces more than a third of the commercial fruits (it is said to be the only state where all three big citrus crops—oranges, lemons and grapefruit—are produced in commercial quantity), nearly a fourth of the commercial tree nut output of the nation. It accounts for virtually all of the nation's supply of lemons and most almonds, avocados, walnuts, olives, dates, figs, apricots, grapes, plums and prunes.

As a result, extensive processing industries have developed, with frozen food packing expanding most rapidly. California packs a third of the nation's total canned fruit and vegetables and bottles 86% of its wine.

California leads, or ranks near the top, in production of oranges, hops, barley, alfalfa, sugar beets, lettuce, asparagus, tomatoes, beans, carrots, spinach, melons, potatoes, cotton and rice. It is weak only in such staples as corn, wheat, oats, grain sorghum and tobacco.

On the basis of production in proportion to population, California is far below what is considered the normal quota in beef cattle, hogs, chickens, horses and mules. Tractors and the mammoth machines they pull have long outdated any need for the latter two. The state ranks first in turkeys and honey and is high in wool, sheep and lambs. Around the big markets the dairy industry is growing, and Los Angeles County claims first place nationally in value of dairy products, topping any county in Wisconsin.

California has ranked first in the U. S. in value of farm crops in 21 of the past 26 years. Last year it was first for the tenth consecutive year. California farmers received an estimated 8.3% of the total national receipts although they operate only about 2.5% of all farms in the U. S.

Value of field crops in California is about $690 million while commercial vegetable crops are around $350 million. Fruit and nut crops are an estimated $550 million, having gained about 9% in value last year due to substantially higher returns for peaches, grapes, raisins, prunes, apricots, almonds and walnuts. Livestock and poultry exceed $900 million.

With two and sometimes three crops a year possible from California soil under its conditions of favorable climate and intensive cultivation, the fertilizer industry is growing in importance. Dollar volume in 1954 was $75 million, according to Sidney H. Bierly, California Fertilizer Assn., who noted sales increased from 218,600 tons in 1940 to 640,000 tons in 1950 and 834,000 tons in 1954.

Mineral production in California for eight consecutive years has exceeded a billion dollars and now stands around the $1.5 billion mark. Petroleum and allied products account for about 80% and non-metallic minerals about 17%. In value of petroleum products, California ranks second. Crude oil production is about a million barrels daily. Oil still in the ground is valued at $11.4 billion.

With 1,000 miles of coastline, California was destined to become the leading fish state as well. Although the sardine disappeared mysteriously about 1951-52, much to the economic embarrassment of canneries at San Diego, Los Angeles, Monterey and San Francisco, the tuna catch and pack has been high, giving California the fish processing value lead since 1950. Japanese imports of fresh, frozen and canned tuna have caused some distress among local fishing fleets and packers.

Cash receipts for fish and shell-fish landings, including imports, were estimated at $70 million for 1954, the latest year for which data is available. It was well below the $85.2 million landing for 1950 but shows considerable growth over the $20.4 million in 1940.

The Sardine Mystery

What happened to the sardine?

"We sure would like to know," says Charles Carry, executive secretary of the California Fish Canners Assn. "There was a shortage at Maine this last year too. They had their lowest pack in 20 years. And at South Africa the catch has dropped to practically nothing."

The sardine catch value increased from $4.8 million in 1940 to $12.1 million in 1950, then slumped to $7.2 million in 1951 and dived to $0.5 million in 1952.

During the past five years the total number of operating canneries in California dropped from 112 to 52 while the U. S. total slumped from 710 to 579.

"Annual value of canned tuna in California is in excess of $130 million," E. L. Morris, director of the Tuna Research Foundation, reported.

California's large redwood and pine forests give it another leading industry. Lumbering employs over 100,000 workers with an annual payroll of more than $460 million yearly. Annual value added by manufacture for the industry exceeds $700 million.

The state's sawtimber resource is estimated at 360 billion board feet by the U. S. Forest and Range Experiment Station at Berkeley, 58% greater than 1945 and 69% greater than 1938 estimates.

"The stand of sawtimber in California today is enough to build 35 million new houses, almost enough to replace every dwelling in the U. S." is the way industry spokesmen will explain the state's timber resources to you. These forests are being preserved by private industry through scientific tree farming backed by the California Redwood Assn. and the Western Pine Assn. Lumber is produced by 796 sawmills, 392 in the redwood region and 404 in the pine areas. There are 13 paper and paper board mills, 21 plywood plants, 13 veneer mills and 10 wood preserving firms.

California produces and consumes more wine than any other state in the nation, although its 1.989 gallons per capita annual consumption must take second place to the District of Columbia's 2.587 gallons. The state's 340 bonded wineries (649 U. S. total) bottle 86% of the nation's annual production of 150 million gallons and have a winery value of $143 million and retail value of $550 million. Fruit distilleries also are a major industry in the state.

"Aside from their wine production, wineries also constitute industry's only source of tartrates," an official of the Wine Advisory Board at San Francisco said. "Tartrates, more commonly known as cream of tartar and technically as potassium bitartrate, are needed in the manufacture of rayon, medicines, photographic chemicals, textile dyes, electroplating of mirrors and the manufacture of baking powder and metal coloring."

The state's chief wine districts are along the north central coast, the Lodi-Sacramento area, Modesto and Fresno in the central valley and Southern California.

Similarly, California has grown to a leading position in the brewing industry with the population increase. Beer production last year totaled 5 million barrels, up from 4.5 million in 1954. Exports to other states are increasing and imports decreasing, according to the California State Brewers Institute. Starting with Pabst in 1949, major eastern brewers have become local producers with Anheuser-Busch and Schlitz among those building modern facilities. The industry's capital investment exceeds $200 million and annual payroll for 7,500 workers tops $37 million.

"But all these products and people wouldn't be here if there were no transportation facilities to move them around," a shipper recently remarked. "We have great ports at the natural harbors of San Francisco and the big man-made harbor at Los Angeles and Long Beach. Lots of railroad and trucking facilities, more airports than any place else. And our road program represents an investment of more than a billion dollars since the end of the war."

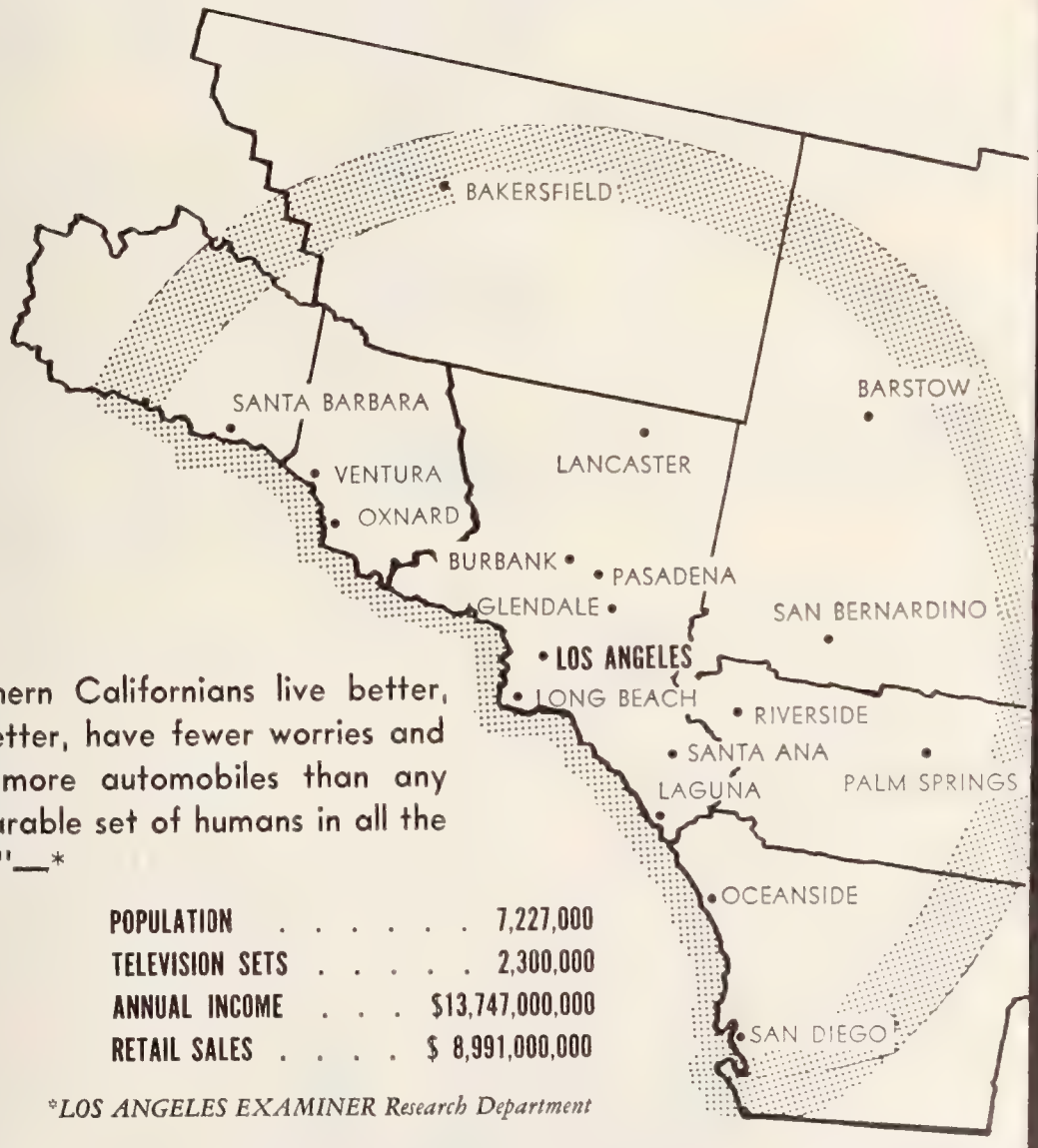
Motor truck carriers are making big gains and state officials recently announced truck traffic is increasing at a faster rate than auto traffic. Vehicle registration of 6.6 million, including 5.3 million passenger cars, is a national record. But in spite of California's vast freeway and advanced highway system, state authorities estimate it will take until about 1963 to lick deficiencies. Vehicle

KTLA

CHANNEL 5

Towers Over Southern California's GOLD COAST

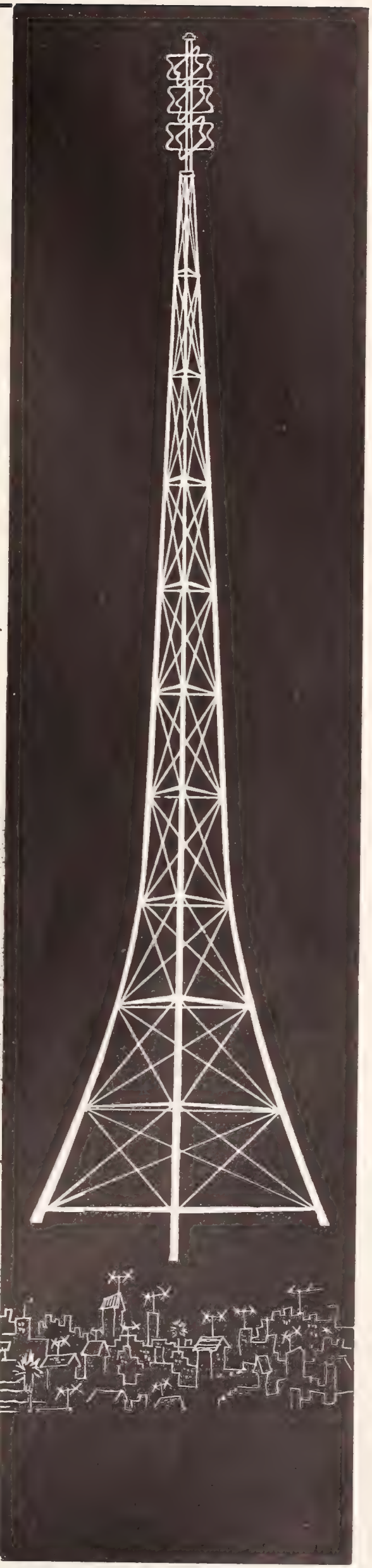
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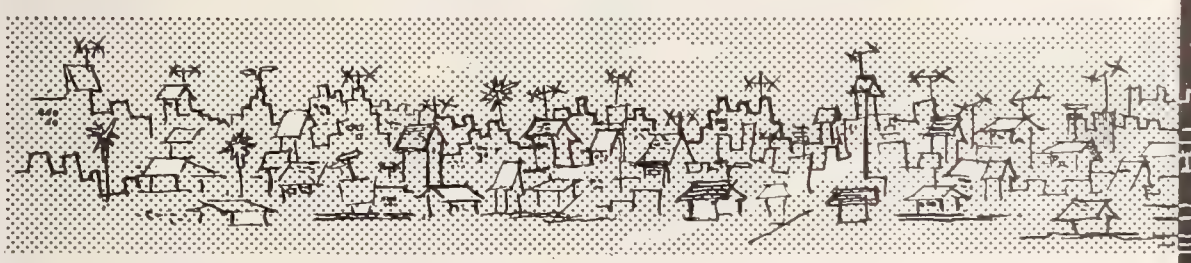


"Southern Californians live better, eat better, have fewer worries and drive more automobiles than any comparable set of humans in all the world!"—*

POPULATION	7,227,000
TELEVISION SETS	2,300,000
ANNUAL INCOME . . .	$13,747,000,000
RETAIL SALES	$ 8,991,000,000

**LOS ANGELES EXAMINER Research Department*





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registration was 4.97 million in 1950 and 3.1 million in 1940.

There is keen competition among railroads. The Southern Pacific, Santa Fe and Union Pacific all serve the state and all are spending millions on facilities expansion and improvement.

California has nearly 10,500 private airplanes, many for industry and farming, representing 11% of the U. S. total. The state has 447 airfields with Los Angeles International and San Francisco International handling the greatest traffic and Burbank and Oakland not far behind. A dozen major airlines use San Francisco while 10 operate at Los Angeles.

The impact of military installations on California's economy is considerable but difficult to measure since accurate data is hard to find. Hardly a major community in the state doesn't share in the pay and procurements of nearby bases, some of which have substantial civilian employment as well as military.

Of the $2 billion spending program announced by the Defense Dept. a fortnight ago for new worldwide building, California got the biggest share of any state, $169.7 million. The big allocations included: Navy air station, Alameda, $2.7 million; Marine Corps supply center, Barstow, $3.4 million; Navy amphibious base, Coronado, $5.6 million; Marine Corps air station, El Toro, $6.8 million; Navy ordnance test station, China Lake, $6 million; Navy air station, Miramar, $8.8 million; Marine Corps auxiliary air station, Mojave, $12.5 million; Navy air station, Lemoore, $5.6 million; Navy magazine, Port Chicago, $23.4 million; Navy shipyard, Long Beach, $6 million; Edwards Air Force Base, Muroc, $5.5 million; George AFB, Victorville, $3.1 million, and March AFB, Riverside, $5.2 million.

Defense Dept. figures show pay to civilian employes in California ranged from $400 million in 1949 to $740 million in 1952.

To the geologist or geographer, California has 11 distinct provinces, but to the man in the market there are only two—north and south. They are based upon the two principal wholesale distribution centers of San Francisco and Los Angeles. The half-way point between them, where rail and motor truck rates are equal, is a line which bisects San Luis Obispo County just north of San Luis Obispo, runs through Hanford and northern Kings County and through Tulare County north of Tulare and Exeter.

In many state business and economic statistics, this area division is modified to designate Southern California as the 14 southern counties, including the four lower San Joaquin Valley counties of Fresno, Kern, Tulare and Kings, while the remaining 44 counties comprise Northern California.

While both sections excel in certain aspects of the state's phenomenal postwar growth, Southern California is the area of the more spectacular expansion overall in population, industry and the things that go with them such as retail sales. It claims 10 of the nation's top 25 farm counties, with total farm income of nearly $1.5 billion.

Here is where you will find the cult of outdoor living by patio and pool most ardently practiced, the barbeque pit an altar. Here there are more automobiles than total families, restlessly wheeling them from home to office, to massive suburban shopping centers, to beach or mountain and back again over the world's biggest, most complex maze of freeway and highway.

In round figures, Southern California has 70% of the state total of factory workers and manufacturing payroll, over 60% of the total population and over 70% of the total civilian income. It spent $2 billion last year in new construction, accounting for 70% of the new homes. It bought more automobiles than Delaware, Idaho, Arkansas, Arizona, Maine, Montana, New Hampshire, New Mexico, North Dakota, South Dakota, Utah, Wyoming and Vermont combined.

"One good index of the expansion here in Southern California is reflected in the 14.5% jump in retail sales last year over 1954," says Conrad C. Jamison, vice president and manager of the research department of Security-First National Bank of Los Angeles. "It went up to $10.89 billion according to our calculations, with metropolitan Los Angeles accounting for $7.66 billion."

His research assistant, Edward Sholtus, noted retail sales volume on a per capita basis "climbed to levels never previously approached." The $1,335 per capita average last year was 10% over 1954 and 5.5% greater than the previous high in 1953.

LOS ANGELES

Drive south on La Cienega Blvd. from the Sunset Strip in Beverly Hills and try to make up your mind whether to have dinner at Lowry's Prime Rib, Tail of the Cock, Captain's Table or any of a dozen swank restaurants. You will suddenly wonder where all the people come from to support so many fancy eating places in just a few blocks.

Spend a weekend at the Santa Monica beach and rubberneck along the Miracle Mile of smart shops on Wilshire Blvd. where modern landmarks include Carnation Co.'s headquarters or Prudential Insurance Co.'s mountain of light by the La Brea tar pits, or tour the residential areas at La Canada or San Marino, and you will sense the stir of great growing and adjusting.

Head toward Anaheim in Orange County and you will find rows of new houses replacing rows of orange trees. See the new industry rising in Long Beach, Pasadena, Torrance. Let the crowds press you at International Airport, Union Depot. Creep along in the Hollywood freeway jam at 5:30.

Look at the jets, six miles high, slowly painting the blue sky with white vapor trails. Count the big ships in the harbor. Visit the huge suburban shopping centers. Stop at the markets which never close, jammed with swing-shift shoppers in the middle of the night.

Here is the heart of California's great boom.

• Metropolitan Los Angeles (Los Angeles and Orange Counties) since 1950 has swelled 25% to more than 5.5 million people, accounting for 43% of the total population of the state. It has swallowed a population as big as Baltimore's in five years.

• Now the nation's third greatest metropolitan area, Los Angeles is crowding Chicago (5.9 million) for second place and may win it by 1960.

• Los Angeles built more new houses last year (105,500 units) than any other area of the country. Building permits topped $1.3 billion, 20% over last year. Home construction has averaged more than 90,000 units yearly since 1950.

• Los Angeles is spread out more than any other big city, with more than 150 major incorporated and unincorporated areas, each a distinct market as large as big cities elsewhere in the nation, blending into one great mass.

• Here is a city on wheels, where 2.5 million cars are driven over 17 billion miles each year. They use nearly 5 million gallons of gas each day, double prewar consumption in the basin area. New car sales exceed the combined totals of 13 states.

• This is the land of the freeway, nearly $400 million worth of concrete and steel sinews which since the war have grown to 165 miles, linking strongly the city's scattered communities. New millions are expanding the freeway system to an eventual 535 miles. The Hollywood Freeway to the San Fernando Valley, designed to carry 100,000 cars a day, handles nearly double that total now.

• Here some 2.3 million workers in 14,500 industries produce goods valued at over $5.2 billion. A record 700,000 are in manufacturing, taking home weekly paychecks totaling over $60 million. Since 1947 the Los Angeles manufacturing force has nearly doubled, adding the equivalent of the entire factory employment of Cleveland.

• Los Angeles has passed Detroit as the third industrial center in the U. S., with 32 different industries in the $25-million-and-up category. It is second only to New York and Chicago, moving up from fifth place in 1947 when it was also behind Philadelphia.

• With 57 of the nation's top 100 blue chip industries represented here, Los Angeles ranks first in aircraft production, motion pictures, canned sea food (tuna); second in auto assembly and women's apparel, more recently electronics (possibly first as a research and development center); third in over a dozen other fields, including petroleum refining, furniture, rubber.

• Manufacturing in metropolitan Los Angeles accounts for 60% of the state total and over 40% of all manufacturing in the 11 western states.

• Capital investment in new and expanded industry last year hit a record $249 million, creating 26,500 new jobs. Since 1950 some $1.3 billion has been invested, 25% greater than the entire World War II decade.

• Even with industrial growth and population spread, Los Angeles County still ranks fourth of all U. S. counties in value of agricultural products, about $210 million last year. For 40 years before 1950 it was first in the U. S. It still is tops in dairy products, exceeding any county in Wisconsin.

• Los Angeles is challenging San Francisco as claimant to the title of chief financial and insurance capital of the West. Bank debits for the city of Los Angeles

50 KILOWATTS MEANS POWERFUL COVERAGE

AND KMPC's signal booms into homes and autos over an area of 46,000 square miles in Southern California, where 7½ million people spend more than $9 billion yearly at retail. KMPC's power, its Music—News—Sports programming, its mike-side personalities, make it an essential ingredient in any Southern California radio-sales campaign. KMPC pushes even the network stations in audience shares, beats them easily in cost-per-thousand. Ask your AM Radio Sales man!

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alone totaled $62.3 billion last year, well exceeding San Francisco's $42.3 billion. Debits have almost doubled in five years.

● Retail sales for metropolitan Los Angeles are greatest in the West, estimated at more than $7.6 billion for 1955, 15% higher than the previous year and almost double 1946. In the past 10 years per capita sales have jumped from $995 to over $1,360.

● As top wholesale center in the West, Los Angeles has 9,000 firms selling in this field. It now also challenges San Francisco as first world trade port on the coast.

● Other economic indicators: Los Angeles International Airport traffic up 18% last year to more than 3 million passengers, 144% greater than first full year's operation in 1947; freight car loadings up to 1.2 million cars in 1955, up from 887,800 cars previous year; telephones in service topped 3 million last year, doubled since 1947.

● Recap: In only 25 years, Los Angeles' population has increased 2.3 times, employment 2.75 times, factory workers 5.5 times and value added by manufacture over 10 times. Number of factories trebled. Since 1940, Los Angeles has absorbed population equal to Philadelphia; since 1950, equivalent of Cleveland or St. Louis.

"And by 1965 we will have passed Chicago and be the biggest market outside of New York," local businessmen proclaim.

Looking for a City

"Los Angeles is a couple of dozen suburbs looking for a city," one native quipped. In a sense it is true. On a map showing municipal boundaries, the city of Los Angeles looks as if you unloaded your fountain pen on the table cloth. It flows northwest in a big blot from the downtown Civic Center through Hollywood and over the mountains into San Fernando Valley. Streaks of it run zig-zag south to soak up Wilmington and San Pedro at the harbor, or west in broad fingers reaching for the beach around Santa Monica and Venice. Then there are hunks washed out of the big blot here and there, like Beverly Hills, Culver City or the city of San Fernando.

But nobody but the county sheriff is concerned about the political lines. The bulk of the county's more than 100 unincorporated communities and 45 incorporated cities are concentrated in or near the great coastal basin and they blend and intermingle to such a degree few people know or care where one division begins or ends.

If you ask friends in Westwood, west of Beverly Hills, why they write a letter to an acquaintance in the eastern extreme of the city when they want to invite him to Sunday dinner, you will be told, "Why, I wouldn't telephone. It's a long distance call."

City fathers originally ruled that buildings could not be over 13 stories because of the earthquake hazard. Instead of going up, construction of new buildings spread out as the population and industrial growth occurred. (No earthquake has ever knocked down a Class A structure.)

Los Angeles County is not big for Southern California, but it has 2.6 million acres (4,071 square miles) measured about 75 miles north and south and 70 miles east and west at the widest. As a metropolitan area, Los Angeles also includes Orange County, the state's second smallest county immediately to the south.

Nearly half of Los Angeles County is mountainous with more than 600,000 acres in the Angeles National Forest and nearly 90,000 acres in the Los Padres National Forest. Most of the mountain area is in the northern portion of the county behind the densely populated coastal plain and adjacent valley. This is the San Gabriel Range which joins the San Bernardino Mountains to the east. Old Baldy is the highest, 10,080 ft., while nine other peaks exceed 8,000 ft. Behind Pasadena northeast of the Civic Center Mt. Wilson and Mt. Lowe rise sharply to more than 5,700 ft., the former sprouting television transmitting antennas of the Los Angeles stations. Across the mountain range is Antelope Valley, whose major community is Lancaster.

West and northwest of Los Angeles are the 3,000 ft. Santa Monica Mts., which form the southern enclosure of the San Fernando Valley and extend west to the ocean.

The Los Angeles area, like other coastal areas in Southern California, enjoys what the Weather Bureau calls "one of the most equable climates in the U. S." Frequently compared with the Mediterranean, the climates is also described as "cool with a warm sun." Temperature at the beach usually holds around 75° during the summer although the sun is hot. Valley temperatures are considerably higher. But no matter how hot the day, most nights are cool, even in July. Winters are mild and a sunny day is like late spring elsewhere.

But Los Angeles has a weather headache that some claim will drive away as many people as are coming in if it is not corrected: Smog. Technically, it is a mixture of fog, smoke and organic chemical materials emitted into the air by automobile exhausts, backyard incinerators, gasoline refining and other industry. It becomes concentrated in the coastal basin when a "temperature inversion" eliminates the normal breezes that would push it up and away.

Auto firms are spending a million dollars in research to curb auto exhaust, and local industry has already spent $35 million on devices to keep pollutants out of the air. With efforts such as these, there is hope that the smog eventually will be licked.

Once a month Mamaroneck, N. Y., moves to metropolitan Los Angeles. Or it might be Scarsdale, N. Y. But Scarsdale would have to pick up another 2,000 people along the way to make up the 16,000 population increase of metropolitan Los Angeles (Los Angeles and Orange counties) every 30 days.

The population surge in Los Angeles began in the 1880's when a rate war between the Southern Pacific and the newly completed Santa Fe brought trainloads of speculators and settlers into the sleepy little Mexican-American pueblo. The population tripled in the decade 1880-90 to 101,454. In the next 20 years—due mostly to the development of San Pedro as a harbor, the production of oil and the then tremendous construction of the Owens River Aqueduct which brought vitally needed water to the city—the population grew to half a million. In 20 more years, 1930, it was 2.3 million in the metropolitan area, and in 10 more, 1940, 2.9 million.

World War II boomed aircraft, shipbuilding, metals, synthetic rubber. Workers streamed to defense plants, and stayed on after the war. The 1950 census counted nearly 4.4 million in 1950. More than 5.5 million now live in the metropolitan area, with 2.2 million in the Los Angeles city limits.

There were enough new homes built in Los Angeles county last year (105,000), to house the entire population of Oklahoma City, Providence, Syracuse or Jacksonville. More homes were built in this single county than in such states as Texas, Illinois, Michigan, Ohio, Florida, New Jersey or Pennsylvania.

Greatest growth of new dwelling units followed the growth patterns of the various communities. Whittier and Norwalk have nearly doubled their total since 1950 while the San Fernando Valley and Pomona-foothills each gained 50% in that time.

There is great new construction of office, school and industrial buildings, too. Typical examples are in any section; one might be RCA, whose new modern factory is in the Vail Field area of the central manufacturing district. It will be complete with landscaping, the California touch that industry frequently forgets in other areas. Douglas Aircraft has added $2 million worth of new buildings in Culver City while the U. of California at Los Angeles is making multiple-million dollar expansions of its campus at Westwood, including a $22 million medical center.

Then there is Conrad Hilton's plush $11 million Beverly Hilton Hotel at the intersection of Wilshire and Santa Monica Blvds. in Beverly Hills which was opened last year. Displaying one luxury private dining room, the maitre d'hotel explained casually with a gesture toward an ornate pair of fountains in the wall, "And through these we can run colored water, perfume or champagne."

But all is not as glamorous as the newest Beverly Hills hostelry. Some other new facilities under construction are even more necessary.

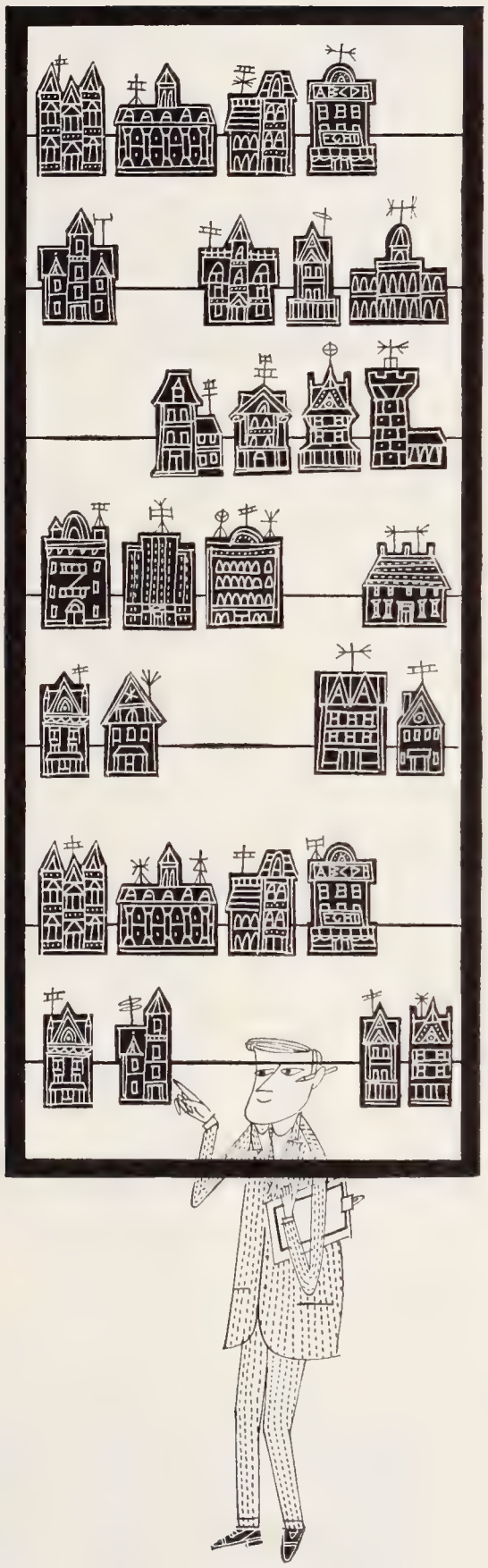
A persistent struggle against ocean and mountain is being fought at White Point in San Pedro as deep sea divers and hard rock miners daily risk their lives to complete a $12.5 million tunnel—a sewer. Their struggle is with progress, meeting the need of huge disposal for nearly 50 growing Los Angeles County communities. On land they are blasting a five-mile hole through the Palos Verdes Hills. Beneath the sea, fighting tides and dirty waters, divers guide by telephone the placement of 35-ton sections of outfall pipe which will run into the sea over 9,000 ft. to a depth of 215 ft. When completed next year it will be the biggest construction of its kind.

Then there is rubbish: 2.1 million people threw 1.2 million tons of it into their trash baskets last year and the county is still worried over what to do with the increasing amount. It looks as though it will be landfill in uninhabited canyons of the mountains.

The newest aspect welcomed by local economists—diversity.

Los Angeles is the leading producer of aircraft and parts. It has become the nation's electronics center. Only Detroit assembles more automobiles and only Akron produces more tires and tubes.

The western industrial capital's apparel



SOME TOTALS!

It figures...if you have something to sell, the best place to be seen is a big market. Like Southern California—where nearly two and a half million families spend close to nine billion dollars annually.

More than 90% of Southern California homes now have television—and they watch KNXT more than any other station. Month after month, all year 'round, KNXT delivers the largest average audience of any Los Angeles station.

It adds up to one of the biggest week-long audiences in all television. Yet the cost is surprisingly economical. *Average announcement cost on KNXT comes to only sixty-six cents per thousand viewers!**

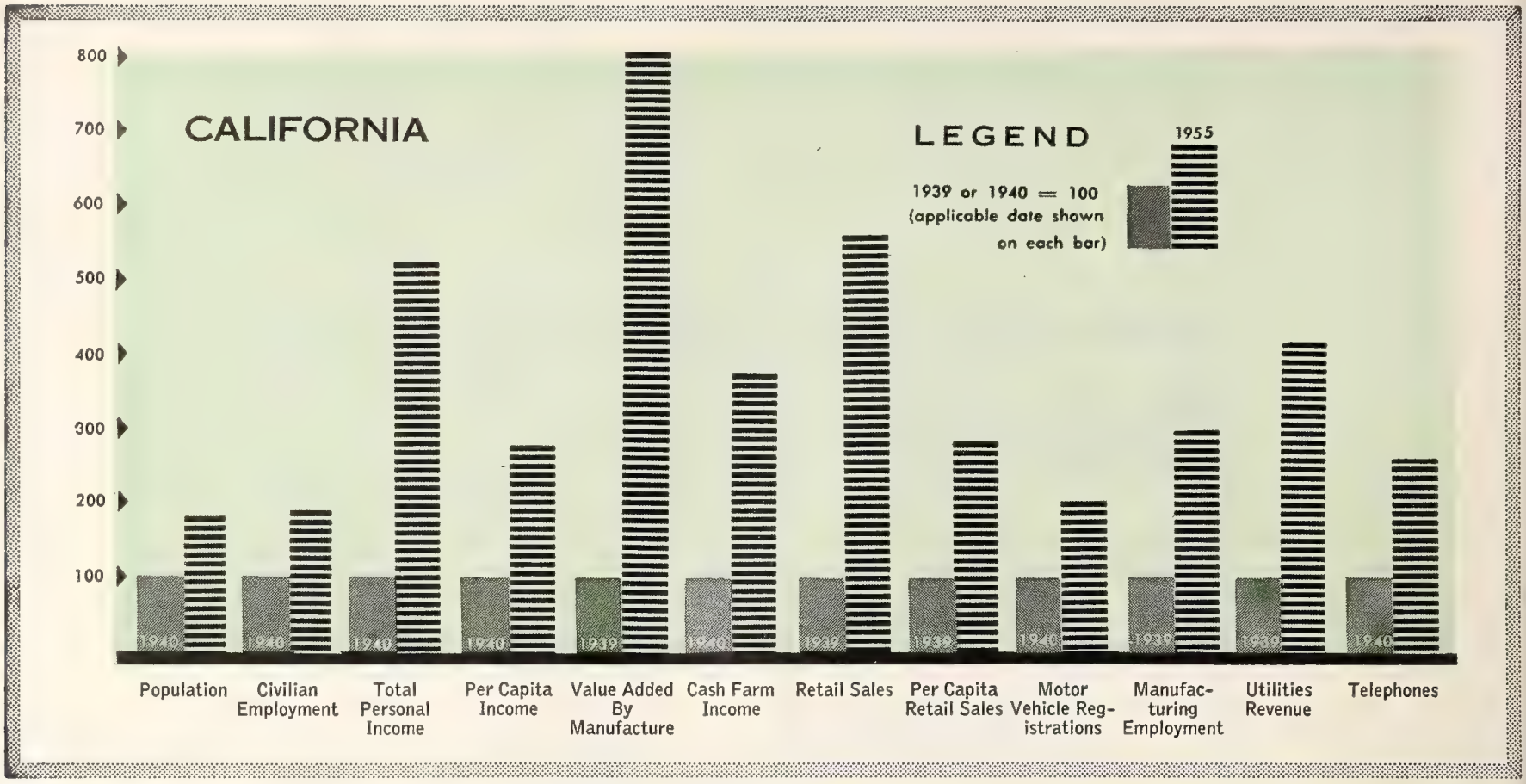
Figuring on selling big-spending, prosperous Southern California? Your best buy is...

KNXT

CBS Owned . . . Channel 2 in Los Angeles
Represented by CBS Television Spot Sales

KNXT COVERAGE DATA:

Population	*7,218,800*
Families	*2,445,300*
Television Families (Dec. I, '55)	*2,212,600*
Television Saturation	*90.5%*
Retail Sales	*$8,966,036,000*
Effective Buying Income	*$13,146,216,000*
Effective Buying Income per Family	*$5,376*
Source	*1955 Sales Management Survey of Buying Power*



industry ranks second only to New York in dollar value.

It has long been recognized as the world's chief motion picture production center as well as principal radio-tv production center next to New York.

Los Angeles also makes more pumps and compressors, refrigeration equipment and machinery, canned sea food and heating and plumbing goods than any other area. Other second place rankings which it claims are transportation equipment (exclusive of aircraft), pressed and blown glass, concrete and plaster products, storage batteries, jewelry and silverware, wood millwork and oil field machinery and tools.

The area ranks third in such fields as petroleum refining, pottery, non-ferrous foundries, tractors and farm machinery, construction and mining machinery, conveyor equipment, rubber industries, furniture and fixtures.

In summary, 32 different industries in Los Angeles rank in the $25 million category and above. That is diversity.

Value added by manufacture in the metropolitan area has soared to an all-time high of around $5.5 billion, up from $2 billion in 1947 and $500 million in 1939.

Capital investment in new and expanded manufacturing plants in the Los Angeles district last year hit a third record high of $249 million, creating 26,500 new jobs. A total of 125 new plants spent $36.7 million getting started, giving employment to 4,500 people, while more than 400 existing plants spent $212.3 million in expansion and adding 21,900 employes.

Highest year so far was 1952, stimulated by the Korean conflict, when capital investments totaled $330.4 million, divided about evenly between new and expanded facilities. 1951 recorded $308.3 million as second biggest year. Biggest World War II expansion year was 1943 with $161.9 million.

"Factory employment in the Los Angeles metropolitan area rose by 12,900 in November to a new high of 706,500 wage earners and salary workers," Ernest B. Webb, California Director of Industrial Relations, said a few weeks ago. "This was the first time the number exceeded 700,000. The October-November rise reflects seasonal expansion in apparel, increases in automobiles and aircraft and termination of work stoppages in the fish canning and electrical equipment industries."

The seasonal decrease in fruit and vegetable canning and some minor losses in a few other groups tempered the overall rise, which was an 8% gain since November 1954. Biggest gains for the year were aircraft, automobiles, electrical equipment and machinery, while new employment records were established in November in the apparel, electrical equipment, food products, chemicals and scientific instruments industries. Employment in aircraft represented a postwar record.

The Chamber of Commerce estimated manufacturing employment has increased 40% in just five years.

"You can see just how diversified our industry has become just by looking at the factory employment figures," one industrialist said. "Although aircraft is still the top industry, it now employes only 28% of the total manufacturing labor force. During the peak production of World War II the figure was around 43%."

This diversity comes in part from the blue chip group of national firms with plants or subsidiaries here. Included according to total assets rank are U. S. Steel, Socony Vacuum Oil Co., Texas Co., Ford, Bethlehem Steel, General Electric, Standard Oil of California, International Harvester, Shell Oil, Chrysler Corp., Goodyear Tire & Rubber Co., Aluminum Co. of America, Dow Chemical, International Paper Co., National Steel Corp., Eastman Kodak Co., Firestone Tire & Rubber Co., Armour & Co., Swift & Co., Procter & Gamble, U. S. Rubber Co., Armco Steel Corp., Youngstown Sheet and Tube Co., Allied Chemical and Dye Corp., B. F. Goodrich Co. and RCA.

Others by rank include Inland Steel Co., American Can Co., Deere & Co., Union Oil Co. of California, Pittsburgh Plate Glass Co., American Cyanamid Co., American Smelting and Refining Co., Phelps Dodge Corp., Reynolds Metals Co., Tide Water Associated Oil, Borden Co., Continental Can Co., Burlington Mills Corp., Crown Zellerbach Corp., Monsanto Chemical Co., Coca-Cola Co., Kaiser Steel Corp., National Lead Co., Richfield Oil Corp., Borg-Warner Corp., American Radiator and Standard Sanitary Corp., Bendix Aviation Corp., Nash-Kelvinator Corp., Owens-Illinois Glass Co., St. Regis Paper Co., U. S. Gypsum Co., General American Transportation Corp., National Biscuit Co. and Crane Co. Many are Los Angeles industrial "pioneers."

But the diversity is assured by the small factory which dominates the more than 12,000 industrial plants in the area and represents the reason why California is a creative center of the nation.

Some of the most significant industrial developments last year included the new $2.5 million manufacturing facility now being developed by International Telephone and Telegraph Corp. on a 13-acre site in the Sylmar area of the San Fernando Valley and the new 330,000 sq. ft. brass mill now under construction in the Paramount district by the American Brass Co. of Waterbury, Conn.

I. T. & T. will produce electronic products and American Brass will produce copper sheet, strip, tubing and drawn products.

Also during 1955, Ford Motor Co.'s Mercury Division purchased a 200-acre site near Washington and Rosemead Blvds. in Los Angeles for the early construction of another large new auto assembly plant and the Fisher Bodies Division of General Motors began construction of a substantial addition to its Van Nuys plant.

Other typical expansions included a $5 million building program started by AiResearch Mfg. Co., a $2 million building program started by Douglas Aircraft Co. on a new 10-acre site in Culver City, sizable new

THIS IS THE STATION

where "I Led Three Lives" gets a 17.3 against Jackie Gleason and Perry Como *combined.*

THIS IS THE STATION

where "Life of Riley" gets a 19.0, topping both Caesar and Godfrey.

THIS IS THE STATION

where "Highway Patrol" gets a 17.7 against "Lucy."

THIS IS THE STATION

where the 1956 Tournament of Roses Parade coverage got a 21.0* . . . clean-cut winner of this audience-race in which all 7 Los Angeles stations competed (KTTV's rating was nearly as high as the three network stations' *combined* rating.)

THIS IS THE STATION

that gets national advertisers' vote . . . more total and exclusive national accounts than any other Los Angeles channel . . . ever since 1951.

THIS IS THE STATION

with the *local touch* you need to sell Southern California.

KTTV

LOS ANGELES TIMES TELEVISION

Represented by BLAIR-TV

Sources: ARB, December, 1955
*ARB 1650-call telephone coincidental, 9-11 A.M., Jan. 1, 1956
BAR and Rorabaugh

HERE'S WHY

KWKW

MORE THAN
DOUBLED
ITS SPANISH
LANGUAGE
PROGRAMMING
IN 1955

Los Angeles
Mexican-American
Market Statistics

Population:	500,000
Income: average family	$4,233
Group income per year	$461,397,000
Average size family	4.652 persons

KWKW NOW AIRS
22 HOURS
Daily in Spanish

* KWKW IS
PREFERRED
2 to 1
Over Second
Best Station

KWKW

* Belden Survey Available

Representative:
Broadcast Time Sales
New York Chicago San Francisco

facilities started by North American Aviation Corp. in Downey and an $8 million expansion program started by Northrop Aircraft Inc. at its Hawthorne plant. B. F. Goodrich Co. began a $6 million expansion of its present plant in Los Angeles. Douglas Aircraft also is expanding its division at Torrance to meet increased production of jet interceptors. Dow Chemical early this year plans to open its first Styrofoam plant on the West Coast at Torrance.

Early last year the corporate headquarters of the TelAutograph Corp., business communication systems, was moved from New York to Los Angeles where it is expanding. Its entire million-dollar manufacturing facility will be relocated to the West this year.

Convair Division of General Dynamics broke ground in November for a $10 million nine-building expansion on its 216-acre site in Palmdale. It is a flight test and acceptance plant for Air Force delta-wing fighters and trainers. Hughes Aircraft Co. last year bought the former Nash auto assembly plant at El Segundo for $3 million from American Motors Corp. Hughes is active in aircraft electronics, including guided missiles.

Scanning representative industries, you will find aircraft production and its 28% hunk of the local factory labor force with $1 billion annual wages is three times the size of the next largest manufacturing industry, machinery (except electrical). Value added by manufacture in the aircraft and parts industry is estimated at $1.5 billion for 1955 in metropolitan Los Angeles. It is nearly five times the value of 1947 production.

While there are signs of leveling off, it will be negligible in the next few years, observers say, since order backlogs total nearly $4 billion and non-military orders are rising.

In September, 190,600 persons were employed in the industry at Los Angeles and drew an average weekly wage of $91.14. They comprised 26% of the total labor force in the U. S. in this industry and 82% of the state total. California employs 31.4% of all aircraft workers in the U. S.

Four major airframe producers (Douglas, Lockheed, North American and Northrop) account for the larger share of Los Angeles aircraft employment.

Today Lockheed's backlog of orders is about $1.2 billion, of which 31% are orders for commercial planes, including the propjet Electra, extra-long-range Super Constellation and Super Constellation cargo plane. The firm estimates it will spend $150 million in the next five years for more production space, better flying facilities and laboratory and test equipment. One of its subsidiary interests is Burbank's huge air terminal, the major Los Angeles airport in World War II and today handling traffic as large as Paris or London.

Example of how a major Los Angeles aircraft producer pours economic life into the entire nation might be North American Aviation Inc., which headquarters at International Airport. Maker of Sabre jets and similar military craft, the company has an order backlog of $1.5 billion and also has production facilities in Columbus, Ohio, and a major service center at Fresno. With total employment at a peacetime record of over 61,000 and payroll nearly $325 million, North American has expanded into guided missiles, rocket research and atomic energy.

It is making the Navaho intercontinental missile and in the San Fernando Valley is completing a $10 million sodium reactor experiment and has contracts for the nation's first private industrial research reactor (Armour Research Foundation, Illinois Institute of Technology, Chicago) and medical reactor (new UCLA medical center, Los Angeles). To accomplish all this, North American last year placed orders worth more than a half billion dollars with 12,500 firms in all 48 states.

Douglas Aircraft Co., which has its general offices at Santa Monica, wound up the year with a $2.1 billion backlog, and December sales exceeded $850 million. Its weekly payroll is $7.5 million. It spent $15 million last year for expansion, including a new $2 million factory at Culver City.

About 80% of the dollar value of Douglas production is for delta-wing jets, bombers, guided missiles and other military items, but it is producing many transports for commercial use. Scandinavian Airlines has placed an $80 million order for seven DC-8 jet transports to be used on its regular route over the North Pole. They will put Copenhagen 11 hours from Los Angeles. Eastern Airlines placed a $165 million order for DC-8s.

Aircraft Giants

Other giants include Northrop, maker of the Scorpion all-weather interceptor, guided missiles and target drones, and Hughes Aircraft, major supplier of electronic "brains" for interceptor planes and missiles. Advanced developments include a "brain" system which will fly and fight an interceptor from time of alarm and takeoff to final landing. The pilot rides along to monitor the "black boxes."

Typical of the multiple aircraft accessories manufacturers is Garrett Corp., a major supplier of such items as pressure regulators, valves, super-chargers, electronics items and midget cooling turbines that fit the palm of the hand but have the efficiency of 35 household refrigerators to "ice" jets when heated by air friction as they streak across the sky. This firm has a dozen divisions and subsidiaries, mostly around Los Angeles, and also in other California cities, Canada and the East. It moved its headquarters late last year into a new $1.3 million building at International Airport.

Representative of industry strides here to keep its aircraft leadership is Aerojet-General Corp. at Azusa. A subsidiary of General Tire & Rubber Co., Aerojet also has a plant at Sacramento. It is the U. S. pioneer in rocket propulsion research and development. Late last year it was awarded the contract for producing the second stage motor that will carry the first man-made earth-satellite through most of its 300-mile assault on outer space.

But there is another industry that may eventually exceed aircraft as top industry in Los Angeles as well as elsewhere in the nation: electronics. Of the two industries, electronics has the bigger growth potential, barring war, which would spurt aircraft.

Los Angeles is near the top of the list as



GOOD music is ringing up sales in Los Angeles...

Fact: Of nine leading L.A. radio stations measured by PULSE, only *one* programs classical and semi-classical music exclusively—KFAC. Good music, properly programmed, attracts a very large audience.

Fact: KFAC is listened to by 22% of the radio homes daily, over 50% weekly. You can reach this audience at the lowest-cost-per-listener of any major radio station in Los Angeles. See your PULSE.

Fact: Twenty-seven of our clients have been selling on KFAC for two consecutive years or longer. Successfully. Why not you? Next time our Bolling Company representative calls—talk KFAC with him.



KFAC

The Music Station for Southern California...

1330 on your radio... 92.3 on your FM set

PRUDENTIAL SQUARE • LOS ANGELES



LOS ANGELES BY NIGHT: The view from Mt. Wilson takes in Los Angeles, Pasadena, Hollywood and over 40 other cities and towns clustered in one of the nation's most startling and fastest growing metropolitan areas.

a producer of electronic items and more significantly is considered by many as approaching first place nationally as a center of research and development. It is expanding here at double the national rate and 450 firms comprise about 70% of the total of the entire West in this field.

Electronics employment has multiplied three-dozen times in the last 15 years and has total employment of about 70,000 with annual payroll in excess of $280 million. Its biggest challenge is making "thinking" machines for aircraft, missiles, industry and business.

Don Larson, general manager of the West Coast Electronic Mfrs. Assn., could describe the growth in but one word, "fantastic."

It is no longer news that Henry Kaiser gave Los Angeles industry a big boost toward meeting war production demands when he secured a $96 million loan from the government in 1942 to built blast furnaces at Fontana, just east of Los Angeles in San Bernardino County. Kaiser describes it as the biggest and the only fully-integrated mill in the state. Coal comes from Utah and ore from deposits in the state.

Bethlehem Pacific Coast Steel Corp. and U. S. Steel have continuously expanded their mills and fabricating plants. Bethlehem also operates a major shipbuilding division at Terminal Island.

U. S. Steel and eight of its operating divisions and subsidiaries maintain seven plants, two warehouses, a pier for ships and 10 offices in Los Angeles. Its 5,000 workers earn an annual $26 million payroll. Its biggest operation is Consolidated Western Steel Division, which fabricated and supplied steel for major buildings, freeways and the rotating steel dome that caps the Mt. Palomar observatory, housing the world's largest telescope. Another major division is Columbia Geneva, which operates a 164-acre plant at Torrance with four 60-ton open hearth blast furnaces and mammoth rolling mills. First heat of steel was tapped here in 1916.

The diversity of firms and their products in this field is great. It ranges from Crosby Enterprises' development of magnetic tape recording for color and black-and-white television to specialized instruments like Beckman Instrument's devices for measuring acidity or color.

Other familiar Los Angeles area names include Altec Lansing Corp., Beverly Hills; Califone Corp., Hollywood; Chromatic Television Labs., Emeryville; Hoffman Electronics Corp., Los Angeles; Lear Inc., Santa Monica; Magnavox Research Labs, Los Angeles; Packard Bell Co., RCA, Sprague Electric Co., Stanford Research Institute's Southern California Division, Sylvania Electric Products Inc. and Triad Transformer Corp.

Harvey Aluminum, one of the leading independent producers of aluminum extrusions and press forgings, installed new press facilities last year at its Torrance plant to make what it described as the largest independent facility of its kind. To meet expanding product needs, Harvey is constructing a huge aluminum ore reduction plant in Oregon, to be completed next year.

In all, the primary metals industry in metropolitan Los Angeles employs 24,000 workers with a weekly payroll of $2.2 million.

Hollywood is a geographic area surrounding the well-known intersection of Hollywood and Vine Sts. But it also is a concept, an image in the public mind. Hollywood is movies, radio, television, whose producers now are scattered throughout greater Los Angeles. Annual production investment for films of all types, including television, is estimated at $600 million with an ever growing proportion tv. Some 250 firms are making films for television with annual value of more than $100 million.

There are 5,000 more people working in the film production field today than in 1950, attributed in principal to the growth of films for tv. The industry's 37,500 workers receive the highest average weekly wage ($129.30) of any in the state.

Based on the schedules of three television networks, an estimated total of 1,474 hours of film will be distributed electronically from Hollywood this year along with a total of 1,294 hours of live shows. A growing hunk of the latter is in color.

ABC, CBS, Mutual and NBC have their big radio facilities in the area around Hollywood's Sunset Blvd. and Vine St., but television has moved elsewhere. ABC-TV in 1949 took over the old Vitagraph lot at Prospect and Talmadge just east of Hollywood, while CBS-TV built its modern Television City three years ago to the southwest adjoining Farmer's Market. It ultimately will be a west coast Rockefeller Center, according to the architects. NBC-TV's studios principally are located in Burbank, near Warner Bros., and the network currently is making a $6 million expansion of its Color City there. Facilities for color tv production will be doubled in time for the fall season.

Movie majors are scattered like the host of smaller production firms and allied companies. Paramount, RKO and Columbia are still in the Hollywood district. M-G-M and Hal Roach are at Culver City, Universal at Universal City and Warner Bros. and Disney at Burbank. Allied Artists last fall announced plans to build the first new major production lot since the 1930s. It will spend $6.5 million for at least 10 sound stages at a site expected to be in the San Fernando Valley.

Tractor-trailers heaped with shiny new automobiles crawl up and down Los Angeles freeways. They are distributing the big flows from production lines of Chrysler, Ford, General Motors and Studebaker. Ford's Lincoln-Mercury Division is expanding, having acquired 200 acres for a new plant. GM's Buick-Oldsmobile-Pontiac assembly division is at South Gate and its Chevrolet line is in Van Nuys. Studebaker is at Vernon.

These firms and allied industries employ 24,400 in the area with weekly payrolls about $2.5 million.

Imports of foreign made cars hit $15 million last year as dealers sought to satisfy another Southern California delight—sports cars. No figures were available for sales of berets.

It takes a lot of gas and oil to make these cars go. Angelenos drove 17 billion miles last year, burning up 5 million gallons a day. But Los Angeles has the oil industry to meet the demand and then some. The big names—Standard Oil, Tide Water, Shell, Texas Co., General Petroleum, Richfield, Union Oil—have extensive extracting, refining or distributing facilities here and are the major contributors to the oil and natural gas industry's total weekly payroll of over $3 million.

The metropolitan area produces over 130 million barrels of oil annually, worth in excess of $340 million. Capacity of refineries in the Los Angeles area is over 700,000 barrels daily.

Food products, including canning of fish and packing of fruits and vegetables, is an ever-growing industry in the Los Angeles area. Among the biggest employers are Armour & Co., California Consumers Corp., Continental Baking Co., Glove Mills Division of Pillsbury Mills, National Biscuit Co., Luer Packing Co., Swift & Co. and Van Camp Sea Food Co.

Los Angeles leads the nation in fish landings and canning, chiefly tuna. Van Camp cans under the Chicken o' the Sea label. Other chief canners at Terminal Island include Star Kist Foods, Westgate-California Tuna Canning Co., California Marine Curing & Packing Co. and Franco-Italian.

Los Angeles is national headquarters for

POWER TOWER

High atop Mount Wilson, in the Angeles National Forest, stands the tallest television tower in Southern California.

This tower, operating at maximum power from a point 6,169 feet above mean sea level, was designed and engineered by RCA to give optimum performance to the 6,000,000 viewers within its range.

PENETRATING PERFORMANCE

High power alone will not cover the unique terrain surrounding the area . . . high mountains, deep canyons and flat plains require height, power and "downtilted" antenna.

RCA developed a specially designed antenna to meet all the requirements necessary for penetrating coverage . . . and after an exhaustive electronic measurement survey has found the KRCA signal to be the finest in the Los Angeles market.

In laymen's language . . . maximum power sends out a far reaching, clear signal . . . tall tower and special antenna saturate the close in areas with peak performance.

From this great tower, KRCA beams its local programs and those of the NBC network to millions of viewers in Southern California.

Advertisers are assured of penetrating electronic performance, top programming and outstanding promotion support when they buy KRCA-4 in Los Angeles.

for lasting impressions in the SOUTHERN CALIFORNIA market

KRCA-4 LOS ANGELES

represented by NBC spot sales

KFXM
San Bernardino
6th
in the West
4th
in
California
590 kc
AM*
*AMAZING
MEDIUM
"Help Stamp Out TV"
Represented by
John Blair & Co.

Carnation Co., whose consolidated sales for 150 plants around the U. S. totaled $310 million in 1954. About one-third of its 11,000 employes are in Southern California, where it is expanding into frozen food packing.

Total employment in food processing in the Los Angeles area is 46,000, with weekly payroll of nearly $4 million.

The apparel industry in the Los Angeles metropolitan area ranks second in dollar volume only to New York. Long considered a fashion leader in sportswear, Los Angeles has over 45,000 workers in this category with weekly wages of $2.6 million.

A pioneer in Los Angeles is Catalina Inc., which has opened a second new plant at Whittier just one year after its first plant expansion there. Another new factory will be opened this year at Fullerton. The swim suit and sweater maker's knitting operation is on a double shift now and plans to go 24 hours soon. When it first went into swimwear around 1914, gross annual volume was about $200,000. Today domestic volume is $20 million for swim suits with another $6 million from sweaters.

The furniture manufacturing industry here is the third largest in the nation and first in the West. Some 500 factories turn out products worth a quarter-billion dollars at wholesale. Close to 16,000 workers take home a $74 million annual payroll.

Los Angeles County is a paradox. Now one of the nation's top industrial centers, it also is the nation's fourth largest farm. Until 1949, for a period of 40 years, it was the first in farm income.

"We're giving up the land very reluctantly to new industry and houses," one farmer said. "Our fruit and truck crop acreage has almost been cut in half during the urban expansion of the last 15 years, but we've held up total production value by switching to dairy products, poultry and egg production."

The farmer here is fighting for survival. To house the 165,000 annual population growth requires about 16,000 acres. The residential acreage is being cut from citrus orchard and crop land. With land value jumping from $640 an acre in 1950 to $1,058 by 1954, the farmer has had to concentrate on getting the highest yield from the smallest area.

Becoming a specialist, using heavier capital investment to heighten production intensity, the farmer becomes even more subject to slight economic variations. "He can make a killing if the market is just right, or lose his shirt in one season," another observer explained. "And to think it used to take a farmer at least three or four years to go broke."

Total value of farm production at shipping point last year was expected to hold at around $210 million, about the same as 1954 but off from the $243.1 million of 1953 and the all-time high of $252.7 million of 1952, according to Chamber of Commerce data. Value of farm production trebled between 1940 and 1951.

According to a new report covering 1954, dairy products accounted for $67 million, while nursery stock was $22 million. Eggs were $18.4 million, chickens $13.3 million, cattle $11.5 million and oranges $10.2 million. Lemons totaled $9.2 million while cut flowers hit $8.5 million and hay was $5.7 million. Celery was $4.9 million and hogs $4.4 million. Other million dollar crops included turkeys, horses, rabbits, strawberries, dry beans, carrots, chinchillas, green onions, goats, sheep and seed.

A 1954 census of agriculture in the county showed 8,254 farms with about 2.6 million acres under cultivation or in pasture. The farm population was off 11,973 from 1950.

Los Angeles is proud of its dairy industry and claimed first place in the nation in the 1950 census, even outranking both of Wisconsin's two top counties, Dane and Marathon, in number of cows on the farm and quantity of whole milk sold.

One of the highest valued crops per acre is the rosebush and nearly 45% of all those grown yearly in the U. S. are cultivated within a two-hour drive of downtown Los Angeles. The grower gets about $6,000 return per acre, but it takes two years for his crop. Annual production ranges between 25 and 30 million bushes. A fair sample of the variety and beauty of this valuable "crop" is on display each New Year's Day in Pasadena's Rose Parade.

"You can see just how fast the Southland is expanding and our industry booming by watching the shipping here in the harbor," a Los Angeles port official said recently. "This $150 million man-made harbor handles thousands of products every day. And the world's biggest fishing fleet operates out of here."

Twin to the South

By itself this is a great harbor, yet at its southern flank it has a smaller twin—Long Beach; 7,000 acres of wharves, railways and roads make up the joint harbors of Los Angeles and Long Beach. A city of ships. A thousand markets interchanging over the water. The major part of a customs district continuously fighting with San Francisco for the top position on the West Coast. A seaport where local authorities claim first place on the coast in terms of tonnage since 1923, although they admit San Francisco ranks first in dollar value.

Dry cargo shipments at the Port of Los Angeles were up more than 13% last year to nearly 4.4 million tons, a 101-year record. Bulk petroleum product shipments dropped from 22.8 million tons in 1954 to 20.6 million last year as new oil supplies developed elsewhere. But the port's gross income held at $5.5 million because of the growth of high revenue shipments.

Petroleum product shipments are expected to continue to drop at the port in view of new shipping facilities and refineries at Anacortes and Ferndale, elsewhere on the coast.

U. S. Dept. of Commerce data discloses that value of Los Angeles imports jumped $20 million last year to $97.9 million while exports climbed $2 million to $146.6 million. General cargo, lumber and fish scored significant import gains during the year and intercoastal shipping trebled in volume during the 12-month period to a total of 746,021 tons.

The Los Angeles Customs District, which includes all ports in the counties of Orange, Los Angeles, Ventura, Santa Barbara and San Luis Obispo, registered total exports of

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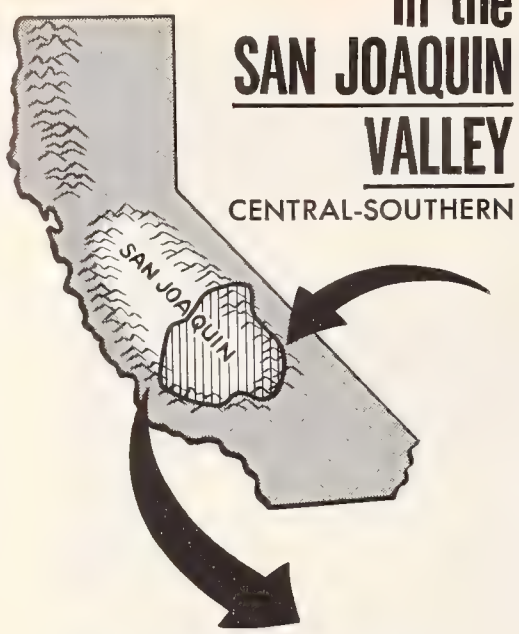
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$366.6 million and imports of $262 million at the latest official tabulation (1954). Chief exports were cotton, $139 million; petroleum products, $56.8 million; aircraft, $26.6 million; borax, $11.7 million; citrus fruit and products, $11 million. Chief imports were coffee, $33.7 million; newsprint, $21.1 million; copra, $16 million; crude rubber, $16 million; automobiles, $11.3 million.

The harbor has never stood still since World War II. Some $30 million has been spent to expand and improve its facilities, including American President Line's $6 million terminal and Matson Line's more recent $10 million berth. Other newly completed projects include a $2.5 million fisherman's dock and $850,000 fish market.

By the end of the current fiscal year in June another $5 million will have been spent on new construction with another $1.5 million on maintenance and improvement of existing structure. Todd Shipyards Corp. maintains a major shipbuilding and repair facility here, with other big firms including Wilmington Boat Works Inc. and Harbor Boat Building Co.

Cargo exports at Los Angeles include cotton, borate products, agricultural products and chemicals in addition to petroleum shipments. The list of factory-made items ranges from needles to plastics and is growing annually. "A sweet note is the rise of honey shipments from a half-million dollars to $2 million in only three years," one observer commented.

Imports of lumber now come in easy-to-handle packages aboard converted Navy landing craft. Other ranking imports are coffee, crude rubber and newsprint. Imports of foreign automobiles doubled in the previous fiscal year to $15 million.

Long Beach is worried over keeping its big Navy shipyard which employs 7,800 workers and has an annual payroll of $65 million. Land sinkings caused by extraction of oil below is causing rumblings that the Navy might move. There is talk of forcing water into the pockets vacated by the oil in order to prevent further sinkings. The Navy already has spent $5 million to counter the sinking effects at its yards and estimates another $15 million worth of structural repair will have to be made in the near future.

ORANGE COUNTY

Although it is included within the metropolitan Los Angeles area for most statistics, Orange County deserves separate mention. Not because it is the home of the new $17 million Disneyland and the older Knott's Berry Farm, fantasy playlands of both children and adults, but because it is the fastest growing county in the country with a 70% increase since 1950.

The Santa Ana Freeway out of Los Angeles has had a lot to do with encouraging this growth. Driving south on the freeway into the smaller county you are greeted no more by field after field of orange groves. Many of these along the roadways have been swept clean and in their place are new housing developments ad infinitum. Huge billboards with gaudy luminiscent colors tell you of others deeper in the county and shout their fine features, easy terms and "minutes-away" location.

With houses blooming in the county like wildflowers, so is new industry, which now has an annual payroll of $65 million. Factory employment has seen the greatest increase here for the state. It has more than doubled since 1950. The population more than doubled in the same time and is now an estimated 425,000.

Standard Steel Press, Richfield Oil, Carnation Co. and Holly Furnace are among those who plan new construction this year.

Others now located in the county include Northrup Aircraft, Kwikset Locks, Hunt Foods, Kerr Glass, Holly Sugar, Delco Battery, U. S. Electrical Motors, Nutrilite Products, U. S. Rubber Co., Cherry Rivet, Essex Wire, Anaconda Wire & Cable, Robertson-Fulton, Menasha Container, Kimberly-Clark, Dixie Cup, Alex Foods, Electra Motors, Treesweet, Case-Swayne Packing, National Cash Register, F. E. Olds (cornets, trombones), Arcadia Metal Products, Beckman Instruments, Union Oil Labs., Moore Business Forms, Glasspar and Continental Can Co.

Allstate Insurance Company broke ground in November for new regional offices. Hallamore Electronics Co. this month was to break ground for a new half-million dollar electronic plant at Anaheim. U. S. Rubber Co., which just opened its foam rubber plant at Santa Ana in mid-1954, last year announced plans for expansion of 2½ times its original size.

Rich in tidelands oil reserves, Orange County reaps a healthy $120 million annually from gas and petroleum production. Big producing localities are Newport, West Newport, Huntington Beach and Seal Beach in the southwestern part of the county and Coyote Hills, La Habra, Yorba, Richfield and Kramer Fields in the northern part. At Huntington Beach, the oil derricks crowd the beach.

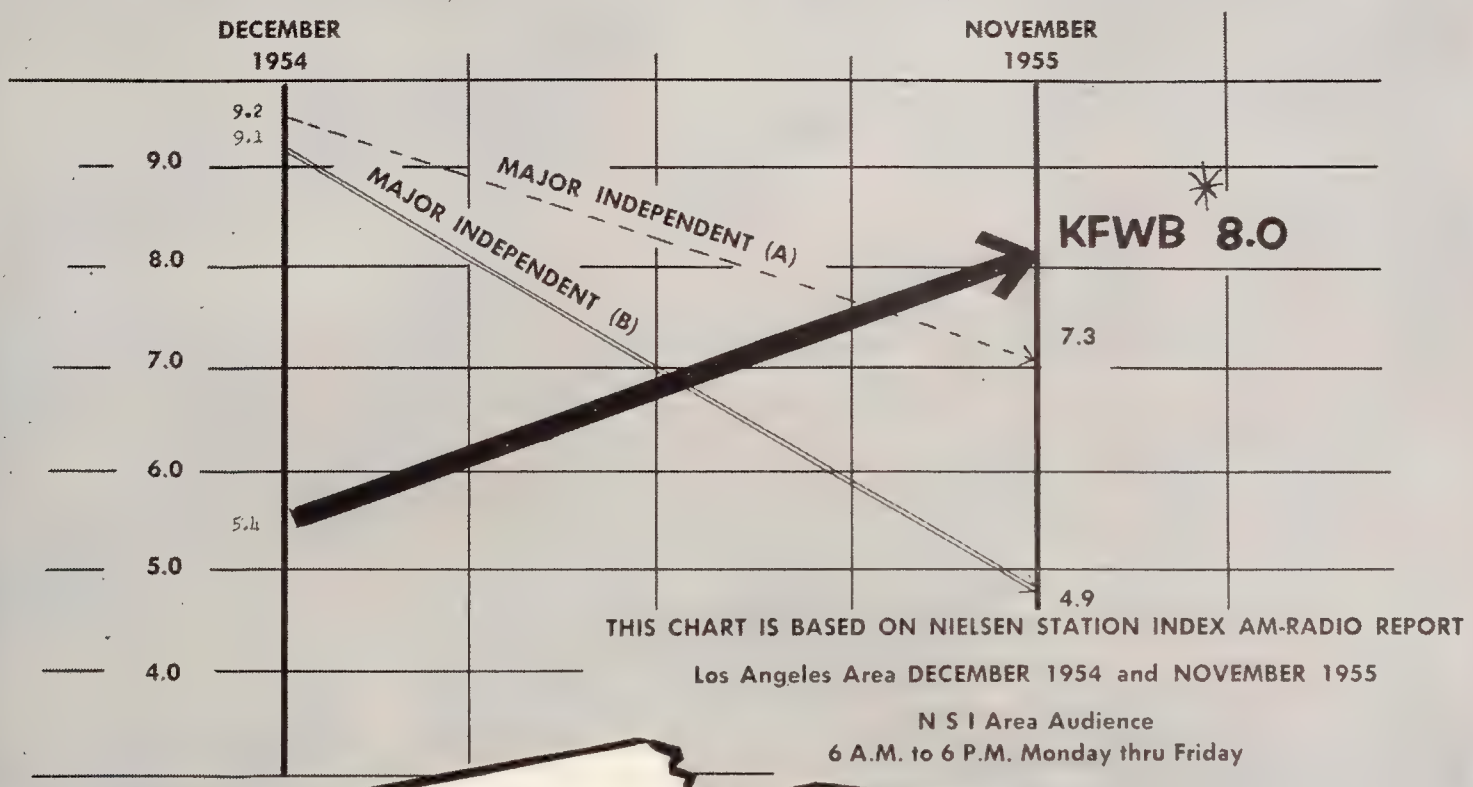
A lot of this petroleum stays at home to run the family car. There are two autos for every five people in the county, claimed to be the largest auto ownership per thousand anywhere in the world (72% radio equipped).

Orange County is not all new houses and factories. There is very much farmer still left in it. The county's total production value has exceeded $100 million in previous years putting it among the top 10 counties of the nation. Oranges had much to do with this ranking and still are top income producer on the farm. Today, production value is off some as rural lands give way to urban expansion but 1954 figures show the total production is still high, over $97.1 million. Total for last year was expected to be about the same.

Oranges accounted for $32.7 million in 1954, with dairy products $18.2 million and eggs $10.2 million. Dry beans topped $5 million while lemons were $3.7 million and cattle over $3 million. Tomatoes and strawberries each were $2 million crops while million dollar crops included chickens, celery, nursery stock, peppers, barley and green beans.

Orange County is a resort and recreational area. Ocean fishing and swimming crowd the 40-mile coastline while Los Angelenos who can afford it maintain beach homes at

Really a Happy New Year Ahead!



THIS CHART IS BASED ON NIELSEN STATION INDEX AM-RADIO REPORT

Los Angeles Area DECEMBER 1954 and NOVEMBER 1955

N S I Area Audience
6 A.M. to 6 P.M. Monday thru Friday

STATION SHARES—NOVEMBER, 1955
(Based on Quarter-Hour Homes Reached by Local Stations only)

TABLE 2. NSI AREA AUDIENCE

LOCAL AM-RADIO STATIONS	MONDAY THRU FRIDAY MORNING 6AM-9 AM %	MORNING 9 AM-12 N %	AFTERNOON 12 N-3 PM %	AFTERNOON 3 PM-6 PM %
KFWB	8.0	7.6	8.1	10.2
station B	7.2	5.5	4.9	22.1
" " A	3.6	5.8	7.7	5.4(10.1)
	5.8	26.9	22.0	1.1
	23.7	2.8	4.8	6.1
	3.3	#	1.7	7.1
	1.1	5.9	6.6	
	8.3	6.8	6.5	
OTHERS	5.6			
TOTAL	100.0	100.0	100.0	100.0
AVG.H.U.R.(00)	(2701)	(3428)	(2753)	(2505)

AVG. 8.0

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Harry Maizlish– President — Gen. Mgr.

Mort Sidley– Gen. Sales Mgr.

communities like Laguna (an artists' colony) and Newport or Balboa. In the latter twin communities, a yacht at the pier is as common as a car in the garage elsewhere. Some 4,000 small boats and yachts are moored here in one of the nation's biggest recreational harbors. Sailing down Newport channel on Sunday afternoon is as tricky as driving through Time Square.

In the south central part of the county is El Toro, the Marine Corps' largest air station on the coast. It pours an annual $23 million military and civilian payroll into the county and its information section produces the weekly half-hour *Magic of Music* on MBS and has ventured into tv.

SAN BERNARDINO-RIVERSIDE

At the eastern doorstep of Los Angeles, just below the San Bernardino Mountains which constitute one of the state's principal recreational areas, the cities of San Bernardino and Riverside have awakened as industrial giants after many years as principal markets for the agricultural wealth of their respective counties. They are combined focal points in a billion dollar market.

In this double city area the industrial growth includes steel mills and other primary metal and fabricating plants, chemicals, aircraft, food processing, building materials and electrical machinery.

Forming a rapidly growing joint metropolitan area in the San Bernardino Valley with the greatest concentration of populations, the two cities are the county seats and principal trading centers for their respective mammoth counties which range eastward over mountains and deserts to the state's border with Nevada and Arizona.

San Bernardino County is the largest in the U. S. and equal in size to New Jersey, Delaware, Massachusetts and Rhode Island. It sprawls over 20,157 square miles (12.9 million acres) but 90% of its area is in the Mojave Desert. The remainder, its southwestern corner near Los Angeles, consists of the wooded southern slope of the San Bernardino Mountains and a rich valley which forms about 50 miles of the citrus belt of Southern California. Less than 30% of the county is under private ownership.

The San Bernardino Mountains, ranging 5,000 to 8,000 ft., with San Gorgonio on the eastern end rising to 11,485 ft., include the resort and recreational areas around Arrowhead, Gregory and Big Bear lakes in the San Bernardino National Forest. The road to Las Vegas runs north out of the city of San Bernardino through Cajon Pass.

Once through the mountains, you are in the desert and except for the irrigated oases of the Mojave River at Victorville and Barstow, or Needles far to the east on the Colorado River, there is little to view but an arid expanse of desert valleys and low mountain ranges broken only by Joshua tree cactus, mesquite and other desert bush. Desert hills and dry lake beds, however, offer rich mineral deposits.

Riverside County is a narrower strip, thrust eastward to the Arizona border and into the great Colorado Desert which makes up about half of the county. With 4.6 million acres it is just a third the size of its northern neighbor.

The northwestern section of the county, where the city of Riverside is located, begins in the San Bernardino Valley, drained by the Santa Ana River. This stream begins in the mountains north of San Bernardino and flows west to the Pacific through rich farm lands and citrus belt.

South of the valley a portion of the Peninsula Range of mountains rises 3,000 to 5,000 ft. and separates Riverside from the coastal Orange County.

At the center of the county, near Palm Springs, is the fertile Coachella Valley, which runs about 60 miles northwest from the Salton Sea between the San Jacinto and Little San Bernardino Mountains. Like Imperial Valley to the South, Coachella is a rich agricultural area made possible through irrigation with Colorado River water. From the valley eastward is desert, except for a similar area at the border, Palo Verde Valley.

Agricultural production in each county exceeds the $100 million mark annually but in the eastern regions the farms are being pushed farther inland as industrial plants and suburban housing developments swallow up the rural lands around the twin cities.

Last year, San Bernardino County's population was 386,500, a change of 139.9% over 1940 and 37.2% over 1950.

Special censuses since 1950 have pointed up the growth of the cities, with San Bernardino growing 17% to 73,827 by the short time a new count was made in 1952. Nearby Ontario jumped 50% to 34,255 by 1954 and Redlands grew 15.4% to 21,266 last year. Barstow was up 25.6% to 7,707 by 1953.

Incomes of civilian residents in the county climbed to $466.8 million in 1952, an increase of 445% over 1940 while wages and salaries totaled $331.2 million, a gain of 555% over 1940. Government contributed the largest payroll, $92 million. Manufacturing payroll in 1954 was $79.2 million, 88% above 1949.

According to new figures, retail store sales in the county hit $382.6 million in 1954, 55.3% above 1950. First quarter taxable sales last year were reported 75% above 1950. The county ranks tenth in the state with assessed valuation of $576.4 million. Home building in the first six months last year was exceeded by only two dozen states. Building permits in 1954 totaled $99.8 million, a 50% increase since 1950.

Value of agricultural production fell off in 1954 to $96 million from a high of $112 million the previous year. Chicken eggs were the top item, representing a $28.5 million income. Oranges ranked next with $14.6 million followed by dairy products with $13 million, chicken meat $6.4 million and lemons $5.9 million. Potatoes, grapes and nursery stock topped $3 million while other million dollar crops included cattle, alfalfa hay, turkey meat, grapefruit and peaches.

San Bernardino produces a greater variety of minerals in commercial quantities than any other county in the state, of particular significance to manufacture in the greater Los Angeles area. These include asbestos, barite, borates, bromine, calcium, chloride, clay, copper, dolemite, feldspar, fluorspar, gems, gold, gypsum, iron ore, lead, lithia, limestone, manganese, mineral paint, mineral water, perlite, petroleum, potash, pumice, quartz, quicksilver, salt, silica, silver, sodium sulphate, strontium, talc, trona, tungsten ore, turquoise and zinc. High grade iron ore of quality similar to Brazilian or Norwegian ore is mined near Twentynine Palms.

Exclusive of petroleum, mineral production runs $50 million annually to make this the top county in the state. Tungsten production through the years has been valued at a total of some $20 million.

Kaiser Steel operates the state's largest "fully integrated" steel mill at Fontana, adjacent to San Bernardino city, where some 1.5 million ingot tons are cast annually. Kaiser employs 6,500 and plans major expansion.

Nine rolling mills turn out a wide variety of materials for further fabrication by manufacturers of the whole Los Angeles region. San Bernardino this year will get a new $12 billion plant to be constructed by Permanente Cement Co.

San Bernardino also is the site of a jet engine overhaul assembly line for the West Coast, a large railroad repair shop and manufacturers of machine parts, tools, storage tanks, sheet metal products, clothing and other products. The city also is the site of Norton Air Force Base, employing around 8,000 civilian workers, and is command headquarters of the 27th Air Division, southern California's aerial defense. The Air Force's Inspector General's office for flight safety reseach and procurement inspection also is here.

West of San Bernardino is Ontario, the county's second largest city, which has an annual industrial payroll of more than $26 million, nine times what it was at the end of World War II. More than 3,000 workers are employed at the Ontario International Airport, 2,000 of them with Lockheed Aircraft Service. Others here include Northrop Aircraft, Southern California Aircraft and General Electric Co.

By early last year, Riverside County had grown to 230,000 population, a 117% change over 1940 and 35% over 1950. The city of Riverside by last year had a population of 65,823, 40.8% above 1950. Palm Springs since 1950 increased 35% to 10,381, a special 1953 census showed, while Indio grew 22% to 6,450 between 1950 and 1952. Corona was up 12% to 11,462 by 1954.

Incomes of individuals in Riverside County rose 353% from 1940 to 1952 to a total of $239.2 million, with wages and salaries contributing $147.4 million. Manufacturing payroll in 1954 was $34.5 million, 10% over the previous year and 205% over 1949. Building permits in 1954 totaled $51.7 million, 22% over the previous year and a 125% change from 1950. Retail store sales in 1954 were $244.2 million, 48% above 1948.

Soil, topography and climate are so diverse in Riverside County that every week there is a harvest. There are three chief agricultural areas. West of the San Jacinto Mountains near Los Angeles is to be found the bulk of the citrus, deciduous fruit, grain, grazing and truck crop land. Just east of the mountains is the irrigated desert area of Coachella Valley while a similar irrigated region lies far eastward along the Colorado River. In these desert valleys cotton is the chief crop, while dates, grapes, grapefruit, alfalfa and truck crops also are produced.

Riverside's 1954 agricultural production

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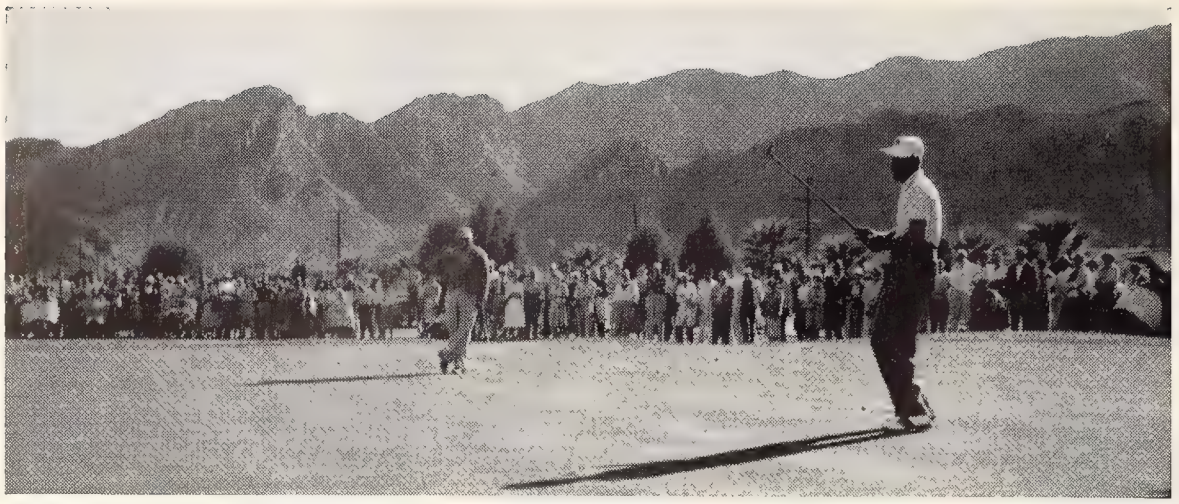
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hit a new high of $128.5 million, 127% of the 1953 off year and better than the generally good year of 1952. Cattle and calves in 1954 were by far the leading item with total value of $21.3 million.

Oranges were $13.3 million while eggs totaled $11.2 million. Potatoes and cotton each were $8 million crops while grapes almost hit $6 million. Hay and dairy products each were over $4 million. Lemons just missed $4 million while dates totaled $3.8 million. Grapefruits, tomatoes and turkey meat each exceeded $3 million while lettuce, sweet corn, barley, nursery stock, cantaloupes, chicken meat and melons were in the general $2 million class.

The county's $22.3 million mineral production ranks it second in the state. A potential 40 million tons of iron ore is estimated in the center of the county, from which mines the Kaiser Steel mill at Fontana already receives ore. Over two dozen other minerals are in commercial production.

The city of Riverside is the home of the parent navel orange tree, from which California's multi-million dollar orange industry got its start. The U. of California also maintains a citrus experiment station here and the city is the site of substantial citrus packing and food processing firms as well as aircraft, automobile equipment, cement, metal products and paint factories.

Typical firms include Motorola Research, engaged in classified electronics; Hunter-Douglas Corp., maker of Flexalum venetian blinds; Rohr Aircraft, builder of complete power plants for both military and civilian aircraft, and Food Machinery Corp., now making the amphibious "Water Buffalo" assault vehicles.

March Air Force Base, home of the B-47 jet bombers, is just southeast of the city of Riverside. The base's monthly payroll exceeds $2.5 million and is the largest in the county.

In a warm, sunny valley just east of majestic Mt. San Jacinto is the winter playland of Palm Springs. Its 15,000 population swells to 45,000 during the winter months.

Today there are 1,000 swimming pools in Palm Springs, more per capita than any other city in the U. S.

SAN DIEGO

San Diego is just a long cup of coffee south of Los Angeles if you greet the morning sun at International Airport and hop a big Western Airlines plane.

By the time the hostess has collected your empty cup, spreading blankets of new housing developments signal your approach to San Diego.

Gliding in to land, you catch glimpses of the great harbor with its flotillas of Navy vessels and $5 billion worth of mothball fleets, long symbols of the city's economic strength. But today, aircraft production and a growing diversity of other new industry clamor for equal recognition.

Here is where the California story began scarcely 50 years after Columbus discovered America. San Diego Bay was found in 1542 by Juan Rodriguez Cabrillo. He had been sent north by the Viceroy of Mexico to explore the coast of New Spain. Spanish rulers, however, waited two centuries before attemping colonization. When fear of English and Russian occupation grew strong, Spain sent Gaspar de Portola and an expedition to explore California. Four colonial groups reached San Diego in mid-1769 and Father Junipero Serra was charged with founding missions in the new land. He established the mother mission, San Diego de Alcala, and around it grew the first town and agricultural development in the state.

Spanish warriors, priests and rancheros fanned out from San Diego to effect Spain's early dominion in the state. Two famous Spanish roads originated here. One, El Camino Real (King's Highway), leaped northward and today is the state's most heavily traveled highway, U. S. 101. The second road thrust eastward and for years was but a trail that later became the southern Emigrant Trail and the Butterfield Stage Route. In modern times it has been followed roughly by U. S. 80 to El Paso and by U. S. 90 to the East Coast. The eastern end of the trail is another early Spanish stronghold, St. Augustine, Fla.

San Diego County is 2.7 million acres of contrast. Only 51% of the land is privately owned, with much of the rest broken up into big hunks of the central mountainous Cleveland National Forest and various state parks and monuments. Much of the latter's acreage is in the eastern Anza Desert and Palomar Mountain State Park. To the south is Baja California, Mexico. Eastward is Imperial County and to the north are Orange and Riverside Counties. The coastline's 70 miles include many beaches.

Numerous rivers flow westward from the mountain watersheds but generally their precious contents are trapped in reservoirs and pumped into irrigation channels to feed the agricultural valleys. Because water is so dear, farming is confined mostly to small area, big money crops like avocados, citrus and winter vegetables.

San Diego is the fastest growing big city in the state, with population near the half-million mark. But the county, too, has been setting records since the turn of the century. The county population grew 76% between 1900 and 1910, another 82% by 1920 and another 87% by 1930. During the depression decade the population surge slowed to 38%, ending up in 1940 with 289,348. The war boom doubled the population in four years, but two-thirds of the increase was servicemen stationed at various bases and camps throughout the area. The military population hit 220,000 in 1944 but had receded to 55,000 in 1950. Civilian population, however, continued to grow strongly and by 1950 the population of 556,808 was 92% above the pre-war year. Since 1950 the growth has been another 47% with estimated county population now about 820,000.

Individual incomes of civilian residents is estimated at around $1 billion, more than 400% above 1940.

Roger N. Westberg, director of the Economic Research Bureau, which has its office at the city's Chamber of Commerce, is full of vital statistics. He is quick to show you that total employment has swelled from 88,546 in 1940 to 160,800 in 1950 and now is at a high 230,000 level.

Manufacturing employment, 70% in aircraft today, grew from 12,263 workers and $15.5 million payroll in 1940 to 23,000 and $84.5 million in 1950. Today, it is an estimated 52,700 workers and $250 million annual payroll.

Taxable retail sales for the county, not including food, have grown from $529.2 million in 1950 to $706.4 million in 1954 and an estimated $810 million last year.

Mr. Westberg pointed out that county building permits totaled $115 million in 1950 and were an estimated $160 million last year.

Aircraft and parts production came of importance during World War II, slumped sharply thereafter and then began a slow rise up to the Korean war when it jumped again. The high level has been maintained since as defense orders continue to be filled and private production grows.

The big four producers are Convair Division of General Dynamics, Solar Aircraft Corp., Ryan Aeronautical Co. and Rohr Aircraft Corp.

Their employment growth since 1950 shows the trend. Convair employed 5,900 in 1950 and today has about 24,000 on its $114 million payroll. Convair is said to be on the verge of hiring a "very substantial" number of additional people, rumored in the thousands, to work on a new project possibly connected with the government's earth satellite program. Convair is making a delta-wing supersonic jet interceptor, along with other planes, and is building a new $3.5 million wind tunnel and research facility.

Rohr has boosted its roster from 2,800 to over 5,800 since 1950 while Ryan is up to 4,700 from about 1,300. Solar is nearly

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(Sales Management's 1955 Copyrighted Survey)



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2,000, some 700 above the total employed in 1950.

Ship building and repair continue to be an important local industry with 22 different firms in this field. Product value is in excess of $17 million annually. Employment in November was 4,500, a substantial increase over the 2,500 total for 1949.

Other important local manufacturing includes food processing, chiefly packing of tuna, electronics, fabricated metals, machinery and apparel.

Commercial fishing is a major industry at San Diego with more than 800 vessels registered. Fish landings in 1953 were valued at more than $17 million. Of the 10 million cases of tuna canned in the state that year, 28% was processed at San Diego.

North along U. S. 395 is the city's model industrial tract of 1,100 acres now under development. It is called Kearny Mesa and is adjacent to the Navy's $30 million Miramar jet base.

Magnetron Co. of America is building a quarter-million dollar electronic research and manufacturing laboratory at Kearny Mesa. Kay Lab Corp., which now makes highly specialized electronic devices as well as more common products like automatic garage door openers, already is operating at the new site as is Reflin Co., maker of plastic pipe.

General Dynamics has announced it is considering the tract for a $10 million research laboratory. Continental Research Foundation is planning a $4 million laboratory for research in electronics, engineering, atomic energy and other fields.

Take the elevator to the top floor of Civic Center overlooking the harbor for a visit with Phil Acker, administrative assistant to Mayor Charles Dail, and you will learn that the industrial diversification evident in the development of Kearny Mesa is happening throughout the San Diego area. Interests like Narmco, a combine of six companies holding basic patents in plastics and making everything from fishing rods to airplanes, which is planning a research plant on its own 40-acre tract. Or Judson Engineering Lab, newly organized with local capital to test rocket components and other aircraft parts before assembly. A total of 31 new manufacturing firms were born last year around San Diego, aside from expansion of existing firms.

Military installations in the county have an estimated value in excess of a half-billion dollars. San Diego is headquarters for the 11th Naval District and the service maintains a variety of naval and air bases and training schools in the area while the Marine Corps operates a recruit depot in San Diego and maintains extensive Camp Pendleton at nearby Oceanside. Navy payrolls alone, roughly 50-50 for civilians and enlisted men, totaled $175 million last year. Federal civilian employment, almost all Navy, increased from 16,900 in 1950 to 23,400 last year.

But the Navy isn't the only big user of the extensive harbor facilities. Aside from its big fishing fleet, San Diego also is a commercial port handling both domestic and foreign commerce. Total value of commerce handled last year was $162.4 million, of which $86.7 million was in petroleum products. Domestic cargo, virtually all imports, totaled $8.7 million while foreign cargo totaled $41.9 million, $7.5 million inbound and $34.4 million outbound.

San Diego is an important agricultural county too. Last year's estimated total product value was $90 million, well above 1954's $85.3 million which ranked the county 30th in the nation in dollar value that year and ahead of 3,069 other U. S. counties. Agricultural employment also was up sharply last year.

The unique thing about farming in San Diego County is that the average size of the farm is getting smaller rather than larger as elsewhere in the state. Nearly half of the farms contain less than 10 acres. A lot of land has been retired from cultivation because of industrialization and spread of new housing developments, but the increase of irrigation resources has permitted other new lands to be put to use. The result is that total acreage is more than pre-world War II.

The climate and soil conditions permit commercial production of more than 100 different products, nearly a score of which are in the million-dollar class. Greatest recent expansion has been in avocados, tomatoes, eggs, milk, hogs and nursery stock. The county produces more than half the state crop of avocados. Other million-dollar crops include lemons, celery, peppers, oranges, green beans and strawberries.

The county has a great variety of commercial minerals, although sand and gravel account for three-fourths of the $4.3 million annual production. The county has been a primary producer of salt for a long time. World known gem deposits are found in several sections as well as topaz, beryl, tourmaline and garnet.

The tourist industry is important to San Diego County communities. Wanda Smith, executive director of San Diego County Industries Inc., an industrial association, estimates visitors spend $39 million in the area each year.

IMPERIAL COUNTY

Follow the route of the pioneer Butterfield Stage, U. S. 80 east from San Diego, and a few hours driving through mountains and into the desert will bring you to El Centro, county seat and largest city in Imperial County. This is the major trade center for California's most southeastern county, one of its richest agricultural areas and America's winter garden, where valuable food crops are harvested during the winter and spring.

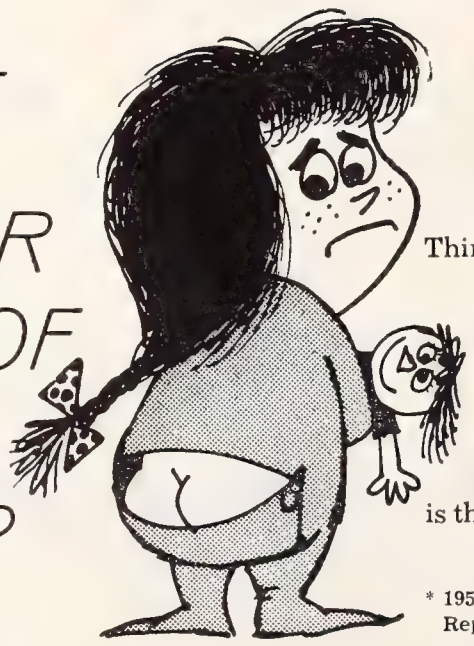
Here is man's greatest irrigation project, an arid but fertile land where the farmer orders his water over the telephone and works his land with heavy crawling tractors and giant machines that resemble big road-making tools.

This is America's truest desert, made to bloom with multi-million dollar truck crops and melons, sugar beets and flax, cotton and cattle just by adding water and seed and stirring up the ground. Here is a growing season of 300 days.

"Imperial County is the seventh most productive county nationally in agricultural production," W. G. Duflock, secretary-manager of the El Centro Chamber of Commerce said, "with farm production in 1954 at $141 million."

Organized in 1907, Imperial County is the newest in the state. Comprising 2.7 million acres, of which only some 500,000 are farmed while virtually all the rest is desert or barren, the county borders to the east with Arizona at the Colorado River. Here are a

IS IMPERIAL VALLEY A GAP IN YOUR COVERAGE OF SOUTHERN CALIFORNIA?



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KXO covers the entire Imperial Valley—Southern Californ Third Market. This lush market can be reached only from within—be mountains block out nearly all non-valley radio and TV.

KXO enjoys 54.5% share of audience, day and night average, including all cities in the Imperial Valley.† Imperial is the 7th Farm County in U. S. with a cash farm income of $141,278,0

* 1955 Agricultural Commissioner's Report † Hooper, Ward, Conlan
Representative : Paul H. Raymer Co., Inc.



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Sources on request

series of low mountain ranges—the Palo Verde, Barren, Cargo Muchacho and Chocolate Mountains. A nearly level central basin, Imperial Valley, slopes northward from the Mexican border to the Salton Sea, an accidential lake 241 ft. below sea level, caused by a flood of the Colorado through an early canal in 1905-1907. But the Salton Sea, now slowly evaporating, is the largest in the state. Site of an Atomic Energy Commission test center, it lies in the basin of a historically extinct lake. Once partly submerged under the Gulf of California, the whole area is part of the great Colorado Desert. Inland areas show coral reefs, shells and fossil fish.

The climate is typical of the desert. Summers with 115° temperatures made tolerable by low humidity and high evaporation; warm and sunny winters, rarely with frost, which invite many tourists during this season.

During the 1940-1950 decade, the county increased only 4.6% in population but the trend has jumped to 10% since with current population in excess of 72,000.

Cash income of civilian residents exceeds $135 million while manufacturing payrolls, chiefly in the food processing field, top $6.5 million.

The Hoover Dam on the Colorado made possible the great irrigation project of the Imperial Valley. There are 3,000 miles of canals and ditches feeding the intensively cultivated croplands. Biggest of these is the All-American Canal, which runs west from the river just north of the Mexican border and a short way past El Centro. The canal is a river itself, 20 ft. deep and 250 ft. wide. A 130-mile branch canal cuts northwest across the county past the eastern edge of the Salton Sea to feed the Coachella Valley.

With water, farm production has grown six times its 1940 total. The current $141 million total includes $61.7 million in field crops such as cotton ($19 million), sugar beets ($14.8 million), alfalfa ($9.9 million), barley ($3.6 million) and flax seed ($2.9 million).

Truck crops and vegetables total $34 million. Canteloupes are a healthy $6.1 million crop and tomatoes $2.6 million. Lettuce is $16.3 million and carrots $5.2 million.

Animal industries represent a $28.7 million business with cattle $13.6 million and sheep $6.4 million. Seeds and cut flowers bring $3.3 million.

Major shipping point for these products is El Centro, where Holly Sugar Co. has a $7 million refinery and over 20 packing sheds employing 2,000. U. S. Gypsum Co. is drawing on the county's rich mineral deposits and is expanding its local plant to become the world's largest producer of plaster board.

SAN FRANCISCO AND THE BAY AREA

Jogging up Powell St. on a cable car from the St. Francis Hotel at Union Square will assure you that San Francisco is human and vibrant. The ancient vehicle pauses in the middle of an intersection plateau on Nob Hill. The conductor swings an elderly customer aboard with a bright greeting. Bell clanging, the car shudders forward to the next climb as autos swirl madly through the openness it leaves behind.

This is San Francisco. Big hunks of a mellowed yesterday showing through a restless, modern present. A world crossroad, so cosmopolitan that there are comforting symbols of home for everyone.

But the cable car ride doesn't reveal the might of the market. Jumping off at California and Mason and going to the top of the Mark Hopkins, you can begin to feel the pulse of this tight little peninsula. Thousands of homes jam the hills below and beyond with a whiteness which accentuates sky and water. The heavy industrial waterfront rims the shore from north to east and the bay itself is moving with ships and barges.

The industry and buildings of Richmond, Berkeley, Oakland and Alameda break the horizon across the bay, masses of economic muscle tied to the heart by the great bridges.

There are many measurements for San Francisco. The city and county, just seven miles square, combine to completely saturate the nub of the peninsula which reaches north to Golden Gate and almost touches the opposite southern thrust of Marin County. These claws grasp two major water areas, San Francisco Bay and the northern San Pablo Bay. This great natural harbor of 450 square miles for a century has made San Francisco the West Coast center for world wide commerce, and along its shores the great secondary markets have grown as the big city spilled over while growing up. Into San Pablo Bay pour two inland waterways, the Sacramento and San Joaquin Rivers, linking Sacramento and Stockton within the trade sphere.

With 13 counties touching the many fingers of the natural waterway, it is easy to understand why several economic concepts hold for this big market.

As a city-county, San Francisco embraces 808,200 people who spent over $1.5 billion last year for retail purchases. Taxable sales by retail outlets alone were more than $243 million for 1955's second quarter.

As the San Francisco-Oakland metropolitan district, defined by the Bureau of the Census, the market embraces the six counties of Alameda, Contra Costa, Marin, San Francisco, San Mateo and Solano. It contains 2.6 million people, 15.3% more than 1950.

Add the adjacent counties of Napa, Santa Clara and Sonoma, the market becomes the San Francisco Bay area. Here are 3.15 million people, grown 17.5% since 1950 or 8,266 a month, who have a combined spendable income of more than $6.25 billion and who make retail purchases of almost $3.8 billion each year.

With the counties of Sacramento, San Joaquin, Santa Cruz and Yolo tossed in, the Chamber of Commerce describes the San Francisco Bay Region as composed of nearly 3.9 million people, an increase of 18% since 1950 or 10,451 a month. In some tabulations, the Bay Region is defined as 12 counties, with Santa Cruz omitted.

However you measure it, San Francisco is a gigantic market today and still growing. The city will add 32,000 people yearly for an estimated total population of 840,000 by 1960—a big figure for an area which is already densely inhabited. The nine-county Bay area is expected to grow by another half-million by 1960, to a total of more than 3.6 million.

Strategic. That is the word which has described San Francisco since the Spanish governor declared it a port of entry in 1835. With the discovery of gold east of Sacramento in 1848, all but seven of its 900 inhabitants vacated the town's 200 houses, one school and two wharves.

But within a year, as the news spread around the world, ships streamed into the harbor and prospectors by the thousands marched through its dusty streets. In four years its population had reached 35,000.

The great cultural and economic strength of the city was tested in fire and earthquake in 1906 as 4½ square miles of its center were devastated and losses exceeded $300 million. San Francisco rose from the rubble in four short years and in 1915 was host to the Panama-Pacific Exposition, commemorating an even greater human achievement, the Panama Canal, completed in 1914 and linking East and West more closely by water.

By the 1930s, with her people surging out into the surrounding lands across the bays, San Francisco built its two great bridges to keep them united. Spurred by World War II and shipbuilding demands, basic industry swelled along the bay shores and when the conflict ended, San Francisco had become an even bigger producer, processor shipper and warehouser.

The 13-county Bay Region's 3.9 million people are largely newcomers, folks who not many years ago did their working, earning and spending in a great many other parts of the country. Forty-five of every 100 have arrived since 1940 and 15 of each 100 have come since 1950—enough of them each month since 1950 to duplicate an entire county in many other states of the nation.

The nine-county Bay Area's 6,981 square miles are a little less than the area of New Jersey but bigger than Connecticut and Rhode Island combined. Although only 4.9% of California's area, this section accounts for 25% of the population and retail trade, 27% of the effective buying income, 26% of the salaries and wages, 50% of the waterborne commerce, 40% of the merchant wholesalers sales and 34% of the bank deposits.

The Bay Area residents' 1954 net buying income of $6.3 billion was 33% above 1950. The $3.8 billion retail trade was 29% over 1950 (4.3 times 1940) while the $6.2 billion wholesale trade was up 12% over 1950 (3.8 times 1940). Financial transactions totaled $47.5 billion, 21% over 1950, while civilian employment in the six-county metropolitan district was estimated at just over one million, up 11% over 1950.

Indicative of industrial growth is data showing that new industry and expansion during 1954 accounted for 525 projects valued at $129 million, raising the 10-year total to $1.3 billion. The pace was duplicated last year.

San Francisco Bay Area waterborne commerce ranks first on the West Coast with 44.9 million cargo tons. Development of a new World Trade Center at the waterfront

BUSINESS FACTS

SAN FRANCISCO, January 30 - Dramatic proof of KGO and KGO-TV program popularity is revealed in a summary just released.

KGO Radio's new "Personality In Sound" format surged upward with a 21% increase in average ratings*. These fast climbing personality programs were launched last October, and include George Lemont, Fred Jorgenson, John Harvey and Jay Snyder.

Accompanying the rating increase has been a 45% advance in business for these programs.

In TV, KGO-TV now controls 48.1% of the afternoon audience** with such participating programs as "Shopper's Matinee' with Evangeline Baker, and "Western Theater".

The evening trend is equally dramatic. A summary of KGO-TV's share of evening audience shows a 50% gain for the year**...and still growing...topping off the ABC Network nighttime shows with "San Francisco Tonight" starring the fabulous Sherwood.

*Nov. Dec. Pulse
**Dec. ARB

kgo radio - tv



is expected to encourage greater growth.

Perhaps one of the city's greatest assets is its climate. Called the air conditioned city, San Francisco normally enjoys cool summers and mild winters, tempered by the ocean breeze.

While San Francisco has a substantial resident population, thousands stream into the city each day to work or buy, returning to outer suburbs at night. Two-way passenger trips into the city exceeded 290,000 per day at last count, compared to 275,000 daily in 1945 and 105,800 per day in 1940. About 82.5% traveled in automobiles and 17.5% by public transit. Some 49% came up the peninsula while 36% came over the eastern Oakland Bay Bridge and 15% over the northern Golden Gate Bridge.

One explanation for the city's high per capita effective buying income may be found in the age distribution of its population, showing a greater proportion of older people who have reached the prime of their earning potential, or have investments or other income and have retired. The 1950 census disclosed that of 775,357 people, 200,379 were between 45 and 64 while the next two highest categories, 25 to 34 and 35 to 44, claimed 133,193 and 129,512, respectively.

San Francisco's many civic attractions make it a popular convention town. Nearly 200,000 people gathered for 208 conventions in 1954 and spent almost $24 million. The same civic attractions draw thousands of other visitors too. As far back as 1948, for which the last official government data are available, the city's 521 hotels enjoyed more than $46 million worth of business.

This August, San Francisco will jump with political joy and extra spending as the Republican National Convention meets at the huge Cow Palace.

San Francisco is proud of the innumerable civic attractions which match its industrial might. The $28 million Civic Center, including the War Memorial Opera House, Chinatown, Fisherman's Wharf (whose earlier charm is now altered by souvenir stands), 1,013-acre Golden Gate Park, with its authentic Japanese tea garden, museums and Kezar Stadium, Ocean Beach Esplanade and Seal Rocks, Sixth Army Presidio and Navy shipyards all help draw tourists.

San Francisco claims to be the nation's second most important financial center. Bank of America, calling itself the world's largest bank, headquarters here and seven of the nation's 50 largest commercial banks are located here. The city's banks total 21, several with branches.

Bank of America's total resources hit $9.2 billion last year, up $877 million over 1944, with 545 branches saturating over 300 California communities.

The Federal Reserve Bank of San Francisco is the headquarters of the 12th Federal Reserve District. Member banks of the district do the second largest volume of business and account for 14% of the total assets, 22% of the time deposits, 17% of taxes on net income and 14% of net profits of all member banks in the Federal Reserve System.

The San Francisco Stock Exchange is among the nation's largest regional security markets. At the start of 1955, 395 securities were admitted to trading privileges, 209 listed and 186 unlisted.

Stock exchange transactions increased from $83.8 million in 1940 to $257.9 million in 1950 and $301.7 million in 1954.

San Francisco bank debits increased from $7.7 billion in 1940 to $21.9 billion in 1950 and to $42.3 billion in 1955. Savings and loan association assets were $62.9 million in 1940, passed $200 million last year.

Estimated income to individuals has trebled since 1940. Showing the trend, the California State Chamber of Commerce put the total at $719.7 million in 1940, $2 billion in 1950 and $2.14 billion in 1953.

San Francisco is the California headquarters for about two-thirds of the insurance organizations authorized to do business in the state. The industry employs 21,300 persons with annual payroll of $85 million.

San Francisco is the business and shipment center for a great bulk of Northern California's agricultural output. This area accounts for 67% of the state's farms, 75% of the acreage and 62% of the cash income, according to the Chamber of Commerce.

Similarly, the city ranks as a principal center for the West's $2 billion mining industry and the California State Division of Mines headquarters here. The rapid industrial growth of the Bay Area in part may be directly related to the large supplies of minerals like gypsum, talc, limestone, dolomite, clays and salines which are available. Since it has good facilities for handling ore, the Bay Area is important for processing of imported minerals.

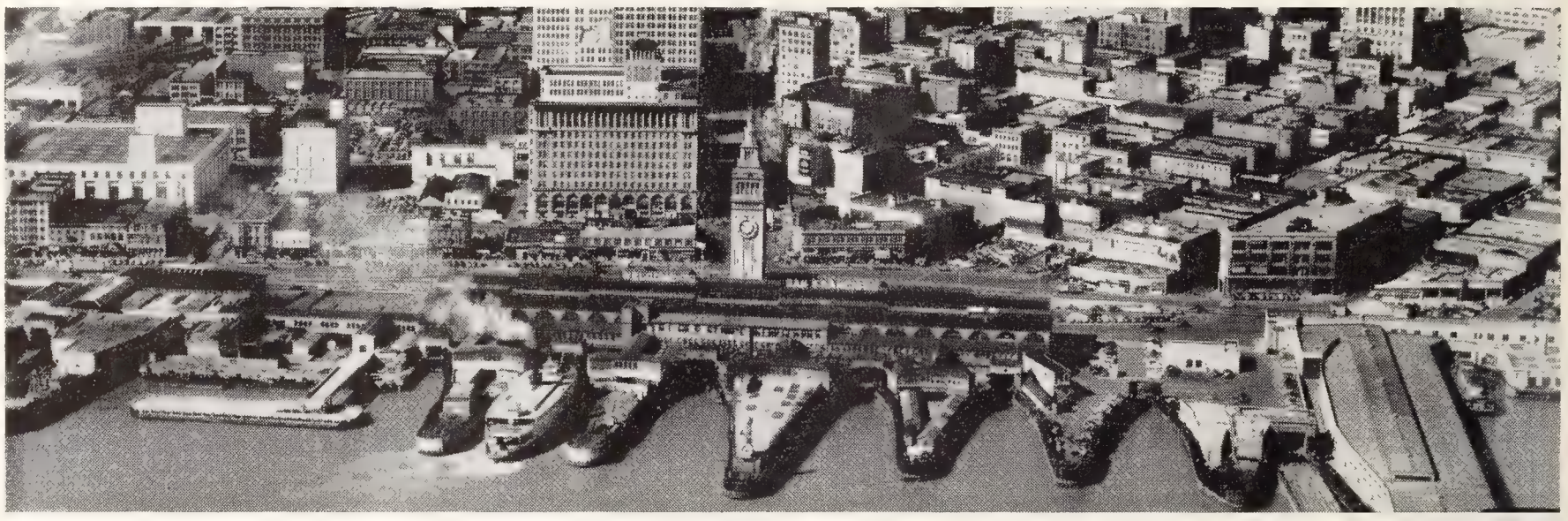
Many large national corporations have factories and plants within the metropolitan district and Bay Area. Scores have headquarters offices in the city where finances, purchases and sales are handled. Value added by manufacture in San Francisco last year is estimated at over $765 million compared to $410.3 million in 1947. Value added by manufacture for the six-county metropolitan district, including Oakland, was $1.049 billion in the 1947 business census, indicating a $2 billion estimate last year.

Between 1945 and 1954, industry spent $131.8 million in the city for 1,464 new plants or expansions of existing facilities, with $16.6 million expended in 1954 for 90 projects. In the 12-county Bay Region, the 10-year period saw $1.3 billion capital investment in 5,796 projects.

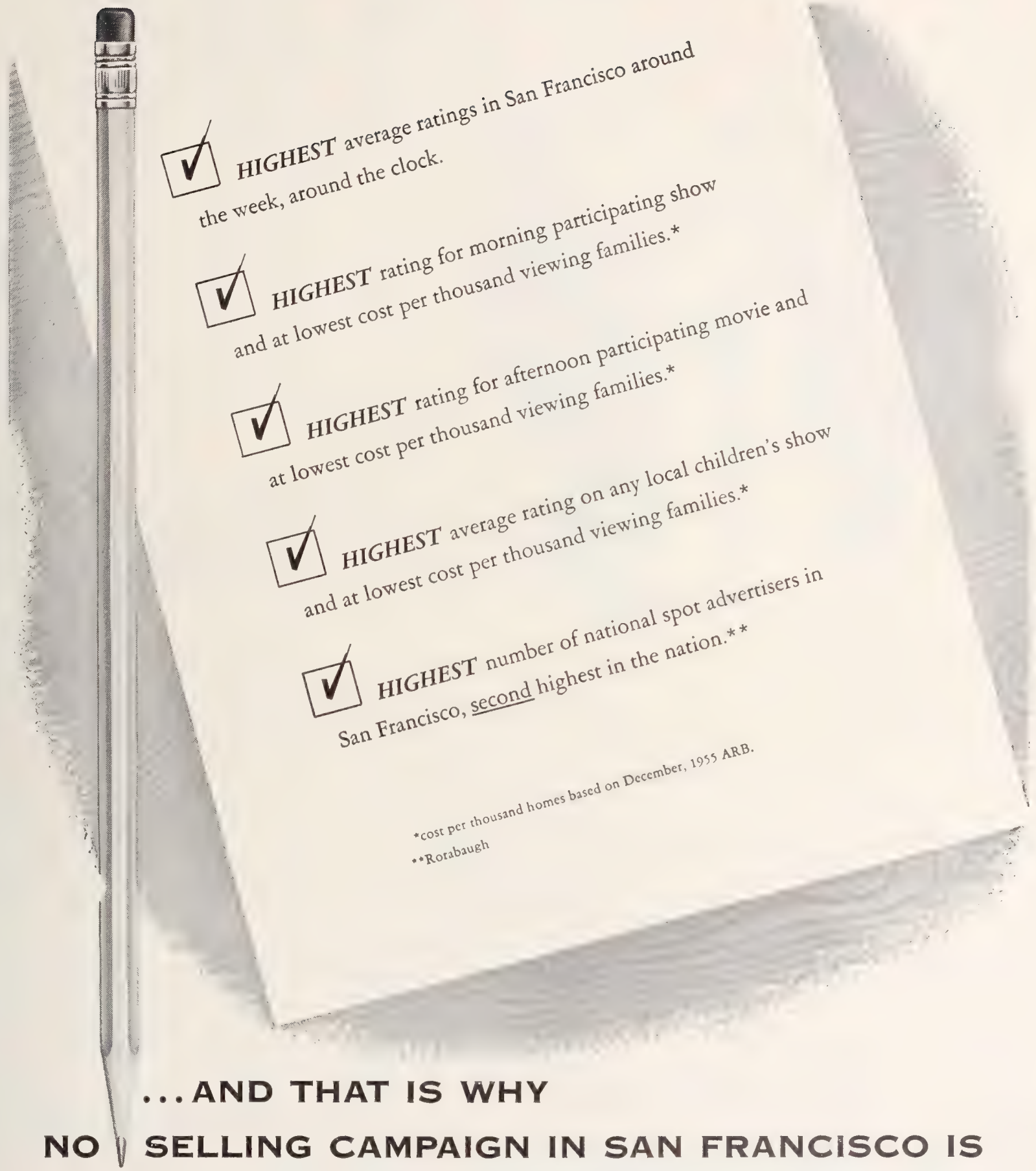
Industrial expansion in the Bay Region for the first six months of last year showed a one-third increase over the same period of 1954, according to the Industrial Dept. of the San Francisco Chamber of Commerce. Total of 286 projects were begun valued at $99 million, compared to 258 projects valued at $59.4 million in that same period of 1954.

Firms making new plant investments in the Bay Area last year included All Jersey Milk Products, San Leandro; Walnut Processors Inc., Concord; Jay-Bee Hosiery Mill, Jean Day Inc., sportswear, San Francisco; Swim Suits of California Inc., division of Artvogue of California, swimsuits, San Francisco; Allied Woodcraft Products, Oakland; Colony Furniture Mfg. Co. and Del Ray Products Co., furniture, both Oakland; Western Corrugated Box Inc., San Leandro; Barnes-Hind Labs Inc., pharmaceuticals, Sunnyvale; California Spary-Chemical Corp., subsidiary of Standard Oil Co. of California, chemical fertilizers (new plant in $3-10 million category), Richmond.

Others included E. I. du Pont de Nemours & Co., tetraethyl lead and freon refrigerants (new plant in $10-25 million class), Antioch; Standard Oil Co. of California, ammonia and nitric acid (new plant in $10-25 million class), Richmond, where firm also made several-million-dollar expansion in its plant which manufactures basic materials for detergents; Kaiser Gypsum Co., gypsum wallboard ($3-10 million category), Pittsburg; Norton Co., vitrified, organic and diamond wheels (new plant in $500,000-$3 million



THE EMBARCADERO: A landmark of San Francisco's waterfront is the Ferry Bldg., whose tower points the way up Market St. Along this street is the heart of the city's business and commercial area. A face-lifting project for the waterfront is in prospect.



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bracket), Santa Clara; Pabco Products Inc., gypsum wallboard, Emeryville; Armco Drainage and Metal Products Inc., Calco Division, Davis.

Calo Dog Food Co. made a substantial expansion at its Oakland plant last year while Campbell Soup Co. enlarged its canned and frozen soup plant at Pescadero.

Other major expansions in the area included Theo. Hamm Brewing Co., San Francisco; H. J. Heinz Co., Tracy; Sierra Candy Co., San Francisco; Sherwin Williams Co., Oakland; Tide Water Associated Oil Co., major refinery expansion at Avon; Ideal Cement Co., Redwood; Permanente Cement Co., Permanente; Columbia-Geneva Division, U. S. Steel Corp., Pittsburg; Sylvania Electric Products Inc., Burlingame; General Motors Corp., training center, San Leandro.

General Motors is represented in the Bay Area by branch offices or plant operations of 24 divisions. GM has three assembly plants here, two for Chevrolet cars and trucks and the third, Fisher Body. GM's overall employment here is about 3,500. There was no payroll estimate available for last year but the company paid $13.6 million in 1954 to 2,900 workers.

GM estimated its Oakland plants spent in excess of $34 million with California suppliers last year and turned out some 136,000 cars and trucks.

Crown Zellerbach Corp., major paper products firm, will complete a new $20 million facility at Antioch this October and this summer will begin construction of a new headquarters office building in downtown San Francisco to cover a full city block in the heart of the financial district. An ultra-modern $11 million structure, it will be finished in 1958.

U. S. Steel has seven divisions and a subsidiary in the San Francisco Bay Area. It employs about 6,000 with annual payroll in excess of $35 million. Its Columbia-Geneva Division operates a major basic steel mill at Pittsburg, described as the largest producer in the West. Postwar expansion has been extensive.

Food processing and kindred products rate first among San Francisco industry in manufacturing employment, followed in order by printing and publishing, fabricated metals, apparel, transportation equipment, petroleum, machinery, chemicals, paper and paper products. "Diversity which shows our economic strength," businessmen note.

The apparel industry, as an example, involves some 200 firms employing 10,000 workers with an annual payroll of $25 million. Wholesale value of production is nearly $100 million.

"Typical of the initiative and enterprise of the apparel manufacturers was the establishment of the $3.5 million Apparel City in the Bayshore District," Leonard Joseph, executive director of San Francisco Fashion Industries, said. "On a 33-acre site 16 firms have buildings to house their factories and showrooms. It's a model development."

Factory employment gained steadily last year over 1954, according to state figures, showing a 4% growth for October over the previous year. Non-farm employment totaled 899,600 wage and salary workers, while manufacturing workers totaled 194,100 whose average weekly wage was $88.19.

San Francisco's vast networks of transportation facilities assure its growth as a top marketing and distribution center. The city is served directly by the Southern Pacific, Santa Fe and Western Pacific Railroads, while more than 50 railroads maintain offices here. Ocean freighters and liners fill the bay, coming from and going to ports around the world. Steamship companies' offices here total 209. Many barge services handle local transportation. Nearly 100 common carrier truck lines operate out of the city.

San Francisco's $50 million International Airport is still under expansion. Four national airlines, four overseas airlines and three local service lines operate out of the international and municipal airports while two of the world's largest carriers have major maintenance bases at the San Francisco airport. Airport traffic has increased from 109,246 passengers in 1940 to 1.2 million in 1950 and over 2.2 million now.

Some idea of the traffic in and out of San Francisco may be seen in the bridge toll count. The San Francisco-Oakland Bay Bridge had 15.3 million vehicle crossings in 1940 and collected $4.7 million in toll. By 1950 the traffic had grown to 28.9 million vehicles and $8.6 million toll while in 1954 it stood at 31.2 million and $9.4 million. The Golden Gate Bridge accounted for 4.5 million vehicles in 1940 and $2.2 million toll while in 1950 it scored 9.5 million and $4.2 million and in 1954 12.6 million and $4.7 million.

Auto traffic in and out of San Francisco will receive further impetus from the state's newly authorized $59.4 million expansion plans for highways in the nine-county Bay Area. These include $5.3 million for the proposed Embarcadero Freeway from Fremont Street past the Ferry Bldg. to Broadway, to be completed next year. Some $1.4 million will complete a four-mile over-the-water section across Candlestick Cove linking San Francisco and San Mateo.

A $7.2 million sum is for three Bayshore Freeway projects south of Bransten Road in San Mateo County to be completed next year and which will mean Bayshore becomes a through freeway of six to eight lanes from Bay Bridge to the Santa Clara County line. Another $3.9 million will widen to eight lanes U. S. 101's approach to Golden Gate Bridge while $6.8 million (largest item in the state's $348 million budget) goes for a six-lane U. S. 40 freeway from San Pablo in Contra Costa County 4.9 miles to Hercules, connecting with the proposed $46 million twin Carquinez bridge project. San Francisco's share totals $12.9 million.

Chief point of embarkation for the Pacific during World War II, San Francisco continues to expand its harbor facilities to meet the growing market demands. The city's port is now midway in a long-range modernization program and the grain terminal has been doubled in capacity. A new cotton terminal is now in operation. The foreign trade zone has been expanded to provide coverage working areas and berthing facilities double those established six years ago. The first $2 million unit of San Francisco's World Trade Center is under way, and should be completed early this year. It consists of rebuilding the entire north wing of the venerable Ferry Bldg.

The San Francisco Customs District in 1954 accounted for 39.1% of the Pacific Coast's total exports of $1 billion and 45.2% of $718.3 million total imports.

Commerce is well distributed among the various ports of the bay. Last available data, for 1953, shows San Francisco harbor handled 4 million tons; Oakland harbor, 4 million; Richmond harbor, 13 million; Carquinez Strait, 8.6 million; San Pablo Bay and Mare Island Strait, 5.7 million; Suisun Bay Channel, 4.2 million; Redwood City harbor, 2.5 million; all other points, 2.6 million.

San Francisco sells more than twice the amount of goods at wholesale per capita than any other city in the West. Some 1,600 branch offices of national and regional firms make San Francisco the biggest branch office center having the largest dollar volume of sales in the entire West.

Wholesale trade in San Francisco is one of the major activities of the city, ranking second in payrolls and third in employment. Sales now exceed $5 billion.

OAKLAND

By geographical and statistical circumstance this major market for years has been lumped in with San Francisco—virtually annonymously—as the San Francisco-Oakland metropolitan district. But any businessman of this growing industrial center will assure you it is distinct and deserving of much closer analysis.

This is no suburb. Oakland's 415,000 people have nearly $840 million in annual spendable income and they make retail purchases in the range of $700 million a year. Population is 30% above 1940. Heavy industry is still expanding here and the city has poured $300 million into its port development.

Oakland is the largest city and principal trade area for Alameda County, whose 733 square miles consume most of the shoreline along the eastern edge of San Francisco Bay and stretch about 35 miles across rolling hills and valleys to the edge of the San Joaquin Valley.

Once a major agricultural county, Alameda is being urbanized at a fast rate as new housing developments and shopping centers saturate inland from the bay. Now the shore is dense with industrial development, providing jobs and growing income for the increasing population.

Total county population now is estimated at about 850,000. These citizens have spendable income well in excess of $1.5 billion each year and so spend more than $1 billion in retail channels, according to best local estimates.

Other principal markets within the county include the cities of Alameda, Albany, Berkeley, and San Leandro. Population outside the incorporated cities gained 148% during the 1940-50 decade while the cities grew 36%. Since 1950, the city of Alameda has shown the biggest population surge with 72%.

Individual incomes increased 269% between 1940 and 1952 to $1.7 billion while per capita income rose 145% to $2,199. Nearly 10% of the county work force is employed in San Francisco.

In the past 15 years farm acreage has been reduced sharply because of housing expan-

36 - 24 - 36

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- ***Power:*** 100 KW, the top power authorized for Channel 4
- ***Audience:*** 1,382,000 families in KRON-TV's 23 county coverage area.

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San Francisco

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sion, but farm income still runs in the area of $30 million, chiefly vegetables and truck crops and poultry and eggs. Other million dollar crops include dairy products, livestock, cut flowers and nursery stock, fruits and nuts and field crops. More than 3,000 acres are devoted to greenhouses and nurseries with the sales of cut roses totaling $2.5 million.

Not considered a mining county, Alameda however has mineral income running about $12 million, chiefly from sand and gravel, salt, crushed stone, bromine, lime, and magnesium compounds. Fairly new on the commercial list are clay, natural gas and pumice.

Alameda County ranks near the top in the state on the basis of both manufacturing employment and factory payrolls. Although employment dropped off between 1947 and 1950, a substantial gain has been marked since then as food processing, paper and paper products, metal and transportation equipment firms have expanded, particularly in new large industrial tracts of South Oakland, Leandro and Hayward.

Since 1947 more than 1,000 new plants and expansions have occurred in the county representing capital investments totaling a quarter-billion dollars. The coastal plain is suited for industrial growth because of great water and other transportation facilities, a large work force trained in defense plants during the war periods which has remained to live here, as well as a diversified list of industries providing a variety of semi-finished materials for further fabrication, including metal, wood, fibre, chemicals, leather, petroleum and minerals.

Food processing is the biggest factory employer, followed by the transportation equipment industry, machinery, fabricated metals, chemicals, primary metals, publishing, paper and paper products.

Oakland, as county seat, contains half of the county population and accounts for the major share of the county retail and wholesale dollar. It is the railhead for the major transcontinental railroads and headquarters for a number of trucking and shipping firms. Although it has not matched some of the outlying areas in industrial expansion because so much of its area is already saturated with industry, Oakland continues to get major new plants and expansions. Its list includes blue chip firms like General Electric and Owens-Illinois Glass. More than 1,400 manufacturing plants now are within its boundaries.

Just south is Berkeley, well known cultural, educational and residential community of 118,000 and principal campus site of the U. of California. Berkeley is a veritable quarter-billion dollar market all by itself, illustrating the vast concentration of big markets all within the bigger cluster that is the San Francisco-Oakland market.

The city of Alameda, up 10% since 1950 to more than 70,600 persons, occupies a low sandy island separated from Oakland by a narrow estuary. It is connected to the bigger city by four bridges and a tube. Major single payroll is from government installations engaged in aircraft maintenance but there are also important shipbuilding and repair facilities and manufacture. More than one-third of the area is devoted to federal installations, including a Navy air station, Coast Guard base and Maritime base.

San Leandro, southeast of Oakland, has been growing at a rapid pace. It almost doubled its population from 1940 to 1950 and since 1950 has grown sharply again to nearly 45,000. Industrial expansion has driven most agricultural industries out of the area and new manufacturing investment is high. In one year alone, 1953, there was more than $7 million invested in new plants creating 1,000 new jobs. Postwar factory investment has totaled nearly $100 million.

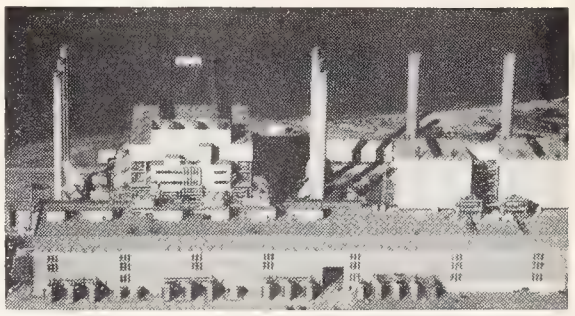
PITTSBURG—Contra Costa County

While one of the most distant markets in the San Francisco Bay Area, Pittsburg is one of the fastest growing heavy industry centers. Like its eastern cousin spelled with an h, steel and allied manufactures are making it grow.

Along the northern border of Contra Costa County, Pittsburg is situated near the confluence of the Sacramento and San Joaquin Rivers, a tidewater expanse known as Suisun Bay, which in turn feeds into San Pablo Bay through Carquinez Strait to the West. Although not the largest city in Contra Costa, Pittsburg has 17,000 population and is the largest market along the Suisun Bay shore where industry also is developing extensively at cities like Martinez, Port Chicago and Antioch. Other growing markets nearby include Walnut Creek and Concord. Typical of postwar California expansion, however, more people live outside city limits than in.

The county's principal population center, Richmond, is a major port and industrial area just north of Oakland, sharing in that contiguous metropolitan area.

At Pittsburg the Columbia-Geneva Division of U. S. Steel has purchased an additional 265 acres around its plant for an estimated $2.4 million and current speculation is that the firm will install blast furnaces to save an $8 million annual freight bill hauling metals from its Geneva, Utah, plant. The Pittsburg plant now turns out sheet and strip tin, sheet metal, iron rod, wire and wire rope, nails and industrial castings.



POWER FOR PITTSBURG: Pacific Gas & Electric Co.'s new $85 million steam generating plant which will serve industrial Contra Costa and San Francisco.

Other major plants at Pittsburg include Kroehler Mfg. Co., furniture concern; Continental Can Co.; Dow Chemical Co., chlorine, fluorine and other industrial chemicals; Pioneer Rubber Co., hose and industrial rubber products; and Shell Chemical Co., inorganic fertilizers. Continental Can Co. has a new fibre drum plant.

Just to the east at Antioch, Crown-Zellerbach Co. is building a $20 million kraft paper mill and multi-wall bag plant while E. I. du Pont de Nemours Co. is constructing its $10 million tetraethyl lead and freon plants. Other major industry at Antioch includes Fiberboard Products Inc., Glass Containers Inc., Western California Canners and Hickmott Canners. Both of the latter are all-year food processors, not seasonal.

At Port Chicago, site of the U. S. Naval Magazine, only loading station for ammunition for the Pacific and Far East, Tide Water Associated Oil Co. is building a $30 million addition to its present refinery. Other Port Chicago industry includes Monsanto Chemical Co. and Allied Chemical & Dye Co., both making industrial chemicals.

Shell Oil Co. has a major refinery at Martinez while Shell Development Co. maintains a research laboratory here. About six miles east of Antioch at Oakley, Inland Steel Corp. holds option on 2,900 acres and has applied for quick tax amortization on a major steel mill.

Industrial expansion for all of Contra Costa County last year totaled nearly $100 million. In 1954, $97 million was invested and in 1953, $83 million.

Petroleum refining is the county's major industry with payrolls of about $45 million. The primary metals industries have a payroll of nearly $25 million while the payroll of the chemical industry exceeds $15 million. Food and food products plants contribute around $13 million to worker income while shipbuilding at Richmond, although no longer in full operation, contributes $10 million. The fabricated metals industry adds another $10 million.

The county's center is marked by 3,849 ft. Mt. Diablo but the eastern third of the county slopes into the San Joaquin Valley. Despite residential encroachment upon farm acreage for a number of years, the remaining farm lands have been more intensely cultivated and irrigated, resulting in farm income totaling in excess of $20 million a year. Top crops were livestock and livestock products, fruit and nuts, truck crops and field crops.

SANTA ROSA—PETALUMA
Sonoma County

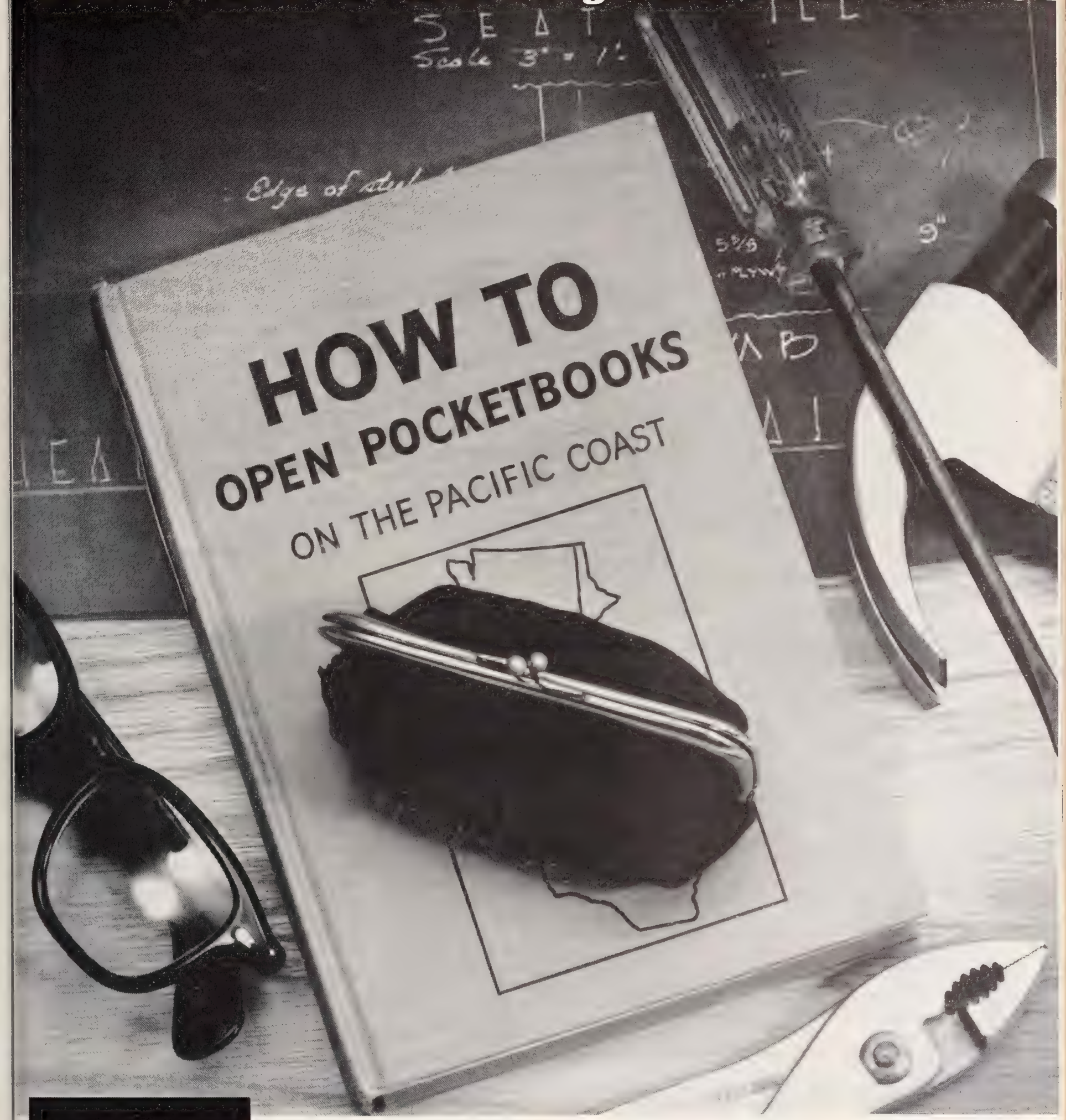
Up the northern coast a bit along U. S. 101 but still near the doorstep of metropolitan San Francisco, the fast-growing communities of Santa Rosa and Petaluma illustrate what happens to rural markets when big city residents move to the suburbs. With areas immediately adjacent to San Francisco mushrooming for residence, food industries like dairying and poultry and eggs are pushed further out.

Sonoma County consists of about a million acres, one-quarter timber land of redwood and fir and the rest mostly farm and grazing. It stretches about 40 miles north along the coast from the Marin Peninsula and San Pablo Bay, opposite the peninsula of San Francisco. Its principal stream is the Russian River, a popular recreational area.

Agriculturally, Sonoma County rates 19th in the nation and eighth in the state. It is the second largest producer of Grade A milk in the state and second in the growing of Grade A prunes. It is also one of the leading counties in poultry production.

Despite lower farm prices, the county was

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expected to hold at the $60 million level last year in farm income, with poultry about $23 million, fruit and nut crops $12 million and livestock products $22 million. Of the latter figure, milk products account for $15 million. This still marks substantial growth over 1950 when total farm crop value was $52 million and 1940 when it was but $16.5 million.

The county seat, Santa Rosa, has a variety of local industry in food processing and light manufacture. Major employers include Goldstone's, work clothes maker; Industrial Wood Products; Kushins Inc., shoe factory, and S. R. Instrument Corp., optical instrument maker.

A spurt of new growth for Santa Rosa is predicted in the next two years when a double-deck bridge will span the bay between San Rafael and Richmond and a four-lane freeway from San Francisco is completed.

Petaluma is known as the "Egg Basket of the World." Millions of dozens of eggs are produced each year in addition to meat birds of all kinds. Industrially, city planners look for new plants like those here now: Poultry Producers of Central California, Sunset Line & Twine Co., a big fishing tackle manufacturer, and Golden Eagle Milling Co., among others.

Individual income for the county is estimated to exceed $180 million, sharply rising from $158 in 1952 and $39 million in 1940.

SAN RAFAEL—Marin County

U. S. 101's final swoop south to San Francisco's Golden Gate Bridge carries you through rugged and picturesque Marin County, the wooded peninsula which is becoming a popular suburbia for thousands of the big city dwellers who want more room to wiggle in.

According to the Marin Development Foundation, county population grew to 110,200 by April last year, a 29% increase over 1950, which had rated 62% above 1940. Population of the chief market, San Rafael, was estimated at 16,000, 15% above 1950.

Retail sales in the county have topped an estimated $100 million while those for San Rafael exceed $46 million.

County bank deposits are up 300%, since 1940; assessed valuation has doubled in that time. Just since 1950 postal receipts have increased 50% to more than $1 million annually. Individual incomes exceed $200 million, range up $210 million by some estimates. This is nearly seven times the 1940 figure. A substantial proportion of this income represents wages and salaries earned out of the county by resident commuters.

While both rugged terrain and growing urban areas have limited agricultural production, Marin County has a $13 million farm income, more than $10 million coming from milk products. Beef cattle are close to $1 million and nurseries and cut flowers close to another $1 million.

NAPA—Napa County

Swinging around the northern edge of San Pablo Bay to enter San Francisco by way of the eastern Oakland Bay Bridge rather than Golden Gate, you will discover another important fringe market which is a vital trade center of its own rich manufacturing and agricultural community. It is Napa, county seat of 790 square mile Napa County, which ranges north from the bay along the Napa River and consists of a fertile river valley, low mountain ranges and intermountain valleys. As in other suburban markets, population, retail sales, income and new home construction are soaring.

During the 1940-1950 decade, county population increased 63.5% and since 1950 it has risen another 23% to an estimated 57,000. Individual incomes have followed the same pattern, now standing around $75 million. Retail sales are approaching $55 million for the county, about $40 million for Napa.

Since World War II there has been reduction of farm lands due to urbanization and construction of government facilities, but agriculture still is a $12 million business, with livestock and livestock products accounting for about 60% of this amount. Other million-dollar crops include grapes, prunes, poultry and eggs. Mineral products add another $1 million to local income.

VALLEJO—Solano County

Drive south from Napa on State Route 29 past the Napa River delta and along the eastern shore of San Pablo Bay just above where the Sacramento River empties. Here is Vallejo, a vital shipbuilding and industrial market which is the trade center for the lower Sacramento Valley's agricultural county of Solano. Vallejo historically has been focal point of economic activity for Mare Island, oldest naval shipyard on the West Coast, and Benicia Arsenal, an ordnance supply and maintenance center for the entire West.

Located on U. S. 40, 25 miles north of Oakland and 35 miles north of San Francisco, this area has been growing steadily since the war. Effective buying income per family in 1955 was $8,222. Military payrolls are high here. Besides Mare Island and Benicia, there is Travis Air Force Base about 18 miles away, one of the largest Air Force installations and overseas shipping points.

A new $25 million shopping center will be completed this year to serve the growing population.

County population today exceeds 125,000 with Vallejo at 41,500 at latest estimate. County retail sales are up to an estimated $127 million while Vallejo accounts for $70 million plus. In Vallejo, food sales exceed $16 million; automotive, $20 million; gasoline, nearly $4 million; drugs, almost $1.5 million and apparel, $3.5 million.

Principal employers in the Vallejo area include Mare Island Shipyard, 12,200 workers with $80 average weekly earnings; C & H Sugar Co., employing 1,800; American Smelting & Refining Co., with 625; Sperry Division of General Mills, whose 270 workers take home an average $104 weekly paycheck; Union Oil Co., employing 950, and Yuba Mfg. Co., mining equipment and heavy job shop, where 500 work. The retail trade employes nearly 2,500 in Vallejo with annual payroll topping $6 million.

Individual income for the county has been growing like its population. From a 1945 wartime peak of $182 million it dropped and rose again to $230 million in the 1953 Korea defense surge. Today it totals around $225 million, but is growing upon a more diversified base.

Like Napa County, Solano agriculture has suffered area-wise from the spread of residential communities and government installations, but farm income continues to run about $25 million each year. Field crops and livestock products are principal shares.

Since discovery of the Rio Vista gas fields in 1936, Solano County has had a substantial income in the mining and minerals category. Total runs about $11 million each year.

SAN MATEO City and County

Head south on U. S. 101 out of San Francisco and you enter expanding San Mateo County which shares the greater proportion of the peninsula embracing San Francisco Bay. The 454 square miles of this population-rich and income-rich county once were divided into large Spanish ranchos, but today its bay shore is studded with growing industry and its inland hills are speckled with new residential subdivisions.

At the center of this bay shore is the city of San Mateo, long an exclusive residential community for well-to-do San Francisco folk, but today swelling with new manufacture and middle-income homes. It is a central trade center for the county and is the site of many modern shopping centers.

More than 58,000 live in the city of San Mateo, the county's biggest community, and have a spendable income of more than $150 million. They spend a lot of it too, more than $62 million yearly in retail sales alone. San Mateo doubled in population between 1940 and 1950 and since the latter year has increased another 30%.

The county also doubled in population during the World War II decade and has grown more than a third since to a total estimated population of some 332,000.

The county's total spendable income runs to some three-quarters of a billion dollars annually, according to local reports, while state government figures show that individual incomes to San Mateo County residents increased five-fold between 1940 and 1952, reaching $576 million in the latter year. Median income of families in 1950 was $4,467, the highest of any county in the state, according to census data. Retail sales are high, with taxable sales alone reported exceeding $70 million in just the second quarter last year.

Wages and salaries to county residents were estimated at $428 million in 1952, 300% above 1940, and in view of the intensive industrial expansion are estimated considerably higher today.

Although people and industry are encroaching on agricultural areas, a rich farm strip runs down the Pacific Coast at the foot of the coastal range and floriculture and nurseries may be found on the bay slopes and plains. Farm products gross about $15 million annually, flowers and nursery stock exceeding $6 million, truck crops $4 million and hogs about $2 million.

Mineral output runs to about $8 million a year, chiefly in cement, magnesium salts, stone, limestone, sand and gravel.

Factory payrolls have doubled since 1947, state government data shows, with the electrical machinery fields being the largest

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employer with annual wages exceeding $18 million.

Because of proximity to big research centers like Stanford U. in nearby Palo Alto, the electronics branch of the electrical industry has expanded most rapidly until now it is dominant in this area. More important items manufactured include magnetic recording equipment, antenna pattern recording and radar equipment, communication equipment, microwave components, servomechanisms, electronic tubes and tv tubes, generators, oscillators, transformers and transmitters.

The primary metals industry payrolls are $10.5 million while the food products industry ranks third with payrolls of $9.5 million. There is great activity in the meat slaughtering and packing house field while the transportation equipment industry poured a $6.7 million payroll into the area. There is considerable diversification in the fabricated metals industry with payrolls totaling $5.7 milion. Chemical field payrolls total $5.4 million.

South San Francisco, which is the first city you meet after leaving San Francisco via U. S. 101, is the major industrial center of San Mateo County. Its population has increased 50% since 1950, exceeding 30,000. Here are steel mills, heavy metal working industries, shipbuilding and repair and meat packing.

Redwood City further south is the county seat and has grown nearly 40% since 1950 to almost 40,000. It has a deepwater port, ships 300,000 tons of salt a year plus $1 million worth of magnesite for European blast furnaces. Electronics and other light industry center here.

SAN JOSE—Santa Clara County

Santa Clara County's 1,305 square miles stretch southeast from San Francisco Bay between the western Santa Cruz and the eastern Diablo Mountains. The central valley is 15-20 miles wide in the north.

The county's estimated 405,000 residents last year accounted for a half-billion dollars in retail purchases. Since 1940 the population has doubled, individual incomes have more than trebled while manufacturing payrolls have increased six times, showing the rapid industrialization.

The population of San Jose itself was estimated to top 113,000 last year, with individual incomes topping $200 million and retail sales exceeding a quarter-billion dollars.

State government figures show that individual incomes for civilian residents of the county rose to $530.7 million in 1952, an increase of 363% over 1940. Wages and salaries topped $344.4 million, up 459%, while manufacturing payrolls rose 602% to $104.6 million.

Gross agricultural income continues at a high level. From $65.2 million in 1945, farm revenues climbed to $94 million in 1953, eased off to $92 million in 1954 and were expected to exceed $90 million last year.

Principal crops are prunes, $16 million; apricots, $9 million; strawberries, $7 million; cherries, $5 million; pears, $4.5 million; green beans, $2 million. Other million dollar crops include celery, walnuts and sugar beets.

The world's largest cement plant, that of Permanente Cement Co. located about 12 miles west of San Jose, undertook a multi-million dollar expansion of its facilities last year. Its product is the bigger share of the county's $21 million annual mineral income. Various clay products, including brick and building blocks, are produced in the San Jose-Santa Clara area.

The 10-year period between 1944 and 1954 saw $167.7 million invested in new industrial plants within the county while another $46 million was spent for expansion of existing factories. High year was 1953 when new plant investments topped $110 million.

Food processing for years has been the major manufacturing employer in the county but now it is being challenged by manufacture of durables, especially with the new $100-million Ford Motor Co. auto and truck assembly plant at nearby Milpitas and with Westinghouse Electric Corp's big electrical machinery plant at Sunnyvale. The new Ford plant employs over 2,000 while Westinghouse employs 3,200.

Several divisions of Food Machinery & Chemical Corp. employ over 2,000. Leading canners include Beech-Nut Packing Co., California Packing Corp., Felice & Perrelli Canning Co., Barron-Gray Packing Co. (division of Hawaiian Pineapple Co.), Libby, McNeil & Libby, Richmond-Chase Co. and U. S. Products Corp. Food Freezers include Frostcraft Packing Co., Knudsen Frozen Foods Inc., Pictsweet Foods Inc. and Santa Clara Frosted Foods. California Prune and Apricot Growers Assn. and Gentry Division of Consolidated Grocers Corp. are the larger dried fruit packers.

General Electric Co. employs 400 at its San Jose plant. Bauer & Black has purchased a site and building for its pharmaceutical operations there.

Sharing in Santa Clara County's big market surge is Palo Alto, a once-quiet residential suburb for San Francisco commuters. Home of Stanford U. and its famous research centers, Palo Alto population has increased nearly three times sinces 1940, with nearly 40,000 current residents. A trade center for the northern portion of Santa Clara County, it also serves southern San Mateo County and is situated on U. S. 101.

Light industry is expanding considerably, especially along highly skilled lines such as electronics. Major firms here now include Hewlett-Packard Co., Jennings Radio Mfg. Co., Varian Assoc., Eastman Kodak Co. and Royal Typewriter Co.

SANTA CRUZ AND WATSONVILLE
Santa Cruz County

Stick your toes in the warm beach at Santa Cruz while you enjoy the blue expanse of Monterey Bay. You won't be the only one loafing in the sun. A few yards away is a San Joaquin Valley farmer and his family. They flew over for the weekend in their own plane. And there on the other side are some folks from San Francisco, a factory manager and his wife. Another year and he will retire here, helping increase the area's high proportion (15%) of retired people 65 and older.

But Santa Cruz is not just a resort, for those who like to swim, golf and fish. It is the county seat and biggest market for a prosperous agricultural and manufacturing

county. It shares this wealth with another growing community, Watsonville, just inside the southern line near Monterey County.

Three-quarters of Santa Cruz County's 280,960 acres is coastal mountain area and marks the southern extreme for the giant redwood tree.

County population grew 48% between 1940 and 1950, suffered a brief decline and now is on the uptrend again, with the estimate at 70,000, exceeding the 1950 total by 3,500.

Between 1940 and 1952 total income rose to $91 million, a 230% increase, and today is estimated at more than $115 million. Wages and salaries are up four times. County retail sales are around $85 million.

Although cultivated crop lands have decreased during the past 15 years, specialization in new lines and intensive cultivation have skyrocketed farm incomes from $6.2 million in 1940 to a high of $30.6 million. Prior to World War II, apples and lettuce accounted for nearly half of the farm income. Apples still are a $6 million crop and lettuce $4 million, but others have acquired important money status. Poultry and eggs are a $5 million business; strawberries, $3 million; brussel sprouts, $3 million, and nursery and seed crops, $1 million.

Commercial mineral production in the county dates back over 60 years but cement is the major product in this category today. Total mineral production is valued at more than $5 million annually.

SALINAS—MONTEREY

"We bag enough bunches of carrots in a year to stack them from Hollywood and Vine to Madison Avenue and back six times, with enough left over for a row of them to Michigan Blvd."

This is how one Salinas businessman proudly lets you know his market is called the "Salad Bowl of the World." It's a market that uses more ice than New York City, has an annual $27 million fertilizer bill. It's a place where the farmer is an executive, managing his scattered properties with the mobile radio-telephone in his car.

This is the place that puts lettuce on the American dinner table 12 months of the year. This is where the farmers, unable to interest a national corrugated paper box firm to locate here, put up $2.5 million and built their own container factory.

This is Monterey County, 2.1 million acres. A mountain-rimmed basin spilling into the Pacific. Part national forest. Part exclusive playland for the wealthy.

Mostly rich Salinas River valley dirt growing fruits and vegetables under irrigated, intensively cultivated, harvested, processed and packaged mass-production techniques that even startle a city slicker.

Monterey County grew 78% from 1940 to 1950, when the county population hit 130,500. Stanford Research Institute gives it an estimated population of 167,000 now with 195,000 the next five years and 285,000 by 1975.

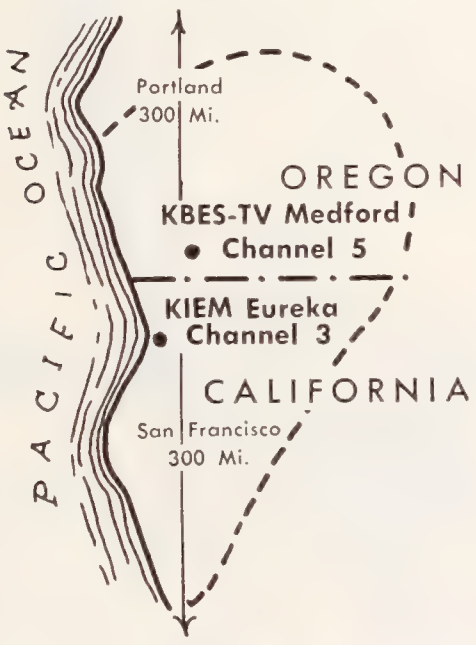
Two principal markets constitute Monterey County. Salinas, the county seat, is the faster growing and is the chief trade center for the area. The second principal market is the historic city of Monterey, dominating the colorful peninsula which forms Mon-

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MARKET FACTS

POPULATION	321,766
FAMILIES	106,535
TV FAMILIES	57,240
RETAIL SALES	$420,528,000
CONSUMER SPENDABLE INCOME	$467,743,000

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terey Bay, the sandy sweep of coastline that reaches north to Santa Cruz.

Monterey Peninsula is a $20 million vacationland, site of famous celebrity golf courses like Pebble Beach and the quaint artists community of Carmel. But Carmel isn't merely quaint. It is a $16 million retail market all by itself. Monterey for 70 years was the colonial capital of California. Its historic sites assure it a spot in guide books.

Individual cash incomes in the county jumped nearly 300% between 1940 and 1953, hitting $223 million in the latter year. Wages and salaries increased 367% during that period, to $121.5 million, or 54% of all income.

Although considerable industrialization has occurred in the county and population has doubled in the past 15 years, agriculture tinues to be the principal source of wealth continues to be the principal source of wealth. Although farm land in cultivation has increased only moderately from 240,000 acres in 1940 to about 310,000 acres now, the intensity and mechanization of cultivation have realized greater yields.

Most of the farm land is in the valleys of the Salinas, Pajaro and Carmel Rivers. These furnish water for irrigation and next year will be supplemented by a new $7 million dam on the Nacimiento River which will provide 100,000 acre-feet of new water as well as 350,000 acre-feet of storage. It will be poured into the Salinas River to replace the valley's water table, sucked lower by deep wells.

Total value of farm products increased more than six-fold from $17.2 million in 1940 to $110.2 million in 1951. Then as farm prices declined, returns slid to $100.4 million in 1953 and were expected to climb back to $106 million last year.

Lettuce is the most spectacular crop although it is only one of a score of big money vegetable and fruit crops for local farmers. Lettuce spiraled from $3.6 million in 1940 to a $45 million crop now.

You can get an idea of why "lettuce" is often used as slang for money because a visit to Salinas will convince you it is the real item. Standing at the receiving entrance of a big lettuce cooperative in Salinas you understand.

Trucks are coming in from the field, each stacked neatly full of cartons of newly-picked (by man and machine) heads of lettuce. The truck driver pulls onto the concrete apron under the massive shed and stops. A man riding a big fork-lift moves to the side and bites off, in a single grab, the entire truckload of cartons. Wheeling about, he scuttles across the shed to a track where a train of several loads is hooked together behind another small tractor.

When the train-load of three or four bites is assembled, the train is pulled into a big tunnel-like machine which has mighty doors at each end. They lower snugly over the tunnel entrance. Man and tractor stand waiting outside as another worker steps to the side of the great machine, pushes some buttons and watches lights flash and dials begin to wiggle. He listens to sturdy pumps which pull at the air on the inside.

The monster, a pair of tunnels side by side, is a patented vacuum cooling machine which within a few minutes lowers the temperature of the lettuce from that of the field to one degree above freezing. Two train-loads at a time. A $3.5 million patent purchase, just to cool lettuce.

The dials show the full temperature drop so with a few more button pushes the pumping stops, the doors open and the trains are pulled up the shed to mechanical conveyors which flip the cartons into railroad refrigerator cars on an adjacent siding. Cooled this way, the lettuce will last three weeks, more than enough for the seven-day run to Chicago or the nine-day run to New York.

Factory methods work just the same for carrots and the other crops. Lettuce may be the number one money crop and carrots the number two, but here, in order, are the other big-income crops which local folks cite to prove Salinas is the world's salad bowl: artichokes (1.27 million boxes in 1954, claiming world leadership), beans (all varieties), broccoli, cabbage, cauliflower, celery, garlic, onions, green lima beans, peas, potatoes, radishes, spinach, brussel sprouts, sweet corn, sugar beets and tomatoes.

Seven major fruits mean money in Monterey County. Almonds, apples, apricots, cherries, pecans, strawberries and walnuts rank in that order, with strawberries making a big play for the $10 million bracket as several thousand new acres were planted last year and frozen food packers waited to share the new wealth.

Dairy products, cattle and poultry products each are multi-million dollar industries.

In the past decade, the mineral wealth of Monterey County has been developing rapidly, up from $2.6 million in 1947 to better than $16 million. Magnesia, sand and gravel top the list while dolomite is being mined in considerable quantities and combined with sea water at Moss Landing on the coast by Kaiser Aluminum and Chemical Corp.'s new plant. Nearby is the Pacific Gas & Electric Co.'s $85 million steam generating plant, said to be the largest of its kind in the West. Local businessmen are trying to develop Moss Landing into a harbor facility.

Manufacturing in the county continues to swell and factory payrolls, chiefly in food processing industries, exceed $12 million. Most are clustered in the Salinas district.

Spreckles Sugar Co. maintains the world's largest sugar beet refinery near Salinas, with seasonal employment ranging up to 1,200. To illustrate its economic impact upon the market recently, it paid the first $50 of each wage earner's pay in $2 bills. Within 24 hours, $27,500 in $2 bills was in circulation, saturating the county.

Taxable retail sales in the county have increased from $62 million in 1945 to about $140 million.

SAN LUIS OBISPO COUNTY

Slip south on U. S. 101 from Salinas along the old Mission Trail and two hours driving will put you in Paso Robles and another forty minutes in San Luis Obispo. Not big markets by California standards, these two communities nevertheless are growing trade

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*Source: American Research Bureau, Inc.
A special Report on the
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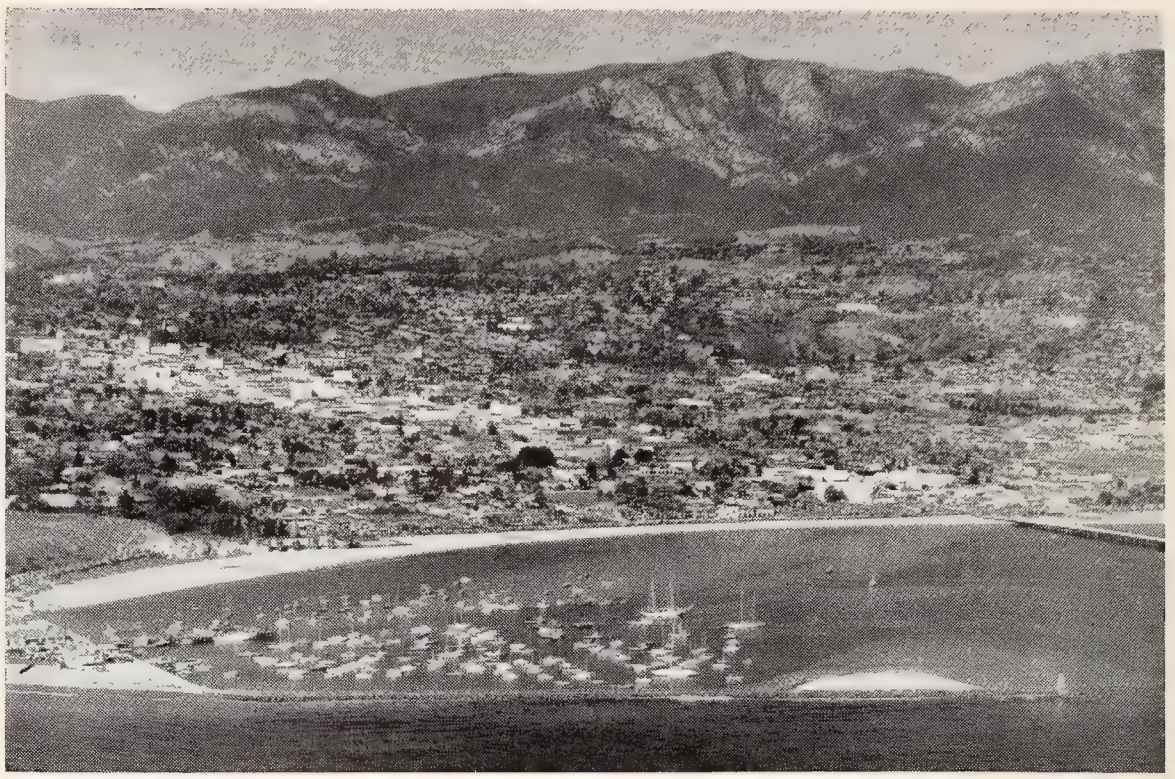
centers for mountainous agricultural San Luis Obispo County which best displays its charms along 90 miles of tourist-attracting coastal beaches.

San Luis Obispo County grew 55% between 1940 and 1950 and another 16% since then for a present estimated population of 60,000. The county seat, the city of San Luis Obispo, has doubled its population since 1940 to a current 16,000. Paso Robles, with 6,000 population, has felt a slight slump in its growth trend since closing of some military camps in the county after 1953.

Individual cash income has increased over 300% since 1940 to more than $86.5 million while wages and salaries have increased over 360% to over $45.6 million. Agriculture is expected to be the main support of local citizens for some time to come. Total value of farm products in 1940 was $11.9 million, which quadrupled to nearly $48 million in 1951. Price declines and poor yields in several crops forced the total down to $38.8 million in 1953 and now is estimated at about $40 million.

Field and truck crops each are $10 million crops while cattle hits about $12 million, the largest. Dairy products and poultry and eggs each are multi-million industries.

Mineral production, chiefly petroleum, exceeds $10 million.



BOATS IN THE BAY at Santa Barbara, an American Riviera. The Santa Ynez mountain range rises over the city in the background.

SANTA BARBARA

Should you arrive in Santa Barbara in August during the full of the moon you would be swept up into a gay holiday whirl of fiesta, colorful parades and pageants. Arrive in May and you probably would bump into bands of costumed horsemen gayly reenacting Los Rancheros Vistadores in their historic annual trek to Santa Ynez. At other seasons it might be the Easter High School Invitation Relays, the annual National Dog Show and National Horse Show or summer flower show.

At the long and bending beach, sun and surf worshipers will quickly catch your eye. Tour garden-bright residential districts and you will see Spanish architecture gracing the homes of the rich and middle-income residents alike, patios and shady retreats hinting strongly of a relaxed, gentle way of life.

Your reaction first will be that nothing goes on at this American Riviera but playing, eating and sleeping. In one sense you will be right. Santa Barbara first won attention as a retirement retreat for the wealthy, until many other families discovered you can enjoy life just as much here on a little less.

But the picture is changing. Not that its vacation and agricultural industries won't continue as major economic factors for this market. They will. There is the new, additional factor. Light industry. Manufacturers are discovering that working and living in such equable climate spurs productive capacity of the workers and they are beginning to do something about it.

Smokeless industry such as electronics and research has been quietly growing on the Santa Barbara scene since World War II. Late last year the county planning commission approved necessary zoning to allow Josten Mfg. Co., Newark, N. J., large maker of high school and college jewelry items, to construct a five acre plant on a hill adjacent to the city. It may later be expanded to 28 acres to provide facilities for printing of school annuals, greeting cards and announcements and represents a prospective million dollar payroll for the community.

Near the Santa Barbara airport, Aerophysics Development Corp. plans a $1 million research plant in conjunction with the guided missile program of the Air Force and Army. Aerophysics is a subsidiary of Studebaker-Packard Corp. and now operates plants at Santa Monica.

One of 27 counties originally established in 1850, Santa Barbara County pushes its history back to 1542 when Spanish explorer Juan Cabrillo discovered the channel and, story has it, later crossed to San Miguel and his grave. A second Spaniard, Sebastian Vizcaino, entered the channel on the feast day of Saint Barbara in 1602, giving occasion for the name.

California's perambulating, mission-founding Father Junipero Serra dedicated the site for a presidio in 1782 and a mission was founded four years later. Called Queen of the Missions, it stands today as the only one which has remained continuously in the hands of the Franciscans since its founding.

Of the county's 1.76 million acres, about 760,000 are publicly owned and are part of the Los Padres National Forest, which ranges through several counties and is the largest in the state.

County population grew 39% between 1940 and 1950, slacked off to a 11% trend after that. Cash income to individuals has increased 177% since 1940 to $182 million while wage and salary payments increased 242% to $96.9 million.

Climate has made the market. Although the northwest coast above Point Concepcion is subject to fogs and strong ocean winds, the coast south of the point is sheltered and has a warmer ocean current. Killing frosts occur so infrequently that the growing season is unusually long, averaging 329 days.

While increasing urbanization has reduced crop lands from 169,000 acres in 1940 to 118,000 now, more intensive cultivation and the extension of pastures and livestock range have kept agricultural income expanding. Farm product value was $9.4 million in 1940 and an all-time high was set in 1952 with $67.5 million. Current estimate is about $55 million, chiefly in cattle, milk, lemons, beans, hay, sugar beets, potatoes, seeds, broccoli, carrots, celery, lettuce, cauliflower, strawberries and tomatoes.

Santa Maria, second largest city with about 13,000 population and located in the northern section of the county, is a center for commercial seed production and petroleum. Oil is a $75 million industry. J. C. Bodger Co. and Burpee Seed Co. are the largest seed producers in the Santa Maria and Lompoc districts where the rainless autumn permits drying of seed pods on the vine for 1,000 varieties of flowers.

Johns-Manville Corp. works the world's largest discovery of diatomaceous silica at Lompoc, which was under the ocean eons ago. The microscopic shells are known commercially as Celite, used chiefly for high-temperature insulation, industrial filtration and fillers in polishes and abrasives as well as plastics.

Taxable retail sales for the county exceed $120 million while the city of Santa Barbara reports $66.6 million by its treasurer (1953).

VENTURA COUNTY

Just north of Los Angeles along the coast is a rich agricultural area, mountainous Ventura County, whose rich Santa Clara River valley and delta are a dominant citrus center. Only half of the county's 1.2 million acres are privately owned, a substantial share of the remainder included in the rugged and inaccessible portions of Los Padres National Forest.

Most urban development and agricultural

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activity is centered in the southern half where the principal markets are Oxnard, Santa Paula and Ventura.

Between 1940 and 1950 the county population increased 65% to 114,647 and during the last five years has grown another 25% to more than 150,000. Civilian cash income has jumped 200% since 1940 to around $185 million with wages and salaries topping $125 million or more than 400% since the pre-war year. Government installations add about $40 million annually to payrolls.

Total value of agricultural production is about $75 million, almost 3½ times 1940, with citrus accounting for over half of the income or $40 million. Lemons are a $25 million crop while lima beans run around $9 million; milk, $3.5 million; chickens and eggs, $4 million.

Other million dollar crops include peppers (about half the state crop is produced here), cattle, turkeys, celery, tomatoes and lettuce.

Ten gas and petroleum fields constitute the chief mineral wealth of about $125 million a year while food processing is the major manufacturing activity. Factory payrolls have doubled in the last five years to $15 million.

The city of Ventura, county seat, is a coastal community midway up the county in the heart of a rich petroleum area. Manufacture of such varied products as shale aggregates, masonry, apparel, concrete pipe and petroleum products bloom economically as bright as the poinsettias which give the community its nickname of "Poinsettia City."

East of here in the Santa Clara Valley is Santa Paula, which calls itself the world's lemon capital and claims the world's largest lemon ranch and lemon packing plant.

South of Ventura is the county's largest city, Oxnard, an agricultural processing and shipping center which jumped over 150% in population between 1940 and 1950 and in a special census two years later showed another 22% leap to more than 26,300. It has a major sugar beet refinery and just south of the city is Point Magu Naval Air Missile Test Center with monthly payroll of $1.25 million. A half-dozen smaller communities are budding here, growing 40% since 1950 and adding over 30,000 persons to the immediate trade area. Nearby on the coast is Port Hueneme, site of a Navy air base, which now has about 8,000 population. It was a settlement of 400 before the war.

BAKERSFIELD—Kern County

Ask anyone in Kern County how big the place is. The standard answer:

"We're the third largest county in the state. And we're as big as Massachusetts. Bigger than Rhode Island, Delaware and Connecticut all tied together."

The county's 8,172 square miles are rimmed to the west by the Coastal Range, to the south by the Tehachapis and to the east by the dwindling tail of the Sierra-Nevada (still a mile high). Part of the county laps over the Sierra into the Mojave Desert where Boraxo is born and Air Force jets and Navy rockets blast the sky from the nation's largest test centers.

Local folks call Kern County the "Land



of Magic." The magic is in the ground. Oil, agriculture, minerals, in that order. But man has had to work to get it.

He had to build dams and canals to haul water from as far away as 150 miles. He had to dig wells 2,000 ft. into the earth to suck up more of the same life-giving water.

Planting the flat reaches by means of great machinery, cultivating and harvesting with the same mass-production techniques, man has made a factory of the soil. With a variety of farm products each year that value $225 million or better, Kern County is among the top four of the nation.

On the farm cotton is king, a $67 million crop, according to most recent official figures, with another $9 million in cotton seed. California now ranks second among all states in cotton production. Despite recent acreage limitations, income has fallen only a little in proportion because more intensive cultivation has increased the yield per acre.

Local historians will tell you cotton has been a long time coming of age in California. It arrived in Kern County in 1865 when 130 acres were planted with a ton of seed from Tennessee and a ton from Mexico. It was a flop, though, until 1917 when the U. S. Agriculture Dept. set up an experiment station.

The government experts selected Acala cotton, originally from Mexico and later Oklahoma, and after years of breeding they wound up with a strain called Acala 4-42. Beginning in 1949 the whole state was planted in Acala 4-42 and at the request of all segments of the cotton industry, a state law was passed forbidding any other kind.

All cotton grown in the San Joaquin Valley now comes from "certified" seed provided by the California Planting Cotton Seed Distributors at Bakersfield. The valley is free of pink bollworm, leaf worm and other blights which have plagued some cotton districts. Minor pests are controlled by aerial dusting, typical of the big scale, big business technique employed.

Local farmers dig a lot of money out of the soil in another principal product, potatoes, the long white, thin skinned variety, a $28 million source of income all by themselves last year. Kern County produces three fourths of the potatoes in California.

Other farm items which help swell Kern County and Bakersfield pocketbooks are livestock ($44 million worth), alfalfa and grain ($14 million each). The mountain slopes are important cattle and sheep grazing areas.

Grapes are a big item. They account for $17 million in table variety and another $3 million in wine variety. The chief grape area is at Delano, where U. S. 99 makes a straight run north through Tulare County. Another principal grape region is southeast of Bakersfield near Arvin.

Following U. S. 99 into Bakersfield you can't escape the most potent magic of the soil as oil derricks loom. A quarter-billion dollars a year from the earth. Even better than agriculture. "One-third of the oil in California comes from Kern County," drillers will volunteer.

But man had to dig for it. Richfield Oil Corp. went down almost 18,000 ft. for it in 1953. Ohio Oil Co. went over 21,000 ft. a year ago. Some 13,500 wells are pumping today in Kern County.

"Many of the nation's leading oil companies made their start right here in Kern County," businessmen tell you. "More than a hundred maintain offices in Bakersfield and we've got eight big refineries going here now. More millions for the local market basket."

At Boron, near the southeastern county line in the Mojave Desert on U. S. Route 466 is the world's largest deposit of borax and the principal plant of the Pacific Coast Borax Co. Not quite as far east along Route 466, at the small towns of Tehachapi and Monolith in the mountains, are two major cement works.

Verdi Development Co., said to be the West Coast's first uranium mill, opened here in September south of Mojave.

Bakersfield, the county seat, is bursting out of the middle of the county at the intersection of north-south U. S. 99 and east-west U. S. 466. It is the economic hub without dispute.

Don't ask how many people live and buy there. They have sprawled out into the surrounding countryside so thickly that the city limits mean only a political boundary. A political issue, too, since more folks live just outside than in.

"The metropolitan estimate is 140,000 to 150,000 people. Depends on who you ask." That's a familiar answer. The estimate for all of Kern County is 270,000 people today, according to the Kern County Board of Trade.

At the crossroads of all vital highway traffic in the county, Bakersfield is served by the main lines of the Santa Fe and Southern Pacific Railways as well as by United and Southwest Airlines. A half-dozen major trucking firms also serve local industrial and agricultural needs.

At last official tabulation, retail sales in the county topped $298 million, while consumer income is an estimated $460 million, according to local businessmen. Bank debits exceed $2 billion. With 3,000 new homes being constructed each year, construction since 1950 has exceeded $1.5 billion.

Some 350 manufacturing and mining firms employ over 10,500 people with payrolls at an estimated $50 million yearly. Bank deposits exceed $215 million.

Kern County spends like many a state. With auto registrations estimated at nearly 100,000, plus trucks and other vehicles, gas station sales ran an estimated $25 million last year (1955) while automotive store sales exceeded $55 million. Businessmen estimated food store sales topped $70 million; building materials and hardware, $25 million; home furnishings, $15.5 million.

The "big six" of Bakersfield industry are Lockheed Aircraft (assembly plant), Standard Oil Refinery, Kern Valley Packing Co. (meat products), Hopper Machine Works (steel fabrication), Phillips Foundry and San Joaquin Cotton Oil Co.

Between 1950 and 1953 alone, local industry spent $24 million in expansion.

"The weather and climate are big factors in our favor when it comes to luring tourists and new business here. We call it a billion dollars worth of sunshine," a local businessman said. "It rains only about 12 days a year and during the winter it may be as warm as 70 degrees here in town. Of course, it hits 100 in the summer, but the air is very dry and air conditioners are found just about everywhere. It's always cool at night."

Sweeping around the county from Bakersfield are another half-dozen markets vital to local economy. On the northern border with Tulare County is Delano in a rich grape region. Population is 11,000. Among the four big wineries here is Cresta Blanca. Although it is a $75 million agricultural market, there is growing manufacture of items like pipe fittings and valves, irrigation pumps, concrete pipe and farm machinery.

Southeast of Bakersfield in the Mojave Desert is mammoth Edward Air Force Base. It has its own million-dollar shopping center completed last year, but also is near Mojave. Also in the desert, northeast of Bakersfield, are Ridgecrest, Inyokern and China Lake, gateway to the extensive Naval Ordnance Test Center. Area population is about 16,000.



POTATOES AND PETROLEUM: Two of the big three in Kern County economy develop side by side in this field. The third: mineral production.

TULARE-VISALIA-HANFORD

Take a giant stride north on U. S. 99 from Bakersfield toward Fresno and your first step will put you in between Tulare and Kings Counties, two agriculture-rich counties whose chief cities of Tulare, Visalia and Hanford are prosperous market places for equally prosperous farmers. Here food processing industries and light manufacture also thrive. Two other smaller but important trade centers include Portersville and Dinuba.

Hanford is the seat of Kings County (49,000 pop.) to the west of U. S. 99. All the other markets named are in larger Tulare County (148,600 pop.). Tulare County in turn is only three-fifths as big as Kern County, but its gross farm income is almost as high.

While Tulare County lacks the great oil reserves which double the total income of

Bakersfield, neighboring Kings County enjoys some oil and gas production accounting for about $20 million in annual revenue. Both counties are highly irrigated and intensely farmed in cotton, various field crops, fruits and nuts. Both are strong in cattle, dairy and poultry farming while Tulare County also has substantial truck garden, olive and timber income. Farm income for Kings tops $66 million; Tulare County, $222.5 million.

Tax reports on retail sales, which do not cover food purchased for home consumption nor gasoline, showed that for the first six months of last year retail sales in Tulare County totaled almost $54 million, 26% above the same period in 1950. Retail sales for Kings in the first half of 1955 totaled $19 million, 25% over 1950.

About half of the land in Tulare County is owned by the U. S. Government, chiefly comprising the Sequoia National Park, where thousands of tourists flock to see the giant trees and romp on the slopes of 14,502-ft. Mt. Whitney, highest mountain in the U. S.

County seat of Tulare is Visalia, with city population of 13,200 but serving a population of 50,000 within its trade area. Retail sales exceed $32 million.

FRESNO

Walk along Fulton St. or past the court house square on Van Ness Ave. in Fresno and it will look like downtown America most anywhere. Cars and people. Moving. Stores, shops. Some old. Others new, smart.

Then a branch of E. F. Hutton & Co., stocks and bonds. You almost missed it. Like the others here and there. But after a couple more San Joaquin Valley towns you won't forget them. Major investment houses with branches on main streets everywhere.

Farmers, oilmen, cattlemen, merchants, food processors, winery operators and manufacturers are making big money in this rich valley and they plough their surplus dollars back into the big fields of industry to reap still another havest of profit.

There is plenty of extra cash in Fresno. There should be. Fresno is the trading center for the heart of the valley. Geographic center of the state. County seat for Fresno County—the richest agricultural county in the entire U. S. An estimated annual farm income of $318 million for a county population of 300,000. Lower farm prices have dipped into farm income some, as Fresno farmers grossed $350 million in 1952.

First in the U. S. in total value of agricultural production. First in the production of cotton. First in production and value of grapes and figs. First in number of turkeys raised. "Here is great agricultural wealth coming from great diversity of farm crops," Dick Moore, Fresno Chamber of Commerce pointed out.

This is the home of the largest raisin processing and packing plant in the world. The Sun Maid Raisin Growers of California, a pioneer agricultural cooperative. This is the home of Roma Wineries Inc., the largest winery in the world and a Schenley Industries interest, as well as several dozen other wineries and fruit distilleries.

With family incomes among the highest anywhere in the U. S., Fresno citizens spend more than a quarter-billion dollars each year in retail channels. Total spendable income is estimated at more than a half-billion.

Among the large counties of California, Fresno spreads its 6,005 square miles from the 14,000 ft. Sierras in the East, across the rich and highly irrigated valley floor to the 3,000-ft. Diablo range in the West. The eastern Sierra and Sequoia National Forests and Kings Canyon National Park take about 40% of the area, but in return give Fresno a substantial income each year from 1.5 million visitors. Construction for the 1960 Winter Olympics is underway at Squaw Valley.

Two rivers make irrigation and intensive farming possible. The San Joaquin River, which divides Fresno from Madera County to the North, and Kings River, which originates in the Sierras and flows through the southeastern half of the county. The richest agricultural lands are along the Kings and on the west side.

Friant Dam, fourth largest in the world, builds up a huge water backlog on the San Joaquin northeast of Fresno. It is part of the Central Valley Project and supplies water for two great irrigation canals. One is the Friant-Kern Canal, a "river" that takes 5,000 cubic feet of water a second to thirsty farm acres for 150 miles southward to Bakersfield, where it supplements the Kern River. The other is the Madera Canal, a 1,000-ft.-per-second waterway that puts life in grapes, cotton, figs, alfalfa, vegetables and grains along a 37-mile swath in Madera County.

Just east of Fresno is a newer mountain of concrete and steel, Pine Flat Dam, which bottles up 1.1 million acre-feet of Kings



River water and supplements irrigation channels. It's the second highest dam in the state.

The great man-made water reserves have a major by-product: electric power. Like the water canals, little strands of copper stretch across the big open spaces to bring pulsing vitality to industry, farm and home.

There are two great periods of growth for Fresno. The first, just after the turn of the century, was based on the grape and raisin industry, still a great economic influence locally although not first in dollar value of crop. The second period has been since World War II with farm crop diversification and growth of manufacture.

There is yet a third big economic factor, petroleum. In the area around Coalinga to the southwest, Fresno County produces $100 million in oil and gas. Other minerals abound but are not widely exploited.

"Peel me a grape" may be a joke, but grapes are no laughing matter at Fresno.

In the fall all eyes watch the sky and follow every migrant cloud. Filling station owners, store keepers and businessmen scan the horizon with the farmer, for all know that rain could damage a big raisin crop and tear a hole in everyone's money pocket.

Generally speaking, though, farming is no big gamble with the elements in this region. The climate and weather are predictable during the 292-day growing season to within a few percentage points. But it's the percentage point of a good shower that can drench tons of raisins drying in the fields and send armies of men racing to cover them.

The grape, like many other commercial fruits of California, arrived with the Franciscan padres who planted and irrigated around their 18th century missions.

Fresno became the raisin center of the world because of a drought in 1873, Sun Maid sales executive Howard R. Staples recalls. According to local folk-lore, the muscat grapes dried on the vines that year and the growers had a product they couldn't sell. But one grower packed them and shipped them to a grocer friend in San Francisco who learned a ship had docked from Peru so he put them in his window under a sign, "Peruvian delicacies." They sold at a profit, the story goes, and the raisin industry was born.

Fresno's grape crop was valued at about $50 million last year, several million off from previous years, but still a substantial income factor in any market. Raisins account for half of the world's dried fruits and all raisins produced in the U. S., about half of the world's supply, come from the San Joaquin Valley.

Sun-Maid is operated by some 3,500 grower-members. They in turn are big employers because of the extensive hand operations involved in their industry. Grape pickers and handlers are among the highest-paid farm workers in the area because of the care and skill required. They are workers who eat, wear, drive, smoke and wash with products sold in Fresno retail outlets.

Fruits and nuts, other than grapes, poured $26.2 million into farmer incomes at last count. Almonds, pecans and walnuts topped $800,000 while the bigger money crops included figs ($2.7 million), nectarines ($2.2 million), olives ($800,000), peaches ($10 million), plums and prunes ($4 million), bush berries and strawberries ($1.3 million), citrus fruits ($3.4 million). Truck crops added another $7 million while field crops (with barley topping $41.5 million) totaled almost $50 million.

Cotton and cotton seed comprise a major economic factor all alone. $75.6 million.

Some 20,000 rich Fresno County acres grow 3.6 million crates of canteloupes valued at $9.1 million. Crenshaws, honeydews, persians and watermelons boost the melon revenue another million dollars.

Not content with reaping riches from the agricultural products themselves, Fresno farmers raise substantial seed crops so other farmers can plant and harvest with profit too. Certified field crop seeds (topped by alfalfa) returned almost $4.9 million according to official 1954 figures, while common field and vegetable seeds added another million.

Timber production is substantial, running about 60 million board feet with potential of 82 million continuous production.

Livestock returned more than $38 million while poultry, with turkeys a major item, brought over $20.5 million.

Local turkey farmers have found new prosperity in a national market for oven-ready quick frozen birds and gobbled up $6.7 million at last count while local processors received additional millions for their services. The California Turkey Federation, which headquarters at Fresno, estimates California turkey growers now have an annual income of some $50 million.

With agricultural production so tremendous in food lines, it is no wonder food processors and freezers are the major industry at Fresno whose annual payroll spills more than $20 million into local households. The second major field is transportation equipment with annual payroll of about $4 million. North American Aviation is the biggest firm, having a major service center here for jet interceptors and other aircraft. Its payroll is $10.5 million annually. Other major industrial groups include wood products, machinery and fabricated metals, printing and publishing.

In a recent three-year period alone, industry at Fresno spent more than $71 million for new plants and expansion.

Building permits, according to latest official figures, totaled $22.1 million in the city of Fresno and another $17.3 million in the county. City of Fresno Post Office receipts were almost $2.3 million, bank debits nearly $2.4 billion.



FRIANT DAM: The world's fourth largest, it supplies water and power for the San Joaquin Valley. A newer dam, Pine Flat, is in operation just east of Fresno.

MERCED

Driving a good hour northwest from Fresno on U. S. 99 you will find another important central California trading center, Merced.

Typical of other smaller San Joaquin Valley markets, Merced may not be big in population but it is wealthy in production of farm products and processing and freezing industries. Agricultural returns rose from $23.1 million in 1940 to $117.6 million in 1950, then eased off to about $95 million.

In the six year period from 1947 to 1953, total factory payrolls jumped 68% to $5.2 million.

County seat for Merced County, Merced is a chief gateway for a million free-spending tourists who visit Yosemite National Park each year in Mariposa County to the East. Merced city population jumped 51% from 1940 to 1950 and rose another 17% from that time to Sept. 1952 when a special census showed about 17,500 persons. County population in the 1950 census showed almost 70,000, a jump of 48.5% over 1940.

Merced County includes 1,995 square miles ranging from the western Coast Range to Mariposa County in the lower Sierra Nevada foothills. Most of Merced County is rich central alluvial plain, enjoying warm climate and long growing season, but heavy irrigation is necessary.

At the northern end of the cotton belt, Merced County still has about a $10 million cotton crop. Dairying runs double that figure. Other money crops include alfalfa, barley, tomatoes and melons, various fruits. The nursery industry has displayed unusual growth, from scarcely $200,000 in 1940 to

more than $2 million now. Turkey growing is a $8.5 million industry.

Merced merchants welcome another group of big spenders aside from its native sons. Nearby is the permanent installation of Castle Air Force Base, home of the 93rd Bombardment Wing.

MODESTO

This is the town that packs and freezes your "television turkey dinner" and a lot of other popular foods.

C. A. Swanson & Sons, food packing firm, is Modesto's biggest private employer. Swanson doubled the size of its plant a few months ago.

The county seat of Stanislaus County and its principal trading center, Modesto has seen a big surge in food processing industries with a $17 million payroll and $115 million farm income, to supplement the county. A dairy and peach growing leader, the county is well irrigated and has a diversity of multi-million dollar fruit and field crops.

Just northwest of Merced and straddling U. S. 99, Stanislaus County represents 963,840 acres of rich valley floor, 90% of which are private farms, considered a high proportion. The county during the period 1940-1950 jumped 70% in population and another 13% by 1954 for a total of 144,000. In 1952 individual incomes in the county soared to $208.9 million, 330% above 1940.

John Inglis Frozen Foods, Borden Co., Milk Producers Assn., E & J Gallo Winery and Pacific Can Co. are other major companies in Modesto. Marathon Corp. has recently built an 85,000 square foot plant to make food packages.

California's Modesto State Hospital is the biggest single employer, having about 900 on its professional staff to care for 3,600 patients. The state has planned a $23 million addition.

SONORA—Tuolumne County

A little east of Modesto is Sonora, a small town of 2,500 population, rich with gold rush lore and the hangout for Mark Twain in those days. Now it is a principal trading center for timber-rich Tuolumne County. Lumbering is the major industry although some agriculture, chiefly turkeys and cattle, account for about $4.5 million farm income. The county's 14,100 people have total individual incomes of about $22.3 million, almost double that of 1940. Retail sales run about $19 million. Population increase since 1950 was 12%. Scenic Stanislaus National Forest area brings considerable tourist trade.

STOCKTON—San Joaquin County

When farmers of San Joaquin County look up from their rich delta soil and scan the horizon they are just as apt to see an ocean-going ship as the familiar double-trailer diesel truck chugging along the highway. Both are headed for San Francisco to the west, but the ship will exchange San Joaquin wealth with more distant U. S. markets and abroad.

The economic heart of this rich agricultural area is Stockton, engulfing California's only inland port and spewing forth into ship, truck and train a wide range of grains and other farm products, processed foods and manufacture. Conversely, volumes of goods flow into Stockton destined for the county's 230,000 people and the hundreds of thousands of other consumers in the fertile San Joaquin Valley to the south.

Historically a vital inland trade center and jumping-off place to southern gold mines, Stockton today is growing in manufacture to equal its long-standing farm wealth. Agriculture reaped $135 million last year, as manufacture payrolls accounted for another $56 million alone.

The city of Stockton has grown to 82,000, with a total of 135,000 in its urban area. Areas outside of the city have increased at a more rapid rate. The county jumped 50% in population from 1940 to 1950, another 14% since.

Cash incomes are up 340% since 1940, to nearly $400 million at last official count. Per capita income is up 175%. Wages and salaries are up over 400% to about $245 million.

San Joaquin County geographically is the natural northern gateway to the San Joaquin Valley and its other rich markets. The county's 902,400 acres are substantially all privately owned and farmed, with reclaimed slough lands to the west of Stockton, along the San Joaquin River and its tributaries, looking like Holland with dikes and canals.

Always a prosperous port town, Stockton today is making a strong bid for the title of "Grain Capital of the West." Beside its deep-water channel, Stockton Elevators is completing construction on a $4 million installation. The headhouse soars 24 stories and is surrounded by 52 silos.

The deep water channel winds westward for 88 miles to San Francisco Bay. The port facility, completed in 1933, represents a $10 million installation. More than 350 ocean ships called last year, handling tonnage of 2.5 million. Here is the focal point for 1,000 miles of waterways within the county which accommodate commercial and pleasure boats with drafts up to 9 ft. Boats are big business for Stockton, along with hunting, fishing and other recreation.

County retail sales have jumped from $72 million in 1940 to $284 million in 1950 and around $320 million today. The city of Stockton accounts for nearly 70% of this total.

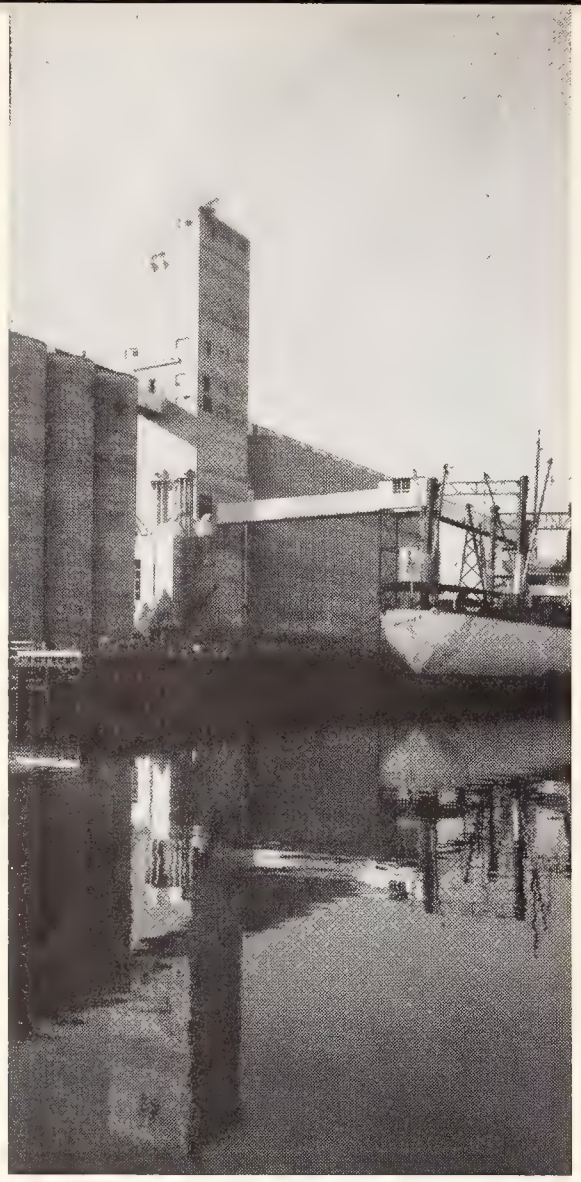
With government the largest single employer in the county, Stockton enjoys considerable proportions of local military purchases and payrolls to civilians and military personnel. Nearby Sharpe General Depot (Army), and Stockton Naval Annex pay civilian help alone some $15 million each year.

San Joaquin County's estimated $135 million agricultural crop is well diversified. Fruit and nuts exceed $30 million, almost three times their 1940 value. Field crops are over $35 million, up from $11.5 million in 1940. Vegetables have increased from $8.8 million 15 years ago to better than $32 million today. In the same time, seed crops soared from less than a quarter-million to over $2.5 million and livestock went up from $5.96 million to nearly $16 million.

Dairy, accounting for $3.6 million in 1940, is a $14 million business today while poultry has jumped from $1 million to $4.4 million.

The delta lands include a unique variety of soils which favor growing of an unusual variety of 60 different crops, representing





STOCKTON ELEVATORS: The port city is bidding for the title "Grain Capital of the West." This three million bushel terminal is one of the reasons why.

nearly all to be found in the state. Some 20 of these are usually million dollar yields and better, including grapes (about $17 million); tomatoes ($14 million); asparagus ($11 million); alfalfa ($9 million); sugar beets, barley, clover, cherries and potatoes (about $4 million each), peaches and walnuts ($3 million each).

Mineral resources exploited commercially include glass and sand, gravel, natural gas and brick clay, all up considerably since 1940 to nearly $4 million now.

In the past several years local industry has spent nearly $30 million for expansion and new plants. Over 500 firms are located there.

The Stockton Chamber of Commerce claims the city permits many large firms to serve the 2 million people of California's central valley with one distribution center instead of two, one to either end. Key distributors there now include General Electric Co., Massey-Harris Co., Minneapolis-Moline Co., Graco, New Idea Farm Equipment Co., Gaylord Bros., Zellerbach Paper Co., National Molasses Co., Crane & Co., W. P. Fuller Co., General Paint Co., Sherwin-Williams Co., Pittsburgh Plate Glass Co., Remington Rand, Michael Flynn Mfg. Co. and Blake-Moffitt & Towne.

Major manufacturers and producers include International Harvester Co., J. I. Case Co., Koehring Co., J. B. Beaird Co., American Can Co., Continental Can Co., Fiberboard Products, Ludlow Mfg. & Sales Co., George A. Hormel Co., Stokely-Van Camp Inc., General Mills Sperry Division, California Packing Corp., Flotill Products, Kraft Foods Co., Holly Sugar Corp. and California Walnut Growers Assn.

California Walnut Growers is abandoning its Los Angeles headquarters in favor of Stockton. It is a $7 million move. The cooperative packs and markets 75% of the California walnut crop. Walnut production has shifted from southern California to the central region because of urbanization of Los Angeles.

Ralston Purina Co. has one of its largest western branches at Stockton.

South of Stockton at Tracy, American Reinforced Paper Co. has erected a new quarter-million dollar plant while H. J. Heinz Co., finding urbanization at Berkeley causing longer raw materials transport, is relocating its principal west coast headquarters here. It is a $1.5 million operation.

Nic-L-Silver Battery Co., headquartering in Southern California at Santa Ana near Los Angeles, is doubling its battery output by taking a second plant at Stockton, converting an idle factory through a quarter-million dollar investment.

SACRAMENTO—Sacramento County

If Stockton and its inland port can claim to be the economic doorway to the San Joaquin Valley, Sacramento has every right to equal status for the 19-county area to the north, up the Sacramento Valley. Just to keep even, Sacramento is building a $16 million deep-water port on the Sacramento River, so ocean-going ships can replace barges and diesel tugs and give Stockton a run for its money.

There is more than friendly rivalry between the two great central valley markets. Local economists differ whether inland industry can support both water terminals. But Sacramento is optimistic. Businessmen there seem to feel that the market growth is more than sufficient to merit the double facilities because the two cities focus their trade influence in opposite directions. But Sacramento has an ace up its economic sleeve.

Walk east on Capital Ave. from Fifth Street about 5 o'clock on any weekday and you think you are in a junior-size Washington, D. C. The state capitol's white-and-gold dome rises bright against the sky before you and suddenly you are rushed off your feet by what seems like all 15,300 of the state government's workers. They are heading for nearby cars or up to stores and shops along K St. to spend part of their better-than-average incomes for a variety of products and services.

Completed in 1874, the Capitol Bldg. and its Roman Corinthian dignity reminds you of the state's rich heritage. Step inside the new $7.5 million east wing annex a moment and you see contrasted the state's vibrant present. Here, in definite modern sweeps, corridors are lined with permanent window displays of industry and agriculture in each of the 58 counties. The economic today and tomorrow of California distilled into 58 public "test tubes" for critical analysis by thousands of visitors each year.

But state government isn't the only big business in Sacramento, market center for the county's 370,000 people. Major U. S. military installations in the area contribute heavily, headed by McClellan Air Force Base with civilian payroll equal to the state government's $68 million local payroll. The Army Signal Depot adds another $10.7 million while Mather Air Force Base shovels in another $3.7 million. Together, the local military establishments top it off with an extra $32.5 million military payroll.

County employes take home $7.7 million annually while city workers find $7 million in their pay checks and local Federal workers earn $8.4 million.

The various government payrolls combine into a $206 million nest egg, 34.5% of the near $600 million making up the total annual payroll in the county.

Where does the other 65.5% come from? Retail establishments paid their workers $79.4 million during the year; wholesale, $21.7 million manufacturing, $47.1 million; finance, insurance and real estate, $15.7 million; transportation and utilities, $63 million; contract construction, $41 million; schools and hospitals, $30.7 million; services, $27.9 million; agriculture and mineral extraction, $26.9 million; self-employed, $40.3 million. "And payrolls are a good index of general prosperity," according to Sacramento Chamber of Commerce officials.

Leading manufacturing plants contributing heavily to the industrial payroll include Campbell Soup Co., employing 1,400; Bercut-Richards Packing Co., Libby, McNeill & Libby and California Packing Co., major canners employing about 1,300 each; Aerojet-General, a General Tire and Rubber Co. subsidiary which manufactures jet propellants and invested $2 million in plant expansion in 1954, employing 750; and Procter & Gamble Co., whose modern detergent plant employs 250. There is a total of nearly 400 manufacturing plants in the community, chiefly in food and food processing, lumber and wood products, printing and publishing, and fabricated metals.

Long a principal warehouse and transshipping center, Sacramento is now developing manufacture. In the past four years some 80 new firms have located at Sacramento, investing more than $20 million.

Retail trade in the county increased nearly 50% between 1948 and 1953, when it hit $438.6 million. Last year it was estimated at around $500 million.

Since 1950, county post office receipts have jumped over 35% to nearly $5 million. Bank debits are up 25% to $8 billion. Building permits in these six years total $400 million.

Capt. John Sutter, a Swiss, founded a fort at what is now Sacramento in the early part of the 19th century to protect his personal agricultural colony. In early 1884, James Marshall was sent west near Placerville to build a saw mill for Capt. Sutter.

When he discovered gold in the mill race it rocked the world, setting off an explosive migration that resulted in the abrupt settlement of the entire West.

Hired help at the fort left crops and crafts to rush to the gold strike. To save the family fortune, Capt. Sutter's son laid out the "city" of Sacramento in April 1849 at Embarcadero, the river terminal for Sutter's boat line to San Francisco. There were four houses there then. But within seven months 10,000 people swarmed the town, which



J. L. Cassingham, President of The Detectron Corporation, tells how

"A $98.50 investment can make your fortune!"

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grew robust, rich and rowdy as the prospectors' supply center.

The "wild" in the West may be missing today, but Sacramento is rich and robust. The county's population rose 63% between 1940 and 1950, faster than the state. Population has jumped another 33% since then. Individual income, like wages and salaries, is six times what it was in 1940.

Sacramento County's 630,400 acres are small compared to other valley counties to the South, but its annual farm grosses of around $50 million are a major factor in the market's economy. Like neighboring San Joaquin County, dikes along the river permit intensive farming of rich delta soil. Multi-million dollar products include cattle, milk, alfalfa, tomatoes, pears, barley, hops and sugar beets.

In the Sacramento River bottom lands of Yolo, Colusa and adjacent counties to the north is produced nearly all of the state's rice crop, and a new million dollar plant of the Rice Growers Assn. of California at Sacramento processes and ships the major share.

There are extensive natural gas resources in Sacramento County and together with production of gravel, crushed rock and sand provide an annual $21 million gross income.

East of Sacramento on the American River is the new $60 million Folsom Dam, building up vital water reserves and providing electrical power.

YUBA CITY-MARYSVILLE

Sutter and Yuba Counties

Twin counties and twin markets which form a single trading area of the middle Sacramento Valley about 50 miles north of Sacramento are Yuba City (Sutter County) and Marysville (Yuba County). Although ravaged by winter floods this season, they form a prosperous agricultural area whose annual farm product totals about $55 million despite their relatively small size as California counties go. Separated by the Feather River and located at the confluence of the Feather and Yuba Rivers, Yuba City and Marysville have been a vital market place since the gold rush.

Known as the "Peace Bowl of the World," Yuba City jumped 31% in population between 1950 and last year when a special census counted 10,294 residents. Sutter County total stands at about 31,000, some 12% above 1950 which saw a 40% increase over 1940.

Consumer income for the two cities is around $35 million while the total for the two counties is about $85 million. Combined retail sales exceed $70 million.

Economic growth in this area has been very rapid in the last 10 years because of Beale Air Force Base, located outside of Marysville, and the average increase in rice and peaches. Sutter County alone produces 52% of the world's supply of canning peaches.

Processing of the wide variety of agricultural products grown in the two counties is an important seasonal industry. This includes peach canning, dehydrating plants, prune and nut processing plants, and a frozen food plant. Employment runs about 3,000 in peak season with California Packing Corp. (Del Monte brand), Libby, McNeil & Libby, Harter Packing Co., DiGiorgio Fruit Corp., California Prune & Apricot Growers Assn. and California Walnut Growers Assn. among the principal concerns.

The lumber industry represents about a $6 million annual payroll.

Individual incomes in Sutter County total some $54 million, about three times 1940, while those of Yuba County are about $45 million, more than double pre-war. Bank deposits for the two counties total around $56 million while assessed valuation is about $85 million.

CHICO—Butte County

At the head of the Sacramento River Valley is Chico, a modern agricultural community of 14,000 with some 30,000 in its metropolitan area. The largest city of Butte County, Chico claims 21% of the population and over 40% of the retail business. Retail sales in the city hit about $35 million last year with the county total ranging to about $85 million. County population is about 70,000 up some 55% over 1940.

Not a large county for the state, Butte's one million acres range from scenic mountain hunting, fishing and recreational areas in the east to flat farm lands along the Sacramento River to the west. The county is sliced from northeast to southwest by the spectacular Feather River with its 640-ft. Feather Falls, exceeded only by the falls in Yosemite National Park. Million dollar crops raised on the valley floor under intensive cultivation and irrigation include rice, almonds, barley, wheat, hay, peaches, olives, hogs, beans and prunes.

The upland ranges account for million dollar incomes from beef cattle, sheep and wool.

The lumber industry, accounting for half of total agricultural income, is in itself a $25 million revenue producer each year. Lumbering accounts for 60% of the total manufacturing payroll, with food processing and fabricated metals following in order. The county factory payroll has increased about 50% in six years to an estimated $13 million.

Individual incomes have increased more than 240% since 1940 to over $90 million while total wages and salaries rose some 270% to $55 million.

Over 20% of the world's supply of almonds are grown and processed in the Chico area, with Rosenberg Bros. Inc. and Continental Nut Co. being leading firms.

REDDING—Shasta County

Drive into Redding on U. S. 99 in northern California and you may find a traffic jam that is literally a log jam. Redding is the only incorporated city and major trading center for lumber-lush Shasta County, and big logging trucks roll down off feeder roads from the timber areas close by, heading for the county seat.

At Redding the logs are sawed, planed, milled, kiln dried and fabricated. Big machine shops, steel fabrication plants, tractor and truck repair shops, rigging supply firms, gas and diesel motor rebuilders, various other supply houses and trucking terminals provide a sound business community for the 12,000 residents and a vital market place for the county's 44,000 people.

"Logging may be the number one business, but tourists sure are the second big industry," local merchants say. "They come to see the two man-made wonders and those of nature. Man-made Shasta Dam and its huge lake and 10,400 ft. Lassen Peak, the only active volcano in the U. S."

Shasta Dam, ranking second only to the Colorado River's Hoover Dam, is 602 ft. high, two blocks thick at the base, 3,500 ft. long and backs up 4.5 million acre-feet of water in the canyons of the Sacramento, Pit and McCloud Rivers for some 35 miles.

Factory payrolls, dominated 85% by lumbering and allied industries, increased 170% in six years to $16.5 million.

Total income to individuals is about $70 million, treble what it was in 1940. Wages and salaries account for nearly 70% of this total, up four times pre-war.

Retail sales are estimated at about $70 million for the county and around $26 million for Redding. County retail sales were $13.6 million in 1939, $42.3 million in 1948 and $62 million in 1953.

Shasta Steel and Tube Co. has applied to the Securities and Exchange Commission for authority to sell $100 million in stock for construction of a $185 million steel plant five miles north of Redding.

Preliminary work is beginning on the Congressionally-authorized Trinity River diversion project, a $225 million federal reclamation operation. Much of this money will be spent in Shasta County and a major portion of the construction will funnel through Redding.

EUREKA—Humboldt County

One log. One house.

This is the economic formula that makes Humboldt County and its chief market, Eureka, tick. The biggest, richest lumber area in the state. Redwood logs, six to eight feet in diameter, grind through saw mills like hunks of bologna, slivering off into great streams of raw lumber. It lies by the acre to cure, waiting shipment.

Nearby, in dense forests where some trees stand 350 ft. to search out their share of sky, man and machine gnaw at the silent giants. Diesel tractors and trucks, exhausts pounding the air, drag the logs out of the thickness, onto the roadways, into the mills. The air is pungent with smoke from sawdust burners.

County population jumped over 50% between 1940 and 1950 and today it has increased another 30% to about 93,000. Some 25,000 of these people are within the city limits of Eureka, a wholesale center for the whole isolated north coast area.

Total individual income has increased over 475% since 1940 to an estimated $160 million, with Eureka citizens accounting for a healthy $50 million bite.

Wages and salaries top an estimated $112 million, soaring seven times more than pre-World War II. Manufacturing payrolls, 90% lumber, account for more than half the total wages and payroll while trade payrolls are second in importance, running an estimated $19 million. Net incomes of proprietors of farm, business and other non-corporate ven-

tures has risen more than 325% to some $28 million.

In the county's 2.3 million acres along the north California coast are about 1.7 million acres of timber cropland. Nearly 46 billion board feet of timber stands in the area, 19% of the state total. Although redwood predominates, there are substantial amounts of Douglas fir and some Port Oxford cedar and spruce.

There are more than 260 mills in the county employing around 13,000 workers and turning out a billion board feet each year. The value of their "rough green" product is near $85 million.

Plywood is a growing manufacture, while other factories make a variety of wood staples and even redwood novelties.

Next to lumbering, agriculture is of economic importance with gross product value in the $15 million class. Although hay, potatoes and truck crops are good money makers, the extensive grazing lands put livestock and dairying in top spot, accounting for 90% of the farm income.

A fishing fleet of more than 450 vessels works out of the land locked harbor at Eureka, with annual catch totaling 35 million pounds.

CRESCENT CITY—Del Norte County

While other lumbering areas are enjoying steady growth, the relatively tiny Del Norte County in the northwestern corner of the state claims a population and business boom.

Its principal market and chief reason for its boom is a new Pacific port, Crescent City, where the Federal government has spent $6 million so far in the development of the harbor with an additional $800,000 allocated this year. Another million is yet to be allocated for completion of a "dog leg" jetty which will turn it into a deep water harbor, the only non-bar harbor between San Francisco and Portland.

What has been the impact? In five short years county population has doubled to 16,500, assessed valuation more than doubled to $17.8 million, bank deposits almost doubled to $14.3 million. Retail sales are up a healthy 33% to $15 million.

In 1950, harbor tonnage just broke 2,000 tons. Today it approaches 400,000 tons, a percentage jump too big to quote. Lumber and petroleum products accounted for the major share.

SPOTLIGHT ON THE GOLD RUSH STATE

A STATISTICAL LOOK at California reveals:

Population—13.2 million, Jan. 1, 1956, estimate. Annual growth rate 3.5%; U. S. 1.8%. California population has almost doubled since 1940, is up 22% since 1950. U. S. up 9%.

Area—158,693 square miles or 100,353,920 acres, of which 45.7% is under federal ownership. Extends 1,000 miles from Mexico to Oregon, 150 to 375 miles in width from Pacific Ocean to border with Arizona and Nevada. Tidal shoreline 1,190 miles.

Geography—Nearly every extreme or contrast of topography, climate, soils, minerals and plant and animal life to be found in U. S. is included in California, plus some unique to the state. Three-fourths of area is rolling hills, foothills and rugged mountains ranging in elevation from 500 ft. to over 14,000 ft., with Mount Whitney, highest peak in U. S., reaching elevation of 14,496 ft. Only 60 miles to east is lowest point in U. S., Bad Water, Death Valley, 279 ft. below sea level.

Four national parks, eight national monuments, 18 national forests and 140 state parks with unlimited scenic, hunting, fishing, sport and recreational attractions help account for yearly $800 million tourist business enjoyed by state, double 1946 tourist spending here. Top scenic attractions are Yosemite Valley, giant Sequoias, Mount Lassen volcano, Modoc lava beds, Muir woods, the Pinnacles and desert Joshua trees.

Most of population lives below 2,000 ft. elevation where characteristic two-season climate is found, with rainfall concentrated in winter months. This area features dry summer and fall, no snow, few winter nights when temperature drops below freezing. Dry summer heat is tempered by ocean breezes or fogs near seacoast. Rainfall varies from 100 inches in northwestern corner of state to two inches or less in southeastern section. California has six distinct climatic zones, ranging from frostless thermal belts where subtropical fruits and flowers thrive to the Arctic zones of its ice-capped mountain peaks. Most productive farming is done by irrigation as part of expanding billion-dollar dam and canal system throughout state.

Although including large desert areas like Death Valley, Mojave and portion of Great Colorado Desert, California has extensive virtually untapped water resources in northwest watershed. In Southern California water and power resources are supplemented from Colorado River. Canals and irrigation projects are making desert areas like Imperial Valley bloom with commercial farm crops.

Agriculture—For 10 consecutive years California has ranked first in U. S. in value of farm output. 1955 estimate—$2.57 billion, 2% above 1954. U. S. output value off 3% last year. Six of top 10 counties in U. S. in farm crop value are in California. State produces more than one-third of total value of commercial fruits in nation, one-fourth of tree nuts, virtually all lemons and most almonds, avocados, walnuts, olives, dates, figs, apricots, grapes, plums and prunes. State leads or ranks near top in production of oranges, hops, barley, alfalfa, sugar beets, lettuce, asparagus, tomatoes, beans, carrots, spinach, melons, potatoes, cotton and rice.

State's growing food processing and packing industry handles one-third U. S. total, with one carlot of fruits and vegetables leaving state for rest of country every 90 seconds. California bottles 86% of U. S. wine.

California claims to be leading state in value of fish landing and processing, chiefly tuna. Total fish and shellfish landings valued at $70 million annually, off from high of $85.2 million in 1950. Value of annual tuna pack estimated in excess of $130 million.

Lumbering is big business in state with extensive coastal and northern redwood and pine forests. Industry employs over 100,000 workers with annual payroll of over $460 million. Value added by manufacture exceeds $700 million. Sawtimber inventory estimated at 360 billion board feet.

Total civilian employment—5.14 million, 3.6% above 1954, about 25% over 1950. Manufacturing workers—1.1 million. Average weekly wage in manufacturing—$87.37 (October 1955).

Total individual income—$29.4 billion, up 8.7% over 1954. Total manufacturing payroll—$5.34 billion.

Value added by manufacture—$9 billion-plus, 127% above 1947 and eight times 1939 total.

Total retail sales—$18 billion, 15% above 1954.

California since 1940 has changed from a raw material producing economy (where agriculture, mining, forestry and fisheries were top basic industries) to one where value added by manufacture far exceeds combined total value of all products of the extractive industries. State has changed to an economy where two-thirds or more of its manufacturing activity consists of production for western regional markets and in some instances for national market, due to advantages other than nearness to raw materials. Less than one-third of state's manufacturing activity is now based primarily on processing of farm, mine or forest products from within the state, even though these account for some of its biggest industries.

Major aircraft and accessories industry last year employed 230,000 workers with payroll of $1.24 billion, 7.5% above 1954.

Great industrial diversity ranges through basic metals, chemicals, rubber, paper, lumber products, textiles and apparel, furniture and fixtures, leather, fabricated metals, machinery, scientific instruments, electrical and electronic products, petroleum and coal products, stone, clay and glass.

California ranks third among all states in minerals and mining, having extensive oil and gas reserves. Additionally, state has greater variety of valuable mineral deposits in workable form than any area of equal size in the world.

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SURE
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...and we ain't just
scratchin' the surface
...we're gonna upset
the whole hen house!

*FIRST... in afternoon viewing in Los Angeles... ARB, December 1955

NETWORKS BUCK FEE FOR OLYMPIC RIGHTS

Sports organization wants to charge for tv films, while networks say they should be given same free access as other news media.

A NEW BID to secure for television the right to cover Olympic games without charge—on the same basis as other news media—was launched by tv networks last week.

The bid was made to the International Olympic Committee as it convened at Cortina d'Ampezzo, Italy, three days before the winter Olympic games opened there last Thursday. Network representatives asked IOC to recognize television as a news medium with rights consistent with freedom of the press—and thus prevent recurrences of past demands by various local Olympics groups that tv pay for Olympics coverage.

Television and newsreel film coverage of the winter games was proceeding on a pool basis under an arrangement worked out with RAI, the government-owned broadcasting organization. RAI first wanted to charge the tv networks for films, it was understood, but later agreed to the pool arrangement which would involve no fees but in which the networks and newsreel pool agreed to help RAI in its own coverage when men were available and needed.

Immediate objective of the network protest to IOC was next November's "summer" Olympic games, to be held in Australia, where the organizing committee has been holding out for tv payment for coverage or sale of tv rights to the highest bidder.

The IOC meanwhile designated its president, Avery Brundage, Chicago, to try to work out an "amicable" agreement between the television networks and the Australian committee.

Before the IOC had taken this action, however, Mr. Brundage was quoted in the U. S. as having told network representatives that he could not understand how "freedom of the press" was involved, as they claim it is, that "all of us are in this thing to make money."

Network officials in New York nevertheless expressed hope that the problem would be resolved satisfactorily. Press service reports from Italy meanwhile quoted Mr. Brundage as saying the crux of the problem was whether IOC would consider tv as a news medium or an entertainment medium. He also was quoted as saying that "television is a new problem for us. We will go into it thoroughly. It may be two years before we decide what to do." Belief that tv networks would be granted permission to cover the Australian games with payment for tv rights—but on two specific conditions—meanwhile was expressed by Leo H. Petersen, United Press sports editor, in an [adjacent] article written for B•T and based primarily on an interview with the Australian Olympic Committee's deputy organizer on Jan. 11, before last week's IOC developments.

Merrill Mueller and Bill Downs, Rome correspondents for NBC and CBS, respectively, were the principal network negotiators with the IOC in Cortina. ABC, however, had joined NBC and CBS earlier in going on record against television's being charged for news coverage of the Olympic events.

Messrs. Downs and Mueller also head the tv-newsreel pool in operation at the winter games, with Fox Movietone news and Telenews also participating. ABC-TV is serviced by Telenews.

The network and tv newsreel position, generally, is that Olympic games are news events and that television, as a news medium, has the same right to cover them as newspapers, theatrical newsreels, and other media. As a whole, they do not challenge the Australian organizing committee's propriety in charging for television rights if a long program or series of programs is contemplated, but maintain it has absolutely no right to charge anything for tv coverage on a strictly news basis where the only tv use would be in the nature of short inserts in news programs, etc.

AUSSIES MAY RECONSIDER OLYMPIC TV BID PROPOSAL

(THE following dispatch was written for B•T by Leo H. Petersen, United Press sports editor, who covered the 1948 Olympics in London and the 1952 games at Helsinki, Finland).

THERE is a strong possibility that the major U. S. and European television enterprises will win their fight against the proposal of the Australian Olympic Committee to sell the tv rights to the 1956 games to the highest bidder.

Lewis Luxton, deputy organizer of the Australian Olympic Committee who is in charge of tv, indicated that much during a conference I had with him at Melbourne Jan. 11.

"The only solution I see now is to throw the tv open to all interested companies," Mr. Luxton said, "but with these two stipulations:

"1: While they would pay nothing for the tv rights, they would pay on some sort of a pro-rata basis all the expenses incurred in erecting the necessary stands, lighting equipment, rooms and anything else necessary.

"2: If any Australian stations are operating at that time they must be serviced free of charge and special requests for tv shots or film must be met on a cost-only basis."

Mr. Luxton stressed, however, that no decision probably would be made until next summer and that the entire matter "is still wide open."

He was not at all pleased with the tone of the protests he received from the U. S. when it became known that Associated Rediffusion of Great Britain offered $56,250 for the tv rights to the games. "After all, they could have been a little more civil in their protests," Mr. Luxton declared, adding that he "didn't go for this stuff about tv being freedom of the press."

He emphasized, however, that while money was an important factor—"because it is costing us a lot to stage these games"—it is not the only consideration.

"We want everyone to be happy, but they must be reasonable," Mr. Luxton said. 'My mind is open.

"I think we could resolve this whole tv matter easily if the U. S. interests would appoint a spokesman, the European interests the same and then those two fellows could sit down with me and we could work the thing out satisfactorily, I'm sure. The big trouble with the situation as of now is that the tv industry has become so competitive that each tv enterprise is fighting for itself and not for the industry as a whole."

While the tv problem is up in the air, I found during my recent two weeks trip to Australia, during which the groundwork was laid for United Press coverage of the games, that the radio set-up will be the same as it was at London and Helsinki.

All networks can apply for space and facilities on an equal basis. At most of the sports events, positions with a good view already are set aside for radio broadcasters. At each microphone point there will be sufficient space for a broadcaster and technican with a portable recorder. In addition to this, seating accommodation for a limited number of observers will be provided.

The radio center will be housed in the new stand at the Melbourne Cricket Ground. As far as possible, each nation will be allocated a studio for its use throughout the games, although it may be necessary for some studios to be shared at times. In each studio there will be two recorders with a control unit linking them to enable the lines from microphone points or the studio microphone to be fed into either recorder. Each studio will be approximately 100 square feet and will have a table and chairs for the use of broadcasters. The microphone will be on a short stand on the broadcaster's table.

The broadcasting positions at the Melbourne Cricket Ground—the main Olympic stadium—will be allocated on a fixed basis. The microphone positions generally overlook the finishing line and the whole broadcasting area is high enough to give an excellent view of the whole arena.

The microphone positions and interviewing rooms at the other venues will not be allocated on a fixed basis, but will be booked at the booking office in the radio center.

NBC Gets Initial Approval For Tv Color Film of USSR

POSSIBILITY that a tv documentary will be filmed inside Russia loomed bright last week. NBC reported that the Soviet Union had agreed "in principle" to an eight-month-old proposal that the network be permitted to make a color film of life within USSR borders. Robert D. Graff, associate producer of the "Assignment: India" color film that has been shown on NBC-TV, left for Moscow Thursday for conferences with Russian officials, including those in the Ministry of Culture, which NBC said has jurisdiction over the project.

Since the project still was in the embryonic stage—pending the outcome of arrangements in Moscow, an NBC spokesman said it was too early to peg a tentative on-the-air program date. But, he added, plans are to air the film as soon as possible after filming.

Word of the Soviet Union's action was disclosed by Davidson Taylor, NBC vice president in charge of public affairs, who said this was the first time that an American tv organization had been granted such approval—in principle—by the Soviet government for the filming of a documentary.

Suggestion for such a film was started eight months ago in a telegraphed request by Sylvester L. Weaver Jr., then president and now board chairman of NBC, to Soviet leader Nikita S. Krushchev, with negotiations then continuing through diplomatic and news channels by Mr. Taylor and his division.

ABC-TV Plans Davis Comedy

COMEDIENNE Joan Davis, newly signed by ABC-TV to long-term contract, will star in a new situation comedy series slated for premiere next fall, Robert E. Kintner, ABC president, announced last Monday. Miss Davis' latest tv series was *I Married Joan.*



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The Bouncing Beam From Bimini

WHAT MAY become known as the "Bimini Bounce"—a "mild" form of scattercasting —was to be undertaken on NBC-TV's *Wide Wide World* program yesterday (Sunday) afternoon in an effort to bring in a live tv pickup from the Bahamas.

The earth's curvature made it necessary to "bounce" the tv signal off the atmosphere. For this purpose, NBC reported, the equivalent of a tv station was built on the Bahamas' Bimini Island and a prefabricated garage ferried over to house it. To pick up the signal for relay to the network, a special receiving antenna was set up atop the Fontainbleau Hotel at Miami Beach.

The distance from Bimini to Miami Beach is around 55 miles, but the curvature of the earth is such, NBC authorities noted, that a 700-foot tower would have been needed to achieve straight-line transmission. Instead, NBC engineers elected to build a "tv station" —which they did in New York at a cost reported as $22,000—and transport it to Bimini for installation. Thet setup employed a 5 kw transmitter with a gain of 20—about 100 kw ERP—to send out a highly directionalized signal to the receiving antenna at Miami Beach, which was said to have 20 times the amplification of a normal one.

NBC engineers said the arrangement "might be called" scattercasting or forwardcasting "in a small way—a mild sense." They pointed out, however, that many tv homes are located below line of sight but still receive tv signals.

CBS Sets Campaign Program

CBS News announced Tuesday that starting Feb. 7, news commentator Walter Cronkite will head a special weekly CBS Radio report and analysis of week-to-week developments on both the national and local political scenes. The program, to be heard from 10:05-10:15 p.m. each Tuesday on CBS Radio, and titled *Campaign '56* will run through election night. It will make use of the services provided by the recently-announced 12-man CBS News task-force, "CBS News Campaign Cavalcade" [B•T, Jan. 23]. News Director John Day said that when the news warrants it, *Campaign '56* will be extended to 25 minutes.

ABC Combines Promotion

ON-THE-AIR promotion at ABC will be combined in one unit within the advertising and promotion department, according to John H. Eckstein, director of advertising and promotion for the network. In the changeover, the unit, which formerly reported to J. Ward Mitchell, manager of script, ABC Radio, will now report to Mr. Eckstein. The unit has been set up to bring both radio and tv on-the-air promotion under a single department.

'You Are There' Goes Live

CBS-TV's *You Are There*, historical drama series filmed since its shift in operations from New York to Hollywood in February 1954, will return to "live" programming April 15 from Television City. A CBS spokesman last week said that "The Return of the Mona Lisa," completed Jan. 20 at the Hal Roach Studios, Culver City, Calif., would be the last filmed show. *You Are There* is currently seen Sun., 6:30-7 p.m. EST, and is sponsored by the Prudential Insurance Co. of America, through Calkins & Holden, New York.

Mutual 'Game' Signs Four

MUTUAL has reported contracts have been signed to broadcast various home games of the New York Yankees, New York Giants, Detroit Tigers and Chicago Cubs for presentation on *Game of the Day* and negotiations are continuing with several other baseball clubs. Jackson Brewing Co., New Orleans, already has signed for broadcasts in Louisiana, Texas, Mississippi, Arkansas, parts of Alabama and other areas. *Game* will be made available for local or regional sale.

CBS Radio Promotes Andrews

NAOMI ANDREWS, with the sales and program promotion departments of CBS and Mutual since 1943, has been named network copy chief in the sales promotion and advertising department of CBS Radio, effective immediately, Sherril Taylor and Louis Dorfsman, co-directors of the department, announced Friday.

She replaces Harry Welsh, who has left CBS Radio to join Grey Adv. Mrs. Andrews served as a promotion writer and in executive posts with CBS-owned WCBS New York and CBS Radio Spot Sales from 1943 to mid-1945, when she joined Mutual and became head of the presentations division. She returned to CBS in 1948 as manager of CBS-TV's sales promotion service and since then has handled a number of assignments.

NBC-TV Delays 'Outlook'

NBC-TV said last week its new Sunday afternoon news program *Outlook* [B•T, Jan. 16], scheduled to start Feb. 5, has been "indefinitely postponed." Delay was ascribed to NBC-TV's "desire to continue further work with the program," and to permit Chet Huntley, who will be *Outlook's* editor and commentator, to fulfill a "number of audition and broadcast engagements for which he is scheduled during the next several months."

MBS Premiering Two Shows

MBS will add two new network features to its daytime "personalized, companionate programming" schedule today (Monday) with *Mutual Magazine* (9:30-10 a.m. EST) and *Mutual Matinee with Dick Willard* (4:05-5 p.m. EST). Both shows are described by the network as "potpourris of interesting and informative material for busy people."

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Weaver on CBS-TV

THE SHUTTER EYE of CBS-TV will bring into focus the figure of NBC Board Chairman Sylvester L. (Pat) Weaver Friday when CBS-TV's *Person to Person* plans to pay the head of the competing network a visit in his Manhattan apartment on upper Fifth Ave. (Mr. Weaver's home is at Sands Point, Long Island). On that night (10:30-11 p.m. EST), Jackie Gleason will sit in as interviewer for Edward R. Murrow, who will be out of the country in connection with a *See It Now* assignment. CBS-TV, in announcing Mr. Weaver's appearance (and that of his wife, Elizabeth), described the NBC executive as "one of the industry's most colorful and provocative personalities." *Person to Person* similarly has visited Brig. Gen. David Sarnoff, board chairman of RCA, NBC's parent company.

ABC Radio Names Comtois

APPOINTMENT of George Comtois as national sales manager of ABC Radio was announced last week by Don Durgin, vice president in charge of ABC Radio. Mr. Comtois had been acting national sales manager for the network since Jan. 1, and previously was an account executive for ABC.



MR. COMTOIS

Before joining ABC, Mr. Comtois was a salesman for both Mutual and the Crosley Broadcasting Corp.

NETWORK PEOPLE

A. C. Spectorsky, senior film editor, NBC-TV's *Home* program, appointed feature editor. Mr. Spectorsky, author of *The Exurbanites,* will be succeeded by **Phillips Wylly.**

William D. Russell, motion picture and television film director, to CBS-TV, Hollywood, as director-producer.

Norman Morgan to NBC-TV's *Lux Video Theatre* as director, replacing **Richard Goode,** who is leaving program to freelance as tv-writer-director.

Walter O'Keefe, veteran radio-tv preformer, to be m.c. of *NBC Comedy Hour* (Sundays, 8-9 p.m. EST), replacing NBC executive **Leo Durocher.**

Larry Lesueur, CBS News U. N. correspondent, named to three-man Sigma Delta Chi (journalism fraternity) committee on press fellowships to the United Nations.

Edward R. Hitz, vice president in charge of tv network sales, NBC Central Div., and **Harold A. Smith,** tv advertising and promotion manager, NBC Central Div., appointed co-chairmen of radio-tv stations group for 1956 Heart Fund Drive of Chicago Heart Assn.

Charles King, eastern district manager of MBS station relations department, father of boy, Jan. 11.

— PERSONNEL RELATIONS —

AFM LOCAL SEEKING TRUST FUND REVIEW

IN A MOVE said to be the first "serious" challenge to a ruling of the present administration of the American Federation of Musicians, AFM Local 47 (Los Angeles) was set to lodge a sharp protest last Saturday with the federation on the current practice of payments to the Music Performance Trust Fund.

Cecil Read, Local 47 vice president, was scheduled to speak before the Saturday session of the union's International Executive Board, which opened a three-day meeting in New York last Thursday. The local had authorized Mr. Read to protest a ruling adopted by AFM last June, whereby so-called "re-recording" fees and re-use fees are turned over to the fund. Previously, the musician who had made the original recording received the payments.

Under the current policy, it was explained, when a motion picture with music is transferred to television, a fee is paid to the fund. The same principle applies to filmed recordings for tv use. Additionally, the latest contract with phonograph record makers prescribes that, instead of an increase in wages for the musicians, the manufacturers make an additional contribution to the fund. Above this, re-use fees on tv also are turned over to the fund.

It was reported that Local 47 is incensed particularly at the AFM practice because virtually all the motion pictures delivered to tv contain music supplied by members of the local. It was estimated that about one-third of the phonograph records are made by musicians of this local. One source said that about one-half of the fund's income comes from music made by Local 47 musicians. A spokesman for Local 47 told B•T it would not be accurate to describe the local's move as an attempt to break AFM President Petrillo's "stranglehold" on the nation's musicians, as had been reported in press association dispatches. He contended the local was seeking an overall review of the entire trust fund principle and a discussion particularly of property rights that musicians may have to music for which they performed the original score.

Mr. Read was accompanied on his trip to New York by Don Tatum, counsel for the local.

Mr. Petrillo authorized the release of the following comment on Local 47's protest, without further explanation: "If this were the only worry I had, I would be a carefree man."

A spokesman for AFM told B•T that the union's position is that "this money belongs to the many, not to the few, because it comes as a result of the mechanical use of music."

Communist Charge Not True Says AFTRA's Collingwood

ON BEHALF of New York Local of American Federation of Television & Radio Artists, Charles Collingwood, president, has issued a statement taking issue with the annual report of House Un-American Activities Committee, specifically with committee charge that (its) "investigation uncovered a militant Communist faction within the local (N. Y. City) affiliate" of AFTRA [B•T, Jan. 23].

Mr. Collingwood said AFTRA's constitution bans membership to any person who is a member of the Communist party or who "renders aid and assistance by lending his name or talents" to the Party. Mr. Collingwood said it was "curious" that the committee, to the best of his knowledge, had made no attempt to seek information from officers or paid executives of New York Local. He added



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"Far Away And Long Ago"—W. H. Hudson
"Buffalo Bill And The Wild West"—Henry Blackman Sell and Victor Weybright
"Travels In Arabia Deserts"—Charles M. Doughty
"The Cherry Orchard"—Anton Chekhov
"Books For The Desert Isle"—Special Feature

THESE REVIEWERS:

Lucille Cohen; Evan King; Eudora Welty; Louis Mecker; Conrad Richter; Lynn Montross; Robert Payne; David Margarshack; Paul Jordan-Smith.

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—PROGRAMS & PROMOTIONS—

MBS LAUNCHES NEW SHOW

NEW weekly news commentary program titled *Coming Events* and featuring Hardy Burt was set Jan. 28 on Mutual (11-11:15 p.m. EST). The program will be a combination of commentary on the week's major news developments and a straight report of "exclusive stories" gathered by Mr. Burt and his staff. It was reported that a national advertiser is considering sponsorship of the show.

'SEE IT NOW' TRAVELS

CO-PRODUCERS Edward R. Murrow and Fred W. Friendly were scheduled to be in Israel this week to prepare the fifth in their *See It Now* CBS-TV documentaries of the current season. Howard K. Smith, CBS News chief European correspondent, also planned to enplane from London to Cairo to direct a program camera crew filming the Egyptian viewpoint of the current Middle Eastern crisis. The telecast, scheduled to run 90 minutes, will be shown early in March.

LIQUOR ADS DESCRIBED ON AIR

LIQUOR ADVERTISING, banned on the airwaves, slipped in the back door Jan. 12 in the course of ABC coverage of *Events of the Day*. The network, acting on national news interest in Dant Distillers Co.'s print ads asking readers to call Louisville collect, got an interview with "Kentucky Colonel" Newt Kook, Dant president, from WKLO Louisville. In the 4½-minute interview the company head described the "Call Me Collect" campaign which lasted three days, covering New York, the Midwest and West.

CHRYSLER OFFERS LAST CHANCE

CLOSING DATE for the tv station publicity directors' contest on behalf of NBC-TV's *It's a Great Life*, sponsored by Chrysler Div. of Chrysler Corp. and Chrysler dealers, has been extended from Jan. 30 to Feb. 13 "because of the enthusiastic response of station publicists, 40 percent of whom are competing." it was announced. The contest, which started Nov. 14, is being conducted under the auspices of Communications Counselors Inc., public relations division of McCann-Erickson, N. Y., agency for Chrysler.

RAB DETAILS AGENCY SUCCESS

A FOUR-PAGE brochure detailing Lawrence C. Gumbinner Adv. agency's use of radio in behalf of its clients was released last week by Radio Advertising Bureau to its station members and others. Included are results of Gumbinner's various radio campaigns for its food and drug accounts.

Tickets, Please

WHAT was believed to be the first "Show Plane" ever held under the auspices of a radio station attracted more than 80 listeners of WFDF Flint, Mich., to a three-day stay in New York a fortnight ago, covering attendance at four Broadway "hit" shows and a round of other social activities. Cost of the package tour was $124.95 per person.

The "WFDF Show Plane" was conceived by the station in cooperation with Capital Airlines as a special promotion for WFDF's early morning *Alan Norman Show*.

—— FOR THE RECORD ——

FCC ANNOUNCEMENTS

New Tv Stations . . .

ACTIONS BY FCC

Yuma, Ariz. — Wrather-Alvarez Bcstg. Inc. granted vhf ch. 13 (210-216 mc); ERP 24 kw vis., 12 kw aur.; ant. height above average terrain 620 ft., above ground 667.25 ft. Estimated construction cost $320,000, first year operating cost $300,000, revenue $400,000. Post office address 1405 Fifth Ave., San Diego, Calif. Studio location Yuma. Trans. location on U. S. Hwy. 80 in Imperial County, Calif. Geographic coordinates 32° 45′ 6″ N. Lat., 114° 46′ 21″ W. Long. Trans. and ant. GE. Legal counsel Welch, Mott & Morgan, Washington. Permittee is licensee of **KFMB-AM-TV San Diego, Calif.** Pres. **J. D. Wrather Jr.** (38.8%) has cp for Boston ch. 44, has 25% interest in Superior Television Inc., one of applicants for Corpus Christi, Tex., ch. 10, and is non-stockholding director of **KOTV (TV) Tulsa, Okla.** Vice Pres.-Treas. **Maria Helen Alvarez** (38.8%) is 25% Superior owner and also non-stockholding director of **KOTV (TV).** Edward Petry & Co. (station representative) holds other 22.4% in permittee. Granted Jan. 25.

Miami, Fla.—Biscayne Television Corp. granted vhf ch. 7 (174-180 mc); ERP 316 kw vis, 158 kw aur.; ant. height above average terrain 966 ft., above ground 994 ft. Estimated construction cost $1,888,226, first year operating cost $1,134,332, revenue $1,271,675. Post office address Northside 79th St., Causeway, Miami. Studio location Miami area. Trans. location 4.6 miles southwest of Hollywood (Fla.) City Hall. Geographic coordinates 25° 57′ 49″ N. Lat., 80° 12′ 44″ W. Long. Trans and ant. RCA. Legal counsel Hogan & Hartson, Washington. Consulting engineer Page, Creutz, Steel & Waldschmitt, Washington. Principals include Pres. **Niles Trammell** (15%), former NBC chairman of board; Vice Pres. **John S. Knight** (17.5%), owns or controls *Detroit Free Press, Miami, Herald, Akron Beacon Journal, Chicago Daily News,* **WQAM-AM-FM Miami,** 45% of **WAKR-AM-FM-TV** Akron, Ohio, and 27% of **WIND-AM-TV Chicago;** Vice Pres. **James M. Cox Jr.** (30.5%), has interests in **WIOD-AM-FM Miami, WHIO-AM-FM-TV Dayton, Ohio, WSB-AM-FM-TV Atlanta, Ga.,** *Atlanta Journal* and *Constitution,* and other papers; Treas. **James L. Knight** (10%), 30.02% owner of Knight newspaper properties. Under FCC regulations WQAM-AM-FM must be sold. Granted Jan. 19.

Ensign, Kan.—Southwest Kansas Television Co. granted vhf ch. 6 (82-88 mc); ERP 26.9 kw vis., 16.2 kw aur.; ant. height above average terrain 720 ft., above ground 683 ft. Estimated construction cost $193,031.62, first year operating cost $81,900, revenue $119,535. Post office address Cimarron, Kan. Studio and trans. location near Ensign. Geographic coordinates 37° 38′ 26″ N. Lat., 100° 20′ 33″ W. Long. Trans. and ant. RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Stock is owned by approx. 300 stockholders. Principals include Pres. **Leigh Warner** (.20%), insurance and farming, Vice Pres. **Wendell Elliott** (.22%), general manager **KGNO Dodge City, Kan.,** Secy.-Treas. **F. C. Walker** (.20%), insurance and farming and **Jess C. Denious Jr.** (.22%) KGNO owner. Station will operate primarily as satellite of **KTVH (TV) Hutchinson, Kan.** Granted Jan. 25.

Santa Fe, N. M.—Video Independent Theatres Inc. granted vhf ch. 2 (54-60 mc); ERP 490 w vis., 246 w aur.; ant. height above average terrain 208 ft., above ground 370 ft. Estimated construction cost $40,322, first year operating cost $100,000, revenue $100,000. Post office address P. O. Box 1334, Oklahoma City, Okla. Studio and trans. location Hyde Park Rd., Santa Fe. Geographic coordinates 35° 41′ 13″ N. Lat., 105° 58′ 08″ W. Long. Trans. ACL Products, ant. Prodelin. Legal counsel Spearman & Robertson, Washington, D. C. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Permittee owns 12.5% of **KWTV (TV) Oklahoma City,** and has filed for new vhf in Hot Springs, Ark. **C. B. Akers,** Video principal, is asst.-secy., dir., gen. manager and approx. 2% owner of KVOO-TV Tulsa, Okla., and 5.267% owner of KGLC Miami, Okla. Granted Jan. 25.

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Station Authorizations, Applications

(As Compiled by B•T)

January 19 through January 25

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf—ultra high frequency. ant.—antenna, aur.—aural. vis.—visual. kw—kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization.

Am and Fm Summary Through Jan. 25

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,820	2,809	221	333	157
Fm	535	525	52	18	1

FCC Commercial Station Authorizations
As of December 31, 1955*

	Am	Fm	Tv
Licensed (all on air)	2,804	521	147
Cps on air	20	19	335
Cps not on air	111	17	108
Total on air	2,824	540	482
Total authorized	2,935	557	590
Applications in hearing	152	1	166
New Station requests	217	4	28
New station bids in hearing	97	0	112
Facilities change requests	140	5	41
Total applications pending	750	80	289
Licenses deleted in Dec.	0	0	0
Cps deleted in Dec.	2	0	0

*Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and FM Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary Through Jan. 25

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	342	99	441
Noncom. Educ. on air	13	5	18

Grants since July 11, 1952:
(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	304	308	612[1]
Noncom. Educational	19	17	36[2]

Applications filed since April 14, 1952:
(When FCC ended Sept. 28, 1948-April 14, 1952 freeze on tv processing)

	New	Amend.	Vhf	Uhf	Total
Commercial	968	337	762	543	1,305[3]
Noncom. Educ.	60		33	27	60[4]
Total	1,028	337	795	570	1,365[5]

[1] 163 cps (32 vhf, 131 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 34 already granted.
[5] Includes 642 already granted.

APPLICATIONS

Athens, Ga.—U. of Georgia, vhf ch. 8 (180-186 mc); ERP 316 kw vis., 158 kw aur.; ant. height above average terrain 1,277 ft., above ground 1,075 ft. Estimated construction cost $384,751, first year operating cost $129,800, revenue none. Post office address Board of Regents, U. of Georgia, Atlanta. Studio location Athens. Trans. location near Monroe, Ga. Geographic coordinates 33° 49′ 24″ N. Lat., 83° 37′ 45″ W. Long. Trans. DuMont, ant. RCA. Legal counsel Seymour Krieger, Washington. Consulting engineer Edward Graham Jr., Nashville, Tenn. Applicant, licensee of **WGST Atlanta,** is planning to run station on educational non-commercial basis. Filed Jan. 24.

Prineville, Ore.—Grizzly Television Inc., vhf ch. 11 (198-204 mc); ERP 467 w vis., 234 w aur.; ant. height above average terrain 2,520 ft., above ground not given. Estimated construction cost $14,691, first year operating cost $2,000, revenue none. Post office address 1931 Melrose Dr., Prineville. Studio location Redmond, Ore. Trans. location on top of Mt. Grizzly. Geographic coordinates 44° 26′ 17″ N. Lat., 120° 57′ 12″ W. Long. Trans. ACL, ant. Prodelin. Legal counsel James B. Minturn, Prineville. Consulting engineer George M. Frese, Wenatchee, Wash. Station is to rebroadcast, in their entirety, programs of **KOIN-TV Portland, Ore.** Station is not satellite of KOIN-TV and will not carry commercials other than those of KOIN-TV; operation is to be nonprofit. Principals include: Pres. **Emmett Trotter** (2 of 12 outstanding shares), grocer; Vice Pres. **Maury Isted** (1 share), lumber sales manager, and Secy. **A. C. Kirkpatrick** (1 share), radio-tv store owner. Filed Jan. 20.

APPLICATIONS AMENDED

Hot Springs, Ark.—Video Independent Theatres Inc. amends application for new tv to specify further ant. changes. Ant. height above average terrain 662.1 ft. Amended Jan. 20.

New Orleans, La.—Greater New Orleans Educational Television Foundation amends its application for new tv to change cost of construction to $402,915, first year operating cost to $133,071, change financial and legal data, change ERP to 26.123 kw vis., 14.904 kw aur., change trans. location to Hibernia Bank Bldg., and make ant. and minor equipment changes. Ant. height above average terrain 378 ft. Amended Jan. 25.

Port Arthur, Tex.—Jefferson Amusement Co. amends application for cp for new tv to specify changes in stockholders, legal data, construction cost and financial data and programming. Amended Jan. 23.

PETITION

Sandy Run-Charleston, S. C.—Petitions FCC requesting sec. 3.606 be amended so as to add ch. 5 to Sandy Run, delete ch. 5 from Charleston, add ch. 4 to Charleston and also requests that **WCSC-TV Charleston** be ordered to show cause why its authorization for ch. 5 should not be mod. to specify operation on ch. 4. Announced Jan. 20.

Existing Tv Stations . . .

ACTIONS BY FCC

WPMT (TV) Portland, Me.—Cp cancelled and call letters deleted by letter of Jan. 17. Permittee on ch. 53.

KFUO-TV Clayton, Mo.—Cp cancelled and call letters deleted by letter of Jan. 17. Permittee on ch. 30.

WWLA (TV) Lancaster, Pa.—Cp cancelled and call letters deleted by letter of Jan. 17. Permittee on ch. 21.

KLIF-TV Dallas, Tex.—Cp cancelled and call letters deleted by letter of Jan. 17. Permittee on ch. 29.



the summit

Another top Radio Independent —KFMJ, in Tulsa, Oklahoma, takes top audience in the market's 7-day average. See Nov.-Dec. Hooper. Call John E. Pearson Company (JEPCO) in New York. Dial LU 5-5555 in Tulsa.

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WWJ-TV
DETROIT
NBC TELEVISION NETWORK
ASSOCIATE AM-FM STATION WWJ
First in Michigan—Owned and Operated by THE DETROIT NEWS
•
National Representatives
FREE & PETERS, INC.

APPLICATIONS

WNBF-TV Binghamton, N. Y.—Seeks mod. of cp to make minor equipment changes. Filed Jan. 25.

KOKE (TV) El Paso, Tex.—Seeks mod. of cp (which authorized new tv station) to change corporate name to McLendon Investment Corp. Filed Jan. 24.

APPLICATIONS AMENDED

KOLN-TV Lincoln, Neb.—Filed amendment to specify corporate name as Cornhusker Television Corp. Amended Jan. 23.

KVOO-TV Tulsa, Okla.—Filed amendment to change officers, directors and stockholders, change ant. height to 1,217 ft. above average terrain, change ant. system and specify studio location as 1400 block of Boulder Ave., Tulsa. Amended Jan. 24.

KTLV (TV) Portland, Ore.—Filed amendment to reflect minor changes in stockholdings. Amended Jan. 20.

New Am Stations . . .

ACTIONS BY FCC

Talladega, Ala.—Confederate Bcstg. Co. granted 1580 kc, 1 kw D. Post office address 807 Gilmer Ave., Tallassee, Ala. Estimated construction cost $13,050, first year operating cost $24,000, revenue $36,000. Principals in equal partnership are: **Ned Butler,** chief engineer, **WTLS Tallassee; James Hemphill** and **W. K. Johnston,** announcer and salesman, respectively, of **WAPF McComb, Miss.** Announced Jan. 19.

Fort Smith, Ark.—H. Weldon Stamps granted 1410 kc, 500 w D. Post office address 2000 N. 52nd St., Fort Smith. Estimated construction cost $9,000, first year operating cost $30,000, revenue $42,000. Mr. Stamps is vice president-general manager of **KFSA-AM-FM-TV Fort Smith** and holds same position with **KBRS Springdale, Ark.,** and **KHBG Okmulgee, Okla.** FCC said these connections must be severed. Announced Jan. 19.

Madera, Calif.—Mondo Bcstg. Co. granted 1250 kc, 500 w D. Post office address 657 W. 23d St., Merced, Calif. Estimated construction cost $25,-100, first year operating cost $36,000, revenue $42,000. Principals are equal partners **Gene Mondo,** owner of 50% of beer distributing firm, **Robert S. Garrett,** commercial manager, **KYOS Merced, Calif.,** and **Eugene H. Bell,** program director of KYOS. Commission said KYOS connections must be severed. Announced Jan. 19.

Gunnison, Colo.—KGLN Inc. application for new am to operate on 1240 kc, 250 w unl. returned to applicant. (Filed on "site to be determined" basis.) Returned Jan. 25.

Toccoa, Ga.—Stephens County Bcstg. Co. granted 1320 kc, 1 kw D. Post office address 104 Maka Way, Toccoa. Estimated construction cost $17,725, first year operating cost $30,000, revenue $38,000. Equal partners are: **W. B. Schaefer,** physician and varied business interests; **R. E. Shiflet,** physician, part owner auto parts firm; **Roy E. E. Gaines,** employe of **WDUN Gainesville, Ga.,** and **Charles H. Gaines,** employe of **WLET Toccoa** (Commission said this connection must be severed). Announced Jan. 19.

Algona, Iowa—Kossuth County Bcstg. Co. granted 1600 kc, 5 kw D. Post office address 1136 Plymouth Building, Minneapolis. Estimated construction cost $45,500, first year operating cost $50,000, revenue $60,000. Principals include Pres. **Albert S. Tedesco** (35%), 85% owner **KDUZ Hutchinson, Minn.;** Vice Pres. **Burt Cohen** (10%), accountant; Secy.-Treas. **Frederick Epstein** (5%), attorney, and five other local businessmen each owning 10% interest. Granted Jan. 25.

Denison, Iowa—Christen P. Andersen granted 1580 kc, 500 w D. Post office address 418 Clark St., Cherokee, Iowa. Estimated construction cost $12,730, first year operating cost $36,000, revenue $52,000. Mr. Andersen, retired, was formerly implement dealer. Announced Jan. 19.

Fort Dodge, Iowa—Fort Dodge Broadcasters Inc. granted 540 kc, 1 kw D. Post office address 400 Commerce Bldg., Sioux City, Iowa. Estimated construction cost $36,950, first year operating cost $56,100, revenue $80,000. Principals include Pres. **Harold W. Cassill** (8.33%), manager **KTRI Sioux City, Iowa,** and Vice Pres. **Wyman N. Schnepp** (8.33%), KTRI sales staff member. Announced Jan. 19.

Inkster, Mich.—Bell Bcstg. Co. granted 1440 kc, 500 w D. Post office address 9521 Joseph Campeau Ave., Detroit. Estimated construction cost $18,-150, first year operating cost $72,000, first year revenue, $96,000. Dr. Haley Bell (dentist) is sole owner. Granted Jan. 25.

Henderson, Nev.—Magowan, Jones & Harford granted 1280 kc, 5 kw D. Post office address % Radio Station **KONE, Reno, Nev.** Estimated construction cost $30,738, first year operating cost $28,000, revenue $60,000. Principals in equal partnership are **Thomas Magowan, Frederick V. Jones** and **James W. Harford,** each owning 33.3% interest in **KONE Reno.** Announced Jan. 19.

Olympia, Wash.—Donald F. Whitman granted 1440 kc, 500 w D. Post office address 423 Terminal Sales Bldg., Portland, Ore. Estimated construction cost $15,960, first year operating cost $54,000, revenue $60,000. Mr. Whitman is radio-tv consultant and former vice pres.-20% owner of **KGAL Lebanon, Ore.** Granted Jan. 25.

Fisher, W. Va.—Richard Field Lewis Jr. granted 690 kc, 500 w D. Post office address P. O. Drawer 605, Winchester, Va. Estimated construction cost $24,190, first year operating cost $57,000, revenue $40,000. Mr. Lewis is owner of **WINC-WRFL (FM) Winchester,** and 60% owner of **WSIG Mt. Jackson, WFVA Fredericksburg,** all Va.; owner of **WHYL Carlisle,** and **WAYZ Waynesboro,** both **Pa.,** and is applicant for new am to operate in **Harrisonburg, Va.** Granted Jan. 19.

APPLICATIONS

Huntsville, Ala.—Radio Huntsville Inc., 1290 kc, 1 kw D. Post office address P. O. Box 634, Florence, Ala. Estimated construction cost $23,250, first year operating cost $45,000, revenue $57,000. Radio Huntsville principals control **WOWL Florence, Ala.,** and have minority interests in **WGAD Gadsden, Ala.** Filed Jan. 25.

Fresno, Calif.—Enterprise Bcstg. Co., 1150 kc, 1 kw D. Post office address 4691 E. Nevada St., Fresno. Estimated construction cost $41,539, first year operating cost $55,200, revenue $72,000. Principals include co-owners Pres. **Myron B. Levi,** furniture store interests, and **Doris M. Levi,** partner in same furniture store. Filed Jan. 23.

Redding, Calif.—Independent Broadcasters, 950 kc, 100 w D. Post office address P. O. Box 1109, Medford, Ore. Estimated construction cost $13,351, first year operating cost $40,000, revenue $48,000. Principals own **KBOY Medford** and **KLAD Klamath Falls,** both **Ore.** Filed Jan. 20.

Bradenton, Fla.—Gulf Isles Bcstg. Co., 1420 kc, 500 w D. Post office address P. O. Box 46, De Ridder, La. Estimated construction cost $25,530, first year operating cost $25,000, revenue $35,000. Principals are partners **Cyril W. Reddoch** (66.6%), 50% owner of **KDLA De Ridder,** 66.6% of **KREH Oakdale,** 66.6% of **WFPR Hammond,** both La., and **Ralph L. Hooks** (33.3%) part owner of WFPR, and 33.3% of KREH. Filed Jan. 25.

Commerce, Ga.—Albert S. Hardy, 1270 kc, 1 kw D. Post office address P. O. Box 209, Commerce. Estimated construction cost $13,350, first year operating cost $24,000, revenue $36,000. Mr. Hardy is owner of *Commerce* (Ga.) *News.* Filed Jan. 23.

Perry, Ga.—Gateway Bcstg. Co., 980 kc, 500 w D. Post office address P. O. Box 64, Fitzgerald, Ga. Estimated construction cost $12,500, first year operating cost $33,000, revenue $48,000. Principals are equal partners **John H. Patrick,** railroad engineer; **Joseph Bilodeau,** program director, **WWGS Tifton, Ga.,** and partner with **Al H. Evans** in applicant for new am to operate at Fitzgerald. Filed Jan. 20.

Newark, N. Y.—Radio Wayne County Inc., 1420 kc, 500 w D. Post office address Bilotta Bldg., Newark, N. Y. Estimated construction cost $11,254, first year operating cost $42,000, revenue $48,000. Principals include Secy. **David A. Kyle** (9.52%), owner of 33.3% of **WABY Albany,** 25.5% of **WRNY Rochester,** 33.3% of **WPDM Potsdam,** and 32% of **WNDR Syracuse,** all **N. Y.,** and Treas. Dr. **Donald A. Corgill** (19.04%), owner of 33.3% of WABY, 25.5% of WRNY, and 33.3% of WPDM. Filed Jan. 20.

Warwick, R. I.—West Shore Bcstg. Co., 1590 kc, 1 kw D. Post office address 30 Hannah Dr., Warwick. Estimated construction cost $19,879, first year operating cost $36,400, revenue $45,500. Principals are: Vice Pres.-Treas. **David L. Stackhouse** and his sister Anna F. Stackhouse, joint owners of 50% of outstanding stock, and Mr. and Mrs. **James C. Coffey,** joint owners of remaining 50%. All principals have real estate interests. Filed Jan. 20.

Livingston, Tenn.—Audio Broadcasters, 920 kc, 1 kw D. Post office address % F. L. Crowder, Harriman, Tenn. Estimated construction cost $11,875, first year operating cost $30,000, revenue $35,000. Principals are equal partners **F. L. Crowder,** owner of **WHBT Harriman,** and **WDEH Sweetwater Tenn.,** and **R. H. McCoin,** grocer. Filed Jan. 25.

Marshall, Tex.—Caddo Bcstg. Co., 1220 kc, 1 kw D. Post office address 401 S. Carter St., Marhall. Estimated construction cost $14,382, first year operating cost $30,000, revenue $36,000. Principals are equal partners **Virgil E. Stone,** manager of **KMHT Marshall,** and **J. D. Johnson,** oil refining company employe. Filed Jan. 23.

Everett, Wash.—Snohomish County Bcstg. Co., 1230 kc, 250 w unl. Post office address 2931 Rockefeller Ave., Everett. Estimated construction cost $11,100, first year operating cost $62,000, revenue $75,000. Principals are equal partners **Archie Baker,** attorney, and **Paul Crain,** manager of **KUTI Yakima, Wash.** Filed Jan. 25.

Pasco, Wash.—Gerald Colkitt, 800 kc, 250 w D. Post office address 1818 Sacajawea Dr., Pasco. Estimated construction cost $12,505, first year operating cost $37,000, revenue $42,000. Mr. Colkitt is asst. manager of **KALE Pasco.** Filed Jan. 20.

APPLICATIONS AMENDED

Brighton, Colo.—Arline S. Hodgins application for cp for new am to operate on 800 kc, 250 w D. amended to change from 800 kc to 1250 kc and power from 250 w to 500 w, make equipment changes and install DA. Amended Jan. 24.

Manchester, Conn.—Manchester Bcstg. Co. application for new am to operate on 1230 kc, 100 w unl. amended to increase power to 250 w. Amended Jan. 24.

Pocatello, Idaho—J. Donald Bayton amends application for new am to operate on 1050 kc, 1 kw D to specify change in frequency to 690 kc. Amended Jan. 20.

Brunswick, Me.—Winslow T. Porter amends application for new am to operate on 730 kc, 250 w D to specify 1 kw, change trans. location to approx. 3 miles southwest of center of Bath Me., change studio and remote control locations to "to be determined, Bath, Me.", and change station location to Bath. Amended Jan. 20.

Milford, Mass.—James W. Miller amends application for new am to operate on 1490 kc, 250 w unl. to reduce power to 100 w and make ant. system changes. Amended Jan. 24.

Las Vegas, Nev.—Radio Nevada amends application for new am to operate on 1240 kc, 250 w unl. to change frequency to 1010 kc, 1 kw D, change trans. location and request remote control location as "to be determined, Las Vegas." Amended Jan. 20.

Albemarle, N. C.—Stanly County Bcstg. Co. amends application for new am to operate on 1580 kc, 250 w D to specify changed studio-trans. locations. Amended Jan. 20.

Greenville, Ohio—Greenville Bcstg. Corp. application for new am to operate on 1320 kc, 500 w D amended to change to 930 kc., change trans. location, change studio location to "to be determined, Greenville, Ohio" and make equipment and stockholder changes. Amended Jan. 24.

Philadelphia, Pa.—Franklin Bcstg. Co. application for new am to operate on 900 kc, 1 kw D amended to change trans. location. Amended Jan. 24.

Williamsport, Pa.—Jefferson Bcstg. Co. amends application for new am to operate on 1450 kc, 250 w unl. to specify change in studio and remote control location to "to be determined, S. Williamsport" and change station location to S. Williamsport. Filed Jan. 25.

Existing Am Stations . . .

ACTIONS BY FCC

WGYV Greenville, Ala.—Granted change from 1400 kc, 250 w unl. to 1380 kc, 1 kw D. Granted Jan. 25.

WGOV Valdosta, Ga.—Granted change from DA-2 to DA-N. operating on 950 kc, 1 kw N, 5 kw LS. Granted Jan. 25.

KODY N. Platte, Neb.—Application for cp to change from 1240 kc to 600 kc. change power from 250 unl. to 500 w N, 1 kw D, install DA-2, change ant.-trans. location, and change studio location to "to be determined, N. Platte" returned because notary seal omitted. Returned Jan. 25.

NEGOTIATOR FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

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And Company

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KBRZ Freeport, Tex.—Application for transfer of control to **William D. Schueler** returned to applicant. Improperly dated. Action of Jan. 24.

KENN Kenedy, Tex.—Granted change in identification to Kenedy-Karnes City, Tex. Granted Jan. 25.

KBYR Anchorage, Alaska—Granted change from 1240 kc, 250 w unl., to 1270 kc, 1 kw unl. Granted Jan. 19.

APPLICATIONS

KBLA Burbank, Calif.—Seeks cp to change from 1490 kc to 1500 kc, increase power from 250 w to 10 kw, change trans, and trans. location and install DA-1. Filed Jan. 24.

KFRC San Francisco, WNAC-AM-FM-TV Boston; WOR-AM-FM-TV New York; KHJ-AM-FM-TV Los Angeles; WHBQ AM-TV Memphis, Tenn.—Seek mod. of licenses to change name to RKO Teleradio Pictures Inc. Filed Jan. 24.

KVOD Denver, Colo.—Seeks cp to change from DA-1 to DA-N and request remote control operation of trans. from studio location while using non-DA. Filed Jan. 25.

WTUX Wilmington, Del.—Seeks cp to increase power from 500 w to 1 kw. Filed Jan. 25.

WMYR Fort Myers, Fla.—Seeks mod. of cp to change from DA-2 to DA-N. Filed Jan. 25.

KPST Preston, Idaho—Seeks mod. of license to change hours of operation from unl. to specified hours (Sun.: 8 a.m. to 5 p.m. Mon.-Sat.: 7 a.m. to 6 p.m.). Filed Jan. 23.

WRUS Russellville, Ky.—Seeks cp to change from 800 kc to 610 kc and change power from 1 kw to 500 w. Filed Jan. 20.

WEBB Dundalk, Md.—Seeks cp to increase D power from 1 kw to 5 kw, make DA system changes, change studio location to 616 N. Gilmore, Baltimore, Md., and change station location from Dundalk to Baltimore. Filed Jan. 23.

WFDF Flint, Mich.—Seeks cp to increase D power from 1 kw to 5 kw and change from DA-1 to DA-2. Filed Jan. 25.

KLEA Lovington, N. M.—Seeks mod. of license to change name of licensee from David R. Worley tr/as Prosperity Land Bcstg. Co. to David R. Worley tr/as Lea County Bcstg. Co. Filed Jan 23.

WVET Rochester, N. Y.—Seeks cp to change ant.-trans. location from 1371 Westfall Rd., Brighton, to Winston Rd., Brighton. Filed Jan. 24.

WPVL Painesville, Ohio—Seeks mod. of cp to change trans., specify studio location and operate trans. by remote control from Park Theatre Bldg., S. Park Pl., Painesville. Filed Jan. 25.

KCCO Lawton, Okla.—Seeks mod. of cp to change ant.-trans. location and specify studio location as two miles east of Lawton on Hwy. 7 and 800 ft. south, Lawton. Filed Jan. 25.

KLBM La Grande, Ore.—Seeks cp to change ant.-trans. location, install new ant. and ground system. Filed Jan. 25.

WHVR Hanover, Pa.—Seeks cp to increase D power from 1 kw to 5 kw, erect third tower for D operation employing DA (change from DA-N use only to DA-2). Filed Jan. 23.

KELP El Paso, Tex.; WRIT Milwaukee; WSHE Sheboygan, Wis.—Seek mod. of licenses to change name of licensee to McLendon Investment Corp. Filed Jan. 25.

KWFB Weatherford, Tex.—Seeks mod. of cp to increase power from 250 w to 500 w, change ant.-trans. and studio location to 391 Haltom Rd., near Fort Worth, Tex., and "site to be determined," respectively, request remote control operation of trans. and change station location from Weatherford to Fort Worth. Filed Jan. 23.

APPLICATION AMENDED

KTKT Tucson, Ariz.—Application for cp to change from 1490 kc to 990 kc, increase power from 250 w to 10 kw D, change hours of operation from unl. to D, change trans. location and install DA-D amended to make DA system changes. Amended Jan. 24.

New Fm Stations . . .

ACTION BY FCC

Storrs, Conn.—Husky Network application for new fm returned to applicant; not in conformance with FCC rules. Returned Jan. 25.

Existing Fm Stations . . .

APPLICATIONS

KSON-FM San Diego, Calif.—Seeks cp to change ERP to 13 kw, ant. height to 210.35 ft. above average terrain, change trans. location to 625 Broadway, San Diego. Filed Jan. 25.

5,000 WATTS Day and Night

WESTERN MICHIGAN'S

WKNK

MUSKEGON, MICHIGAN

LOW RATES

ASK HIL F. BEST

KRNW (FM) Boulder, Colo.—Seeks mod. of cp to change ERP to 2 kw, ant. height minus 731 ft. in relation to average terrain, and make ant. system changes. Filed Jan. 25.

KHFI (FM) Austin, Tex.—Seeks mod. of cp to change ERP to .7 kw, ant. height 124.1 ft. above average terrain, and change ant. system. Filed Jan. 25.

Ownership Changes . . .

ACTIONS BY FCC

WAPI-WAFM (FM)-WABT (TV) Birmingham, WHBS-AM-FM Huntsville, Ala.—Granted transfer of control to Remoc Pub. Co. for $16.5 million plus assumption of $2.2 million in notes. Price includes *Birmingham News* and *Huntsville Times;* no breakdown of price was made. Remoc is directly owned by firms publishing *Portland* (Ore.) *Oregonian* and *Jersey City* (N. J.) *Journal* and indirectly owned by **Samuel I. Newhouse,** owner of 11 daily newspapers and interests in **WSYR-AM-FM-TV Syracuse, N. Y.; KOIN-AM-FM-TV Portland, Ore.; KWK-AM-TV St. Louis, Mo.; WGTO Haines City, Fla.; WTPA (TV) Harrisburg, Pa.** Granted Jan. 25.

KRUX Glendale, Ariz.—Granted assignment of license to Bartell Broadcasters Inc. for $70,000. Sale is exercise of option given when Bartell bought **KCBQ San Diego.** Bartell owns **WAPL Appleton, Wis. WAKE Atlanta, Ga., WMTV (TV) Madison, Wis., WOKY Milwaukee.** Announced Jan. 19.

KFTM Fort Morgan, Colo.—Granted transfer of control to **Robert H. Dolph,** present 35.5% owner of KFTM, for $4,000. Mr. Dolph will now own 61% of station. Announced Jan. 24.

WMIE Miami, Fla.—Granted assignment of license to **WMIE Inc.** Corporate change only; no change in control. Announced Jan. 24.

WLOI La Porte, Ind.—Granted transfer of control (80%) to **Dee O. Coe, J. M. Coe, C. S. Coe, Victor H. Voss, J. H. Shoemaker** and **L. B. Weller** for $15,000. Ownership is to be as follows: Pres. Dee O. Coe (50.4%), pres.-gen. manager-stockholder in **WWCA Gary, Ind.;** Vice Pres. Victor H. Voss (8%), secy.-stockholder in WWCA; Treas. J. H. Shoemaker (6.35%), former sales manager of WWCA, and Secy. L. B. Weller (3.25%), former sales promotion manager of WWCA. Announced Jan. 19.

WINT (TV) Waterloo, Ind.—Granted transfer of control from R. Morris Pierce, *et al.* to R. Morris Pierce, *et al.,* with **Gladys Krusell** and **Ben Baylor** buying respectively, 50 and 76 shares of hitherto unissued stock. This brings holdings of original stockholders from 50.72% to 48.51%. Neither Mrs. Krusell nor Mr. Baylor has other broadcasting interests. Granted Jan. 25.

WMT-AM-TV Cedar Rapids, Iowa—Granted transfer of negative control (50%) to trustees **William B. Dolph, William B. Quarton** and **Natl. Metropolitan Bank of Washington** acting in behalf of beneficial owners **Helena Mark Kamons, John Shaffer Mark, Dale Shaffer Mark** and **Mary Mark Merrill,** children of Helen Shaffer Mark, transferor. Mrs. Mark is to be given promissory notes in value of $500,000 ($1,000 per share). Mr. Dolph owns radio production firm, is 15% partner in **KJBS San Francisco,** pres. of WMT, 29% owner WMT-TV, dir. of **KGIL San Fernando, Calif.,** and holder of 40.2% interest in **KMYR Denver, Colo.** Mr. Quarton owns 20% of WMT-TV. Mrs. Kamons is asst. secy.-dir. of WMT. J. S. Mark is public relations counselor. D. S. Mark is vice- pres. of automotive supply firm. Mrs. Merrill is housewife. Granted Jan. 25.

KANS Wichita, Kan.—Granted assignment of license to KANS Bcstg. Co. for $100,000. Principals are equal partners **Kenyon Brown** and **Frank J. Lynch.** Mr. Brown owns **KWFT Wichita Falls, Tex.,** is 33% owner **KGLC Miami, Okla.,** 49% owner **KBYE Oklahoma City, Okla.,** and 33.3% owner of **KFEQ-AM-TV St. Joseph, Mo.** Mr. Lynch is 49% owner of KBYE and 5.3% of KGLC. Announced Jan. 19.

WLBJ-AM-FM Bowling Green, Ky.—Granted assignment of licenses to Greenwood Bcstg. Co. for $60,000. Sole owner of applicant is **Cy N. Bahakel,** owner of **WKOZ Kosciusko, WABG Greenwood,** both Miss., **WKIN Kingsport, Tenn., WPLH Huntington, W. Va., WRIS Roanoke,** and **WWOD Lynchburg,** both Va. Announced Jan. 19.

WDGY Minneapolis, Minn.—Granted assignment of license to Mid-Continent Bcstg. Co. for $334,200. Applicant is licensee of **KOWH Omaha, Neb., WTIX New Orleans,** and **WHB Kansas City, Mo.** Announced Jan 19.

WICA-AM-TV Ashtabula, Ohio.—Granted transfer of control to **D. C. Rowley.** Mr. Rowley, presently 50% owner of stations, is purchasing 2% of stock from 25% stockholder **Olive D. Rowley** for $900. Granted Jan. 25.

WPAY-AM-FM Portsmouth, Ohio—Granted assignment of licenses to **Paul F. Braden** for $95,000. Mr. Braden is owner of **WPFB Middletown, Ohio.** Granted Jan. 25.

WLBG Laurens, S. C.—Granted assignment of license to Laurens-Clinton Bcstg. Co. for $21,393.81. Principals include Scotland Bcstg. Co. (73%), licensee of **WEWO-AM-FM Laurinburg, N. C.,** and **C. W. Hogan** (25%), salesman for **WBTW (TV) Florence, S. C.** Announced Jan. 19.

WJHL-AM-FM-TV Johnson City, Tenn.—Granted transfer of control to **WJHL Inc.,** station licensee, for $200,000. Held in trust was 45.4% of outstanding stock which is sold to WJHL Inc. and used as treasury stock. Members of Lancaster family, presently 45.4% stockholders, will control 83.3% of stations, because of fewer number of outstanding shares. Announced Jan. 24.

KCLW Hamilton, Tex.—Granted assignment of license to Hamilton Bcstg. Co. **Coy Perry** sells 24% of his 75% interest in licensee to his partner, **C. M. Hatch,** for $20,000. Mr. Hatch will have 49% interest. Granted Jan. 19.

APPLICATIONS

KGPH Flagstaff, Ariz.—Seeks transfer of control to **George R. Cook, John L. Hogg, James W. Ross, Glenn Snyder,** and **John R. Williams** for $27,500. Mr. Cook owns 20% of **KOY Phoenix,** 16.6% of **KYMA Yuma,** both **Ariz.,** and is minority stockholder in parent company of **WLS Chicago.** Mr. Hogg owns 20% of KOY and 16.6% of KYMA. Mr. Ross is KOY local sales manager. Mr. Snyder is 20% owner of KOY, 16.6% stockholder in KYMA and has interst in WLS. Mr. Williams also holds 20% of KOY and 16.6% of KYMA. Filed Jan. 20.

KPAS Banning, Calif.—Seeks assignment of license to San Jacinto Bcstg. Co. for $40,000. Principals are equal partners **Melvin F. Berstler,** employe of WGN Inc., and **Roy R. Cone,** WGN Inc. engineer. Filed Jan. 23.

KBLA Burbank, Calif.—Seeks assignment of license to **George E. Cameron Jr.** for $175,000. Mr. Cameron is director of Hartford Telecasting Co., applicant for ch. 3 in Hartford, Conn., and former 70% owner of **KOTV (TV) Tulsa, Okla.** He is 40% owner of weekly paper in Palm Springs, Calif. Filed Jan. 25.

KBLF Red Bluff, Calif.—Seeks assignment of license to Tehama Bcstg. Co. for $50,000. Principals are: Pres. **William W. Boone** (48.9%), KBLF manager; Treas. **Russell G. Frey** (51%), physician, and Secy. **Rawlins Coffman** (.1%), lawyer. Filed Jan. 23.

WQIK Jacksonville, Fla.—Seeks transfer of control to Radio Jax Inc. for $85,000. Principals include Pres.-Treas. **Carmen Macri** (100%), 90.1% owner of **WOBS-AM-TV Jacksonville,** and non-stockholding officer of **WLBS Birmingham, Ala., WABR Winter Park, Fla.,** and **WEAL-TV Orland, Fla.** Mr. Macri is majority stockholder of applicant for new am to operate in Palatka, Fla. Also see Jacksonville application below. Filed Jan. 25.

WOBS Jacksonville, Fla.; WWOK Charlotte, N. C.—Seek assignment of licenses to **Rounsaville of Charlotte Inc.** and **Southern Radio & Equipment Co.,** respectively. Transaction is exchange of stations plus Rounsaville payment of additional $50,000 to Southern. Rounsaville is present licensee of WWOK and Southern is licensee of WOBS. WWOK assignment is contingent on WOBS action. WOBS-TV is not involved in sale. Filed Jan. 23.

GATES

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OFFICES IN

NEW YORK, WASHINGTON, ATLANTA, HOUSTON, and LOS ANGELES

WAFB-AM-FM-TV Baton Rouge, La.—Seeks transfer of control to WDSU Bcstg. Corp. for $148,600. WDSU holds 26.7% of stock and will hold 57.8% after FCC approval. WDSU Bcstg. is licensee of **WDSU-AM-FM-TV New Orleans, La.** Filed Jan. 23.

KXLQ Bozeman, KXLF Butte, KXLK Great Falls, KXLJ Helena, and **KXLL Missoula,** all **Mont.**—Seek transfer of control to **Z Bar Net.** Stock transaction so stations may have funds to expand tv interests. Filed Jan. 23.

WABY Albany, N. Y.—Seeks acquisition of control by **David A. Kyle** who will control 54% of outstanding shares because of retirement of 39.9% of outstanding stock held by other parties. No consideration and no new stockholders are involved. Filed Jan. 20.

WNEW New York, N. Y.—Seeks assignment of license to **WNEW Bcstg. Inc.** wholly-owned subsidiary of present licensee, WNEW Bcstg. Co. No change in control. Filed Jan. 25.

WFBL Syracuse, N. Y.—Seeks assignment of license to **WTAC The Big Station Inc.** for $227,500. WTAC is 100% owned by Radio Hawaii, wholly-owned subsidiary of Founders Corp. Founders owns 50% of **KTVR (TV) Denver, Colo.** Radio Hawaii owns **KPOA Honolulu, Hawaii,** and **WTAC Flint, Mich.** Filed Jan. 23.

KEED Springfield, Ore.—Seeks transfer of 24% of stock from **Glen M. Stadler,** presently 74% owner, to his wife, **Helene Stadler,** presently 1% owner of station. Stock transaction only; no change in control. Filed Jan. 20.

WSSC Sumter, S. C.—Seeks acquisition of control by **J. A. Gallimore** for $25,000. Mr. Gallimore is presently 50% owner of station and will be sole owner. Filed Jan. 20.

KIHO Sioux Falls, S. D.—Seeks assignment of license to Sioux Empire Bcstg. Co. for $4,000 plus assumption of $81,000 in notes. Principals include: Pres **William F. Johns Jr.** (60%), owner of 51% of **WOSH Oshkosh, Wis.,** 20% of **WMIN-AM-FM St. Paul, Minn.,** and 72% of **KMNS Sioux City, Iowa;** Vice Pres. **Ivan J. Gerber** (30%), jeweler, and **Robert J. Flynn** (5%), gen. manager-9% owner of KMNS. Filed Jan. 23.

WCBR Memphis, Tenn.—Seeks transfer of control to **Jules J. Paglin** and **Stanley W. Ray** for $10,250 cash and assumption of $60,500 in notes. Messrs. Paglin and Ray own **WBOK New Orleans, WXOK Baton Rouge, La.** and hold majority interests in **KAOK Lake Charles, La.** and **KYOK Houston, Tex.** Filed Jan. 25.

KERB Kermit, Tex.—Seeks transfer of control to **Homer V. Brinson.** Stock transaction; no consideration. Mr. Brinson is presently 50% owner of station. Filed Jan. 24.

WBLT Bedford, Va.—Seeks transfer of stock from **Addison P. Marsh Jr.** to remaining stockholders **James E. Synan, Gordon L. Synan** and **R. C. Atherholt.** No one will hold controlling interest in station. Filed Jan. 23.

KGOS Torrington, Wyo.—Seeks assignment of license to DeVeny-Kath Bcstg. Co. for $46,458. Principals are equal partners **Cecil C. DeVeny,** announcer-engineer at **KOLT Scottsbluff, Neb.** and **Kermit G. Kath** announcer-salesman at **KNEB Scottsbluff.** Filed Jan. 25.

APPLICATION RESUBMITTED

WSTU Stuart, Fla.—Application for assignment of license to **Blue Water Bcstg. Co.** resubmitted. Resubmitted Jan. 24.

Hearing Cases . . .

INITIAL DECISIONS

Paducah, Ky.—Hearing Examiner Herbert Sharfman issued initial decision looking toward denial of application of E. Weaks McKinney-Smith for new am to operate on 1560 kc, 1 kw unl., in Paducah. Announced Jan. 19.

WEOL Elyria, Ohio—Hearing Examiner Herbert Sharfman issued initial decision looking toward (1) affirming and reinstating Commission Sept. 7, 1955, grant of renewal of license of **WEOL Elyria,** and (2) holding in default protestant The Lorain Journal Co., Lorain, Ohio. Action Jan. 24.

FINAL DECISION

Miami, Fla.—FCC announced grant to Biscayne Television Corp. to construct new tv on ch. 7 in Miami subject to condition that, prior to program tests, its principals will, with Commission approval, have disposed of their interests in **WQAM-AM-FM Miami.** FCC denied competing applications of East Coast Television Corp., South Florida Television Corp., and Sunbeam Television Corp. Action of Jan. 18; announced Jan. 20.

OTHER ACTIONS

Overall Tv Rule-making—FCC announced order extending from Jan. 20 to Feb. 8 time for filing reply comments in overall tv rule-making proposal. **WHIZ-TV Zanesville, Ohio,** and **WTAP-TV Parkersburg, W. Va.,** had petitioned for 30-day extension. Announced Jan. 19.

Tv Zone I—FCC denied petition by Uhf Industry Coordinating Committee requesting reconsideration, recision and stay of part of Commission report to permit vhf stations in Zone I which had constructed new tower and ant. after Third Notice and had substantially completed construction before Sixth Report to use maximum power at height specified in authorization. Announced Jan. 19.

KABC-TV Los Angeles, Calif.—FCC stayed effective date of its Nov. 23 grant to AB-PT to transmit programs from **KABC-TV-Los Angeles** to **XETV (TV) Tijuana, Mexico,** pending hearing to be held March 19 on Dec. 23 protest by **KFMB-AM-TV** and **KFSD-TV,** all **San Diego, Calif.** Announced Jan. 19.

WITV (TV) Ft. Lauderdale, Fla.—Commission denied petitions of **WITV (TV) Ft. Lauderdale** for leave to intervene, for stay or alternative relief, and for reconsideration and further relief for stay of comparative proceedings on applications of Biscayne Television Corp., East Coast Television Corp., South Florida Television Corp., and Sunbeam Television Corp., for new tv station on ch. 7 in Miami, Fla., and WKAT Inc., Miami Beach, L. B. Wilson Inc., North Dade Video Inc., and Public Service Television Inc., all Miami, for new tv on ch. 10. Action of Jan. 18; announced Jan. 20.

KHTV (TV) Twin Falls Idaho—By order of Jan. 25 FCC (1) dismissed protest and petition for reconsideration filed by **KLIX-AM-TV Twin Falls;** (2) set aside Commission Jan. 4 memorandum opinion and order postponing effective date of Nov. 9 grant to **KHTV (TV) Twin Falls** to operate on ch. 13 pending hearing on same, and (3) made Nov. 9 grant effective immediately. Protestant no longer desires to prosecute its protest.

Elson Television Co., Caribou, Me.-Aroostook Bcstg. Corp., Presque Isle, Me.—FCC designated Elson and Aroostook for consolidated hearing on applications for new tv to operate on ch. 8 in Caribou and Presque Isle, respectively. Announced Jan. 19.

WJIM-TV Lansing, Mich.—By memorandum opinion and order, FCC denied protest and petition for reconsideration by **WNEM-TV Bay City, Mich.,** directed against Commission grant on Nov. 23 of application by **WJIM-TV Lansing** to relocate trans. to point about eight miles southeast of Lansing and increase ant. height to 980 ft. Action Jan. 23.

Billings, Mont.—FCC stayed effective date of its Nov. 25 grant of application by Midland Bcstg. Co. for new tv station to operate on ch. 8 in Billings, pending hearing to be held March 19 on protest by KOOK-TV Billings. Announced Jan. 19.

WWBZ Vineland, N. J.—FCC, on petition, granted authority to continue temporary operation of **WWBZ Vineland** for period of 60 days after date of release of FCC action on pending petition for reconsideration and rehearing of Nov. 28 decision which denied renewal of license. Action of Jan. 25.

Midwest Property

1000 watt daytimer. Single station market serving rich retail trading territory of 75,000. $60,000.00 with excellent terms. Well equipped and staffed. For information please contact nearest office.

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Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
William T. Stubblefield
W. B. Twining
111 Sutter St.
Exbrook 2-5671-2

NARBA Notifications . . .

Notification of new Cuban radio stations, and of changes, modification and deletions of existing stations, in accordance with Part III, sec. F, of North American Regional Bcstg. Agreement, Washington, D. C. 1950.

Cuba Change List No. 9 **Dec. 16, 1955**

740 kc

CMAB Pinar del Rio, Pinar del Rio—(vide: 1070 kc, 5 kw D, 2 kw N) 5 kw, unl., Class II.

940 kc

New Cienfuegos, Las Villas—(change in location) 250 w, DA-N, unl., Class II.

970 kc

CMHZ Santa Clara, Las Villas—(NARBA) (PO: 250 w) 1 kw, unl., Class III.

1020 kc

CMHF Cienfuegos, Las Villas—(change in location—PO: 1040 kc) 100 w, D. Class II.

1360 kc

New Santiago de Cuba—(NARBA) (PO: 250 w) 1 kw D, 500 w N, unl., Class III.

1560 kc

CMZ Habana—(correction of class) 5 kw, unl. Class I-B.

List of changes, proposed changes, and corrections in assignments of Mexican broadcast stations mod. appendix containing assignments of Mexican broadcast stations attached to recommendations of the North American Regional Bcstg. Agreement Engineering Meeting Jan. 30, 1941.

Mexican Change List #186 **Dec. 15, 1955**

570 kc

New Torreon, Coahuila—1 kw D, 100 w N, unl., Class IV. 6-15-56.

620 kc

XEBU Chihuahua, Chihuahua—(increase in D power) 5 kw D, 250 w N, unl., Class IV. 3-15-56.

670 kc

XEPM Gomez Palacio, Durango—(increase in power)—500 w, D. Class II. 3-15-56.

1340 kc

XEBJ Cd. Victoria, Tamaulipas—(increase in D power)—1 kw D, 250 w N, unl., Class IV. 3-15-56.

1400 kc

XESH Nueva Rosita, Coahuila—(change in call letters from XEYJ) 500 w D, 150 w N, unl., Class IV. 6-15-56.

1410 kc

XEBF San Pedro de las Colonias, Coahuila—(assign. of call letters) 250 w, unl., Class IV. 12-15-55.

1460 kc

XEYJ Nueva Rosita, Coahuila—(change in call letters and location—previously **XESH Sabinas, Coahuila**) 1 kw, D. Class III. 6-15-56.

690 kc

XEN Mexico, D. F.—(increase in power)—20 kw D, 5 kw N. unl., Class II. 3-15-56.

Routine Roundup . . .

January 19 Decisions

BROADCAST ACTIONS

By the Commission

Following stations were granted renewal of license on regular basis:

KSD-TV St. Louis, Mo.; KTTS-TV Springfield, Mo.; WMT-TV Cedar Rapids, Iowa; KALM Thayer, Mo.; KASI Ames, Iowa; KBIA Columbia, Mo.; KBIZ Ottumwa, Iowa; KBOA-AM-FM Kennett, Mo.; KBOE Oskaloosa, Iowa; KCHI Chillicothe, Mo.; KCHR Charleston, Mo.; KCIM Carroll, Iowa; KCRV Caruthersville, Mo.; KDEC Decorah, Iowa; KDMO Carthage, Mo.; KDRO Sedalia, Mo.; KDTH Dubuque, Iowa; KFAL Fulton, Mo.; KFGQ Boone, Iowa; KFMA Davenport, Iowa; KFMO Flat River, Mo.; KFNF Shenandoah, Iowa; KFRM Kansas City, Mo.; KFRU Columbia, Mo.; KFUO-AM-FM Clayton, Mo.; KFVS Cape Girardeau, Mo.; KGLO-AM-FM Mason City, Iowa; KGMO Cape Girardeau, Mo.; KICD Spencer, Iowa; KICK Springfield, Mo.; KIMO Independence, Mo.; KIOA Des Moines, Iowa; KLEE Ottumwa, Iowa; KLPW Union, Mo.; KLRS Mountain Grove, Mo.; KLWT Lebanon, Mo.; KMA Shenandoah, Iowa; KMBC Kansas City, Mo.; KMMO Marshall, Mo.; KMNS Sioux City, Iowa; KMOX St. Louis, Mo.; KNCM Moberly, Mo.; KNEM Nevada, Mo.; KNWS Waterloo, Iowa; KOEL Oelwein, Iowa; KOKO Warrensburg, Mo.; KPRS Kansas City, Mo.; KREI Farmington, Mo.; KRES St. Joseph, Mo.; KRMO Monett, Mo.; KROS-AM-FM Clinton, Iowa; KSCJ Sioux City, Iowa; KSD St. Louis, Mo.; KSGM Ste. Genevieve, Mo.; KSIB Creston, Iowa; KSIM Sikeston, Mo.; KSIS Sedalia, Mo.; KSMN Mason City, Iowa; KSMO Salem, Mo.; KSTL St. Louis, Mo.; KTCB Malden, Mo.; KTTR Rolla, Mo.; KTTS-AM-FM Springfield, Mo.; KWLC Decorah, Iowa; KWOC-AM-FM Popular Bluff, Mo.; KWOS Jefferson City, Mo.; KWPC Muscatine, Iowa; KWPM-AM-FM West Plains, Mo.; KXIC Iowa City, Iowa; WLOI La Porte, Ind.; WMBH-AM-FM Joplin, Mo.; WMT Cedar Rapids, Iowa; WOC-AM-FM Davenport, Iowa; WOI-AM-FM Ames, Iowa; WSUI Iowa City, Iowa; KTRI Sioux City, Iowa; KDPS Des Moines, Iowa.

(Continues on page 136)

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Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

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All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

Wanted: Assistant manager for 250 watt eastern Pennsylvania station . . . to work board plus other duties. Must have experience in programming or sales. Married with car. Good starting pay . . . wonderful opportunity with progressive company. Send tape, photo, plus letter with all details to Box 221F, B•T.

Want—Man capable of taking full charge small market 500 watt daytimer; small staff. Must know all phases of operation and be cost conscious. Prefer southwesterner to get living salary plus generous block of stock. Box 238F, B•T.

Dixie daytime killowatt needs commercial manager. Fine rural market. Will consider successful salesman ready to move up in responsibility. Tell everything including experience and earnings expected. Will return photos and tapes. Box 279F, B•T.

Salesmen

California: 5 kw CBS affiliate has immediate opening for experienced hard-hitting energetic salesman. Good guarantee plus active accounts. Potential is here for top-notch producer, man who can sell. Send detailed resume past experience, references, photo. Box 135F, B•T.

Excellent opportunity for energetic and effective salesman of good character. Progressive network station in large Texas market. Box 209F, B•T.

Top-rated eastern independent is replacing salesman moving to management in another city. Our men earn 15 to 20 thousand yearly. Send resume and late snapshot to Box 214F, B•T.

Salesman—expanding advertising company needs a proven salesman. High earnings plus liberal guaranteed draw. All details first letter. Box 256F, B•T.

Southwestern thousand watt daytimer needs salesman with announcing experience. Fine opportunity for man who can produce. Box 280F, B•T.

FOR SALE

Used Broadcast Transmitters and Speech Input Consoles—The following transmitters have been taken in on trade, are all in excellent condition: Gates BC250D deluxe 250-watt, original SP $3650, includes automatic voltage regulator, approximately eight years old, $1400 . . . Gates BC-1E, 1000-watt, about seven years old, original SP $5950, price $3100 . . . Collins 20-T 1000-watt large postwar double-cabinet model, three phase primary, original SP around $8000, about seven years old, $3300 . . . Gates BC-1F, 1000-watt, original SP $5950, only four years old, $3300 . . . Western Electric 443A-1, 1000-watt, original SP above $7000, built in 1947, price $2200.—Above transmitters priced as received from customers, including used operating tubes and crystal ovens. Where desired to have complete factory tune-up and proof of performance including one crystal to your frequency, add $150 to any of the above. Audio equipment: Western Electric console just taken in, Model 23C or similar, $400 . . . Gates 52-CS Studioette, never used but line sample, thus cabinet shopworn, $625 . . . Gates Yard, line sample and slightly shopworn, $825 . . . All prices above equipment net cash, subject to prior sale. Further information by calling L. J. Cervone, BA2-8202, Gates Radio Company, Quincy, Illinois.

RADIO

Help Wanted—(Cont'd)

Salesman-announcer. Considerable past sales experience not necessary but desire to sell must be strong. Salary plus commission. Address all information first letter to Manager Radio Station KTNM, Post Office Box 668, Tucumcari, New Mexico.

Experienced salesman. Michigan man preferred. Contact WBCM, Bay City, Michigan.

Top-rated CBS radio affiliate offers $90.00 per week draw to sincere, aggressive saleman. Good list of accounts, fine production staff and three disc jockeys to sell. Send complete resume to Bo Mitchell, WBSR, Pensacola, Florida.

Help wanted salesman. WPLY, Plymouth has opening for salesman to cover rich eastern Wisconsin industrial and resort area. weekly guarantee against good commission. plus car allowance. Contact WPLY, Box 222, Plymouth, Wisconsin.

Man and wife team wanted. We're looking for something different. Further information under "Programming, Production and Others."

Announcers

Young announcer with potential and some basic experience. Illinois kilowatt. $60 to start. Box 904E, B•T.

Wanted: Actor-DJ-stage, tv, radio acting experience (soap opera). Les Tremayne type voice. Narrative "story teller" delivery. Ohio. Box 944E, B•T.

DJ—"voice with a smile", just naturally jolly. Glib, humorous adlib. Actor ability, interpret lines. Wanted by station in Penna., Michigan, upper N. Y., area. Box 199F, B•T.

Announcer with authoritative, persuasive voice; capable of programming "middle music", handling special events in large Texas city. Box 210F, B•T.

Immediate opening northwestern California 250 watt station planning expansion this year. Experienced announcer-engineer, 1st phone, over 25, prefer married man willing to settle small community. Unlimited opportunity for man who wants to grow with the organization instead of just an 8 hour job. Give full particulars first letter. Box 219F, B•T.

Wanted: Top negro disc jockey or show business personality for top negro station in large metropolitan city. Please send details and resume at once with tapes to follow if already in radio. Big job, big money for right person. Reply Box 227F, B•T.

Negro announcer wanted. Looking for man to fill morning show. Send audition disc and information first reply. Box 231F, B•T. Immediate opening.

Top Minnesota and Iowa station has opening for good announcer. Send resume. Box 237F, B•T.

Three announcers—to announce and sell. Learn and earn, salary and commission at good independent in large southern market. Prefer family man. Send tape and resume to Box 239F, B•T.

Wanted: Announcer, single, under 26. Send complete resume. No tapes returned. Experienced not essential. Write Box 241F, B•T.

3 key people needed for expanding regional in important midwest market. Morning man must have proven ability in music and patter to hold an intelligent audience plus ability to sell on air. Next two men must be experienced staffers with convincing news delivery. Family man preferred and all applications will be checked down through credits ratings. Send full information and tape. Applicants for experienced salesmen also invited. Reply to Box 251F, B•T.

RADIO

Help Wanted—(Cont'd)

Morning personality for Virginia network station. Must have good voice, personality, showmanship. Work board. Third or better license. Morning man-program director considered. Talent and ability appreciated and rewarded. Salary open for right man. Write in confidence to Box 273F, B•T.

Announcer-program director . . . experienced and able . . . prefer southerner for 1 kw in South Carolina . . . tell all. Box 277F, B•T.

500 w midwest indie needs following personnel immediately: Announcer-engineer, 1st class ticket (2), good pop-DJ, female continuity writer. Send full details and audition tape. Salary according to experience and ability. Box 281F, B•T.

Wanted: Announcer-engineer, send tape, KBUN, Bemidji, Minnesota.

Announcer-engineer with 1st class ticket. $90 per week. Send tape and resume. KGHF, Pueblo, Colorado.

Wanted: Combo man, first phone, by one of the midwest's most progressive stations. Must be good, emphasis announcing. Contact PD or Manager, KSTT, Davenport, Iowa.

Combo-first phone, 250 watter, swell climate, good pay. No drunks. KTRC, Santa Fe, N. M.

Need a really good, experienced staff announcer. Mostly night work. A man who does a good job in everything, run the board, read news, commercials, spin records. If you would like to work for one of Kansas' top radio stations and NBC stations, send us your audition, along with a letter telling us all about your experience, marital status, salary requirements and a list of references. This is a permanent position for the right man. Prefer man from Kansas or one of the adjacent states. Send full details to Jerry Fahrenbruch, Chief Announcer, KVGB, Great Bend. Kansas.

Combo man with limited experience or recent graduate with thorough knowledge of radio equipment for 250 watt daytime. Send complete resume, tape and salary desided to Mr. W. Schwoebell, WALM, Albion, Michigan.

Versatile experienced DJ that can sell—himself and our clients. Must now live in New England. Contact Dave Mohr, PD, WARA, Attleboro, Mass.

Announcer-DJ for permanent position. Ideal working conditions. Send tape and photo to WGTN, Georgetown, S. C.

Miami, Flordia—WINZ, 50,000 watts music and news independent, needs staff DJ. Experienced making production spots desirable. Send resume and tape.

Wanted: Announcer with first phone ticket. Prefer young man. Emphasis on announcing. Contact John Slatton, Manager, WJBB, Haleyville, Ala.

Wanted: Salesman-announcer—emphasis on announcing, $100.00 per week guarantee, rush picture, tape and experience to: Raymond Prescott, WJIG, Tullahoma, Tenn.

Deejay. With personality and selling ability. Must know music and news type operation. Good salary and working conditions. Send tape to: C. F. Walker, WKDA, Nashville, Tennessee.

Wanted: Staff announcer also to be program director at leading network station in biggest small market in south. Good pay. Opportunity for advancement. Excellent working conditions. Selling not required but will pay 20 percent commission. Young, energetic, settled man with one or two years announcing who can type and wants to learn program work will be considered. Rush tape and letter listing each job held, starting and ending date and pay. WKUL, Cullman, Alabama.

Wanted: Hillbilly and gospel announcer to take position as number one announcer in leading station in biggest small market in south. Good pay, opportunity for advancement. Excellent working conditions. Selling not required but will pay 20 percent commission. Rush tape and letter listing each job held, starting and ending date and pay. WKUL, Cullman, Alabama.

Experienced staff announcer, good commercial delivery DJ with some sports interests. Send tape and complete details to WLEU, Commerce Building, Erie, Pa.

Experienced announcer; give qualifications, references, salary expected in first letter, WMRE, Monroe, Georgia.

Northwest graduates working in radio and tv (including Northwest Broadcasting School graduates) we are forming a national alumni association and I have a special gift for you. Get in touch with me as soon as possible. Bill Sawyer, 1221 N. W. 21st Avenue, Portland 9, Oregon.

RADIO

Help Wanted—(Cont'd)

Technical

$100 a week for qualified chief engineer-announcer. Southern, regional, network station. Box 136F, B•T.

Engineer of good character, high technical qualifications for south Texas station. Box 212F, B•T.

Wanted: Combination engineer-announcer, permanent position. Send tape, KPOW, Powell, Wyoming.

Wanted: Chief engineer-announcer. Good position for man with reasonably good voice and desire to do best work. KTTN, Trenton, Missouri.

Immediate opening for first class engineer-announcer. Excellent living conditions available at attractive wages. Rush resume. Joseph A. Pelletier, WACB, Kittanning, Pennsylvania.

We're looking for a first class engineer with pleasing voice for kilowatter in Pennsylvania vacation paradise. Airmail all details first letter to WBFD, Bedford, Pennsylvania, or call Bedford 863.

Wanted: Chief engineer, combo announcer. $100.00 week. Rush resume. WKNK, Muskegon, Mich.

Wanted: Radio engineer; first class radio-telephone license; strong on maintenance. No operating tricks. Apply. Chief Engineer, Radio Station WRIV, 29 East Main Street, Riverhead, Long Island, N. Y.

Programming-Production, Others

Newsman, insure your future in radio. Midwest metropolitan independent needs experienced man in local news coverage. Must have good voice. Send tape, resume, salary requirements. Box 151F, B•T.

Newsman—Announcer wanted by Texas station. Must be able to gather, write and voice news. Box 211F, B•T.

Man and wife team wanted. We believe our market is ready for a different type morning presentation. Ideal opportunity for ideal couple. Both parties must have broadcast experience. One or both members must have had outside sales results. Include some of your ideas along with standard information. Fulltime independent in a warm climate metropolis. Box 244F, B•T.

Girl for radio traffic department. Some experience preferred. Excellent working conditions. Good salary. Need immediately. Send complete resume, photo. Box 252F, B•T.

Newsman to work up to news director. Gather—write—air local news. KW Pennsylvania daytime. Good voice and experience necessary. Top salary and talent. Box 268F, B•T.

Program director-announcer for successful southeastern daytimer . . . tell all about yourself . . . Tape returned. Box 278F, B•T.

Need man to gather write and read news. Good pay, good working conditions, 5kw station. Position now open. Call collect, 1300, between 4 and 5 p.m., Mountain Standard Time. Boe Cook, Station Manager, KGAK, Gallup, N. M.

Wanted: Reporter, writer, and broadcaster of news on ambitious, expanding station. Genuine opportunity. Experienced only. Telephone Station WSDR, Sterling, Illinois.

Copywriter wanted immediately. Must be experienced, able to write hard sell copy and run continuity department. Will pay excellent scale to right person. Send full resume to WTAC, 740 South Saginaw, Flint, Michigan. Michigan second largest market.

Situations Wanted

Managerial

Station and sales manager available immediately. Twenty years experience. References. Box 213F, B•T.

General—station manager—background of twenty years all phases of radio in multi and single station markets. Best references. Presently employed. Interested only in permanency and greater opportunity. Box 261F, B•T.

Vice president and general manager wishes to relocate with group ownership. I can produce the very best in sales results . . . this is not an idle boast but rather a proven fact (with a record to back it up). Currently with radio-television property that I built into high paying property in a very short time. I have reached my peak, money wise, in this market. Now want opportunity to improve your property, boost your investment income and enlarge my earning capacity. Have finest references. All replies will be kept strictly confidential. Box 263F, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Top Chicago staff and morning man looking for top station in top market that is looking for an audience builder. Minimum of $400.00 monthly salary. Box 748E, B•T.

Combo—1st phone—experienced all phases. Heavy news, commercials. Interested in tv start. Prefer Rockies or West. Married. Veteran. Available February 15th. Box 137F, B•T.

Staff announcer. Experienced in sports, news and DJ. Seeking larger market and greater opportunities. Now employed. Box 167F, B•T.

Outstanding staff announcer—family. 50,000 watt southern network affiliate. Interested relocating northeast—west. Box 205F, B•T.

Announcer with 3 years experience desires posi- in New England. Box 216F, B•T.

Congenial, trained, experienced announcer, desires permanent settlement. Small town northeast. Box 217F, B•T.

Announcer-engineer. First phone, 5 years experience all phases broadcasting. Box 218F, B•T.

Announcer-salesman. Ten years experience. Minimum salary . . . open. Box 220F, B•T.

Announcer—3, presently employed, married, wishes to relocate western Pennsylvania permanently. Box 226F, B•T.

Top-notch hillbilly DJ and folk start . . . now employed but looking for larger fields . . . 7 years experience. Box 229F, B•T.

Experienced staff announcer wants to advance. Programming, sports, personality DJ. Married, dependable. Prefer midwest. Box 232F, B•T.

Experienced combo staffer, young, married. Prefer east. Presently employed. $65. Box 235F, B•T.

Leading nighttime personality DJ in southern market of 200,000, would like to move up the ladder. Have proven sales and listener-getting gimmick. Five years administrative, DJ, production, general staff. Married, college, 28 years old. Can make cash registers ring. No fly-by-night jockey—seeking permanency. Nothing under $125. Box 240F, B•T.

California stations only. Desire to move family to California. Highly experienced. Top references. First ticket. Box 248F, B•T.

Family man wishes to relocate. Experienced. Top DJ. Programming music specialty. Top mike salesmanship. First ticket. Box 249F, B•T.

Recent broadcasting school graduate. Good DJ, news, sports, board, tape. Box 250F, B•T.

Experienced announcer—disc jockey, 25, veteran, single, 3rd ticket, pleasing personality, broad knowledge of records and artists, photo, tape, resume. Box 257F, B•T.

Eight years experience. Will work month without pay to prove top voice, personality, air salesmanship. Large market a must. Top sportscaster. Box 264F, B•T.

Sportscaster, five years experience. Franchise folded. Interested in Class B baseball and above. Audition live—own expense, voice, personality exceptional—excellent staff man. Box 265F, B•T.

Sportscaster—heavy experience major sports, top staff, news, newspaper sports writing. Seek am-tv deal, Class B baseball or above, winter sports. Air-check tapes, references. Box 267F, B•T.

Florida—good experienced anonuncer wants good permanent job. Box 269F, B•T.

Staff announcer. 3rd ticket. Recent broadcasting school grad. Knowledge all phases. Box 270F, B•T.

Looking for staff announcer? Ambitious newcomer, experienced. Your salary. Box 271F, B•T.

Sports—play-by-play—3 years—all sports in 200,000 market. Good news, excellent DJ. Working and midwest preferred. Box 274F, B•T.

Singer, emcee and announcer. Excellent tenor. University graduate. Complete repertoire of popular, semi-classical and operatic music. Can arrange disc talent and pop shows. Tireless worker. Seeks position at radio or tv station. Opportunity is primary consideration. Will relocate anywhere. Glenn Adams, 83-77 Woodhaven Blvd., Woodhaven, N.Y.C., Apt. 2C, Virginia 6-4550.

June 1—Sept. 8. Superior, experienced announcer and newscaster. Hal Brand, 246 E. Tremont Ave., New York 57, N. Y.

RADIO

Situations Wanted—(Cont'd)

Announcer, engineer of combo. 1st phone licenses, 5½ years experience. Preton Derryberry, 2115 Linden Creek Lane, Houston 17, Texas. MI 9-8073.

Experienced personality DJ. Announcer seeks position with progressive station. Knowledge of music, strong news and commercials. available immediately. Tom Hopkins, Box 775, Bernardsville, New Jersey, Bernardsville 8-0538 after 6 p.m.

Announcer, copywriter, some commercial experience. Will send tape and picture on request. Write to Roger Hough, 223 Thatcher Ave., River Forest, Illinois.

Announcer, thoroughly trained, single, veteran. Recent graduate. Most conscientious and dependable. Opportunity more important than salary. If phoning, reverse charges, TWining 8-6273, New York City. Joe Martin, Jr.

Combination man, 7 years experience as chief engineer, announcer, program director—married, references furnished, available immediately—call Spring 4-5964, Sanford, N. C.

Technical

1st phone, no experience, vet. 32. radio-tv school grad., relocate. Peter Cap, 233 Cook Ave., Yonkers, N. Y.

Engineer—studio or transmitter. Radio or television. 1st phone, single, 24, experience, Rocco Ferranti, 558 West Shore Road, Warwick, Rhode Island. Regent 7-0011.

Six years experience in am. Would like job on Gulf Coast or southern California in am or tv. Drennon Kenny, 1708 Lucille, Wichita Falls, Texas. Phone 3-8990.

Programming-Production, Others

Copywriter—four years radio, two television. Have deejay, directing, production experience. Box 953E, B•T.

(Continued on next page)

WANTED! WANTED!

ANNOUNCERS

NEWS DISC JOCKEY STAFF

NEWS Must be able to gather and edit on local level as well as compile national; report and announce same. Prefer man with newspaper background or radio journalistic experience.

DISC JOCKEY Must have definite individual style and personality; able to ad lib. (Will consider colored or white).

STAFF Must be good commercial copy man with voice sales personality. Ability to ad lib is desired.

Requirements are needed for 1000 watt Regional Daytime Station located in Kentucky. Must have board ability. Salary open for right men but they must be good. Send tape, complete resume of background, including recent photograph, in first response.

Box 124F, B•T

RADIO

Situations Wanted—(Cont'd)

An 11 year man seek permanent position. Knows people, programming, news, promotion and virtually all phases radio and tv. Good voice. Would like to continue some air work. although not essential. Box 242F, B•T.

Currently employed major midwestern market program director—DJ proven ability to build ratings. Programming ideas, interested in major midwestern and eastern markets. College, married, best of references. Box 255F, B•T.

News director: Head good-sized staff in midwestern market. Winner numerous national and regional awards for orginality and excellence. But no visionary. Can meet budget and turn profit with sponsor-selling ideas. Will consider any part of the country. Job's the thing. Box 258F, B•T.

Top experienced continuity chief looking for opening with good future. Best references and background. Complete resume and sample copy available immediately. Box 260F, B•T.

Ad agencies or tv stations need a sincere, dedicated young man of 26 who was born to an agency or tv production man? Experienced with top Hollywood network as assistant director. Have every qualification for your organization. Box 275F, B•T.

Professionally trained, experienced, male copywriter, go anywhere. Call or wire collect. L. Greene, 609 Cook Street, Lewistown, Montana.

TELEVISION

Help Wanted

Salesmen

Vhf in fast-moving one-station market where retail sales to the nation needs local salesman. Prefer youth, enthusiasm, and some sales experience in tv, radio, newspaper or related advertising fields. Send all details to William D. Stiles, KZTV, Reno, Nevada.

TELEVISION

Help Wanted—(Cont'd)

Excellent opportunity in rich television market for tv salesman. Radio or television sales experience—plus high enthusiasm means good money in your pocket. We would like you to start in February . . . contact Edward J. Ruppe, Sales Manager, WTVO, Rockford, Illinois.

Aggressive, bright, dependable man or woman for position on sales staff of television station in expanding market. Send details own handwriting to P. O. Box 1747, York Pennsylvania, or telephone York 27-821 and ask for Mr. Burg.

Announcers

Wanted: Tv announcer, booth and camera, midwest vhf net. Box 254F, B•T.

Experienced television announcer. Expanding staff. Camera operation, control room and production experience preferred. Submit complete resume, photo and tape. Manager, KKTV, Colorado Springs, Colorado.

Technical

Immediate opening. First class engineer for television studio operation. Must have two years television technical director experience. Midwestern location. Box 206F, B•T.

Programming-Production, Others

California vhf, 3 network station, now needs combination artist-photographer capable of doing photo lab work, making slides, doing art and lettering. Give complete details first letter. Samples of work. KSBW-TV, Salinas, California.

Experienced studio cameraman for program department of maximum power vhf NBC affiliate in Richmond market. Call WXEX-TV, Petersburg, Virginia, Regent 3-7876.

Situations Wanted

Managerial

Television-radio manager, coordinator, sales manager. available soon. 25 years outstanding record. Personal interview will convince you. Presently located in west. Box 236F, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Salesmen

Successful salesman, competitive market, wishes to relocate. 6 years radio-tv announcing, writing, producing, directing, production manager. Box 546E, B•T.

Top-flight television sales account executive. 4 years excellent sales record at station in highly competitive large eastern market. 31 years old. College graduate. Intelligent, ambitious, persevering. Experience in radio sales. Earning $10,000 yearly. Desires opportunity leading to management. Box 284F, B•T.

Announcers

Even Max Liebman can't present this spectacular! A versatile personality, announcer, humorist, cartoonist, director, writer, deejay. Two years radio . . . three teevee. Specialities: Top rated kiddie show; cartoon, weather! College grad. Available now with compatable color costume. For casting contact Box 225F, B•T.

Eight years radio-tv experience. Will work a month without pay to prove top voice, personality, air salesmanship. Large market a must. Top sportscaster. Box 266F, B•T.

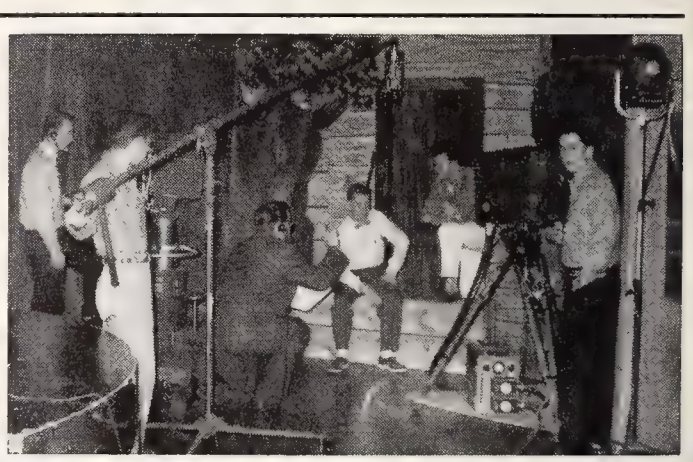
Sportscaster—heavy experience major sports top staff, news, newspaper sports writing. Seeking am-tv deal, Class B baseball or above, winter sports. Air-check tape, references. Box 267F, B•T.

Technical

Presently employed, experienced first-class operator seeks position with progressive radio or television organization. RCA graduate with car. Single, draft exempt Box 207F, B•T.

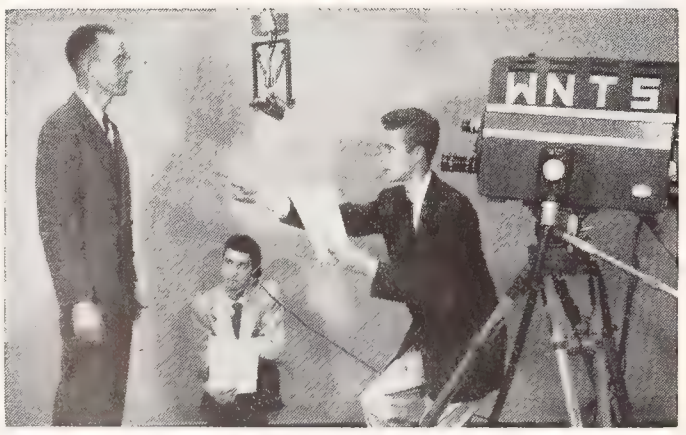
One year experience closed circuit tv. 1st phone. Seeks permanent connection. Married, free to travel, resume, references. Box 233F, B•T.

Studio supervisor, first phone, strong on maintenance and complete operation. Also experience in transmitter work. Family man desire permanent position only. Box 262F, B•T.



THERE'S STILL TIME TO...

START YOUR NEW YEAR RIGHT...



with professionally trained, well qualified Personnel. Classes in TV Production have just completed their training in each of our four schools' completely equipped studios. A Chicago and Hollywood class are pictured here. Highly trained adaptable people for all phases of TV production are now available in YOUR area. Call Northwest FIRST! Wire or call collect, John Birrel, Employment Counselor, for immediate details.

NORTHWEST RADIO & TELEVISION SCHOOL HOME OFFICE: 1221 N. W. 21st Avenue Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822

CHICAGO, ILLINOIS . . . . . 540 N. Michigan Avenue DE 7-3836

WASHINGTON, D. C. . . . . . 1627 K Street N. W. RE 7-0343

RADIO

Situations Wanted—(Cont'd)

Technical

Tv studio engineer, 3rd phone, all phases, including film technician. Married, children, reliable. Resume available. Prefer northwest. Paul Scibetta, 138 James Street, Lodi, New Jersey.

Programming-Production, Others

Sincere program-production man will provide you versatility, imagination, loyalty, drive. PD of two U's seeks challenging "v" or agency position. College. Married. Box 986E, B•T.

News editor large southwestern vhf, experienced in all phases radio-television news, newspaper, teaching background, 27, married. Anywhere but Dixie. Best references, including present employer. Box 222F, B•T.

Now employed tv production manager who has large following on his own kiddie show and country music show. Looking for opening in bigger market. Box 230F, B•T.

Producer-director available in May. Fifteen years theatre and television experience. Women's and variety shows a speciality. Set designing and construction. Excellent references. Box 246F, B•T.

Children's program with wide range appeal. Really different! Twelve years experience entertaining children. Doubled one station mail first three weeks on the air. References—film and details on request. Box 247F, B•T.

Television, producer, director, six years experience, all phases production with present station, excellent references. Box 253F, B•T.

News director: Head good-sized staff in midwestern market. Winner numerous national and regional awards for orginality and excellence. But no visionary. Can meet budget and turn profit with sponsor-selling ideas. Will consider any part of the country. Job's the thing. Box 258F, B•T.

Producer-director with ratings and references to prove ability to produce heavy sell audience appeal programs on modest budget wants aggressive regional tv in competitive market. $115 week. Box 259F, B•T.

Experienced producer-cameraman. Some announcing. Available one week. Further information and references on request. Box 276F, B•T.

FOR SALE

Stations

One-third interest in rural eastern station. Completing third profitable year. Ideal for owner-operator in program or allied fields. Moving for health. Qualified purchasers only. Box 134F, B•T.

Station for sale. One-half interest in 250 watt station in good, growing Washington market. Box 172F, B•T.

Fm—multiplexing station, sale or lease. Best equipment, 35,000 watts. Biggest market to sell background music and programs to Chicagolands 6.5 million people. Write Was Corvine, 2707 North Drake, Chicago 47, Illinois.

Two middle south small market stations priced within $50,000. Terms available. Paul H. Chapman, 84 Peachtree, Atlanta.

Rocky-mountain single station market. Daytimer. Thriving trade center 9,000 people, per owner. Beautiful scenic area. Ralph Erwin. Broker, 1443 South Trenton, Tulsa.

We offer good radio and tv buys throughout the United States. Ask for our free bulletin. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Eastern buyers should contact me for good sound buys in radio and tv stations. John Hanly, 1739 Connecticut Ave., N. W., Washington, D. C.

Equipment

Excess stock of first class, unused air cooled and water cooled broadcast tubes. Will quote on any type. Satisfaction guaranteed. Box 179F, B•T.

One kw transmitter, Collins 20T in excellent condition complete with tubes. First $3,300.00 remittance steals this remarkable value. Box 224F, B•T.

FOR SALE

Equipment

RCA TS-10A switcher chassis, console, and intercom control box. WDAY, Inc., Fargo, N. D.

Equipment for sale—Grey telop 11R and 20 slide holders for direct projection into Ike $1,000. RCA TK-1A monoscope without camera tube, $1,000. All in excellent condition. Contact W. E. Neill, WFMY-TV, Greensboro, N. C.

For Sale—1 RCA 700 megacycle color corrected relay system. $5,000. WHAM-TV Rochester, N. Y.

Gates BC500GY transmitter, one year old, complete with two sets of tubes and crystals for your frequency. WWPF, Palatka, Florida.

Booth Leasing Corporation—A national leasing service—which includes everything from store and office fixtures to executive aircraft—whereby you choose the equipment you need—new or used—BLC purchases it from your supplier, and places it in your studio, transmitter and office on flexible lease terms written to meet your specific requirements. Rentals paid under leases drawn as recommended by BLC are tax deductable expense items. For full information for your attorney, tax counsel and yourself, write, wire or phone Gene O'Fallon & Sons, Inc., Channel 2, TV Building, 550 Lincoln Street, Denver, Colorado, KEystone 4-8281.

Console. Studio control, meets am-fm broadcast specifications. Write for literature. U. S. Recording Co., 1121 Vermont Avenue, Washington 5, D. C.

Magnecord recording equipment—demonstrators. Perfect condition. Factory guarantee. Models PT63-AH, PT7-P, PT6-BAH (binaural), voyagers, portable Magnecordette, M-33. All 30% off list. U. S. Recording, 1121 Vermont Avenue, Washington 5, D. C.

250 watt fm transmitter, spare tubes, 4-bay antenna, sectional tower, monitor, transmission line, guy wire, etc Complete, $975.00. W. A. Crim, Box 372, East Prarie, Missouri.

WANTED TO BUY

Stations

Wanted to buy: radio station in west Texas northwest Texas, New Mexico, or Colorado. Consider all reasonable offers. Reply to Box 208F, B•T.

Stable radio man with 8 to 10 thousand dollars cash wishes to invest in Georgia radio station. Highest qualifications. Give complete information. Box 245F, B•T.

Stations wanted. Oklahoma, Arkansas, Texas. Colorado, Kansas, Missouri. Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

Equipment

Used GE studio chain. State approximate hours used and price. Box 164F, B•T.

Equipment—RCA remote truck or equivalent with 2 IO chains. Need microwave link also. Must be in top condition. Box 166F, B•T.

Wanted—We buy all types of radio broadcasting and tv transmitting tubes. Dispose of your obsolete or excess stock. Also want all types of low power broadcasting equipment. Must be complete. Highest prices paid. Box 180F, B•T.

Wanted to buy used GE limited amplifier or equivalent. G. E. phasetron #GL-2H21, and 7D21 tubes. State age, condition and lowest price. Box 215F, B•T.

2—250 watt fm transmitters 90-100 mcs used, good condition or new. Send full particulars to Box 223F, B•T.

Wanted: Film strength measuring meter—am. RCA or equivalent preferred. Box 234F, B•T.

For Sale: 140 foot Ideco supporting tower for fm or tv antenna. Original cost $3,600. Price $2,000. KHSL-TV, P.O. Box 303, Chico, California.

Wanted. What have you in used 1 kw transmitter. Must be good. Also console or consolette and two 200' towers. Write full details. Write Nathan Olson, KOOS, Coos Bay, Ore.

Wanted: Rear screen projector, with screen if available. 8 x 12 pattern Contact Jim Tumey, KROD-TV El Paso, Texas.

Fm transmitter, also monitor, small console and antenna. Hillebrand Electronics, 339 15th Street, Toledo 2, Ohio.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 1-T, 821 19th Street, N.W., Washington, D.C.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W., 21st Street, Portland 9, Oregon.

FCC first class phone. After ten years successfully training men for their first class radiotelephone operators license, this same course is now available to you at home. Write the Don Martin School, Ext. Div., 1653 North Cherokee, Hollywood 28, California.

FCC license preparation; beginners, radio technicians, announcers. Evenings, Sat.—Monty Koffer, 743 Hendrix Street, Brooklyn 7, N. Y. CL 7-1366.

RADIO

Help Wanted

Managerial

STATION MANAGER

for 250 w. fulltimer needed at once to develop ex-newspaper owned station in isolated midwest area. Station has good potential. Manager must be thoroughly experienced and able to invest cash at once.

Box 282F, B • T

Salesmen

RADIO AND TELEVISION GROUP OWNERSHIP NEEDS ACTIVE FILE OF TOP-FLIGHT SALESMEN

If you have been in your present position three years or longer, send letter, photo and complete resume including earnings.

Properties include major and smaller markets in East.

Box 272F, B•T

VALUABLE FRANCHISE FOR EXECUTIVE SALESMEN

Well rated concern national in scope. Advertising or intangible experience necessary. No investment or inventory. A business of your own with protected territory. Men must be of high caliber, educated, nice appearance, and experienced in calling on top management. Reference required. 95% renewal year after year. We have testimonial letters from over 80% of our customers. This is a startling new idea, but old enough to be proven. This is prestige advertising and Public Relations in its most palatable form. We are now setting up restricted territory. Our plan of pay is much better than a draw. If you can meet the requirements above and will conscientiously work for two years, your renewals will be enough to retire on. We pay you immediately although we bill customers monthly. Write RANDALL, Suite 100, BUSINESS DIGEST & FORECAST, 1724 20th St., N. W., Washington 9, D. C.

RADIO

Help Wanted—(Cont'd)

Programming-Production, Others

TRAFFIC MANAGER

Experienced girl for responsible position California NBC Radio Station with TV affiliate. Opportunity for advancement with young aggressive management. Depends on you. Must have traffic experience and short hand. Must fill position by March 1. Write

KCRA
Sacramento, California

Situations Wanted

Managerial

AVAILABLE IMMEDIATELY

Top-Flight Radio-Television Executive. In broadcasting over twenty years . . . fifteen years in executive management. Thorough background in sales, programming, promotion, production, station operation. Prefers Northeast, but will go anywhere if proposition is right. Complete details on request. Will arrange personal interview. Write or wire

Box 176F, B•T

FOR SALE

Stations

WILL LEASE

to aggressive, dependable manager who likes challenges and prefers smaller markets. Must have some cash and excellent references. We are looking for mature, stable, experienced man who wants to get into business for himself now. Replies completely confidential.

Act at once.

Box 283F, B.T.

Equipment

25 KW LOW BAND TV TRANSMITTER

Available for immediate delivery, one 25 KW Federal Communications Laboratories TV Transmitter complete. Used about one year on Channel 2. Factor condition. No reasonable offer refused. Terms to responsible party.

KREM-TV
4103 South Regal Street
Spokane, Washington

FOR THE RECORD

(Continues from page 130)

Granted SCA

WNYC-FM New York, N. Y. (to provide continuous weather broadcasts).

January 20 Decisions

ACTIONS ON MOTIONS
By Comr. Robert E. Lee

KNBY Newport, Ark.—Granted petition for extension of time to Feb. 6, to file reply brief to exceptions to initial decision re its am application. Action Jan. 18.

Theodore Feinstein, Newburyport, Mass.—Granted petition for extension of time to and including Jan. 19, to file opposition to exceptions to initial decision re its am application. Action Jan. 18.

By Chief Hearing Examiner James D. Cunningham

KYNO Fresno, Calif.—Granted petition for dismissal without prejudice of its am application. Action Jan. 18.

FOR SALE

Equipment

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

INSTRUCTION

FCC 1st PHONE LICENSES IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes—
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New York 19, N. Y.

Arkansas—Gave notice of prehearing conference Jan. 31, re am applications of B. J. Parrish, Pine Bluff, Ark., **KOTN Brinkley, Ark.**, *et al.* Action Jan. 18.

By Hearing Examiner H. Gifford Irion

Western Ohio Bcstg. Co., Greenville, Ohio.—Granted petition for continuance of hearing re its am application from Feb. 1 to Feb. 27. Action Jan. 18.

By Hearing Examiner Elizabeth C. Smith

Florida—Ordered prehearing conference Jan. 24 re am applications of Joseph M. Ripley Inc., Jacksonville; Raymac Inc., Palatka and Radio Starke, Starke. Action Jan. 18.

January 20 Applications

ACCEPTED FOR FILING

Renewal of License

KIRX Kirksville, Mo.; KTTN Trenton, Mo.

Remote Control

WPCT, Putnam, Conn.; WWCS Bremen, Ga.; WMRY New Orleans, La.; WRRF Washington, N. C.; WMLP Milton, Pa.; WRIO Rio Piedras, P. R.

License to Cover Cp

WILK-TV Wilkes-Barre, Pa.—Seeks license to cover cp which authorized new tv station.

Modification of Cp

WAAB-TV Worcester, Mass.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 12.

KBST-TV Big Spring, Tex.—Seeks mod. of cp (which authorized new tv station) to extend completion date to May 5.

WJPB-TV Fairmont, W. Va.—Seeks mod. of cp (as mod. which authorized new tv station) to extend completion date to July 15.

January 23 Applications

ACCEPTED FOR FILING

Modification of Cp

WKMH Dearborn, Mich.—Seeks mod. of cp (which authorized change in N power from 1 kw to 5 kw and make changes in DA-N system) for extension of completion date.

WMIC Monroe, Mich.—Seeks mod. of cp (which authorized new am station) for extension of completion date.

KOMU-TV Columbia, Mo.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Aug. 15.

WROW-TV Albany, N. Y.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Aug. 15.

WGBI-TV Scranton, Pa.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Aug. 11.

KELO-TV Sioux Falls, S. D.—Seeks mod. of cp to change ERP to 220.9 kw vis., 123.7 kw aur., make ant. and other equipment changes and extend completion date to Sept. 1.

KUTV (TV) Salt Lake City, Utah—Seeks mod. of cp (which authorized new tv station) to extend completion date to Aug. 18.

WBIQ (TV) Birmingham, Ala.—Seeks mod. of cp (which authorized new non-commercial tv station) to extend completion date to Aug. 23.

Cp

WFMZ-TV Allentown, Pa.—Seeks cp to replace expired cp which authorized new tv station.

SCA

WWSW-FM Pittsburgh, Pa.

License to Cover Cp

WKRG-TV Mobile, Ala.—Seeks license to cover cp which authorized new tv station.

KMTV (TV) San Jose, Calif.—Seeks license to cover cp which authorized new tv station and to change studio location to 645 Park Ave., San Jose.

WKJG-TV Ft. Wayne, Ind.—Seeks license to cover cp which authorized new tv station.

KFBB-TV Great Falls, Mont.—Seeks license to cover cp which authorized new tv station.

Renewal of License

KAUS Austin, Minn.; KDIM Detroit Lakes, Minn.; KTRF Thief River Falls, Minn.; KABR Aberdeen, S. D.; KELO-TV Sioux Falls, S. D.; KLZ-TV Denver, Colo.; KSTP-TV St. Paul, Minn.; KROC-TV Rochester, Minn.; KXLF-AM-TV Butte, Mont.; KDUZ Hutchinson, Minn.; KXLQ Bozeman, Mont.; KOPR Butte, Mont.; KXLK Great Falls, Mont.; KXLJ Helena, Mont.; KXLL Missoula, Mont.; KIHO Sioux Falls, S. D.; KBTV (TV) Denver, Colo.; KXJB-TV Valley City, N. D.

Renewal of License Amended

KSTT Davenport, Iowa—Amended to change name to Quint Cities Bcstg. Co.

KDKD Clinton, Mo.—Amended to change name to Osage Bcstg. Co.

January 24 Decisions

BROADCAST ACTIONS
By the Broadcast Bureau
Actions of Jan. 20

KYW Philadelphia, Pa.—Granted assignment of cp to NBC.

Following were granted extensions of completion dates as shown: **KELO-TV Sioux Falls, S. D.**, to 8-12-56; **KWK-TV St. Louis, Mo.**, to 5-6-56; **WAIM-TV Anderson, S. C.**, to 8-14-56; **KOMU-TV Columbia, Mo.**, to 8-15-56; **WMIC Monroe, Mich.**, to 7-1-56; **WKMH Dearborn, Mich.**, to 8-8-56.

Actions of Jan. 19

KANG-TV Waco, Tex.—Granted request to cancel mod. of cp and for deletion of call letters.

KLEA Lovington, N. M.—Granted mod. of license to change name of licensee to Lea County Bcstg. Co.

WAIQ (TV) Andalusia, Ala.—Granted mod. of cp to change trans. site (no change in description, change in coordinates only), install ant. system and make other equipment changes; ant. 690 ft.; ERP: vis. 100 kw, aur. 60.3 kw.

Following were granted extensions of completion dates as shown: **WGBI-TV Scranton, Pa.**, to 8-11-56; **KRCG (TV) Jefferson City, Mo.**, to 8-19-56; **WROW-TV Albany, N. Y.**, to 8-15-56; **WCAR-AM-FM Pontiac, Mich.**, to 5-11-56; **WMUB Oxford, Ohio**, to 5-1-56; **WTON Staunton, Va.**, to 4-11-56.

Following station was granted authority to operate trans. by remote control: **WMLP-AM-FM Milton, Pa.**

Actions of Jan. 18

KRMA-TV Denver, Colo.—Granted STA to operate on ch. 6 for period ending March 16.

WTVJ (TV) Miami, Fla.—Granted cp to make changes in facilities of tv station to change aur. ERP to 50 kw; ant. 950 ft.

Following were granted extensions of completion dates as shown: **KAVE-TV Carlsbad, N. M.**, to 8-22-56; **WKAR-TV East Lansing, Mich.**, to 8-15-56; **KSAN-TV San Francisco, Calif.**, to 6-22-56.

Following stations were granted authority to operate trans. by remote control: **WMRY New Orleans, La.**; **WPCT Putnam, Conn.**; **WRIO Rio Piedras, P. R.**; **WRRF Washington, N. C.**

Actions of Jan. 17

Following were granted extensions of completion dates as shown: **WTWV (TV) Tupelo, Miss.**, to 5-8-56; **KOKE (TV) El Paso, Tex.**, to 2-1-56; **KTBC-TV Austin, Tex.**, to 6-10-56; **WJMR-TV New Orleans, La.**, to 8-2-56; **WESH-TV Daytona Beach, Fla.**, to 5-10-56; **WAGA-TV Atlanta, Ga.**, to 8-10-56; **KSBW-TV Salinas, Calif.**, to 8-2-56; **KBMB-TV Bismarck, N. D.**, to 8-11-56; **KOPO-TV Tucson, Ariz.**, to 4-17-56; **KTTS-TV Springfield, Mo.**, to 4-17-56; **KCOP (TV) Los Angeles, Calif.**, to 7-26-56.

Actions of Jan. 16

DuMont Bcstg. Corp., New York, N. Y.—Granted mod. of extension of authority to supply tv programs broadcast in U. S. over tv stations licensed to DuMont to **CKLW-TV Windsor, Ont.**, for broadcast by this station in Canada for period beginning 3 a.m., EST, Feb. 1, 1956, and ending not later than 3 a.m., EST, Feb. 1, 1957.

WTRN Tyrone, Pa.—Granted license covering change in frequency, increase in power and equipment changes.

KROD-AM-TV El Paso, Tex.—Granted mod. of license to change name of licensee corporation to El Paso Times Inc., d/b as Roderick Bcstg. Co.

KOSA Odessa, Tex.—Granted request for cancellation of cp to erect new ant. and mount tv ant. on top (increase height).

KBTM Jonesboro, Ark.—Granted request to cancel cp which authorized mounting tv ant. on top of am tower.

WCEB DuBois, Pa.—Granted extension of completion date to 3-28-56.

KHUM Eureka, Calif.—Granted extension of completion date to 8-1-56.

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

Scheduled for hearing the following matters: Applications of Elson Television Co., Caribou, Me., and Aroostook Bcstg. Corp. Presque Isle, Me., for cp's for new tv stations on ch. 8, to commence on March 19; am applications of Hoyt C. Murphy, Elizabeth and W. Courtney Evans, Salisbury, Md., on March 20; Twin City Bcstg. Co., Shreveport, La., on March 28; North Central Bcstg Co., Munising-Alger Bcstg. Co., Munising, Mich.; Anna Bcstg. Co., Anna, Ill.; tv application of Hilltop Bcstg. Co., WTVH (TV) Peoria, Ill. on March 30. Action Jan. 23.

Video Independent Theatres Inc., KICA, Inc., Clovis, N. M.—Granted petition of Video Independent Theatres Inc. for dismissal without prejudice of its tv application (Channel 12); retained in hearing status KICA Inc. application. Action Jan. 19.

By Hearing Examiner Jay A. Kyle

WDSP De Funiak Springs, Fla.—Gave notice of prehearing conference on Jan. 27 re am application of **WDSP De Funiak Springs.** Action Jan. 19.

By Hearing Examiner Annie Neal Huntting

Pennsylvania—Upon informal agreement of parties, continued prehearing conference and hearing now scheduled for Jan. 18 and 26, until Feb. 21 and 27 re am applications of Musser Bcstg Co., Colonial Bcstg. Co., Elizabethtown, Pa., and Radio Columbia, Columbia, Pa. Action Jan. 17.

By Hearing Examiner Basil P. Cooper

South Bend, Ind.—Issued order after evidentiary hearing on Jan. 10 and received in evidence Exhibit 2 of Northern Indiana Broadcasters Inc., South Bend, and record closed. Action Jan 20.

By Hearing Examiner Thomas H. Donahue

Saline, Mich.—Gave notice of hearing conference Jan. 25 to discuss further hearing re am application of The Saline Bcstg Co., Saline. Action Jan. 20.

Courier-Times, Inc., New Castle, Ind.—Granted motion for extension of time from Jan. 24 to Feb. 7, to exchange exhibits and written testimony and for continuance of hearing from Feb. 6 to Feb. 20, re its am application and that of **WSLM Salem, Ind.** Action Jan. 20.

By Hearing Examiner Elizabeth C. Smith

Fresno-San Diego, Calif.—Issued statement and order governing hearing re am applications of **KYNO Frenso,** and **KFMB San Diego.** Exhibits will be exchanged Feb. 8 and hearing continued from Feb. 8 to 15. Action Jan. 16.

January 24 Applications

Accepted for Filing

Modification of Cp

KPOO San Francisco, Calif.—Seeks mod. of cp (which authorized new am station) for extension of completion date.

WMRY New Orleans, La.—Seeks mod. of cp (which authorized increased power and change in trans. location) to change trans. location.

KATV (TV) Pine Bluff, Ark—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 19.

KID-TV Idaho Falls, Idaho—Seeks mod. of cp (which authorized new tv station) to extend completion date to Aug. 25.

License to Cover Cp

KVHL Homer, La.—Seeks license to cover cp which authorized new am station.

WAAB Worcester, Mass.—Seeks license to cover cp which authorized change in ant. pattern for D operation.

Renewal of License

WCCO-TV Minneapolis, Minn.; WTCN-TV Minneapolis.

January 25 Decisions

BROADCAST ACTIONS

By the Commission

Following stations were granted renewal of license on regular basis: **KATZ St. Louis, Mo.; KBTN Neosho, Mo.; KBUR Burlington, Iowa; KCHA Charles City, Iowa; KCMO-AM-FM Kansas City, Mo.; KGRG Cedar Rapids, Iowa; KJCF Festus, Mo.; KRNT Des Moines, Iowa; KSWM Joplin, Mo.; KUDL Kansas City, Mo.; KVFD Ft. Dodge, Iowa; KWK St. Louis, Mo.; KWOS-FM Jefferson City, Mo.; KWRE Warrenton, Mo.; KWRT Boonville, Mo., KWTO Springfield, Mo.; KXEL Waterloo, Iowa; KXEO Mexico, Mo.; KXGI Fort Madison, Iowa; KXOK St. Louis, Mo.; WEW St. Louis, Mo.; WHB Kansas City, Mo.; WHO-AM-FM Des Moines, Iowa; WIL St. Louis, Mo.; KDKD Clinton, Mo.; KHMO Hannibal, Mo.; KWWL Waterloo, Iowa; WTTH Port Huron, Mich.; WFMT-FM Chicago, Ill.; WJOB Hammond, Ind.; WLEY Elmwood Park, Ill.; WLIP Kenosha, Wis.; WGNS Murfreesboro, Tenn.; KXLW Clayton, Mo.**

January 25 Applications

ACCEPTED FOR FILING

License to Cover Cp

KVFC Cortez, Colo.—Seeks license to cover cp which authorized increased power.

KRSL Russell, Kan.—Seeks license to cover cp which authorized new am station.

KLIN Lincoln, Neb.—Seeks license to cover cp which authorized change in ant. system.

WCBT Roanoke Rapids, N. C.—Seeks license to cover cp which authorized erection of new ant. (decrease in height and move ant. approx. 125 ft.).

WABA Aquadilla, P. R.—Seeks license to cover cp which authorized increased power, change in frequency and equipment changes.

WKLC St. Albans, W. Va.—Seeks license to cover cp which authorized new am station.

WSHE Sheboygan, Wis.—Seeks license to cover cp which authorized new am station.

KBMS (FM) Los Angeles, Calif.—Seeks license to cover cp (as mod. which authorized new fm station).

License to Cover Cp Returned

WRLD Lanett, Ala.—Application for license to cover cp which authorized ant. system changes returned to applicant; improperly signed.

WFHK Pell City, Ala.—Application for license to cover cp which authorized new am station returned to applicant; improperly dated.

License to Cover Cp Resubmitted

KFSC Denver, Colo.—Application seeking license to cover cp which authorized change in ant.-trans. location resubmitted.

Remote Control

WKTM Mayfield, Ky.

Remote Control Application Returned

KFOR Lincoln, Neb.—Application for remote control operation returned; improperly filled out.

Modification of Cp

WNDU-TV South Bend, Ind.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Aug. 1.

KTAG-TV Lake Charles, La.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Feb. 17, 1957.

WCBI-TV Columbus, Miss.—Seeks mod. of cp (which authorized new tv station) to extend completion date to June.

WSEE (TV) Erie, Pa.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Sept. 1.

Renewal of License

KLIR Denver, Colo.; KTLN Denver, Colo.; KIUP Durango, Colo.; KFKA Greeley, Colo.; KLOV Loveland, Colo.; KCRT Trinidad, Colo.; KATE Albert Lea, Minn.; KBMW Breckenridge, Minn. and Wahpeton, N. D.; WEBC Duluth, Minn.; KGDE Fergus Falls, Minn. (& Aux.); KOZY Grand Rapids, Minn.; WMFG Hibbing, Minn.; KTOE Mankato, Minn.; KMHL Marshall, Minn.; KTIS Minneapolis, Minn.; KUOM Minneapolis, Minn.; WCCO Minneapolis, Minn. (& Aux.); WLOL Minneapolis, Minn.; WTCN Minneapolis, Minn.; WGAL Northfield, Minn.; KFAM St. Cloud, Minn.; KWAD Wadena, Minn.; KANA Anaconda, Mont.; KBMY Billings, Mont.; KOOK Billings, Mont.; KOJM Havre, Mont.; KRJF Miles City, Mont.; KDIX West Dickinson, N. D.; KFGO Fargo, N. D.; WDAY Fargo, N. D.; KFJM Grand Forks N. D.; KGCU Mandan, N. D.; KOVC Valley City, N. D.; KSDN Aberdeen, S. D.; KIJV Huron, S. D.; KGFX Pierre, S. D.; KISD Sioux Falls, S. D.; WNAX Yankton, S. D.

UPCOMING

JANUARY

Jan. 30: NCAA Tv Committee, Biltmore Hotel, N. Y.

Jan. 30: International Alliance of Theatrical Stage Employes, General Executive Board, Hollywood, —Roosevelt Hotel, Hollywood, Calif.

Jan. 30-31: NARTB Board Committees, San Marcos Hotel, Chandler, Ariz.

Jan. 30-31: Annual Convention, British Columbia Assn. of Radio & Tv Broadcasters, Hotel Vancouver, Vancouver, B. C.

Jan. 30-Feb. 3: Winter General Meeting, American Institute of Electrical Engineers, Hotels Statler & Gov. Clinton, N. Y.

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THE NEWSWEEKLY OF RADIO AND TELEVISION

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The Double Standard

TIME is a versatile commodity. You can tell, spend, kill, beat, make, even serve it. You can do almost anything with time, it would seem, except—for a good part of the year—run television on it. Even that can be done, and is. But it costs, and it hurts. We're talking, of course, about the annual period of horological lunacy when countless parts of the country operate on Standard Time while their neighbors run an hour ahead, on Daylight Saving Time. There is no uniformity about it; generally speaking, it's every town or state for itself, and now it's reached the point where there's no certainty about how long the plague season will last.

It used to run, approximately, from the end of April to the end of September. Over the years the radio networks developed the delayed broadcast technique for getting their programs into all markets on their accustomed schedules, regardless. The tv networks had rougher going, but at least they were beginning to get used to it.

Then some restless community decided to extend its DST period another month. Last October alone, with cities all over the U. S. split between DST and Standard Time, the double time standard was estimated to have cost the three tv networks upwards of $1.5 million, not counting the incalculable expense and inconvenience to stations and advertisers.

Now, up in Albany, legislation has been introduced which would add an extra month to each end of the normal DST period in New York, running it from the end of March to the end of October. This journal feels the legislation is misguided and should be defeated, but our concern here is with the larger problem—the ridiculous confusion that comes from having some cities on Daylight Time and others on Standard Time.

During World War II, the U. S. went on DST (then called War Time) for some three and a half years. The confusion was eliminated, and, so far as we can discern, no useful purpose was impeded. Since this is a nationwide if not a national problem, we commend uniform, year-round DST to official attention now. In passing, we venture that, if any substantial number of campaign telecasts gets snarled up in the DST hodgepodge this convention year—as may well happen—the legislators will discover the problem is serious to them, too.

Time on Their Hands

REP. John W. Heselton, the Maine Republican, continues to bellow about bad taste in radio and television commercials. He espouses action on his bill (H. R. 5741) which would impose out-and-out censorship by having the FCC determine the amounts of time that could be devoted to commercials. His bill says that such advertising shall not be "excessive."

Mr. Heselton, apparently oblivious of the Republican platform which speaks out for free enterprise and a minimum of government interference with business, burdened the *Congressional Record* to the extent of nearly five columns on his pet project. It seems evident that even a single commercial in an hour's program would be "excessive" to him.

Mr. Heselton is unhappy about the FCC's response to his bill, introduced last April. We're unhappy about part of the FCC's reply too, but not for the same reason.

The FCC said it felt that "fixed rules by a Government agency" are no solution. It placed reliance upon cooperation of the stations and networks through self-regulation. So far so good. But then the FCC (or rather its staff) got off on the license renewal tangent. It said that abuse "through overcommercialization" is ferreted out through this procedure, but complained about budgetary limitations on Commission manpower restricting such studies.

We've seen an FCC staff, with time on its hands, get into mighty dangerous waters. The infamous Blue Book of just 10 years back was spawned in that "made-work" climate. More recently, a number of stations were cited on renewal on "imbalance" in programming. It would appear that the FCC lawyers, even now, do not have enough to keep them occupied in appropriate activities.

Both Rep. Heselton and the FCC, when they meddle with programming, are going beyond the intent and the letter of law, which says "no censorship," as well as the Constitutional guarantees.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Think we dare play 'Smoke Gets in Your Eyes'? . . . the smog is pretty thick this morning."

But there is an answer, and the good congressman himself supplies it, perhaps unwittingly. People have told him, he related to his House colleagues, that they are making it a "positive rule" not to purchase any product "that is the subject of this obnoxious advertising."

Let nature take its course. If the advertiser gets no compensatory results, he will quit using the medium. No broadcaster would be so idiotic as to permit this to happen, so he would mend his ways.

Isn't that the way free, competitive enterprise is supposed to work?

Money Their Motto?

THE question of television's right of equal access to news events has come up again and it is not strange that the issue is linked, directly and exclusively, to money. Nor is it unusual in this case—although certainly it is incongruous—that the stick-up is being attempted in the name of simon-pure athletics.

The nub of the problem is this: The Australian organizing committee for the 1956 Summer Olympics, to be held in Australia in November, wants television to pay for coverage. This apparently is a quadrennial lust, not peculiar to Australia alone, and once before U. S. television boycotted Olympic Games altogether, rather than meet the cash demands. Now CBS, NBC and ABC, along with the Canadian Broadcasting Corp., have protested to the International Olympic Committee and asked for a rule giving tv the same rights as the rest of the press, which would end, once and for all, this prejudicial treatment of television. The IOC responded by appointing Avery Brundage of Chicago, its president, to work out an "amicable" agreement between the networks and the Australian committee.

Before the IOC had acted, a frightening statement came out of Italy, where the IOC was meeting and the Winter Olympics are now in progress (with tv networks and newsreels participating in pool coverage). Mr. Brundage was quoted as telling network representatives that he couldn't see how freedom of the press is involved, and that, after all, "all of us are in this thing to make money." Now there's a fine credo of amateur sportsmanship to be emblazoned on YMCA walls everywhere.

Despite this bald confession—which we would like to think was garbled in trans-Atlantic transmission—network authorities appear hopeful that a satisfactory solution will be reached. We, too, are hopeful, just as we are hopeful that that other band of professional amateurs, the National Collegiate Athletic Assn., will some day mend its monopolistic ways and discard its restrictive policy on football broadcasts. In the meantime, the Olympics issue serves as a reminder that television's battle for equal access is one that must be won on many fronts before it is really won at all.



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25TH
year

THE NEWSWEEKLY
OF RADIO AND TV

now there are 4
with 50,000 watts in
Minneapolis - St. Paul



1st it was KOWH, (1949) vaulting from last to first in Omaha under Mid-Continent management. Current first place daytime Hooper—43.2%.

2nd Mid-Continent buy: WTIX, (1953) New Orleans, leaping from 11th to first among 11 stations in just 7 months under Mid-Continent management. WTIX now leads morning, afternoon, all day.

3rd in order of time: WHB, Kansas City (1954). Under Mid-Continent management WHB quickly ran away with the radio day, locally and regionally. Current Hooper: 47.7%! AREA NIELSEN—42.9%! 70-COUNTY AREA PULSE—first every time period, 25% ahead of 2nd station.

and now WDGY
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WTIX, New Orleans
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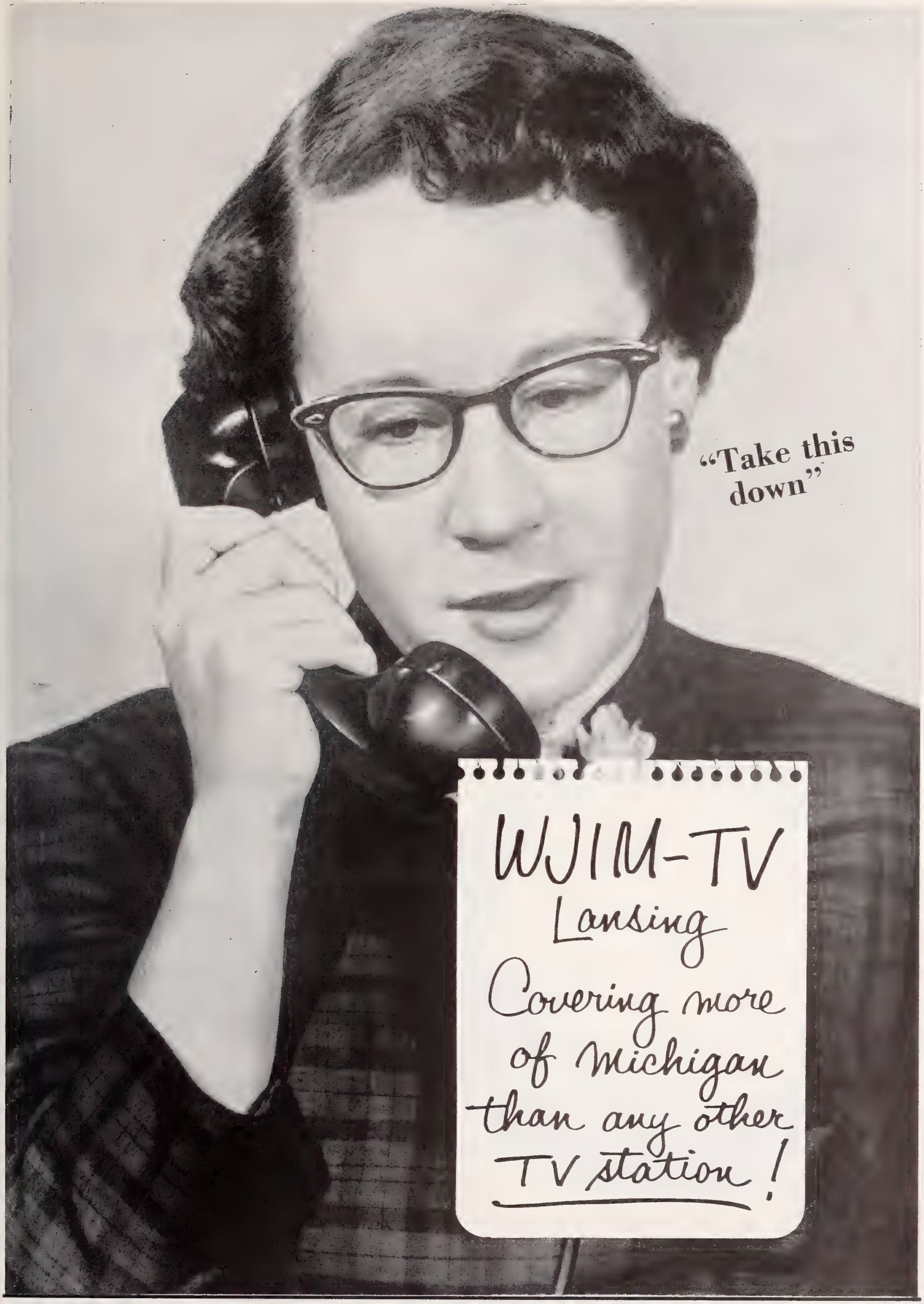
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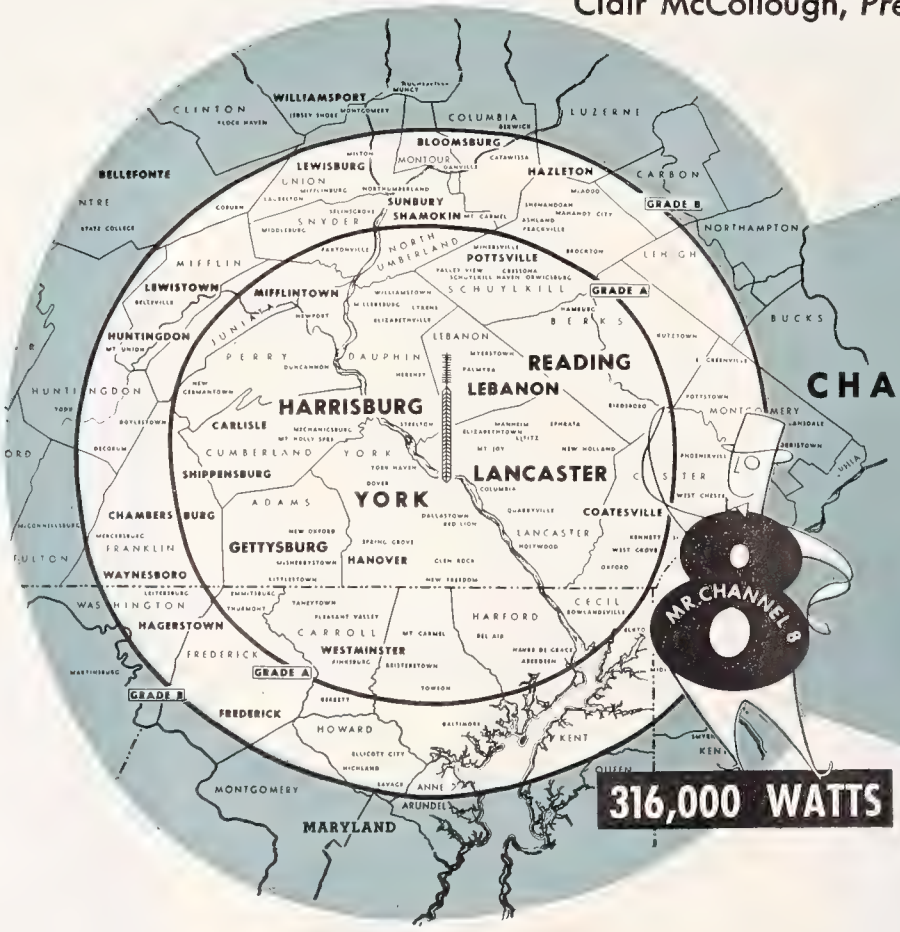
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closed circuit®

FEWER DIRECTORS • Action of NARTB joint boards Friday directing membership referendum on elimination of eight at-large directors in 1957 may be harbinger of other board changes. Currently being talked up is proposal to cut down 17 district directorships to eight regional directors after 1957 convention. Regional idea gained popularity with success of eight-meeting autumn schedule in 1955, replacing original 17-meeting plan.

B•T

COMPOSITION of NARTB Tv Board, comprising 14 members (18 authorized), also may be changed. View is developing in favor of having same number of directors but eliminating requirement that two of them must be from tv-only stations. All tv directors, except one from each member network, are elected on at-large basis during annual convention.

B•T

NBC HAS NIBBLES • Avco Manufacturing Corp., New York, through Compton Adv., is negotiating with NBC for complete political coverage. Ford Motor Co., previously reported interested, is also dickering. NBC's total asking price is $5-6 million, depending on whether it's singly or multiply sponsored.

B•T

ONE of first appointments to be made to "augmented" Senate Commerce Committee ad hoc *committee on television allocations (story page 58) will be A. Earl Cullum Jr., Dallas consulting engineer. Mr. Cullum filed comments in his own name in FCC allocations proceeding, calling for additional vhf channels from 72-76 mc band and from fm, taller towers, cross-polarization, high gain antennas, differences in standards for Grade B coverage for vhf and uhf, among other suggestions.*

B•T

PROTECTIVE SOCIETY • Whether formal organization of group to protect coverage of vhf stations against encroachment of "drop-ins" and directional antennas will be set up awaits meeting of score of stations during NARTB April convention in Chicago. Group has asked Washington attorneys to draft opinion, with founding members to kick in $500 each for preliminary work. Behind idea are P. A. (Buddy) Sugg, WKY-TV Oklahoma City; John H. DeWitt, WSM-TV Nashville; Harold Hough, WBAP-TV Fort Worth, and George B. Storer Jr., Storer Broadcasting Co.

B•T

MONITORING of individual tv station programs as well as those of networks to check on commercial content is planned by NARTB Tv Code Review Board. Budget was expanded $8,000 for new function.

B•T

GROWING PAINS • When CBS Chairman William S. Paley arrives in Hollywood Feb. 12 for visit, he will find mammoth Television City bursting at seams from growing program production. Top of agenda for talks with local network officials will be expansion of present four huge studios to six, plus added office space. Owned KNXT (TV) there also needs bigger operating quarters.

B•T

NOT ON record at Denver court trial of Canon 35 vs. modern news media (story page 76) is undercurrent of grumbling by those bearing brunt of industry presentations. Newspaper photographers, as working men with no funds behind their association, feel two major editor-publisher organizations gave them only pittance to help finance their case plus minimum help in form of briefs and witnesses. Broadcasters, whose case starts today (Monday), take dim view of failure of Federal Communications Bar Assn. to appear on their behalf or to file brief. Out of these proceedings before Colorado Supreme Court judge will come precedent-making decision on access of radio-tv to courts.

B•T

MOVIE MANEUVERS • Negotiations have been completed between ABC-TV and Walt Disney Studios for *Mickey Mouse Club* for next season, with network reported to have agreed to pay 30% increase in program costs over initial year's outlay for hour-long, Mon.-Fri. series.

B•T

ABC-TV, dickering for Warner Bros. backlog of motion pictures [B•T, Jan. 30; also see story page 48], most likely will wind up buying only part of package. Warner Bros. is known to be negotiating with tv film companies for other portions.

B•T

FORD IN WHOSE FUTURE? • Ford Motor Co. reportedly has narrowed choice to Foote, Cone & Belding or Leo Burnett Co. as agency for new medium-priced automobile which it plans to introduce with $12 million advertising budget. But final decision may take several weeks. Last word on agency selection is up to Ford's policy-making administrative committee.

B•T

IN WHICH major market does RCA consider it is doing best in color set sales? Chicago is answer supplied by set making officials who ought to know. For some reason—they speculate that perhaps publicity surrounding all-color conversion of WNBQ (TV) by April has sparked it—this market shows most excitement (and sales) in tinted sets.

B•T

SPREADING SPOTS • American Tobacco Co. (Pall Mall cigarettes), New York, through Sullivan, Stauffer, Colwell & Bayles, New York, is buying 13-week radio spot announcement campaign in 54 markets located in 10 southern and southwestern states. This campaign is in addition to 52-week spot schedule placed recently.

B•T

WILLIAM K. TREYNOR, NARTB station relations manager for past several years, will resign to accept sales post with TelePrompTer Corp.

B•T

RADIO RATE RISE • Only seven months after it substantially hoisted spot announcement and time rates (Aug. 1, 1955), WIND Chicago plans again to introduce new rate card (No. 21) about March 1. It calls for approximately 20% boost in Class A (6:30 a.m.-7 p.m.) and about 10% in Class B (7 p.m.-11 p.m.), attesting to healthy financial trends among independent music-news radio stations.

B•T

IT wasn't announced when FCC revamped Broadcast Bureau hearing division, but Robert J. Rawson, who has been acting chief since resignation of Frederick Ford two years ago, is due to be named chief of new hearing branch in Broadcast Facilities Branch. At one time Rawson was considered to succeed Ford, but internal wrangle developed among commissioners and matter was tabled.

B•T

HIGH COURT RECOURSE • It's pretty good bet that WTSP St. Petersburg, Fla. (*St. Petersburg Times*-Nelson Poynter) will ask Supreme Court to review two-to-one decision by the Circuit Court of Appeals upholding grant of Tampa-St. Petersburg ch. 8 to *Tampa Tribune*-WFLA [B•T, Jan. 23]. Main issue is diversification.

B•T

THOUGH thousands of miles at sea, tv entertainment is still in order for some of Navy. Armed Forces Radio Services installing tv station aboard aircraft carrier now operating in Pacific. Like AFRS tv outlets, this to be low-powered vhf and will telecast kinescopes of popular U. S. network shows. When in tactical position with carrier, supporting craft can pickup programs on receivers set up in various recreational gathering points. An even dozen AFRS tv's now operating as morale boosters at isolated bases of Army, Navy and Air Forces. Plan of AFRS: to have 15 in operation by end of year.

KTHS (LITTLE ROCK)

goes *"Great Guns"*

for Gunn Distributing Co!



GUNN DISTRIBUTING COMPANY

WHOLESALE DISTRIBUTORS

November 21, 1955

Mr. Vaughn Webb,
Sales Manager
Radio Station KTHS
Little Rock, Arkansas

Dear Vaughn

With the help of KTHS we have just finished the most successful merchandising promotion in our history. Our sales during our October-November promotion, built around our move into our new warehouse building at 1801 East 21st Street, averaged 70% more than last year.

We have just returned from Wichita, Kansas, where we received a gold cup marking us as the Nation's Best Coleman Distributor for 1955! We also won this award in 1954, so we feel you are certainly to be commended for the part KTHS has played in our continued growth. Here is why. In 1954, we used KTHS as well as all types of advertising media in our Fall promotion so that the results could not be pin-pointed.

This year we used only KTHS and can truly say that radio has played the dominant role in making our 1955 Fall campaign the most successful promotion ever scheduled by Gunn Distributing Company.

We will be happy to certify to the wide coverage and pulling power of KTHS. Our dealers all over the State were convinced that you have a tremendous listening audience.

Many thanks for the part you played in our success.

Cordially yours,

Leland Gunn

LG:fe

Mr. W. C. Coleman, founder of the Coleman Co., Wichita, Kansas, presents gold cup to Leland Gunn — nation's best 1955 distributor for famous Coleman Blend-Air Heating.

This letter indicates the kind of response advertisers can get when they use KTHS Little Rock, for most of Arkansas! To save your eye-sight, we quote!

"Our sales during October-November . . . average *70% more than last year.*

". . . we received a gold cup . . . the Nation's Best Coleman Distributor for 1955! . . . in '54, we used KTHS as well as all types of advertising media . . . this year we used *only KTHS* and can truly say that radio has played the dominant role . . . *most successful promotion* ever scheduled by Gunn . . .

"We will be happy to certify to the wide coverage and *pulling power of KTHS. Our dealers all over the state are convinced . . .*"

KTHS is the biggest, most effective, most powerful radio station in Arkansas. IT GETS RESULTS. Ask your Branham man for availabilities!

KTHS 50,000 WATTS CBS RADIO

BROADCASTING FROM LITTLE ROCK, ARKANSAS

Represented by The Branham Co.

Under Same Management as KWKH, Shreveport

Henry Clay, *Executive Vice President*

B. G. Robertson, *General Manager*

at deadline

Beville, McCray, Yoder Appointed NBC V.P.'s

ELECTION of three new vice presidents of NBC being announced today (Mon.) by President Robert W. Sarnoff. They are: Hugh M. Beville Jr., vice president for planning and development; Thomas C. McCray, vice president and general manager of NBC's KRCA Hollywood, and Lloyd E. Yoder, vice president and general manager of NBC's newly acquired WPTZ (TV) and KYW Philadelphia, which become WRCV-AM-TV on Feb. 13.

Mr. Beville has been director of research and planning since October 1952.

Mr. McCray joined NBC in 1944. He became general manager of KRCA in February 1954.

Mr. Yoder joined NBC in 1927. Messrs. Yoder and McCray report to Charles R. Denny, vice president in charge of NBC owned stations and spot sales. Mr. Beville will report to Administrative Vice President J. M. Clifford.

NARTB Regional Meetings To Be Continued in 1956

NARTB regional meeting format will be continued in 1956, with autumn sessions cut from three to two days, under plan approved Friday by NARTB combined boards at Chandler, Ariz. (early stories pages 42, 46, 47). Meetings will be held between Sept. 17 and Oct. 23.

C. E. Arney Jr., secretary-treasurer for over 16 years, retires July 1 with Everett Revercomb, his assistant up to 1950 and since with National Assn. of Home Builders, taking his place.

Plan to drop eight at-large radio directors (see early stories) was approved by joint board and goes to referendum vote. Small, fm, medium and large station directorships, two for each, will be dropped. Total combined boards after 1957, if approved by membership, will allow 22 radio and 18 tv directors (14 tv directors now on board).

Joint board adopted policy statement on importance of access to public proceedings if radio-tv are to be more than mere entertainment media. Robert D. Swezey, WDSU-TV New Orleans, reported as chairman of Freedom of Information Committee. Judge Justin Miller told directors he will be first radio-tv witness today (Monday) at second week of Colorado Supreme Court hearing on media access (early story page 76). Resolution adopted praising Colorado broadcasters for aggressive role in proceedings.

Group insurance plan for station personnel adopted, effective when underwriter is selected. Howard Bell, assistant to president, reported 37 of 47 state associations have accepted invitation to Feb. 21 meeting in Washington.

Next meetings of board will be June 20-22 in Washington and Feb. 6-8, 1957, at Hollywood Beach, Fla. William Fay, WHAM-TV Rochester, named representative to Canadian Assn. of Broadcasters meeting.

Schedule of regional meetings now stands this way: Region 5, Sept. 17-18, Minneapolis; 7, Sept. 20-21, Salt Lake City; 8, Sept. 24-25, West Coast; 6, Sept. 27-28, Oklahoma City; 2, Oct. 11-12, Washington, D. C.; 1, Northeast, Oct. 15-16, not selected; 4, Midwest, Oct. 18-19, not selected; 3, Oct. 22-23, probably Birmingham.

BOOMERANG

ARIZONA GOV. Ernest W. McFarland greeted NARTB board members at their Friday luncheon in Chandler, Ariz., with a happy thought. After being introduced by President Harold E. Fellows as former Senate Majority Leader, ex-Chairman of the Senate Interstate & Foreign Commerce Committee, and author of the McFarland Bill, Gov. McFarland, who is principal owner of KTVK (TV) Phoenix, observed, "I, too, have received a McFarland letter from the FCC."

• BUSINESS BRIEFLY

NUCOA TV-LOOKING • Best Foods, in behalf of Nucoa, reportedly seeking availabilities for 1½ minute tv spots in markets other than those it covers as participant in ABC-TV's *Afternoon Film Festival*. Advertiser is said to be asking for rates for 1½ minute spot segments or three 1½ minute spots at five minute rate. Agency: Dancer-Fitzgerald-Sample, N. Y.

TANGEE FOR TEENAGERS • George W. Luft & Co. (Tangee lipstick), Long Island, N. Y., planning to buy three 4-week cycles of radio campaign built around station personalities appealing to teenagers. Campaign will break March 5 in approximately 12 major markets. Warwick & Legler, N. Y., is agency

RADIO FOR TAREYTON • American Tobacco Co. (filter tip Tareyton cigarettes), N. Y., placing radio spot announcement campaign effective Feb. 13 in number of markets. Length of contract is indefinite. M. H. Hackett Inc., N. Y., is agency.

CANDY CAMPAIGN • D. L. Clark Co. (Clarks candies), Pittsburgh, plans to buy early-morning radio spot campaign in 17 markets. Tentative starting date is Feb. 13, running for 13 weeks. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

Weitman To Be CBS-TV V. P.

ROBERT M. WEITMAN, who resigned last week as vice president for programming and talent of ABC-TV and as vice president of American Broadcasting-Paramount Theatres Inc. (see story, page 83), will join CBS-TV on Feb. 15 as vice president in charge of program development, J. L. Van Volkenburg, CBS-TV president, is announcing today (Monday). He will report to Hubbell Robinson Jr., CBS-TV vice president in charge of network programs.

BUTLER TO SUPPORT 'EQUAL TIME' PLAN

PAUL BUTLER, chairman of National Democratic Committee, is expected to support with reservations Stanton plan to amend Sec. 315 (a) "equal time" provisions of Communications Act in testimony tomorrow (Tues.) before House subcommittee headed by Rep. Oren Harris (D-Ark.) (story page 54).

Although Mr. Butler had not framed testimony late Friday, he was known to be in sympathy with objectives of bill (HR 6810) which would permit stations and networks to decide on political candidates who could appear on news, interview and forum-type programs, without being subject to "equal time" demands from opponents.

Idealistically, Mr. Butler thinks intent of amendment as stated by proponents—to present candidates of two major and other sizable parties—is "wonderful," but is concerned about what he feels are few stations which might abuse privilege by giving one candidate advantage over another. He does not feel networks are likely to show bias in presidential campaigns.

Mr. Butler thinks there might be possibility of industry-imposed control over stations to keep them from leaning too far to one side, especially in congressional and local elections.

He also favors some provision to give parties with substantial followings same advantages as two major parties, by some system as percentage of votes smaller party's candidate received in last election, or by petition, both suggested last summer by *Washington* (D. C.) *Post*.

CBS Vice President Richard Salant, during questioning following his statement Friday before House group, said if amendment is enacted stations and licensees still will be required to balance programming under public interest mandate of Communications Act.

If licensee favors one candidate, he said, FCC can revoke license and will not have to wait until license renewal time (e.g., after election) to remedy abuse. He told congressmen CBS programming must conform with FCC rules, since rules are enforced through affiliates and network's owned stations.

Asked about preferential time charge to candidates, he said this goes toward question of free time; that broadcasters shouldn't have to give away free "what everybody else gets paid for."

Congressmen seemed skeptical that broadcasters could "resist human temptation" and not favor one candidate. Some expressed keen interest in how third party would fare in presidential campaign.

Mr. Salant said no network can ignore significant political trend because of viewer reaction and other factors, including public interest.

He told Rep. Harris that situation might be helped if Congress would give FCC some "guidance" and power to "relax" Sec. 315 (a). He didn't believe it could be solved entirely by FCC in merely amending its own rules.

Mr. Salant was asked for copy of CBS criteria on network affiliation policies and agreed to furnish it, but balked at giving financial information on comparison of CBS owned and affiliated and other stations, saying FCC keeps this information confidential.

Rep. Peter F. Mack Jr. (R-Ill.) asked whether congressional candidate could buy time at station's national spot instead of local rates and was told it probably would depend on size of his district.



Everybody loves KCMO-Radio

KCMO Kansas City's CBS Radio Affiliate on 810 kc. with 50,000 watt coverage

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW	WOW
RADIO	TV	RADIO	TV	RADIO	TV	RADIO	TV
810 kc.	Channel 5	620 kc.	Channel 8	910 kc.	Channel 5	590 kc.	Channel 6
CBS	CBS	ABC	CBS	ABC		CBS	CBS

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. — BLAIR TV, INC.

MEREDITH *Radio and Television* **STATIONS**

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at deadline

Appeals Court Denies Stay In 3 Deintermixture Cases

STAY against FCC's final grants of vhf stations in Corpus Christi, Tex., Madison, Wis., and Evansville, Ind., denied Friday by U. S. Court of Appeals in Washington. Ruling came three weeks after arguments before three-judge court [B•T Jan. 16].

Rulings were two to one, with Circuit Judges John A. Danaher and George T. Washington voting to deny stays, Judge David L. Bazelon dissenting. Announcement Friday said opinions would be issued later.

At issue were Commission's final grants in cities where strong moves had developed among uhf operators for deintermixture by deleting single vhf channel to make communities all uhf. Involved were following:

Corpus Christi ch. 6 grant to KRIS, appealed by ch. 22 KVDO-TV same city; Madison ch. 3 grant to WISC there, appealed by ch. 27 WKOW-TV, ch. 33 WMTV (TV), both Madison, and ch. 39 WTVO (TV) Rockford, Ill.; Evansville ch. 7 grant to Evansville Television Inc., appealed by ch. 62 WFIE (TV) that city; ch. 50 WEHT (TV) Henderson, Ky., and ch. 21 WKLO-TV Louisville, Ky.

Appeals were made by uhf stations and others interested in deintermixing these three cities. Point in issue was FCC's November 1955 action denying all deintermixture petitions, refusal to hold up final decisions on pending vhf cases. Still pending are 10 final vhf decisions, many of them involving so-called deintermixture cities.

Court's action refusing to stay grants implies that FCC is free to resume acting on these vhf situations. For past few weeks, Commission has delayed action awaiting word from court. At same time, appeal of uhf operators against FCC grants remains on court docket for argument and decision on merits.

KFRE Holds Out New Angle In Plugging for Intermixture

UNIQUE ARGUMENT in favor of continuing intermixture (combination vhf and uhf television channels in same city) has been filed with FCC. In reply comments submitted by KFRE Fresno, winner of ch. 12 contest in that city, point is made that if intermixture is not continued demand for uhf receivers will fall off. This would jeopardize continuance of uhf band for tv, KFRE said, necessary for full-scale nationwide tv system.

KFRE also implied deintermixture advocates more interested in delaying competition than in overall betterment of tv allocations, since most markets which are object of deintermixture petitions already are uhf converted. Thus, Fresno grantee said, if uhf fails in such areas, failure will be due to competitive factors, not because one v is operating with u competitors.

Other reply comment filed Friday (see early story page 58) was from Ajax Enterprises (Herbert Mayer), grantee of ch. 23 WPHD (TV) Philadelphia and ch. 38 WHMB (TV) Boston. Advocate of deintermixture, Ajax declared result would be aid to surrounding communities like Atlantic City, Trenton and Bridgeton, N. J., and Worcester, Cambridge, Brockton, Lawrence and Lowell, Mass.

New Receiving Antenna Claims Sensitive Channel Separation

ANNOUNCEMENT of new tv receiving antenna, due to be made this week by Holloway Electronics Corp., Fort Lauderdale, Fla., will contain startling claim: that it will permit vhf co-channel tv stations to be placed as close as 50 miles; adjacent channel stations as close as 10-12 miles. Present spacing is 170 miles in Zone I, 190 miles in Zone II, 220 miles in Zone III.

Implications in current allocations proceeding is obvious but FCC and Washington consulting engineers warn there are limiting factors that make dubious all-embracing worth of development.

Antenna system is dubbed I.R.I.S. (Infinite Rejection Interference System). It comprises two rotatable antennas. One is pointed toward desired signal, other at undesired signal. Both signals must come from different directions. Undesired signal is "phased out" by one antenna, so receiver is fed nothing but desired signal. Device is being marketed at from $6 to $61 list price, depending on gain needed. Developer is John Holloway, former Raytheon television transmitter engineering executive.

Moviemen Out To Reduce AFM Cut on Tv-Released Films

FOUR-MAN task force of moving picture industry huddled with American Federation of Musicians in New York last week. Aim: to reduce current 5% slice union gets on movies released to tv. Current contract runs through 1958.

In charge of negotiations with AFM are B. B. Kahane, Columbia Pictures; Edwin L. de Patie, Warner Bros.; Fred Meyer, 20th Century-Fox, and Charles Boren, industrial relations vice president, Motion Picture Producers Assn. Industry men maintain union cut is oppressive, is impeding negotiations with tv.

WMUR Manchester Sale Filed

APPLICATION filed Friday asking FCC approval to sale of WMUR Manchester, N. H., from Radio Voice of New Hampshire Inc. to Northeast Broadcasting Corp. for $150,000. Northeast is solely-owned by Madeleine M. Girolimon (insurance interests). Application made clear that tv affiliate, ch. 9 WMUR-TV, is not involved in transaction nor are WMUR call letters being assigned. One of Northeast directors, Warren H. Journay, is former manager of WKBR-AM-FM Manchester. WMUR is on 610 kc, operates with power of 5 kw day, 1 kw night, and is affiliated with ABC and Yankee networks.

Kagran Takes on NBC Film

OPERATIONS of NBC Film Div. have been transferred to NBC's wholly-owned subsidiary, Kagran Corp., NBC President Robert Sarnoff is announcing today (Mon.). NBC film syndication activities continue to be directed by Carl M. Stanton, NBC vice president, who also has been elected vice president of Kagran.

PEOPLE

EDWARD NICKEY, head of Chicago office of Radio-Tv Representatives Inc., station representation firm, named vice president. **FRANK J. HANOSKI,** Dun & Bradstreet sales representative, formerly in radio in Coral Gables, Fla., joins New York office of Radio-Tv Representatives as sales executive, effective today (Mon.).

E. JAMES McENANEY JR., formerly account executive, Bo Bernstein & Co., Providence, R. I., to WPAW Pawtucket, R. I., as executive vice president. He will be in charge of station's sales and programming.

RUPE WERLING, WIBG Philadelphia, appointed vice president in charge of production.

JOHN M. FORNEY JR., Robert Luckie & Co. agency, Birmingham, Ala., appointed vice president and director of radio and tv.

GUNNAR ANDERSON, art director, Ellington Inc., N. Y.; **LEONARD SIROURTZ,** designer, L. W. Frohlich, N. Y., and **HELEN WHEELER,** associate copy director, Paris & Peart, N. Y., to Grey Adv., N. Y. Messrs. Anderson and Sirourtz joint Grey as art directors and Miss Wheeler as radio-tv writer.

PHIL MERGENER, Chicago sales representative for Official Films Inc., to sales staff of Ziv Tv Programs Inc., same city.

DAVID KLINGER, executive in CBS-TV business affairs department since joining in April 1950, named budget control manager of department.

Tatum Joins Disney

DONN B. TATUM, director of tv for ABC Western Div., named production-business manager, Walt Disney Studios, effective immediately. One time Don Lee-Mutual vice president, Mr. Tatum has also served as west coast counsel for RCA, NBC and ABC.

Comings, Goings at WLS

BRUCE DAVIES, Chicago radio-tv market reporter at Chicago Livestock Exchange, will join WLS Chicago as farm director effective Feb. 14, replacing Dix Harper, who leaves after six years with Prairie Farmer station, it was revealed Friday. Mr. Harper joins Aubrey, Finlay, Marley & Hodgson Inc., Chicago agency, as account executive for radio-tv on International Harvester account.

In another change, Norman Syse, member of WLS news department, joins WBBM Chicago's news staff this month. Announcement expected this week on further realignment at WLS.

Patent Suit Called Off After Haffa Donates $100,000

PATENT INFRINGEMENT suit against Webster-Chicago Corp., maker of tape recorders and related products, has been abandoned by Illinois Institute of Technology on heels of $100,000 donation to institute by Titus Haffa, president and majority owner of Webcor. Dismissal order was entered in U. S. District Court after attorneys reached agreement on suit filed by Armour Research Foundation, IIT affiliate, on Dec. 1, 1955. About $40,000 in back royalties covering 14 IIT patents will be paid in settlement, according to John Rettaliata, institute president.

the week in brief

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*Reg. U. S. Patent Office

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WNHC-TV serves audiences throughout the state of Connecticut, Western Massachusetts, Eastern New York State and all of Suffolk, Long Island. This area, conservatively recorded as 15 counties, represents a potential of 3½ million viewers. As further proof of audience, 91 newspapers and magazines carry WNHC - TV daily program listings, and you know free space is hard to get! Altogether it makes good sense to buy the one station which delivers the entire southern New England market!

Mail map (black dots) based on 10,000 letter response, completed December 1955

WNHC

COVERS CONNECTICUT COMPLETELY

316,000 WATTS MAXIMUM POWER

Pop. Served 3,564,150 - TV Homes 948,702

represented by the katz agency, inc.

Channel 8 • Television

60 Seconds is all it takes...

YEARS of research preceded it, yet the actual discovery of processed rubber came to Charles Goodyear in a flash of inspiration. Perhaps in just 60 seconds.

Today, to discover new prospects for your products—swim caps in the South, ski caps in the North—to move merchandise most anywhere—60 seconds is all it takes on Spot Radio—and . . .

It costs *less* to reach *more* of your potential customers . . . whoever they are . . . wherever they might be . . . at the precise time and place of your choice.

60 seconds—or *less*—is all it takes to sell them with the right, bright buy—Spot Radio.

WSB	Atlanta	NBC
WFAA*	Dallas-Ft. Worth	NBC-ABC
WIKK	Erie	NBC
KPRC*	Houston	NBC
WJIM	Lansing	NBC-ABC
KARK	Little Rock	NBC
KABC	Los Angeles	ABC
WISN	Milwaukee	ABC
KSTP	Minneapolis-St. Paul	NBC
WABC	New York	ABC
WTAR	Norfolk	CBS
WIP	Philadelphia	MBS
WRNL	Richmond	ABC
KCRA	Sacramento	NBC
WOAI*	San Antonio	NBC
KFMB	San Diego	CBS
KGO	San Francisco	ABC
KMA	Shenandoah (Iowa)	ABC
KTBS	Shreveport	NBC
KVOO	Tulsa	NBC
ABC	Pacific Radio Regional Network	

*Also represented as key stations of the TEXAS QUALITY NETWORK

EDWARD PETRY

ORIGINAL STATIO

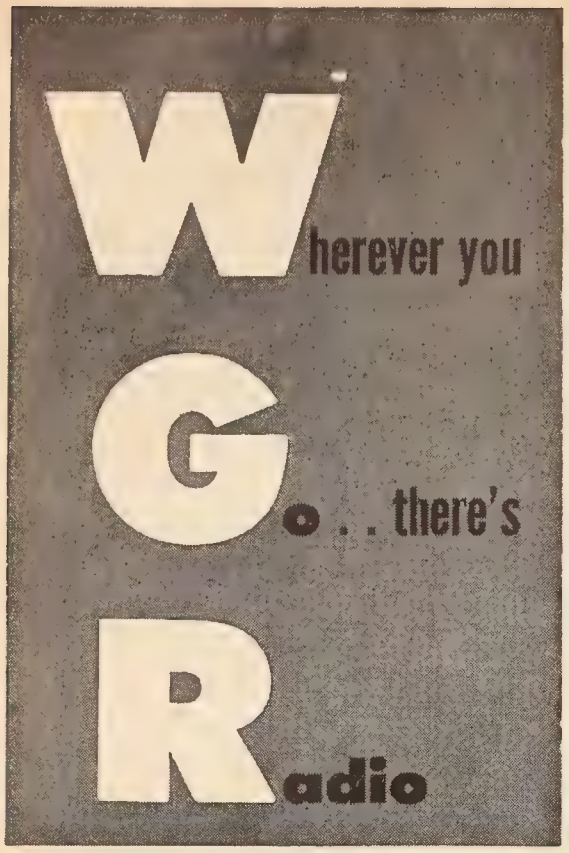
NEW YORK CHICAGO ATLANTA



& CO., INC.

REPRESENTATIVES

DETROIT LOS ANGELES SAN FRANCISCO ST. LOUIS



Sell the Nation's 14th Largest Market! . . . use WGR's Salesmen of the Air

MUSICAL CLOCK
Starring John Lascelles
6:30 - 9:15 AM — Mon. thru Sat.
Buffalo's oldest service-type wake-up program. Music, time, weather.

Helen Neville Show
1:00 - 1:15 PM Mon. - Fri.
Hints and News for women from Buffalo's outstanding homemaker's counselor. Live audience.

PLUS
Outstanding 5 and 10 minute News and Weather Spots



NBC Basic Affiliate

•

Representatives:

FREE AND PETERS

IN REVIEW

INSIDE BEVERLY HILLS

IF Mr. and Mrs. America want to see how the movie stars live, they will have to buy the 50-cent map and look for themselves, regardless of what Art Linkletter promised in opening NBC-TV's *Inside Beverly Hills* spectacular. Other than some excellent dancing (partly filmed down Wilshire Blvd.), a couple of Tony Martin songs in good mood settings and a dash of Marx Brothers' humor, the show almost didn't get inside.

Occasioned by Beverly Hills' 50th anniversary, the NBC-TV program spoofed the famous little city more than lightly. A big share of its illustrious residents clutched coffee cups in a make-believe restaurant in NBC's color studios at Burbank and watched film inserts of visits with their equally illustrious neighbors. The film clips gave the intent viewer only a fleeting glimpse of this ultimate in suburbia. Often they were awkward front-lawn interviews showing lineups of children and parents instead of homes, although the camera tour of Harold Lloyd's fabulous estate ("16 or 20 acres," he couldn't recall exactly) sparked imagination of what was not seen elsewhere.

An entertainment highlight was the cartoon drama used by U. S. Rubber to impress the safety features of its auto tires.

Production costs: $150,000.
Sponsored by U. S. Rubber, Mabelline, Tums, Kraft Food Co. on NBC-TV as Jan. 29 Sunday Spectacular, *in color and black-and-white, every fourth Sunday, 7:30-9 p.m. EST.*
Producer: John Guedel; assoc. producer: Harry Spears; director: Dick McDonough; assoc. director: Roy Montgomery; writers: Glenn Wheaton, Mannie Manheim; unit production manager: Gino Conte; musical director: Gordon Jenkins; art director: Jay Krause; choreography: Earl Barton.
Stars: Art Linkletter, Groucho Marx, Tony Martin, Peter Lawford, Sheldon Leonard, Chico Marx, Helen O'Connell, plus the movie greats whose homes were visited or who appeared as special guests.

POLITICS, U.S.A.

THE WISDOM of keeping recordings of old radio programs was never proved better than on Jan. 29, when *America's Town Meeting of the Air* dug into its grabbag and pulled out "Politics, U.S.A.," a special hour-long documentary made up chiefly of the highlights of political debates on various Town Hall broadcasts over the past 20 years.

Here were Republican Presidential candidates Robert A. Taft, Wendell L. Willkie, Thomas E. Dewey and finally the successful one, Dwight D. Eisenhower. Here were Presidents Franklin D. Roosevelt and Harry S. Truman, the latter delightfully caught in the exhuberance of the morning-after-election-day of 1948, gleefully imitating H. V. Kaltenborn's reading of vote returns the previous midnight. Here were many more familiar (or at least once familiar) names and voices debating the Third Term, the Fourth Term, government versus business, civil rights and many other burning political issues.

Will Rogers Jr., narrator, had little to do except identify the speakers and it was not his fault that frequently and annoyingly the identifications followed the speeches instead of preceeding them. Aside from that minor flaw producer-editor William H. Traum and editorial supervisor Harriet C. Halsband deserve plaudits for selecting from what must have been a terrifying mass of material just the right bits to make up a dramatic picture of *Politics, U.S.A.*

Production costs: Approximately $500-$600.
Broadcast Jan. 29 as a special domumentary item of America's Town Meeting of the Air, *ABC Radio, Sun., 8-9 p.m. EST.*
Producer-editor: William H. Traum; editorial supervisor: Harriet C. Halsband; director: Richard Ritter; recording engineer: Phil Pollard.
Narrator: Will Rogers Jr.

FESTIVAL OF MUSIC

IT WAS ALMOST a surfeit of good music that NBC served up Jan. 30 on the *Producers' Showcase* "Festival of Music" colorcast. Certainly it was a rare treat to hear Sol Hurok's dozen or so performers who represent the cream of the country's artists. But you can't live a lifetime in an hour and a half. Nor did all the performers seem quite happy with this recital form. There just wasn't time to relax.

Still it was an exciting evening. Television technique did a lot for the opera favorites that predominated in the program. A camera capsule of the story can make a song, sung in a foreign language, more meaningful than it would ordinarily be. Costumes, sets and lighting managed not to dominate but to enhance the music. Instrumental numbers and Marian Anderson's spirituals, of course, were done in conventional dress, but artful lighting accomplished a stylized effect as beautiful as the dressed-up opera settings. Elaborate production, plus color, made "Festival of Music" the feast it set out to be, with only the chronic complaint after a big meal. The partaker is grateful, but next time let's savor the treats more slowly.

Production costs: $200,000.
Sponsored by: RCA Victor and Ford Motor Co., both through Kenyon & Eckhardt, N. Y., on NBC-TV Jan. 30, 8-9:30 p.m.
Master of ceremonies: Charles Laughton; musicians: Marian Anderson, Renata Tebaldi, Jussi Bjoerling, Zinka Milanov, Jan Peerce, Roberta Peters, Gregor Piatigorsky, Artur Rubinstein, Isaac Stern, Rise Stevens, Blanche Thebom, Mildred Miller, Leonard Warren.
Producer: S. Hurok; supervisors: Donald Davis, Dorothy Mathews; director: Kirk Browning; associate supervisor: Andrew McCullough; conductor: Max Rudolf; staging: Herbert Graf; scenery: Burr Smidt; costumes: Noel Taylor; ballet master: Zachary Solov; musical director: George Bassman; continuity: Jay Harrison; assoc. director: Dean Whitmore; technical director: Jack Coffey.

SEEN & HEARD

BITING THE HAND THAT FEEDS YOU DEPT.

LATEST ENTRY: "The Starlet," a drama about Hollywood life, on *The Goodyear Playhouse,* Jan. 29 (NBC-TV, Sun., 9-10 p.m. EST), which featured the following bit of dialogue:
TALENT AGENT: "Well, there's always tv . . ."
INGENUE: "Do you think I'm *that* bad?"
No, dear, *you're* not, but the play was.

BOOKS

ELECTRONIC ENGINEERING, by Samuel Seely. McGraw-Hill Book Co., 330 W. 42nd St., New York 36, N. Y. 525 pp. $8.

THIS textbook, whose author is professor and chairman of the department of electrical engineering at Syracuse U., presents a detailed discussion of the numerous electronic circuits important in such diverse fields as television, radar, electronic control and instrumentation and computers. With its companion volume, *Radio Electronics,* this book is a revision and enlargement of the author's *Electron Tube Circuits,* although both books are independent self-contained texts.

Media Buyers

Account Executives

Sales Managers . . .

COME to HARTFORD

SEE

. . . why almost everyone in the Hartford-New Britain Market (*third richest in the U.S.A.*) considers WKNB-TV its very own station.

. . . why WKNB-TV packs such a powerful advertising wallop . . . 375,000 sets . . . 91% saturation in Hartford County.

WKNB-TV

Basic NBC

channel **30**



STUDIO AND OFFICES WEST HARTFORD, CONN. — Represented by *The Bolling Company, Inc*



Seemed
dependable,
Real memory kid,

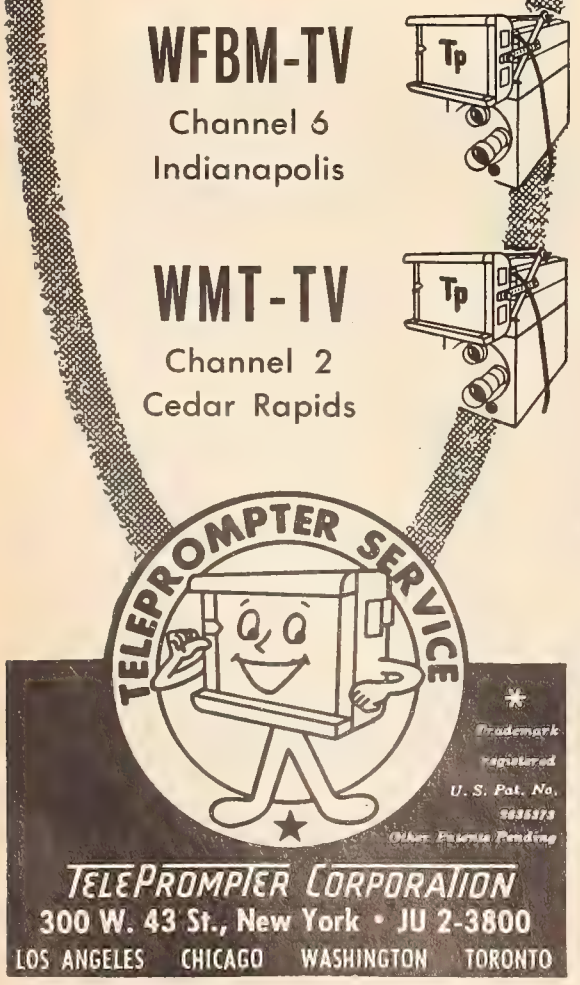
'Til last-minute copy,
Flipped his lid!

BUT - not with
TELEPROMPTER
SERVICE

That's why —
ADVERTISERS PREFER
TelePrompTer stations like

WFBM-TV
Channel 6
Indianapolis

WMT-TV
Channel 2
Cedar Rapids



OPEN MIKE

Radio's SRO in Muncie

EDITOR:

WHO SAYS RADIO IS DEAD AS ADVERTISING MEDIUM? SPECIAL EFFORTS BY SALES STAFF AT WLBC DURING LAST TWO WEEKS OF JANUARY RESULTED IN MUNCIE STATION BEING SOLD OUT COMPLETELY FOR MONTH OF FEBRUARY FROM SIGN ON TO SIGN OFF ALL SEVEN DAYS OF THE WEEK. P.S. ORDERS WILL BE ACCEPTED FOR MARCH.

Bill Craig, Comm. Mgr.
WLBC Muncie, Ind.

ADmonition

EDITOR:

The CBS Television affiliate in Norfolk is WTAR-TV. Although WTOV-TV may at times carry CBS Television programs under what we call a per-program agreement, WTOV-TV is not a CBS Television affiliate and I wrote that station on Jan. 30, 1956, asking that it discontinue referring to itself as such.

Edward P. Shurick
National Director of Station Relations
CBS Television, New York

[EDITOR'S NOTE: Mr. Shurick's statement followed the appearance of an advertisement for WTOV-TV in B•T for Jan. 30, in which the station called itself a CBS affiliate.]

The Pacific Northwest

EDITOR:

Thank you very much for the reprints from B•T's Jan. 9 issue with its most interesting section on the Pacific Northwest by J. Frank Beatty.

The reprints which I requested I passed on to my friends in the utility industry in that area, particularly to Mr. Paul McKee, president of Pacific Power & Light Co., who is mentioned extensively in the power section, and Mr. Kinsey Robinson, president of the Washington Water Power Co. of Spokane.

Stephen M. Walter
National Assn. of Electric Companies
Washington, D. C.

EDITOR:

. . . I found the contents of your article most interesting.

Russell V. Mack (R-Wash.)
House of Representatives
Washington, D. C.

EDITOR:

. . . We would appreciate your sending us three reprints of this article if they are available.

Frank Norton
Mgr. Commercial Research
Bethlehem Pacific Coast Steel Corp.
San Francisco, Calif.

Legislative Telecasts

EDITOR:

A story on page 68 of the Jan. 16 issue of B•T, reporting remote telecasting of a West Virginia legislative session by WSAZ-TV Huntington, ends with this paragraph: "The event was described by WSAZ as probably the first live telecast in the nation of an elective legislative body in law-making procedures."

On January 9, 1951, WKY-TV, Oklahoma City, telecast live remote the address of incoming Governor Johnston Murray to a joint session of the Oklahoma House of Representatives and the Senate. WKY-TV since has telecast numerous sessions, another Governor's address to a joint session(January 1955), a well as committee hearings on pending legislation.

There has been and is no question that WKY-TV was the first to telecast such legislative sessions live. We are happy to see WSAZ-TV has been able to perform the same type of public service. It is our hope that such live telecasts will be come a routine activity for all radio and tv stations.

P. A. Sugg, Mgr.
WKY-TV Oklahoma City

Blue Book Comment

EDITOR:

This is a comment on your editorial in the Jan. 16 issue, entitled "It Should Stay Out of Print." It refers to the Blue Book, a book which I did not like nor the idea behind it. But, down underneath, it served a purpose which was healthy for the business . . .

I do not want to see another Blue Book, but I think that you should continue to point out to the broadcasters that there are a lot of programming and commercial activities and advertisements on the air that need attention—or there will be trouble.

Edgar Kobak, Pres.
WTWA Thomson, Ga.

Mexican Tv

EDITOR:

In your story on expansion by Sylvania in Mexico [B•T, Jan. 16], it is reported that Mexico has three tv stations operating.

Mexico has eight tv stations operating, two of them satellites carrying programs from the national capital into eight of the provinces. The six other tv outlets consist of three in Mexico City, one in Tijuana, one in Cuidad Juarez, and one in Monterrey.

The Monterrey outlet is the newest of the Mexican tv stations, having gone on the air late in August.

Marvin Alisky, Prof., Radio-Tv & Journalism
Indiana U., Bloomington, Ind.

[EDITOR'S NOTE: The shortcount of Mexican tv stations was made by Sylvania, copied by a B•T reporter who reprehensibly neglected to check the 1955-56 TELECASTING YEARBOOK.]

Future for Radio

EDITOR:

Please send 100 copies of "Fight For Time" [B•T, Jan. 16], and also 100 copies of the second part of the story [B•T, Jan. 23]. I have many surveys, facts and figures, etc., etc., but this series is one of the finest things I have yet seen. You have done the industry a big fat favor by running it. It should be required reading for every announcer, writer, salesman, engineer, station manager and owner, etc. Congratulations for your efforts on behalf of radio.

Joe Milsop, Mgr.
WCPA Clearfield, Pa.

[EDITOR'S NOTE: Joint reprints of "Radio And The Fight For Time" and "Broadcast Evolution: From Radio To Radio" taken from the Columbia U. Report for NBC, *Future for Radio*, are now available at $15 per 100 copies.]

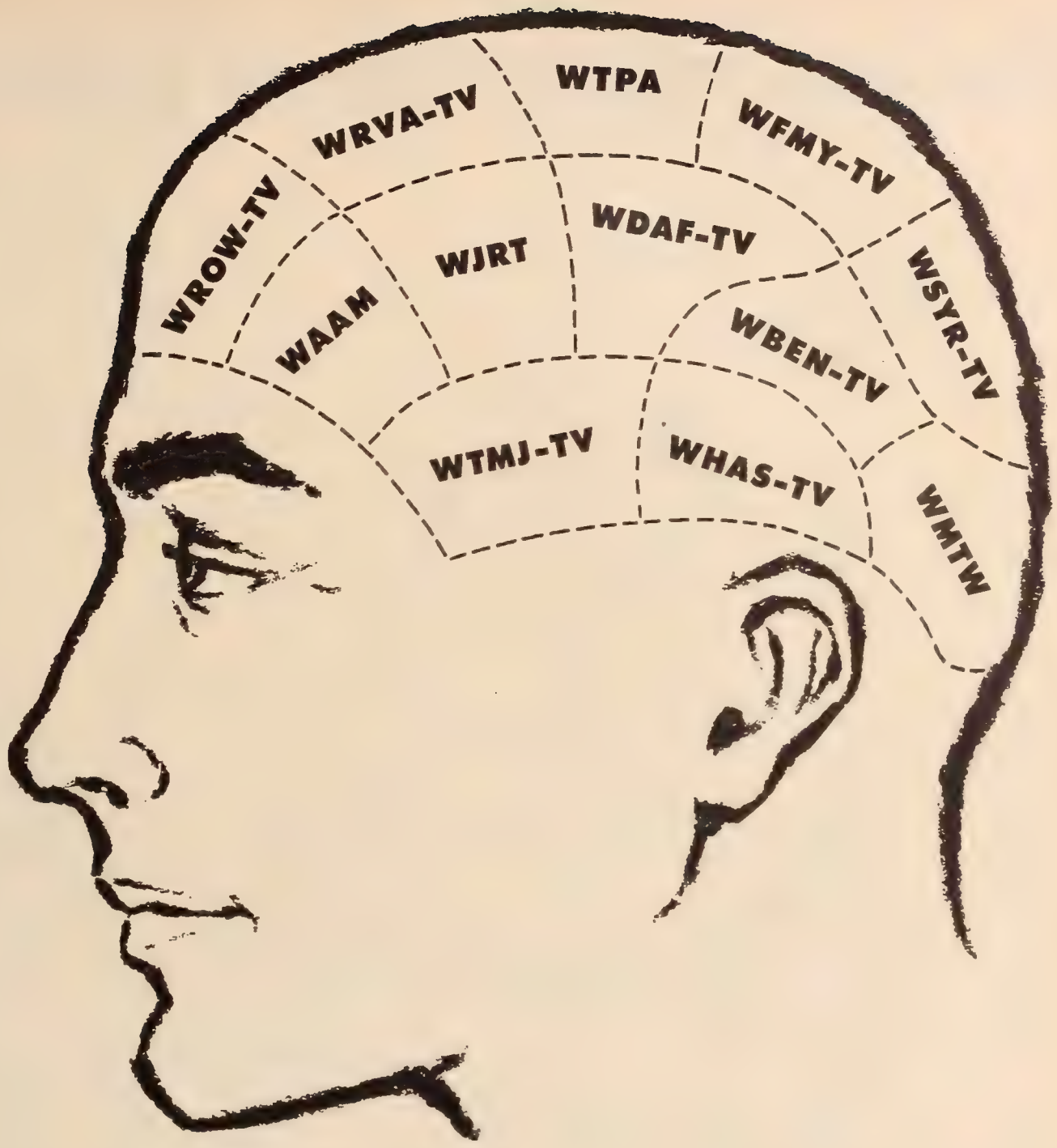
Mixed Nets

EDITOR:

By now you are of course very much aware that there was a typographical error on page 68 of your Jan. 23 book, but for the record may we say that KFMB-TV, ch. 8, is basic CBS and affiliated with ABC and KFSD-TV is basic NBC and they do carry some ABC shows.

Dan Bellus, Prom. Dir.
KFMB-TV San Diego, Calif.

[EDITOR'S NOTE: B•T regrets the mistake in copying which resulted in a mix-up of San Diego tv stations' network affiliations.]



Picture of a man with something on his mind...

He's concentrating on *one* objective: the finest possible representation for a limited number of television stations. This state of mind — unhampered by allegiance to any other medium — is why Harrington, Righter and Parsons salesmen sell so successfully for these top stations. Consistently so.

Harrington, Righter and Parsons, Inc.

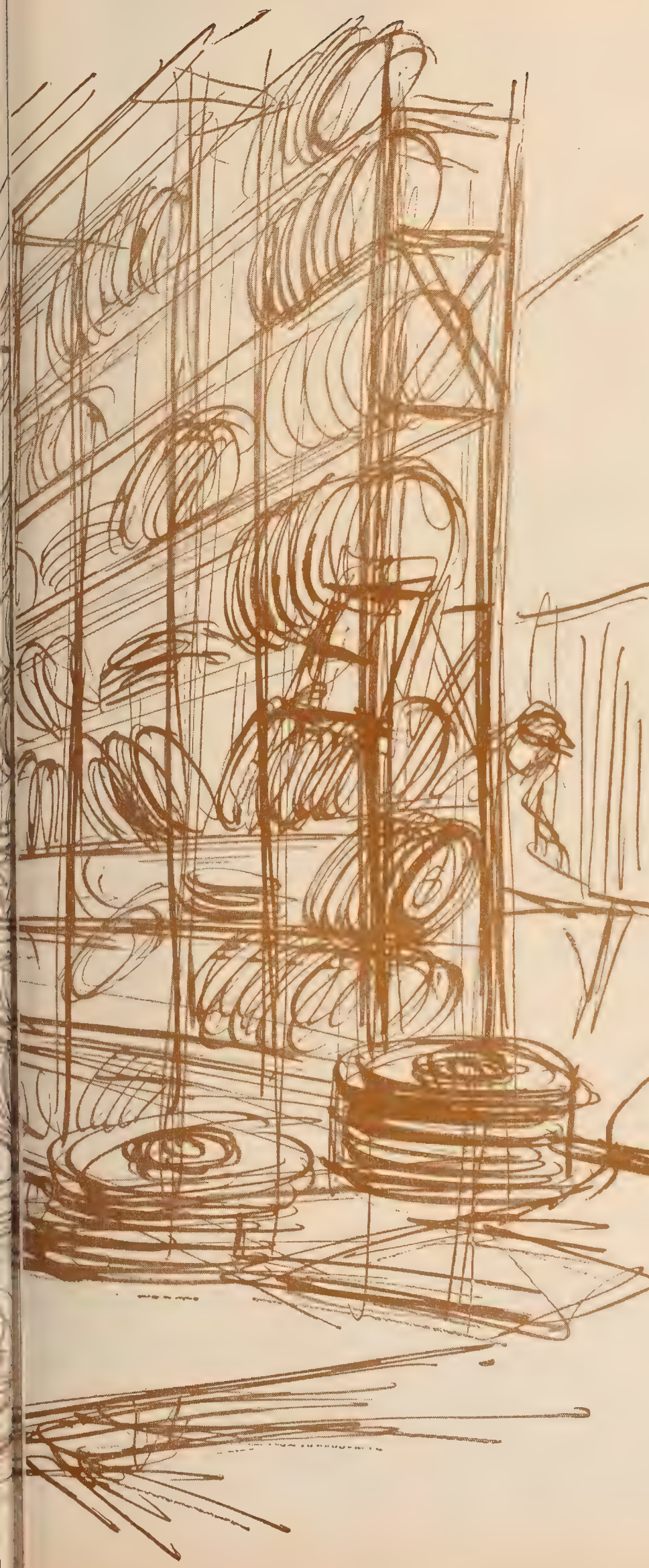
television — the *only* medium we serve

New York
Chicago
San Francisco
Atlanta

WROW-TV *Albany* ***WAAM*** *Baltimore* ***WBEN-TV*** *Buffalo* ***WJRT*** *Flint*
WFMY-TV *Greensboro* ***WTPA*** *Harrisburg* ***WDAF-TV*** *Kansas City* ***WHAS-TV*** *Louisville*
WTMJ-TV *Milwaukee* ***WMTW*** *Mt. Washington* ***WRVA-TV*** *Richmond* ***WSYR-TV*** *Syracuse*

Fastest-moving film in television!





They don't sit around long on the shipping-room shelves at CBS Television Film Sales. For here are the stand-out shows in the syndicated film field... the audience-proven programs of the sparkling variety and dramatic impact that gave CBS Television Film Sales *the biggest year of its life* in 1955.

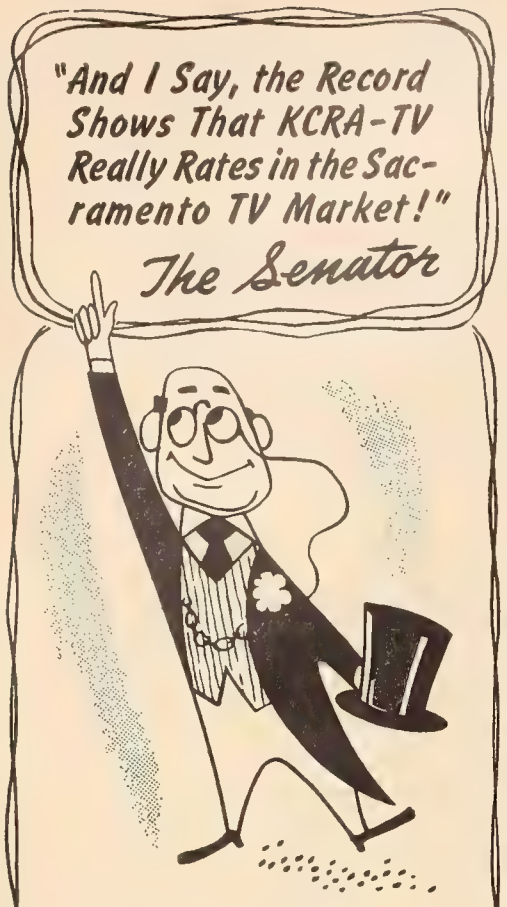
Whatever your program choice may be—adventure, comedy, drama, Westerns or news—here you'll find the big-name, top-quality productions... every one a time-tested audience-winner.

And there's more to come, because expansion is the word for '56. *Nearly a dozen major new properties* are being readied. Merchandising and promotion departments are being enlarged. Sales service and distribution facilities are better than ever. There's expansion and excitement everywhere you turn, from story conference to shipping room!

And there's a show for *your* needs at fast-moving CBS Television Film Sales. Take a look at the list below, then call our nearest office—New York, Chicago, Los Angeles, Detroit, Boston, St. Louis, San Francisco, Dallas, Atlanta. In Canada: S. W. Caldwell, Ltd., Toronto.

CBS Television Film Sales, Inc.

Distributors of Amos 'n' Andy, The Gene Autry Show, Buffalo Bill, Jr., Cases of Eddie Drake, Fabian of Scotland Yard, Holiday in Paris, Files of Jeffrey Jones, Life with Father, Adventures of Long John Silver, Annie Oakley, The Range Rider, San Francisco Beat, The Whistler, Red Ryder and Newsfilm—a product of CBS News.



MORE "FIRSTS" THAN ANY OTHER SACRAMENTO TV STATION!

During its Total Weekly Telecasting Period, KCRA-TV has more *"firsts"* in the quarter-hour viewing periods than any other Sacramento television station—*77% more "firsts"* than the next Sacramento station!*

*Source:

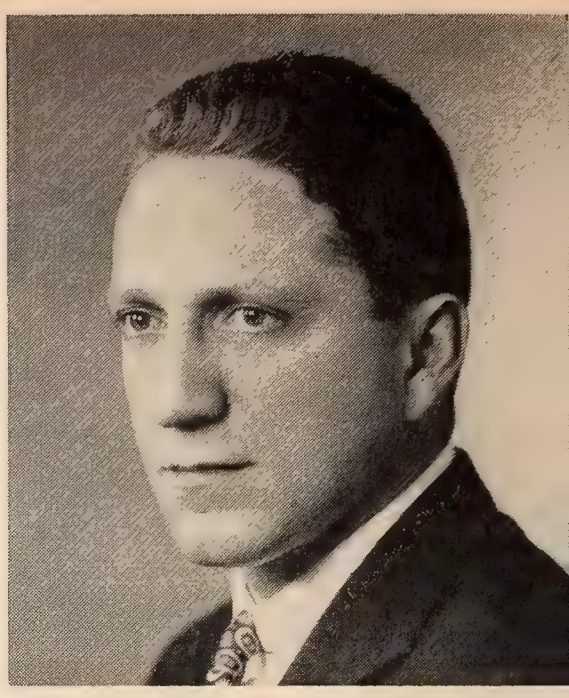
American Research Bureau, Inc.
A Special Report on the
Sacramento Television Audience
November 7 - 13, 1955

LOOK AT THE RECORD, CALL PETRY AND BUY KCRA-TV

KCRA-TV
CHANNEL 3
SACRAMENTO, CALIFORNIA
100,00 Watts Maximum Power
BASIC NBC AFFILIATE
Represented by
Edward Petry & Co.

our respects

to HENRY RAWLE GEYELIN



AS MANAGER of advertising service for the Metropolitan Life Insurance Co., New York, Henry R. Geyelin oversees an operation that places almost one-half of an annual $3.5 million advertising budget into local radio, predominantly as a public service effort to policyholders and the general public.

Mr. Geyelin is probably more broadcast-conscious than most advertising executives of financial-commercial institutions (who have been nurtured on the printed media), because he spent five years with the Allen B. DuMont Labs, serving in both the manufacturing and the broadcasting phases of the operation. But his devotion to radio rests strongly on reasons other than sentimental. He has learned in his three years with Metropolitan Life that local radio, like an insurance policy, can pay off handsome dividends in time of need.

Henry Rawle Geyelin was born Aug. 18, 1918, on New York's upper East Side area, where he still maintains a home. He attended school in Switzerland for one year, and studied at the Avon School, Avon Old Farms, Conn., and Yale U., from which he received a B.A. degree in history and art in 1939.

Tall and huskily-built Mr. Geyelin acknowledges a long-time interest in advertising, although his early employment history reflects his life-long interest in art. Following his graduation from Yale, he worked as assistant to the art director and production manager of Saks Fifth Avenue in New York for one year, and as a salesman at Gimbels for two months, handling the William Randolph Hearst art collection, which was offered to the public through Gimbels in 1940.

His business career was interrupted in 1940 by an extended tour of duty with the U. S. Navy —six years. He entered service as an apprentice seaman and was released in 1946 as a lieutenant commander. One striking phase of his naval career concerned a six-month tour of duty in Miami at anti-submarine warfare school, where he served as instructor to French, Brazilian and Chilean naval students. His knowledge of French and Spanish stood him in good stead at that time.

Upon his release from the Navy in 1946, Mr. Geyelin decided on advertising as his life's work, and accepted the post of assistant account executive with Abbott Kimball Co., New York. He remained with the advertising agency until 1948, rising to account executive on such accounts as Black, Starr & Gorham, Hansen gloves, Del Grande shoes, among others.

With television in its formative years in 1948, Mr. Geyelin recognized the opportunities opening in the field, and joined the Allen B. DuMont Labs, Receiver Div., as advertising and sales promotion manager. From 1948 to 1951 he served DuMont in this capacity, supervising an advertising and sales promotion budget amounting to about $4 million. Mr. Geyelin is credited with establishing one of the first tv cooperative advertising plans and "fixed rate" payment plan, which drew considerable praise from the industry as a whole.

In 1951, Mr. Geyelin's area of responsibility at DuMont was enlarged and he assumed the post of corporation advertising manager and director of creative activities. He also was delegated the task of determining basic corporation institutional advertising policy, setting up the advertising budget and controlling advertising and sales promotion expenditures.

Though the pace at Metropolitan Life is "not quite so hectic" as at DuMont, Mr. Geyelin points out that the challenge is there: he must meet the task of creating good will for a company that has written more than $60 billion in business and must accomplish this objective with a relatively modest budget.

Mr. Geyelin feels that local radio is pre-eminently qualified to tell the Metropolitan Life story to policyholders and the general public. Since 1946, the present public service advertising effort, *Good Hints for Good Health* (information on diseases that are leading causes of death, safety problems and general health subjects) has been running on stations throughout the U. S. Metropolitan Life, until recently, had sponsored *Allan Jackson and the News* on CBS Radio, as well as local programs, but decided to cancel the network offering and expand its sponsorship on a local spot basis. The company currently sponsors 40 news programs a week in 35 markets.

The reasons that Metropolitan Life finds radio a good medium, Mr. Geyelin said, are that it covers the large cities in which the greater percentage of policyholders are concentrated; gives more health messages at more hours to more audiences; is geared to local emergencies whereby a schedule of special announcements in a certain area can be instituted if, for instance, a disaster such as a flood or tornado develops there; has value because of local announcers' following, and makes possible cooperation with local health agencies.

Mr. Geyelin married the former Frances Healy of New York in 1948. They live with their child, Antoinette (Toni), 6, in a home on East 95th St.

Since becoming a home-owner, Mr. Geyelin has become a pronounced do-it-yourself hobbyist. He retains a love for painting, though he confesses he finds little time to pursue this pastime. In the summer, he enjoys sailing in the waters around Mount Desert Island off northeast Maine.

Mr. Geyelin, active in various civic enterprises in New York, currently is vice chairman of the Red Cross Home Service Committee.

SPONSORS WARM TO AP
Because . . . it's better
and it's better known.

"A bad explosion . . .

. . . we'll keep you informed."

Case History No. 17

It was a quiet news night in the AP bureau at Pittsburgh until News Editor Fred Quinn called from WMGW at Meadville, Pa.

"Hear there's been a bad explosion at Andover, Ohio. That's all we know now. We'll keep you informed."

Confirmation of the blast at Andover came through quickly from the AP's Cleveland bureau, which reported that newsmen and photographers were starting for the small northeastern Ohio town.

But Meadville, just across the state line, was closer. Program Director Jim Strickler and Engineer Jack Harvey at WMGW started for the scene.

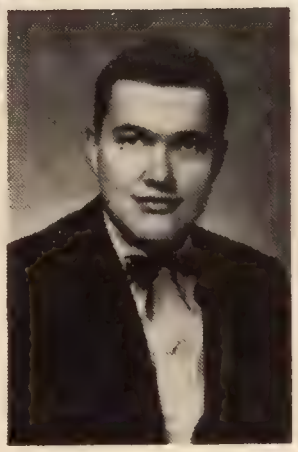
Communication lines had been knocked out by an electrical storm shortly before the explosion. It was impossible to get through by telephone. Strickler found the roads to Andover jammed with emergency vehicles and drivers crowding in to see what it was all about. But somehow, Strickler got through to be one of the first newsmen on the scene.

After a quick survey of the damage and rescue operations, he drove several miles back to the closest "live" telephone. He relayed the first details out of the area that the explosion had wrecked a restaurant, and the death toll would be high.

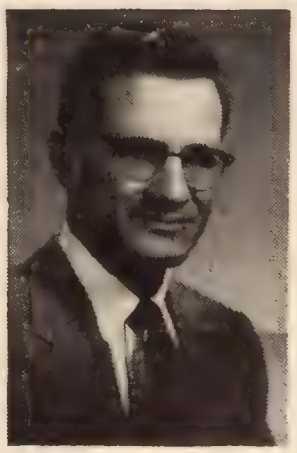
Through him, WMGW—and The AP — had the details first, and accurately.

Strickler and Quinn kept on the story throughout the night. They came through with the casualty list and background available at the time. As WMGW listeners had the account first-hand, so did all AP members.





Fred Quinn
News Editor
WMGW
Meadville, Pa.



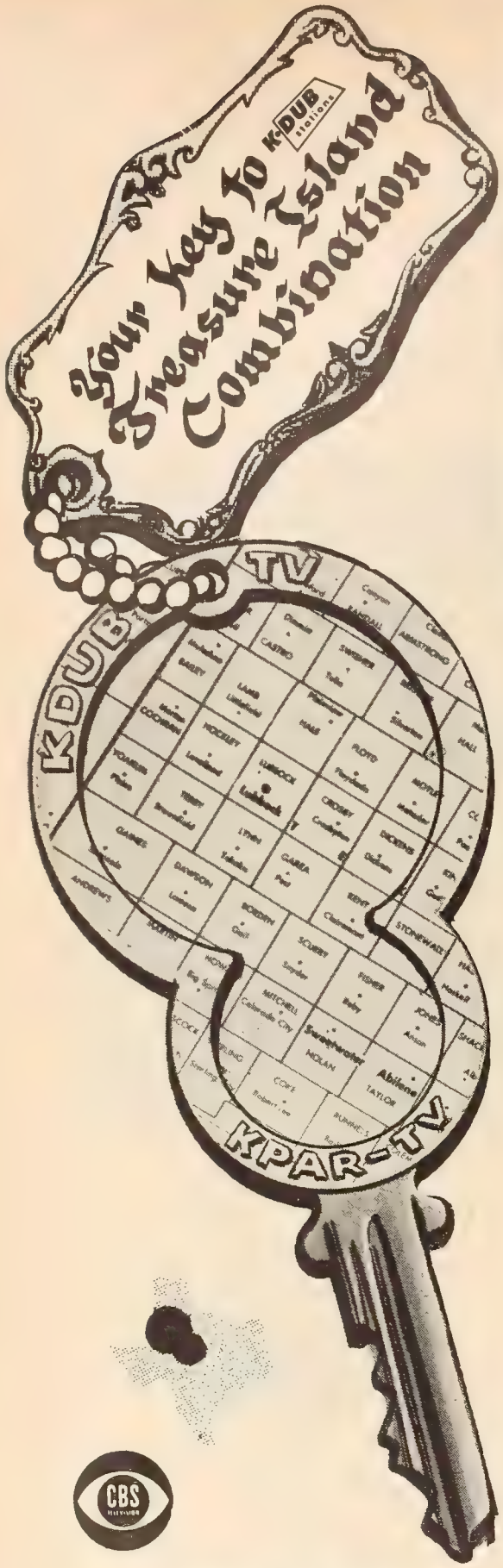
James Strickler
Program Director
WMGW
Meadville, Pa.

Strickler and Quinn are among the thousands of active newsmen who make The AP better—and better known.

If your station is not yet using Associated Press service, your AP Field Representative can give you complete information. Or write—

Those who know famous brands . . .
. . . know the most famous name in news is AP





K-DUB stations

KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
SWEETWATER-ABILENE, TEXAS
KDUB-AM
LUBBOCK, TEXAS

NATIONAL REPRESENTATIVES THE BRANHAM COMPANY
President and Gen. Mgr., W. D. "DUB" ROGERS
National Sales Mgr. E. A. "Buzz" Hassett



MURIEL BULLIS

on all accounts

THERE is glamour in timebuying.

And Muriel Bullis of Foote, Cone & Belding, Los Angeles, personally proves the point. She left the top glamour occupation of show business to buy radio and television time for Rheingold Brewing Co. and other major accounts. In her opinion, the business side of the industry has interest and excitement, too.

Now in charge of all radio and television purchases for Rheingold placed through the FC&B Los Angeles office, which concentrates principally on Southern California, Miss Bullis also assists the agency's head timebuyer there, Lydia Hatton, in selecting the best stations and times for such other accounts as Purex Corp., Sunkist Growers, Breast of Chicken Tuna Inc. and the Stauffer System (reducing).

"There is nothing as satisfying as selecting a good list of stations to boost a sales campaign and then watch the success stories come in," Miss Bullis said, describing it as something like the thrill of the extra curtain call.

Miss Bullis was born in Vallejo, Calif., on July 30 "not too many years ago," she said, exercising her feminine prerogative. Since her mother was a singer and her father a rancher in different parts of the West and Midwest, she acquired an early liking for music and travel. Although planning a musical career while attending Los Angeles City Junior College, she joined the Waves in 1944 and learned basic office procedure as a secretary at the Navy's supply depot at Oakland.

Her first advertising experience came after release from service in 1946. She joined the Dan B. Miner Co., Los Angeles, as assistant to the media director for newspapers and magazines. Two years later, bitten by the show business bug, Miss Bullis joined the road company of "Oklahoma!" and in the summer of 1949 switched to vaudeville in New York with Eddie Lambert. That fall she opened on Broadway with "Texas' Little Darling" and the following year hit the road again with the original touring company of "South Pacific."

"After another year I'd had enough glamour for a while, so I took a long vacation and then decided to go back to my first love, advertising," Miss Bullis recalled. She joined the advertising department of Sunkist Growers at Los Angeles in early 1952 and soon was recommended to the Sunkist agency, Foote, Cone & Belding.

A sports car enthusiast ("I bought an MG before I learned to drive"), Miss Bullis has an apartment-with-pool in the Wilshire Blvd. district of South Normandie Ave. of Los Angeles.



ED WILSON
GIL NEWSOME
TOM DAILEY
DAVE ALLEN

SELL

ST. LOUIS

When you use these outstanding disc jockeys you get results from your advertising dollars! . . .



Represented Nationally by
THE KATZ AGENCY, INC.

KWK

Styled after Monitor and Weekday . . .

that's "DIAL 970"—

Exclusive in Louisville

with WAVE!



NIGHT BEAT

"The Pulse of Louisville After Dark"
(9:15—12 midnight)

Night Beat is DIAL 970's most unusual program — "the pulse of Louisville after dark". It's headed up by Bob Kay who keeps a running commentary on events as they happen — often direct from the scene.

Ed Kallay and a staff of 22 correspondents cover sports, with half-time and final scores on *all* high school and college games in the Louisville area reported immediately.

In addition, *Night Beat* features local news, human-interest items, fire and police calls — all framed in popular music. It's on-the-spot radio at its best — dynamic, flexible, up-to-the-minute.

Other Coordinated DIAL 970 Programs Complementing MONITOR and WEEKDAY—

ROAD SHOW Riding with Louisvillians in their cars—getting them home relaxed and informed. Music, news, weather and traffic reports, time, sports and humor.

WAKE UP WITH WAVE Brings Louisvillians all they need to know to start the day. News every half hour. Time, weather, traffic, farm and school news. Sports scores and other services.

CAROUSEL Fun and facts for busy Louisville homemakers. Club news and interviews. Book reviews and music. Brass-ring contest.

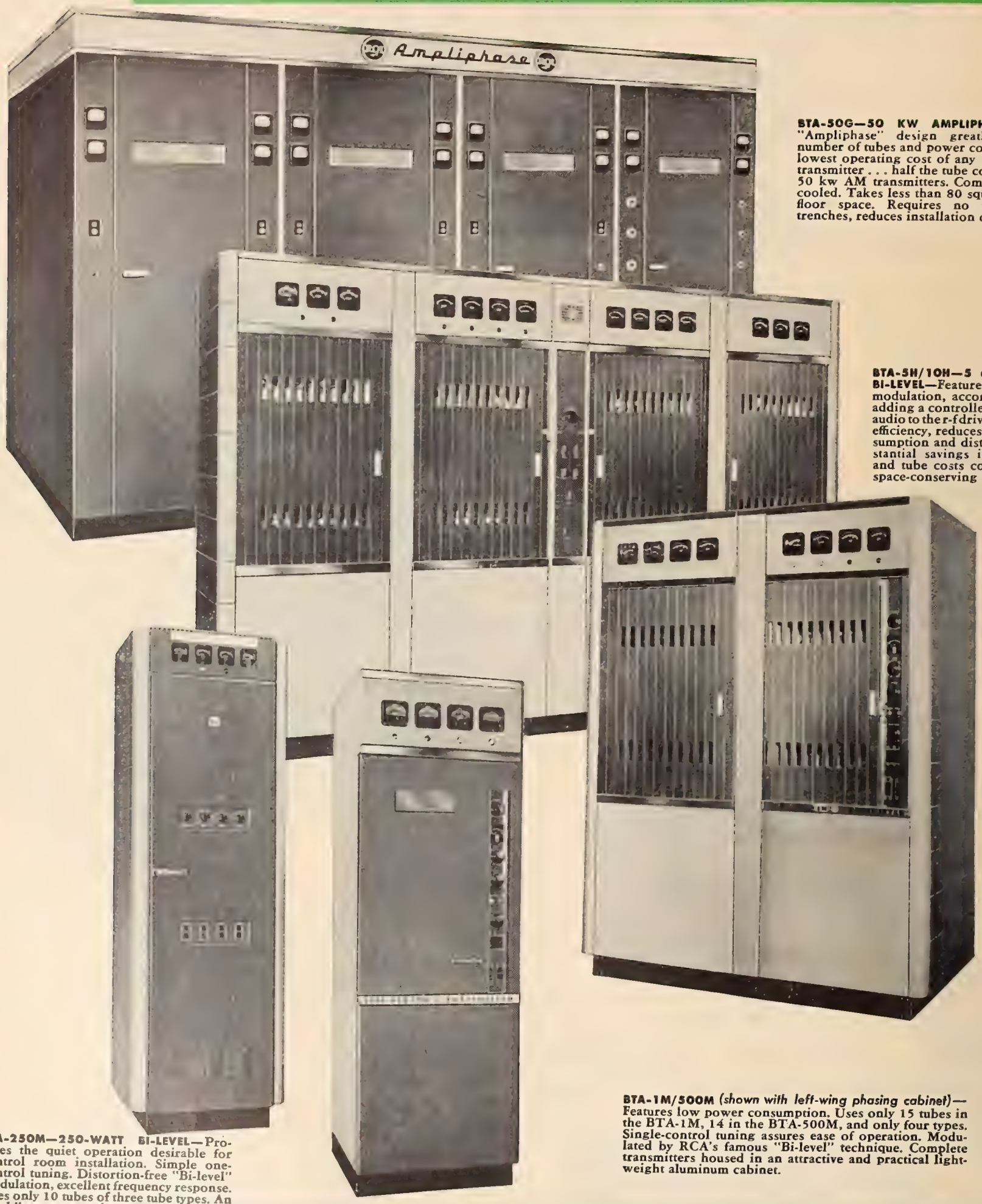
DIAL 970—
WAVE'S DYNAMIC NEW RADIO SERVICE FOR A DYNAMIC NEW LOUISVILLE!

WAVE

5000 WATTS • NBC AFFILIATE

NBC SPOT SALES
Exclusive National Representatives

the truth about . . .



BTA-50G—50 KW AMPLIPHASE— "Ampliphase" design greatly re number of tubes and power costs, a lowest operating cost of any 50 kw transmitter . . . half the tube cost of 50 kw AM transmitters. Completel cooled. Takes less than 80 square f floor space. Requires no under trenches, reduces installation costs.

BTA-5H/10H—5 and BI-LEVEL—Features "Bi modulation, accomplish adding a controlled am audio to the r-f driver, in efficiency, reduces pow sumption and distortio stantial savings in op and tube costs combin space-conserving desig

BTA-250M—250-WATT BI-LEVEL—Provides the quiet operation desirable for control room installation. Simple one-control tuning. Distortion-free "Bi-level" modulation, excellent frequency response. Uses only 10 tubes of three tube types. An ideal "economy package."

BTA-1M/500M *(shown with left-wing phasing cabinet)*—Features low power consumption. Uses only 15 tubes in the BTA-1M, 14 in the BTA-500M, and only four types. Single-control tuning assures ease of operation. Modulated by RCA's famous "Bi-level" technique. Complete transmitters housed in an attractive and practical lightweight aluminum cabinet.

BTA-1MX/500MX—Designed for high-fidelity operation, transmitters BTA-1MX (1KW) and BTA-500MX (500 watts) offer single-control tuning, desirable Bi-level modulation, low power consumption, fewer tubes and fewer tube types. Minimum floor space required . . . approximately 6 square feet.

REMOTE CONTROL EQUIPMENT—RCA Remote Control Equipment provides facilities to switch program lines, adjust plate or filament voltage, operate a line variac control on emergency transmitter, control Conelrad switching, operate power contactors and reset manual overload breakers, from any desired control point, regardless of transmitter design or power.

RCA AM transmitters

FOR 25 YEARS RCA broadcast transmitters have been widely acknowledged as *the* best. During this period they have been the transmitters most often chosen by those stations which wanted, and could afford, the very best. Thus they early became, and have remained, the standard to which all others are compared.

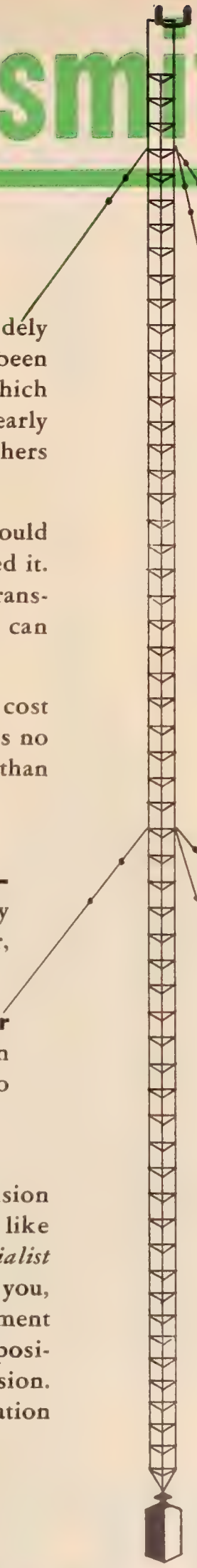
Unfortunately, some stations have believed that they could not afford such quality—no matter how much they wanted it. Today any station can "afford" one of these top-quality transmitters. In fact, it is hard for us to see how a station can afford *not* to buy one.

Why is this so? Simply because today RCA transmitters cost only a very little more than the lowest-priced (sometimes no more). And the small extra original cost (if any) is more than made up for by these two *facts:*

1. RCA transmitters are generally less expensive to operate. This is so because in almost every power class RCA transmitters either use less power, or have lower tube cost (in some cases both).

2. RCA transmitters almost always have higher resale value. This becomes very important when you go to higher power, or if you should decide to sell your station.

What is the moral? Simply this: don't jump to the conclusion you can't afford RCA. We believe you can, and we would like an opportunity to prove it. Call our nearest *AM Specialist* (see list). He will be glad to go over your situation with you, give you the benefit of his (and RCA's) broadcast equipment knowledge, and leave with you a complete and fair proposition. With such *facts* at hand you can make a correct decision. There's absolutely no obligation. You owe it to your station to find out. Act now!



See Your Nearest Radio Broadcast Sales Representative

ATLANTA 3, GA.
522 Forsyth Bldg., Lamar 7703

BOSTON 16, MASS.
200 Berkeley Street, Hubbard 2-1700

CAMDEN 2, N.J.
Front & Cooper Streets,
Woodlawn 3-8000

CHICAGO 54, Ill.
Delaware 7-0700 Merchandise
Mart Plaza, Room 1186

CLEVELAND 15, OHIO
1600 Keith Bldg., Cherry 1-3450

DALLAS 1, TEXAS
1907-11 McKinney Avenue,
Riverside 1371

DAYTON 2, OHIO
120 West Second Street,
Hemlock 5585

HOLLYWOOD 28, CALIF.
1560 N. Vine Street,
Hollywood 9-2154

KANSAS CITY 6, MO.
1006 Grand Avenue, Harrison 6480

NEW YORK 20, N.Y.
36 W. 49th Street, Judson 6-3800

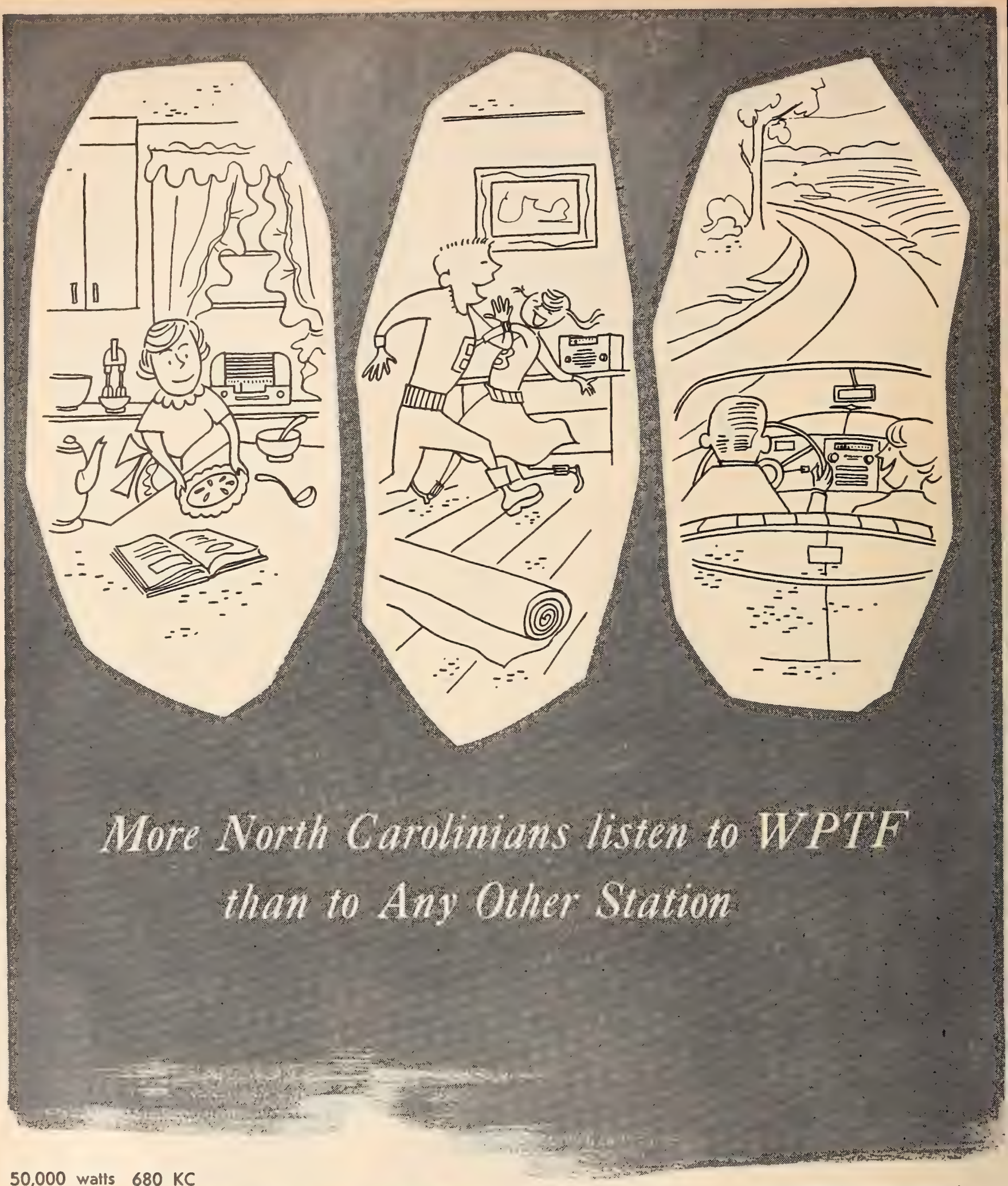
SAN FRANCISCO 2, CALIF.
420 Taylor Street, Ordway 3-8027

SEATTLE 4, WASHINGTON
2250 First Avenue, South, Main 8350

WASHINGTON 6, D.C.
1625 K Street, N.W., District 7-1260

Typical AM Tower

RADIO CORPORATION of AMERICA
BROADCAST AND TELEVISION EQUIPMENT
CAMDEN, N. J.



More North Carolinians listen to WPTF than to Any Other Station

50,000 watts 680 KC

(Source): Nielsen coverage service.

WPTF

North Carolina's Number One Salesman in the South's Number One State

R. H. MASON, General Manager GUS YOUNGSTEADT, Sales Manager

NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina

FREE & PETERS National Representative

BROADCASTING TELECASTING

February 6, 1956 Vol. 50, No. 6

AGENCY COMMISSION SYSTEM KILLED BY CONSENT DECREE

Unrestricted fee negotiations will be the rule on Madison Ave. as American Assn. of Advertising Agencies settles antitrust suit. AAAA agrees to quit: (1) insisting on 15% commission; (2) opposing fee-splitting, rebates, house agencies and speculative presentations, and (3) trying to persuade media to deal with 'recognized' agencies.

WIDE OPEN business negotiations are going to be the rule on Madison Avenue. That is the import of the consent decree entered into last week between the American Assn. of Advertising Agencies (AAAA) and the Dept. of Justice.

The AAAA agreed to cease insisting that agencies charge a 15% commission on expenditures for advertising. It also assented to stop its fight against fee-splitting and rebates, house agencies (where the agency is owned in part or entirely by the advertiser) and speculative presentations.

And, AAAA agreed, it would cease trying to persuade media to deal with "recognized" agencies.

The consent decree is effective in 60 days. That is, the AAAA must bring its policies into line with the consent judgment by that time.

Still pending is the government's May 1955 attack on the American Newspaper Publishers Assn., Publishers Assn. of New York City, Associated Business Publications, Periodical Publishers Assn., and Agricultural Publishers Assn.

Best judgment among advertising men is that the AAAA consent judgment may spark a re-evaluation by advertising agencies of the present fee system. It is believed in some quarters that a change in method of agency compensation—which has been slowly underway over the past few years—can certainly be expected to accelerate in light of the government victory.

By turning the spotlight on commissions, the decree may lead both advertisers and agencies to reappraise the rates at which they are paying, or being paid, under current contracts. Conceivably, it is conceded, there may be attempts by agencies to get a larger commission in the future—or by advertisers to set a lower one. Or, it is presumed, to evolve new methods of compensation.

Industry members emphasized that this is speculative, and that, in any event, the rate of compensation must be worked out in future agreements between advertiser and agency.

One point where the judgment may have an early effect is in the portion relating to "house" agencies. There was speculation that some advertisers would now attempt to get media to pay commissions to their house agencies—and that some media "that are gasping for business" might accede. On the other hand, it was noted, the number of house agencies is declining.

The AAAA emphasized that the judgment indicated that it had denied the allegations of conspiracy and antitrust violations. The decree removes any possibility that some agencies can file treble damage antitrust suits against AAAA or advertisers.

The judgment specified that nothing in its terms could be interpreted to prevent individual agencies' taking actions denied the AAAA.

The decree stated that the advertising organization could continue to perform various trade association functions not in conflict with the terms of the judgment.

There was wide speculation that the other defendants would accede to the government's action and file consent decrees. ANPA President Richard W. Slocum virtually conceded that the publishers were seeking such a settlement in his statement issued immediately after the AAAA decree was announced (see separate story below).

The Dept. of Justice, in its antitrust suit, charged that the operation of the advertising agency recognition system, with its "uniform" provisions for a 15% commission, prohibition against rebates by agencies to advertisers and its refusal to recognize "house" agencies, constituted restraint of trade in violation of Sec. 1 of the Sherman Act.

The gist of last week's decree was contained in the following sections:

"(A) Consenting defendant is enjoined and restrained from entering into, adhering to, promoting or following any course of conduct, practice or policy, or any agreement or understanding:

"(1) Fixing, establishing or stabilizing agency commissions, or attempting so to do;

"(2) Requiring, urging or advising any advertising agency to refrain from rebating or splitting agency commissions;

"(3) Designed, in whole or part, to deny or limit credit or agency commission due or available to any advertising agency;

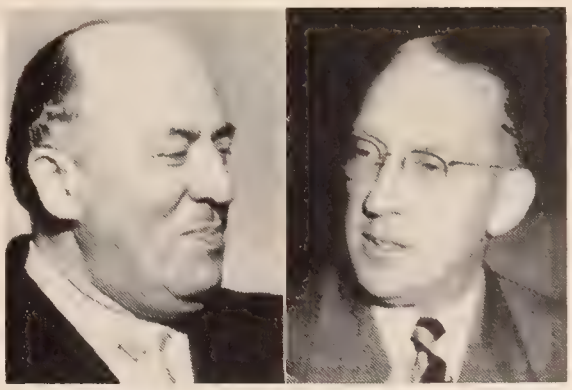
"(4) Establishing or formulating, or attempting to establish or formulate, any standards of conduct or other qualifications to be used by any media or any association of media to determine whether media should or should not do business with, recognize or approve any advertising agency;

"(5) Designed to cause any media not to

GAMBLE, SLOCUM COMMENT ON DECREE

THE consent judgment signed by the AAAA with the government last week brought immediate comment from two of the principals in the suit. One was from Frederic R. Gamble, president of AAAA, the other from Richard W. Slocum, president of ANPA.

"The settlement need have no serious effect on advertising," Mr. Gamble said, "since it does not affect advertising agencies in their individual agency operations. . . .



MR. SLOCUM MR. GAMBLE

"The commission method of compensating agencies, which can continue to be followed, is a great incentive method. It enables agencies to be rewarded in proportion to the use made of their creative work and encourages them to do their utmost to make advertising pay the advertiser. . . .

"As the judgment states, we have denied the offenses charged and asserted our innocence of any violation of law. . . ."

Mr. Slocum was more vigorous in his comment. The agreement between AAAA and the Justice Dept. has nothing to do with ANPA's position, he said.

"The members of the ANPA," he added, "do much more than operate commercial enterprises. They are newspaper publishers with the responsibility for conducting the nation's news press. Their organizations are constantly ferreting the news especially in Washington where there is still too much tendency to deny news to the public. Reporters and publishers are constantly breaking news which some government officials would like kept in the closet. They don't like it and some like to think in terms of retaliation against the press.

"A consent decree is a polite term for a continuing injunction and the parties controlled by it are subject to contempt proceedings at the will of the Justice Dept. That is not the kind of spot newspaper publishers should voluntarily put themselves into nor should any Administration seek such power of continuing threat against the press.

"ANPA will continue its efforts declared 18 months ago and unfortunately rebuffed by the Justice Department's avidity to get ANPA into court. That is, to reach a settlement of the litigation which places foremost the vital public interest of an unthreatened press."

do business with, not to recognize or not to approve any advertising agency;

"(6) Fixing, establishing or determining advertising rates to be charged advertisers not employing an advertising agency, or attempting so to do;

"(7) Designed to have media adhere to published advertising rates or rate cards;

"(8) Requiring, urging or advising any advertising agency to refrain from submitting advertising copy, art work, illustrations, detailed plans, market surveys or similar material to any national advertiser in the solicitation of a new account.

"(B) Consenting defendant is enjoined and restrained from requiring, urging or advising any of its members to engage in, or assisting any of its members to engage in, any activities covered by Paragraphs (1) through (8) of subsection (A) of this Section IV; provided that nothing in this subsection (B) shall be construed to prevent consenting defendant on the written request of any of its members, not solicited by consenting defendant and not on its face showing an intent for use contrary to any paragraph of subsection (A) hereof, from supplying in writing any statistical or other factual material or research study without comment thereon.

"(C) Nothing contained in this Final Judgment shall be construed to prohibit members of consenting defendant from severally taking any action denied to consenting defendant by virtue of this Final Judgment; nor shall this Final Judgment be construed to prohibit consenting defendant from:

"(1) Circulating among advertising agencies or media information and views relating to their obligations to fulfill all lawful contractual commitments by means of writings or by means of speeches reduced to writing after delivery thereof;

"(2) Truthfully and fairly acquainting the public, advertisers, advertising agencies or media by means of writings or speeches designed and available for general consumption in the trade, with the nature, background, services and functions of members of consenting defendant and with the advantages of their employment;

"(3) Where necessary or appropriate in proceedings conducted by Federal, State or local Governments, participating in such proceedings and responding in any manner to inquiries upon any subject, including specifically, inquiries concerning ethics and commercial practices among members of consenting defendant."

The AAAA announced that there will be no change necessary in the organization's constitution or by-laws. Documents that are being revised, it said, to bring them into conformity with the decree, are:

Agency Service Standards, Standards of Practice, Qualifications for Membership, Form for Application for Membership, and the AAAA Copyrighted Standard Form of Order Blank for Publications.

AAAA said it would still require agencies seeking membership to be *bona fide* independent agencies, free from control by an advertiser or medium owner. It said it would still require each member to "fulfill its lawful contractual commitments" with media.

The agency association issued an eight-page statement summarizing in question and answer form the antitrust suit and the meaning of the consent decree. These are available at AAAA headquarters, 420 Lexington Ave., New York 17, N. Y.

SUIT SKIPS RADIO-TV

RADIO-TV was not involved in the antitrust suit filed by the Dept. of Justice against the AAAA and various printed media organizations. There were several reasons for this.

First and foremost, there is no recognition system in broadcasting. Although NARTB some years ago recommended that broadcasters adhere to a standard contract form, there was no requirement that it be followed.

Also, newspapers allow commission on national advertising; do not on local advertising. Broadcasters, on the other hand, treat as commissionable, all time, plus in many cases, talent and production charges.

Most broadcasters use their own credit departments to check new agencies seeking to place business. What these agencies do with their 15% commission is of no concern to the media, most broadcasters believe.

B-B-T SUFFERS FOURTH MAJOR SETBACK: PHILIP MORRIS SWITCHES TO N. W. AYER

Changeover slated for May 1 when agency will handle all media for cigarette advertiser. Biow-Beirn-Toigo billings now reduced to about $12 million. Biow announces it will revert to former name, The Biow Co.

MARKING the first time in 25 years that it will be servicing all media for a cigarette account, N. W. Ayer & Son, New York and Philadelphia, last week contracted to take over the Philip Morris cigarette billing from Biow-Beirn-Toigo. Departure of the approximately $6 million account from the latter agency will end a quarter-century relationship between Mr. Biow and the client.

From 1947 to 1949 Ayer handled the television portion of the Lucky Strike business, but its last all-media representation of a cigarette account dates back to 1931. From 1910 until that date, the agency handled Camels for R. J. Reynolds Tobacco Co., with Sigurd Larmon, now president of Young & Rubicam, functioning as a service representative on the account for three years from 1925 to 1928.

Facing the new loss of the billings head-on—the fourth major account to leave the agency in the past two months—Milton Biow, chairman of the board of Biow-Beirn-Toigo met with 50 top executives and creative department members to tell them that he had set aside $1 million to meet "whatever costs may be necessary" to maintain the agency's standards, and to notify them that the agency will resume its original name, The Biow Co.

John Toigo, executive vice president of B-B-T, contrary to reports, will not accompany the Philip Morris account to Ayer, nor will he join J. Walter Thompson Co., which recently acquired the Schlitz Brewing Co. account. It was known that McCann-Erickson had offered him a post. He told B•T that his future plans will be announced soon.

Philip Morris, which spends two million of its six million in spot radio and television, shifts to N. W. Ayer & Son on May 1. The tobacco company's other brands, Parliament and Marlboro cigarettes, will remain with their present agencies. Parliament is serviced by Benton & Bowles; Marlboro by Leo Burnett Co.

Philip Morris Inc. first joined The Biow Co. in 1931. In April 1933 the company sponsored its first radio network show on NBC, three quarter hours weekly, featuring Ferde Grofe's orchestra with Phil Dewey as the vocalist. It was on this program that the agency introduced for the client the slogan, "Call for Philip Morris!"

Philip Morris has been a heavy radio and television user. The firm sponsored *I Love Lucy* on CBS-TV for several years, but dropped the program last year to put the budget into spot announcements and newspapers.

The three other major accounts which have left Biow-Beirn-Toigo within the past eight weeks are: Pepsi-Cola, to Kenyon & Eckhardt; White-Hall Pharmacal Co., to Ted Bates & Co., and Ruppert's Beer, which has not yet named its new agency. Ironically, the latter account left the shop because of a product conflict when the agency acquired the Schlitz account—which Mr. Biow resigned almost immediately. Ten days ago, Schlitz announced the appointment of J. Walter Thompson Co. as its agency [B•T, Jan. 30].

At his staff meeting last week, Mr. Biow outlined his plans for the agency's future and promised that "All that The Biow Co. stood for, it will stand again."

He announced that in addition to his present post as chairman of the board, he will resume the post of president, personally taking all responsibility for operations.

"This agency," he told his assembled personnel, "is going straight ahead—with only these objectives: growth, strength and service. The advertising agency business has been the greatest adventure of my life. I intend to find new adventure and success with it. I love it for all it represents—as an art, a science and as a business.

"Notwithstanding anything that lies ahead, I am determined that the The Biow Co. shall continue to make vital contributions to American advertising."

The Biow Co., which advanced from an agency billing about $18 million in 1946 to $50

A Tape on P-M Back to '32

History of advertising billing of the entire Philip Morris account, including all brands.*

Year	Overall Approx. Adv. Budget	Year	Overall Approx. Adv. Budget
1932	$ 103,000	1944	$ 4,000,000
1933	215,000	1945	4,300,000
1934	530,000	1946	5,000,000
1935	815,000	1947	5,300,000
1936	1,070,000	1948	6,400,000
1937	1,300,000	1949	8,400,000
1938	1,800,000	1950	10,500,000
1939	2,000,000	1951	12,000,000
1940	2,800,000	1952	15,000,000
1941	4,900,000	1953	12,000,000
1942	5,300,000	1954	10,000,000
1943	5,400,000	1955	12,000,000

*Parliament cigarettes were first introduced about 1943, Marlboros about 1945. The Biow Co. once handled Marlboros, never had Parliament account.

million by 1953, is now back to about $12 million.

The accounts still remaining with the agency are: Armstrong Rubber Co., Benrus Watch Co., Bond Stores, Langendorf United Bakeries, Procter & Gamble (Spic & Span, Fluffo), Seeman Bros. (White Rose Tea), Julius Wile & Sons (wine and liqueurs), and the Hudson Pulp & Paper Co. Last named account is looking over a half-dozen other agencies and will make a decision about the end of February [B•T, Jan. 30].

New Manoff Agency Takes Over Welch's

RICHARD K. MANOFF, vice president, account supervisor and member of the review board of Kenyon & Eckhardt, New York, is resigning to establish his own agency, Richard K. Manoff Inc., effective March 1.



MR. MANOFF

The new agency will be located at 40 East 49th St., New York. The firm will handle the nearly $2 million Welch's Grape Juice account, including Welch's Grape Juice (bottled and frozen), Grape Jelly, Grapelade, Fruit of the Vine, and Welch's Tomato Juice, as well as Welch's Refreshment Wine. The advertiser had announced its resignation from Kenyon & Eckhardt earlier this year because of client conflict when K & E took over the Pepsi-Cola account from The Biow Co.

At that time, it was reported that Mr. Manoff would supervise the Pepsi-Cola account at K & E.

Welch's currently sponsors a portion of the *Mickey Mouse Club* on ABC-TV, and has a heavy television spot announcement campaign running.

Mr. Manoff has been with Kenyon & Eckhardt for the past two and a half years, as vice president and account supervisor on the Welch's account as well as chairman of the marketing plans board and member of the review board. Before that, he was director of advertising and sales promotion in the food business as well as general manager of a chain store. He also served as assistant to Anna Rosenberg on the War Manpower Commission.

The newly-formed agency expects to announce its personnel and additional accounts shortly.

Thompson Prepares Plans To Service Schlitz Account

TEAM of three vice presidents has been named by J. Walter Thompson Co., to "coordinate" recommendations on the newly-acquired Schlitz beer account sometime after March 1.

The team will comprise Dan Seymour, vice president in JWT's New York radio-tv department; Cornwell Jackson, vice president in charge of the agency's tv operations in Hollywood, and Peter A. Cavallo Jr., vice president in charge of radio-tv in Chicago, which will service the $9 million account [B•T, Jan. 30]. They will continue in their respective offices.

The Thompson agency will be credited with the account after March 1, although a good part of the advertising schedule already has been placed through Lennen & Newell for 1956. The *Schlitz Playhouse of Stars* on CBS-TV has been negotiated through next June with an option to November, it was understood.

J. Walter Thompson Co. is expected to make a formal advertising presentation to the Jos. Schlitz Brewing Co. in the ensuing weeks. Meanwhile, preparations for a complete Schlitz account team are underway in the agency's Chicago office under George Reeves, vice president and Chicago manager.

Erwin, Wasey Changes Carnation Staff Setup

NEW APPOINTMENTS and reorganization of agency executives handling product accounts for the Carnation Co. were announced Thursday by Emmett C. McCaughey, executive vice president of Erwin, Wasey & Co., Los Angeles.

James T. Vandiveer was appointed senior account executive coordinating account activities on Carnation and Gold Cross evaporated milks and Topic milk. Fenton Taylor Jr. is senior account executive responsible for the agency's radio-television activities on Carnation evaporated milk and he also will handle all account work on Gold Cross and Topic, it was announced.

Gene Stokes, with Erwin, Wasey's media department since 1954, has been named assistant account executive on Carnation evaporated milk. Norman F. Best, senior agency vice president, has administrative supervision of Carnation Evaporated Milk Div., Carnation Fresh Milk and Ice Cream Div. and Friskies dog and cat foods.

Wolff Will Leave Y&R

NAT WOLFF, vice president in charge of creative radio-tv programming, Young & Rubicam Inc., New York, has announced his resignation effective April 1. Though no future plans were made known, Mr. Wolff said that he will not continue in the advertising field. Robert P. Mountain, Y&R vice president in charge of radio-tv, who succeeded Mr. Wolff last year when he resigned that post in order to concentrate on creative programming, said that no successor has yet been designated.



MR. WOLFF

Barbasol Buys Into 'Monitor'

IN A TRANSACTION representing about $250,000 in gross billings, Barbasol Co., Indianapolis, has purchased alternate week sponsorship of 14 "Miss Monitor" weather reports on NBC Radio's *Monitor* weekend service for 52 weeks, effective Feb. 11. The agency is Erwin, Wasey & Co., New York.

LATEST RATINGS

ARB

Top 10 Network Tv Programs
Jan. 5-11

		Rating
1.	$64,000 Question (CBS)	54.8
2.	Producers Showcase (Peter Pan) (NBC)	45.4
3.	Ed Sullivan (CBS)	44.8
4.	Disneyland (ABC)	43.1
5.	You Bet Your Life (NBC)	42.9
6.	I Love Lucy (CBS)	40.9
7.	George Gobel (NBC)	39.9
8.	Dragnet (NBC)	39.8
9.	I've Got a Secret (CBS)	38.6
10.	Your Hit Parade (NBC)	36.4

		Viewers
1.	Producers Showcase (Peter Pan) (NBC)	46,190,000
2.	$64,000 Question (CBS)	42,630,000
3.	Disneyland (ABC)	40,990,000
4.	Ed Sullivan (CBS)	39,600,000
5.	You Bet Your Life (NBC)	34,270,000
6.	George Gobel (NBC)	34,200,000
7.	Perry Como (NBC)	33,780,000
8.	Dragnet (NBC)	32,900,000
9.	Honeymooners-Jackie Gleason (CBS)	32,850,000
10.	I Love Lucy (CBS)	30,890,000

Copyright by American Research Bureau

VIDEODEX

Top 10 Tv Network Programs
Jan. 3-9, 1956

	Name of Program	No. of Cities	% Tv Homes
1.	$64,000 Question (CBS)	159	36.3
2.	Ed Sullivan Show (CBS)	147	33.1
3.	George Gobel (NBC)	159	32.9
4.	Climax (CBS)	135	32.7
5.	Producer's Showcase (NBC)	107	31.0
6.	Dragnet (NBC)	162	30.9
7.	I Love Lucy (CBS)	153	30.3
8.	Playhouse of Stars (CBS)	135	30.0
9.	Disneyland (ABC)	180	29.8
10.	Red Skelton (CBS)	82	29.7

	Name of Program	No. of Cities	No. Tv Homes (000's)
1.	$64,000 Question (CBS)	159	13,455
2.	Ed Sullivan Show (CBS)	147	12,018
3.	George Gobel (NBC)	159	11,602
4.	Disneyland (ABC)	180	11,484
5.	Climax (CBS)	135	11,114
6.	Dragnet (NBC)	162	11,051
7.	I Love Lucy (CBS)	153	10,632
8.	December Bride (CBS)	171	10,464
9.	The Honeymooners (CBS)	153	10,438
10.	Playhouse of Stars (CBS)	135	10,316

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NIELSEN

Top Television Programs
Two Weeks Ending Jan. 7, 1956
Number of Tv Homes Reached (000)

†Total Audience

Rank		Rating
1.	Rose Bowl Football Game (NBC)	20,218
2.	64,000 Dollar Question (CBS)	16,637
3.	I Love Lucy (CBS)	15,444
4.	Disneyland (ABC)	14,707
5.	Chevy Show-Bob Hope (NBC)	14,110
6.	Orange Bowl Game (CBS)	14,040
7.	Ed Sullivan Show (CBS)	13,900
8.	Dragnet (NBC)	13,478
9.	The Millionaire (CBS)	13,233
10.	Perry Como Show (NBC)	13,127

‡Average Audience

1.	64,000 Dollar Question (CBS)	15,725
2.	I Love Lucy (CBS)	14,672
3.	Rose Bowl Football Game (NBC)	14,426
4.	The Millionaire (CBS)	12,425
5.	Dragnet (NBC)	12,285
6.	You Bet Your Life (NBC)	12,074
7.	I've Got a Secret (CBS)	11,618
8.	December Bride (CBS)	11,548
9.	Disneyland (ABC)	11,478
10.	Ed Sullivan Show (CBS)	11,337

Percent of Tv Homes Reached*

†Total Audience

1.	Rose Bowl Football Game (NBC)	58.5
2.	64,000 Dollar Question (CBS)	49.3
3.	I Love Lucy (CBS)	45.7
4.	Disneyland (ABC)	43.6
5.	Orange Bowl Game (CBS)	42.6
6.	Ed Sullivan Show (CBS)	41.7
7.	Chevy Show-Bob Hope (NBC)	41.3
8.	The Millionaire (CBS)	40.0
	National Football Championship Game (NBC)	40.0
10.	Perry Como Show (NBC)	39.5

‡Average Audience

1.	64,000 Dollar Question (NBC)	46.6
2.	I Love Lucy (CBS)	43.5
3.	Rose Bowl Football Game (NBC)	41.8
4.	The Millionaire (CBS)	37.5
5.	Dragnet (NBC)	35.7
6.	You Bet Your Life (NBC)	35.4
7.	I've Got a Secret (CBS)	35.2
8.	December Bride (CBS)	35.1
9.	Disneyland (ABC)	34.0
	Ed Sullivan Show (CBS)	34.0

†Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.
‡Homes reached during the average minute of the program.
*Percented ratings are based on tv homes within reach of station facilities used by each program.

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TV NETWORK BUYS AND BUYERS

Top Ten Tv Network Advertisers in November 1955

1.	Procter & Gamble	$3,151,964
2.	General Motors	1,870,146
3.	Chrysler	1,648,238
4.	Colgate-Palmolive	1,629,263
5.	R. J. Reynolds Tob.	1,274,841
6.	General Foods	1,254,430
7.	American Home Prods.	1,071,317
8.	General Mills	957,541
9.	American Tobacco	905,767
10.	Gillette	843,483

SOAP, AUTO MAKERS LEAD LIST OF NOVEMBER'S TOP SPENDERS

PROCTER & GAMBLE and two auto makers—General Motors and Chrysler—led the blue chip parade of heaviest network tv advertisers in November, according to figures based on Publishers Information Bureau reports.

P & G repeated its feat of November 1954 by spending more than $3 million in network tv—its total last November was only about $4,000 below the sum spent in the same month of the previous year. GM, however, upped its November spending more than $600,000, to take second place among the leaders. Chrysler was more than $400,000 ahead of its November 1954 expenditure, winning itself the third-place notch.

The makeup of the top 10 last November indicated a pattern. The same national advertisers appeared among the November leaders in 1955 and in 1954, excepting Lever Bros. which was replaced by General Mills. Whereas an expenditure on the more than $700,000 level earned the national advertiser an entree in the Big Ten in November 1954, the same advertiser had to ante up an additional $100,000 last November to make the grade that month.

Network tv's attraction to the nation's top advertisers continued last November with few major product groups showing a decline in the November comparisons. Most categories, in fact, displayed gains —notably in food and food products, automotive and auto accessories, drugs and remedies, household equipment and supplies, soaps and cleansers, toiletries and toilet goods. Sporting goods and toys showed unusual strength, coming up from $47,720 in November 1954 to $280,617 last month.

The 11-month totals showed these groups to have amassed unusual gains: automotive, up nearly $16 million; drugs, up almost $7 million; food, increased more than $14 million; household equipment, over $5 million; soaps, up more than $10 million, and toiletries more than $23 million.

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS DURING NOVEMBER AND JANUARY-NOVEMBER 1955, COMPARED WITH 1954

	November 1955	Jan.-Nov. 1955	November 1954	Jan.-Nov. 1954
Agriculture & Farming	$ 31,659	$ 102,277	$ 49,740	$ 141,250
Apparel, Footwear & Access.	186,581	2,594,371	323,617	2,951,212
Automotive, Auto Access. & Equip.	4,935,445	41,660,173	3,413,799	25,761,459
Aviation, Aviation Access. & Equip.	10,350	123,455	.....	.....
Beer, Wine & Liquor	616,273	6,835,538	561,252	6,211,361
Bldg. Materials, Equip. & Fixtures	67,215	1,027,153	18,740	1,117,656
Confectionery & Soft Drinks	785,303	6,961,707	661,874	5,415,904
Consumer Services	116,586	1,139,277	77,190	1,193,524
Drugs & Remedies	2,528,148	20,688,372	1,788,280	13,849,052
Entertainment & Amusements	.....	13,141	.....	16,210
Food & Food Products	7,345,570	72,780,285	6,073,155	57,806,137
Gasoline, Lubricants & Other Fuels	361,559	4,477,525	513,515	3,443,161
Horticulture	.....	111,710	.....	23,406
Household Equip. & Supplies	3,410,176	29,413,914	2,852,319	23,623,548
Household Furnishings	331,483	2,340,373	383,131	3,666,896
Industrial Materials	910,904	6,565,445	741,631	5,908,577
Insurance	276,403	1,838,268	148,566	1,532,064
Jewelry, Optical Goods & Cameras	632,258	4,324,747	551,702	2,624,440
Office Equipment, Stationery & Writing Supplies	568,501	5,202,944	659,042	4,807,264
Political	.....	.....	70,390	323,986
Publishing & Media	68,804	674,326	27,535	196,453
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	633,844	7,479,718	953,097	7,807,265
Retail Stores & Direct by Mail	.....	10,392	.....	42,345
Smoking Materials	3,764,382	38,252,676	3,734,460	38,799,242
Soaps, Cleansers & Polishes	4,421,731	41,546,390	3,144,837	31,311,133
Sporting Goods & Toys	280,617	512,714	47,720	90,222
Toiletries & Toilet Goods	6,321,678	67,984,983	4,932,710	44,605,282
Travel, Hotels & Resorts	43,110	464,310	36,540	802,130
Miscellaneous	248,124	2,451,559	267,666	2,444,306
TOTALS	$38,896,704	$367,577,743	$32,032,508	$286,515,485

Source: Publishers Information Bureau

LEADING ADVERTISERS IN RESPECTIVE GROUPS DURING NOVEMBER 1955

Ralston-Purina Co.	$ 31,659
Cluett-Peabody & Co.	90,264
Chrysler Corp.	1,648,238
General Dynamics Corp.	10,350
Wine Corp. of America	147,446
Johns-Manville Corp.	51,330
Coca-Cola Co.	377,647
Electric Cos. Adv. Program	82,506
American Home Prods.	1,046,297
General Foods Corp.	1,254,430
Gulf Oil Corp.	201,539
General Electric Co.	655,083
Armstrong Cork Co.	210,375
Aluminum Co. of America	163,215
Prudential Insurance Co. of America	127,376
Eastman Kodak Co.	205,470
W. A. Sheaffer Pen Co.	255,567
Curtis Publishing Co.	37,281
RCA	188,758
R. J. Reynolds Tobacco	1,274,841
Procter & Gamble Co.	2,833,074
Ideal Toy Corp.	90,335
Colgate-Palmolive Co.	1,222,598
Pan-Am. World Airways	43,110
Armour & Co.	78,765

WHAT DO AGENCIES WANT STATIONS TO TELL THEM?

They want a lot of things they're not getting—and a lot less of things they are. This is what WFMY-TV Greensboro, N. C., found when 72 agencies answered its queries on the subject. The station man in doubt about the value of his promotion will find a wealth of valuable information in the results obtained.

AGENCIES and broadcasters are doing business without thoroughly understanding their common needs.

This conclusion is presented in a survey of agency opinion conducted by WFMY-TV Greensboro, N. C.

The study shows that broadcasters often don't supply agencies with the type of data they want, in the way they want it.

And many agencies haven't made clear to broadcasters what sort of information they desire in placing their radio-tv campaigns.

"We have long felt that a closer understanding of mutual problems was needed in the broadcast advertising business," Gaines Kelley, WFMY-TV general manager, told B•T in explaining results produced by this sounding of the collective agency mind.

The station sent a questionnaire to leading agencies, obtaining 72 replies that included the bulk of top-flight buyers of television and radio time as well as a representative list of smaller agencies.

Answers were obtained to these four questions: What market data is of value? How should market data be presented? What information concerning station is of value? Is information about merchandising aids helpful?

Just what market information is desired by agencies? Overwhelming demand is shown for the two principal market items—population, asked by 82%; number of families, 86%; The fact that some agencies do not want these figures from stations is believed due to their availability in government and private reference material. The same reasoning is applied to some of the other categories of information.

Well over a majority of agencies (61%) want farm population data; urban population (62%); population by counties (67%); type of industry in coverage area (62%); rank of market in national figures (59%). A bare majority (56%) said they wanted retail sales by food, drug and other categories.

Not quite half of the responding agencies (48%) want effective buying income; income per family (43%), and information showing comparison of market with other markets (39%).

About a third of agencies (34%) said they wanted per capita income; urban income (28%); farm income (31%); number of people employed by various industries (28%). Only 14% said they want figures showing payrolls of industries.

Some of the comments volunteered on the market data questions were interesting. One major agency asked for more complete data on tv families. Another is interested in the time people get up, go to work and return home plus details on how hours are spent (in offices, factories and other information on daily activities of the populace).

Obviously market data should be kept current, it was pointed out. One of the largest agencies asked for county-by-county breakdowns of tv homes covered, excluding counties covered by stations with the same network affiliation. In other words, it asked for "effective coverage area rather than physical contour patterns." Similarly another agency asked for data permitting comparison with competitive markets.

Several agencies said they must have uniform market data and like to use standard reference sources to get it.

One major advertiser buying a heavy amount of radio-tv time said it didn't want market data in presentation pieces as new figures become available nor did it want comparative market facts. This sponsor obviously leaves this work to its agencies.

How should market data be presented?

Three out of five agencies (61%) want total figures for the entire coverage area, and 67% desire county breakdowns. Furthermore, figures should be kept up-to-date, 67% insist, and should be offered in consolidated form. Only 44% want new data submitted in the form of presentation pieces, with a number observing that they want "concise" information.

Quite a list of comments dealt with the way market figures are submitted. Here are samples:

"If too lengthy it goes to the wastebasket; we'll ask for minute details when we are ready to buy." "For God's sake keep it brief; voluminous stuff is basketed but concise stuff is reviewed." "Send program logs monthly." "Visual aids and maps are good."

One of the top agencies said its files aren't big enough to hold promotional material from 500 tv and 300 radio stations, adding, "Please submit detailed information on request only, and limit mailing pieces to items of outstanding interest." Another wants logs and program profiles.

Coverage maps prove helpful, it was observed, especially when they have county figures. "This is the most important part of the entire questionnaire," one buyer said. Another asked for Grade B coverage contour maps, favoring a photostat of the one filed with the FCC.

What information concerning the station is of value?

The agencies indicated their desire for nine types of information in this way:

Network affiliation wanted by 88%.
Length of time on the air, 65%.
Number and size of studios, 22%.
Type, amount of studio equipment, 28%.
Mail count, 39%.
Tv set count, 88%; by counties, 85%.
Personnel data, 28%.
Sales success stories, 57%.
Facts on specific programs available for sale, 65%.

According to one national agency with branches in many cities, live facilities are of no interest since most commercial spots are filmed. Mail count is emphasized by another. As to specific programs for sale, one comment went this way, "When we want to buy we would call your representative anyway."

Need of a list of national advertisers on the station is emphasized by a responding agency which also wants a breakdown of total and unduplicated coverage. It was pointed out that

WHAT MOST AGENCIES WANT:

- Total coverage area data
- Population and family figures, by counties
- Farm and urban population breakdowns
- Comparative rank in U. S. markets
- Information on types of industry in station area
- Network affiliations
- Set count by counties
- Specific programs for sale
- Length of time station has been on the air
- Merchandising aids

SOME WANT, SOME DON'T:

- Effective buying income
- Income per family
- Per capita income
- Retail sales by categories
- Employment and payrolls (by industries)
- Comparison of data with other markets
- Mail count
- Success stories

OFTEN LEAVES THEM COLD:

- Payrolls of individual industries; number employed
- Farm and urban income
- Number and size of studios
- Type, amount of equipment
- Personnel data

THEY'RE AT ODDS ON:

- Importance of merchandising aids in timebuying decisions

THEY'D ESPECIALLY LIKE:

- Concise data, kept up-to-date
- Standardized data (they like uniform reference sources)
- Information on coverage overlap; coverage maps submitted to FCC; data on maps

WHAT GRIPES THEM:

- Bulky and over-elaborate presentations

AND PLEASE:

- Don't over-crowd commercials

AN AGENCY SPELLS OUT ITS PROMOTIONAL DESIRES

GUILD, BASCOM & BONFIGLI, San Francisco agency placing a 57-station tv series for Foremost Dairies, has sent stations a list of "minimum acceptable" promotional aids that it said would be "an important consideration" in placing the campaign.

The sponsor plans a half-hour tv film program in its nationwide marketing area.

A questionnaire list covering 10 types of promotional assistance that might be offered during the proposed series was sent to tv stations by the agency. It covers a broad range of promotions, including newspaper and magazine advertising.

With indications that some stations were unhappy about this blunt approach to the placement of a major campaign by the agency, Richard F. Tyler, media director, told B•T the wording was unfortunate and felt the promotion list should have been labeled "suggested promotion aids" instead of "minimum" aids. The questionnaire was sent to tv stations with this letter over Mr. Tyler's signature:

"We are anxious to have, at the same time as we are considering time periods on your station for the new Rosemary Clooney show for our client Foremost Dairies Inc., information on services you are able to offer in promoting the show. The merchandising you can provide will be an important consideration in placing the show.

"Each station carrying the program will be provided with a complete merchandising kit containing newspaper mats, film trailers, publicity releases, etc. In addition, we will, of course, prepare various types of point-of-sale material for distribution at retail level.

"Attached is a check list which we would like to have filled out and returned to us as soon as possible. Please remember that the name, Foremost Dairies Inc., or some other phrase we may designate, such as the 'Foremost Family of Fine Dairy Foods', should be included in all promotional efforts."

The promotion list asked stations to check:

1. On-the-air tv promotion: Number of spots for first two weeks (minimum acceptable, 10 weekly); number of spots thereafter (minimum acceptable, 5 weekly).

2. On-the-air radio promotion if associated with a radio station (same as first question).

3. Newspaper ads: Number of insertions on kickoff (2 2x10, one prior to opening, one at opening); number of insertions on continuing basis (monthly, 2x6 or representative portion of your regular ads; size of insertions).

4. Tv guide books: Number of insertions (monthly, first ad one page, half-page thereafter); size of insertions.

5. Distribution of point-of-sale material: Number of placements and quantity needed each piece (same as offered for any other major sponsor).

6. Individual letters to the trade: Number per mailing, frequency of mailings (Foremost complete mailing list).

7. Personal calls on the trade: Number of calls and frequency of calls (as called upon by Foremost manager).

8. Other forms of advertising which we would like to have you use in the event you are unable to offer radio promotion: Car cards; 24-sheet posters; other.

9. In-store promotion: Store displays; other (same as offered for any other major sponsor).

10. Comments on any other merchandising you have available not covered by above.

Foremost Dairies covers an area starting with the Carolinas and the Southeast, moving across the South to California (New Orleans not included), plus the Kansas City, Minneapolis-Duluth and Philadelphia areas. Its campaign will be placed in these markets. Music Corp. of America will syndicate the film, to be produced in Hollywood with guest stars, in non-Foremost areas.

Mr. Tyler said that the list is "more or less a suggested guide." He said stations are free to fill in any of the questions they desire, noting many stations obviously do not provide all 10 types of promotion. "We wanted a standard promotion form as a guide but it does not mean that a station would be required to provide all the services," he said. "We wanted to know how much promotion would be provided. It is an indication of what we would like stations to do, a reasonable requirement for a good promotion job.

"The primary consideration in placing the campaign is the ability of stations to clear a good piece of time. We will not turn down good time because a station is not a good merchandiser. We will call on stations selected for the campaign to merchandise to the best of their ability."

Guild, Bascom & Bonfigli acquired the Foremost account recently. The Rosemary Clooney show will be the first major local promotion.

channel number, power and height of tower should be included in station information.

Is information about merchandising assistance helpful?

Eighty-four percent of replying agencies want types of merchandising aids spelled out, with 59% preferring that the specific amount of such help be indicated. On the other hand, a bare majority (53%) of those adding specific comments do not base station buying decisions on merchandising.

Effective merchandising is appreciated, many insisted, but comment was made that a lot of merchandising "is of no value."

Other typical merchandising comments:

"It should be tailored to the client." "It's desirable but we are mainly interested in coverage and share of audience, plus adjacencies suited to our type of message." "To me it's the clincher, showing the station is anxious for sales of the product." "A lot of other things would come first." "A valuable plus, but we buy on basis of audience, cost, etc." "Considerable bearing where there is more than one tv station in area."

Clients are now becoming more aware of merchandising aids and are requesting them, it was noted.

Some of the top-ranked agencies took this type of position on merchandising:

"Helps the station as much as the client." "This is secondary to coverage, time and audience but may sway final decision." "We regard as a plus, not a first consideration." "Other factors being equal, the station that offers merchandising help gets the preference, particularly on long-term schedules." "Secondary to well-run operation and non-overcommercialization so that message will become more important." "Not a factor, but an extra that we appreciate."

In a space for "other comments," these points were emphasized:

Ratings such as ARB or Nielsen are a big help; the questionnaire covered all main points; more information on local shows, available for sale or not; rating and audience surveys, with definition of how coverage area is estimated; frequent ratings to reflect program and time changes; station helps in promoting distribution.

RESPONDENTS

HERE are a few of the 72 agencies that submitted detailed replies to the questionnaire: Compton Adv.; Marschalk & Pratt; Cunningham & Walsh; Biow-Beirn-Toigo; Raymond Spector Co.; Maxon Inc.; Dancer-Fitzgerald-Sample; Kenyon & Eckhardt; Ogilvy, Benson & Mather; Harvey-Massengale Co.; Simon & Gwynn; Ruthrauff & Ryan; Bozell & Jacobs; N. W. Ayer & Son; William Esty Co.; Chas. W. Hoyt Co.; McCann-Erickson; Leo Burnett Co.; Paris & Peart; Foote, Cone & Belding; Edward Kletter Assoc.; Erwin, Wasey & Co., Henry J. Kaufman & Assoc.; Foster & Davies, and Lambert & Feasley.

Drive Against Deceptive Ads Gets Underway in Chicago

CAMPAIGN to stamp out "false and deceptive" automobile, tv set and refrigerator dealer advertising in broadcast and printed media was announced in Chicago Thursday by States Atty. John Gutknecht. He called on all media to cooperate in the drive. He threatened grand jury action if certain "practices do not desist."

The Chicago Better Business Bureau has uncovered some examples of "bait and switch" advertising and has effected remedial measures, one of its executives reported last week.

The division is headed by Carl Dalke, who has started a weekly public service series over WMAQ Chicago on dealer practices. Most of the "abuses" lie in the areas of price, finance terms, so-called "extras" and trade-in allowance claims, according to Mr. Dalke.

Mr. Dalke reported Thursday there is no doubt that "service has been hurt and impaired by abuses in the automotive trade." He said at least 15 dealers on tv and a "legion" on radio had been called on the BBB carpet for questionable claims in programs and spot announcements. BBB has been monitoring radio-tv recordings and scripts, he added, and as a result of the probe, at least nine dealers have made copy revisions since last December.

Broadcast and printed media have refused the questionable advertising of at least two Chicago dealers at BBB request.

Mr. Dalke's radio series on WMAQ includes tips for prospective car buyers, case histories from BBB files and an explanation of "shady" sales of some dealers.

You can reach

415,835

TV families in the rich market of

RICHMOND

Petersburg and Central Virginia on the

BASIC NBC-TV

station

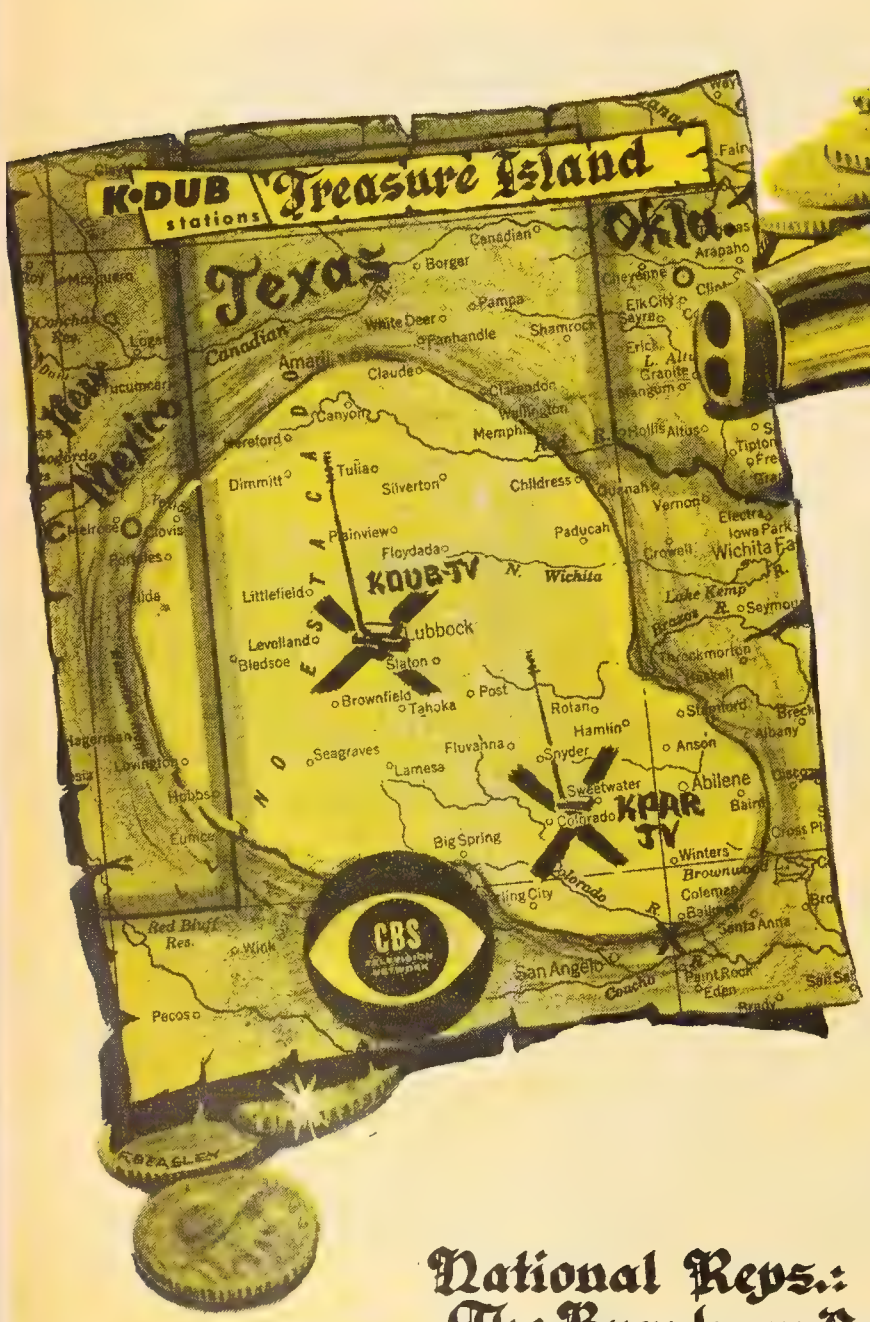
WXEX-TV channel 8

Ask your Forjoe man for full details!

Tom Tinsley, President • Irvin G. Abeloff, Vice-President



New Station KPAR-TV Joins KDUB's Golden Fleet



KPAR-TV adds Sweetwater-Abilene, Texas to the K-DUB station's TREASURE ISLAND COMBINATION — with KDUB-TV's Lubbock market, a double target of over 175,000 sets! Total population is greater than the COMBINED metropolitan areas of Ft. Worth, Cedar Rapids, Huntington and Omaha! Here is BIG market coverage in Texas' oil and cotton empire — a treasure chest you unlock only with the "Treasure Island Combination".

National Reps.:
The Branham Company



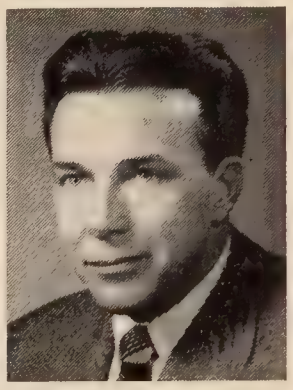
OWNED AND OPERATED BY TEXAS TELECASTING INCORPORATED W. D. "Dub" Rogers, President and Gen. Mgr. — E. A. "Buzz" Hassett, National Sales Manager OPERATIONS DESK: 7400 COLLEGE AVENUE, LUBBOCK, TEXAS

KDUB-TV LUBBOCK, TEXAS | **KPAR-TV** SWEETWATER-ABILENE, TEXAS | **KDUB-AM** LUBBOCK, TEXAS

Nielsen Names Rahmel Audience Survey Head

APPOINTMENT of Henry A. Rahmel as executive vice president in charge of all Nielsen radio-tv audience measurement operations was announced Monday by A. C. Nielsen, president of the marketing research organization bearing his name.

Mr. Rahmel, a veteran of Nielsen's radio-tv division for 11 years and currently vice president in charge of engineering and field operations, will administer the Nielsen Radio Index-Nielsen Television Index, national reports and local area service, Nielsen Station Index, and Nielsen Coverage Service (which shortly launches its second nationwide survey of station-network audiences and set ownership).



MR. RAHMEL

At the same time, Mr. Nielsen reported the election of Mr. Rahmel and Charlton G. Shaw, executive vice president, to the company's board of directors. Mr. Shaw will continue to direct sales-service activities of Nielsen's national Radio-Tv Index as he has for the past five years.

In announcing the appointments, Mr. Nielsen ascribed them to "the ever-increasing scope of our services to the broadcasting and advertising industries." He said they reflect "our growing volume of new business and the strong need to provide maximum service for our large number of clients."

Stevenson Group Establishes Radio-Television Department

ESTABLISHMENT of a radio-television department for the Adlai Stevenson for President Committee (New York State) was announced last week by Richard A. Brown, public relations director of the committee.

Elvin Helitzer, director of public relations, Ideal Toy Corp., New York, was named director of the radio-tv department and Jane Kalmus was designated associate director. The department shortly will announce the formation of an advisory radio-television committee to be composed of personalities in the radio-tv and entertainment fields.

Mr. Helitzer was formerly a staff member of the *Syracuse* (N. Y.) *Herald-Journal* and the *Glens Falls* (N. Y.) *Times*. During World War II, he served on the public relations staff of the U. S. Military Government in Europe and Africa. Mrs. Kalmus formerly was a producer for NBC, working on such shows as the *Herb Sheldon Program, Ask the Camera* and *Where Have You Been*. She also has served with the CBS public affairs staff.

Ransom Dunnell to NC&K

RANSOM DUNNELL, supervisor for Standard Oil of Indiana's radio-tv account at D'Arcy Adv., New York, has moved to Norman, Craig & Kummel, N. Y., as executive assistant to Walter Craig, in charge of production for the television-radio department [CLOSED CIRCUIT, Dec. 12, 1955]. Mr. Dunnell also has been with Cunningham & Walsh, where he supervised radio and tv for the Chesterfield account.

COLORCASTING

Advance Schedule Of Network Color Shows
(All times EST)

CBS-TV

Feb. 7 (9:30-10 p.m.) *Red Skelton Show,* S. C. Johnson & Son through Needham, Louis & Brorby, and Pet Milk Co. through Gardner Adv. on alternate weeks.

Feb. 11 (7-7:30 p.m.) *Gene Autry Show,* William Wrigley Jr. Co. through Ruthrauff & Ryan (also Feb. 18, 25).

Feb. 11 (9:30-11 p.m.) *Ford Star Jubilee,* "The Day Lincoln Was Shot," Ford Motor Co. through J. Walter Thompson.

Feb. 16 (8:30-9:30 p.m.) *Shower of Stars,* Chrysler Corp. through McCann-Erickson.

NBC-TV

Feb. 6 (9:30-10:30 p.m.) *Robert Montgomery Presents,* Schick through Kenyon & Eckhardt, and S. C. Johnson & Son through Needham, Louis & Brorby on alternate weeks.

Feb. 6-10 (3-4 p.m) *Matinee,* participating sponsors (also Feb. 13-17, 23-24, 27-March 2).

Feb. 6-10 (5:30-6 p.m.) *Howdy Doody,* participating sponsors (also Feb. 13-17, 20-24, 27-March 2).

Feb. 12 (3:30-4 p.m.) *Zoo Parade,* Mutual of Omaha through Bozell & Jacobs.

Feb. 19 (3:30-4 p.m.) *Zoo Parade,* American Chicle Co. through Ted Bates.

Feb. 21 (8-9 p.m.) *Milton Berle Show,* Sunbeam Corp. through Perrin-Paus, and RCA and Whirlpool Corp. through Kenyon & Eckhardt.

Feb. 21 (9:30-10 p.m.) *Armstrong Circle Theatre,* Armstrong Cork Co. through BBDO.

Feb. 26 (7:30-9 p.m.) *Sunday Spectacular,* participating sponsors.

[Note: This schedule will be corrected to press time of each issue of B•T]

Fechheimer Named North V. P.

APPOINTMENT of Richard Fechheimer as vice president and account group supervisor on two Toni products was announced last week by North Adv. Inc., Chicago. Mr. Fechheimer, previously vice president and a director of Aubrey, Finlay, Marley & Hodgson, Chicago, will supervise the Toni Home permanent and Tip Toni accounts. North Adv. Inc. handles the bulk of the various Toni business.



MR. FECHHEIMER

Recommended Standards Set for Auto Dealers

IF A RECOMMENDED set of standards for advertising and selling automobiles is followed it will restore public confidence in dealers and media alike, delegates to the Washington convention of National Automobile Dealers Assn. were told last week. The standards were developed in cooperation with the Assn. of Better Business Bureaus.

NADA members spent $235 million in local advertising last year plus $200 million in factory-dealer co-op advertising.

In urging dealers to raise the level of their advertising, Frank H. Yarnall, NADA president, said he was "amazed that we have not had more help than we have from media and the motor car manufacturers." He continued, "If the public gets to believe that newspapers, radio and television will permit automobile advertising that is misleading or false, then they have every reason to believe that other advertising is equally misleading or false. When this occurs then the value of advertising diminishes, and the dollars that media now is gaining may be very few in relation to what they will lose in the future. I believe that media have an obligation to police their advertisers to make sure that they do not accept misleading or false advertising. I believe that the automobile manufacturers also have an obligation to see that their products are not advertised deceptively."

Birkett L. Williams, NADA director in Cleveland, and head of NADA's advertising committee, reminded dealers that radio stations and newspapers are interested in BBB codes "because they realize that if the printed and spoken words used in advertising are not translated into deeds, the public will lose faith in advertising as such. At that point advertising ceases to have value and the business of newspapers and radio stations falls off."

Sen. Mike Monroney (D-Okla.), chairman of the Senate Auto Marketing Practices Subcommittee, said the subcommittee plans to investigate dealer advertising, referring to "the strident screaming phonies run at such high cost in the daily press." He blamed dealers for this "gimmick" advertising.

BBDO Elects Elliott, McKee

BBDO has elected John (Jock) Elliott Jr., account executive, New York, and John McKee, account executive, Detroit, vice presidents.

Mr. Elliott, with the agency since 1945, has recently taken over the direction of *DuPont Cavalcade Theatre*. He has been an account supervisor on DuPont, Thomas Nelson & Sons, the Republican National Committee and American Institute of Mens & Boys Wear. Mr. McKee, with the agency since 1948, has been account executive for the DeSoto Div., Chrysler Corp. He formerly was an account executive at Brooks, Smith, French & Dorrance, Detroit.

M-E Schedules L. A. Move

THE Los Angeles office of McCann-Erickson has leased the entire top floor of an office building nearing completion at 3325 Wilshire Blvd., according to Burt Cochran, vice president-Southern California manager for the agency. The new quarters, to be ready in April, will provide 16,000 sq. ft., more than double the space the agency now occupies.

THE UP-TO-DATE ON SPOT

CURRENT STATUS of spot broadcast advertising, both radio and tv, was detailed for last Tuesday's Timebuying and Selling Seminar of the Radio-Television Executives Society by Roger Bumstead (r), media director of David J. Mahoney Inc. Mr. Bumstead based his remarks on a survey his agency made of 60 "key radio and tv rep and station executives." Of those, more than 60% responded to a series of questions about the two broadcast media. These are the answers.



RADIO TRENDS

1. Programming: Have you noticed a decided trend toward any specific type of radio program formats among your stations? (Is there a definite leaning away from talk and entertainment shows on radio toward music and news—if so, is it "pop" music or light classical music?)

Consensus: Very definitely "yes" to "pop" music, news and personal services. More emphasis on "station personality" and "personalities." Not all stations are playing the "top ten" over and over again—lots of variety needed for success from "rock and roll" to Jerome Kern. One answered that stations should have more courage to experiment and mentioned specifically KLZ Denver's well publicized *Denver at Night*. One respondent said that the networks should program shows with name personalities which the independent stations couldn't afford.

2. Rate chisels: In the past six months have your stations taken any positive action toward stabilizing rates? (i.e., more realistic pricing, rate card packages, equalized nighttime rates.)

Consensus: Very definitely "yes"—many stations have adopted "one-rate policies"—put saturation packages on their cards at a set weekly price. Others reported that they had turned down "chisels." Radio men are coming to the point where they realize you can't improve the product by cutting the selling price.

3. Buying patterns: Has there been a very evident trend toward "super-saturation" radio schedules of short duration vs. the traditional 5x a week for 26 or 52 weeks approach?

Consensus: Very definitely yes—a small but growing trend for "saturation" advertisers to stay on radio for longer periods, depending on client's problems. One "rep" reported that 30% of its advertisers using radio are also using the sister tv station.

4. Network vs. spot: Have the innovations in network radio (e.g. "Monitor," "Weekday," CBS' segmented plan) adversely affected spot radio purchases by national advertisers?

Consensus: Some, but not much. "Spot delivers more listeners"—said many. Others felt that they had "reglamorized" radio.

5. Controversy: In your opinion what is the most controversial issue in radio today? Do you see any solution?

Response:
(a) Rate-cutting—when will it stop?
(b) Network vs. Spot.
(c) Will the networks survive in radio?
(d) Rating Services—and lack of proper broadcast research.
(e) Is radio a basic advertising medium or a supplementary one?

6. Radio vs. what: Do you feel that the radio industry as a whole is cooperating in its battle for dollars against other ad media?

Response: 50-50—Some with an emphatic "yes"—that RAB is on the right track. Others were even stronger in saying "no"—mentioning rate cuts, internecine warfare among stations; radio advocates must get direct to the advertiser.

7. Radio trends: What do you (or your organization) feel is the most significant trend or development in radio today?

Response:
(a) the trend to music and news programming.
(b) the return to radio by major advertising.
(c) the resurgence of good radio station management—the well managed station is getting richer and the inept are starving.
(d) the emphasis on the localized aspect of radio.

TELEVISION TRENDS

1. In 1956, is it possible for an advertiser with an adequate budget to secure "AA" evening adjacencies in tv (e.g. is it harder or easier than a year or two ago?)

Consensus: Overwhelmingly more difficult than in the past—but it can be done if an agency recommends the move to spot tv during certain times of the year, with advance notice and strong timebuyers.

2. Buying patterns: Into what hours of the tv day do you feel (or know) new tv money is going?

Consensus: Mostly daytime with the emphasis on the afternoon. Other new money going into kids shows and late evening times.

3. Small advertisers: What time periods are being sought by small or medium sized advertisers (in the $500,000 to $1,250,000 class?)

Consensus: It depends on the advertiser's problem—definitely not into prime evening times—mostly either daytime or late evening.

4. Network vs. spot: Have NBC-TV's "Today," "Tonight" and "Home" had any appreciable effect on the amount of dollars going into spot tv?

Response: About 50-50 yes and no—one individual replied that these shows had provided desirable "break" adjacencies. Another replied that "Today," etc. had introduced new advertisers to the wonders of television. Six answered in a strong "no"!

5. Tv's opportunity: Where do you feel television has done the least to capitalize on potential opportunities for more audience and bigger dollar gains?

Response: Varied answers. Many said daytime tv needed a bigger push and better shows. Two were in agreement that television had for too long neglected news and news analysis programs. One frank expert said a tv station should program exactly opposite its competitors to appeal to contrary tastes and backgrounds. Another suggested more emphasis on the power of children's shows especially to advertisers not necessarily having an exclusive kid's appeal product.

6. Tv vs. what: Do you feel that the tv industry is effectively competing against other media for the advertiser's dollar?

Consensus: Very much a "yes"—TvB is of considerable value and aid—but some said tv should be more militant in its crusade for a larger share of the advertiser's dollar—and that stations and reps should work more closely together in positively selling spot tv's effectiveness.

7. Tv trends: What do you (or your organization) feel is the most significant trend or development in tv today?

Response: Varied; many replied it was the increased importance and better programming during the day (mentioned specifically were CBS's daytime lineup, NBC's "Matinee" and the new afternoon "Film Festival" on ABC-TV). Also considered significant was the move to "spectaculars" on the networks—making possible thorough and more complete treatment of worthwhile subjects. Also mentioned was color. One courageous respondent ventured that the trend was to "conservatism"—a "let's play its safe" attitude (i.e., let's not all follow the leader!).

[The following question and its answer were the same in both radio and tv questionnaires.]

Constructive suggestions: From your own experience, do you have any opinions on why some agencies have more effective timebuying units (or less effective) than others? What do you feel timebuyers should be more familiar with? List any specific complaints or gripes!

Response:
(a) Most answered that they had no specific gripes, but that:
(b) timebuyers should be more familiar with markets, take the same interest in sales problems and distribution that most space buyers do!
(c) agencies should have personnel policies requiring better trained people for timebuying jobs and give them more authority —good buyers deserve the confidence of their account executives and agency management.
(d) [radio or tv] campaigns should be planned way in advance of the starting dates—the 11th hour buy is never the best of what might have been had.
(e) buyers should be in a position to depend more on their judgment and experience than on imperfect formulas and yardsticks.

12 National Sponsors To Back Mrs. America

TWELVE national advertisers will spend a total in excess of $3 million between now and May when Mrs. America for 1956 is chosen at Daytona Beach, Fla., it was announced in New York Thursday by Mrs. America Inc., parent organization of the nationwide contest.

The 18-year-old contest, at first a beauty competition, now strictly devoted to choosing the "most typical American homemaker," is being backed for the third consecutive year by the American Gas Assn., representing 90 gas utilities who alone will spend $1 million in local media. Allied with AGA's efforts (through Lennen & Newell, New York) are those of Colgate-Palmolive Co., which plans to spend $500,000 to promote AD detergent, also through L&N.

Other advertisers and their agencies who were listed as planning to allocate segments of their 1956 budgets to radio-tv tie-ins with the Mrs. America contest: DeSoto Div. of Chrysler Corp. for 2,800 dealers, through BBDO, New York; John Wood Co. (gas heaters), Conshohocken, Pa.; Robertshaw-Fulton Controls Co., Greensburg, Pa., and Gas Appliance Mfg. Assn., through Morey, Humm & Johnstone, New York; Procter Electric Co. (toasters & ironers), Philadelphia, through Weiss & Geller, New York; Servel Inc. (refrigerators), Evansville, Ind., through Hicks & Greist, New York; Aluminum Cooking Utensils Co., New Kensington, Pa., through Fuller & Smith & Ross, New York, and American Kitchens Div., Avco Mfg. Co. (kitchen sinks), through Ruthrauff & Ryan, Chicago.

Though most advertising representatives present at the pre-campaign meeting in New York declined to go into details of their radio-tv campaigns, a spokesman for Mrs. America Inc. told B•T that "in most cases," radio-tv spots would be used, specifically geared to tie-in with the local efforts of their dealers and distributors, viz., supermarkets, appliance stores and construction firms, rather than on an "institutional plane." In addition, local gas utilities, car and appliance dealers (who will urge housewives to enter the contest) have bought time for a special 30-minute tv film, "The Story of Mrs. America," which will be backed by an intensive "in-store" merchandising campaign.

Agency Teamwork Stressed In Address by Valenstein

THE IMPORTANCE of teamwork within agencies was stressed by Lawrence Valenstein, chairman, Grey Adv., New York, in a speech to members of the League of Advertising Agencies at their annual banquet in New York on Jan. 27.

Speaking on "How a Small Advertising Agency May Grow," Mr. Valenstein said that ". . . just as the factory must create a variety of instruments to serve a variety of functions, the advertising agency to grow and succeed must cultivate and develop a variety of people with a variety of talents and skills. Growth of the agency depends on the ability of management to discover these skills and talents in people and develop them to the utmost."

Mr. Valenstein recently assumed the chairmanship of Grey, the first chairman in the agency's 39-year history, in part of a move that saw the top echelon of the agency revamped [B•T, Jan. 23].

'Conqueror' Promotion

RKO RADIO PICTURES, which is handling distribution for Howard Hughes' "The Conqueror" [B•T, Nov. 28, 1955], has scheduled a concentrated one-month campaign on Mutual during February to coincide with premiere of the motion picture in various cities throughout the country. Unusual phase of campaign is that Mutual will extend its *Here's Hollywood* weekday program to Saturday and Sunday during February, with RKO Radio sponsoring the show on those days, and also carry Saturday-only *Men's Corner* twice on Saturday and also on Sunday. RKO Radio also has bought participations on Mutual's *Tomorrow's World Show, Story Time* and *Standby With Bob & Ray* during February. Agency is Foote, Cone & Belding, New York.

AAAA Will Sponsor International Meeting

THE American Assn. of Advertising Agencies, which will sponsor a two-week international meeting of advertising agency leaders April 23-May 4, reported last week that more than 100 agency people representing 38 foreign countries have made reservations to attend.

AAAA spokesmen said the sessions will familiarize world-wide advertising leaders with the U. S. communications industry, and plans have been drawn up for a series of visits to New York agencies, publishers, broadcasters and media representatives.

Following the opening sessions, the association will be host to the group at AAAA's 38th annual meeting, at the Greenbrier Hotel, White Sulphur Springs, W. Va., April 26-28. From there, the foreign advertising executives will go to Washington, D. C., where they are expected to be greeted by President Eisenhower. Delegates also will attend the 44th annual meeting of the U. S. Chamber of Commerce in Washington.

During the second week, AAAA guests will attend special functions in New York held by the International Advertising Assn., The Advertising Council and the Advertising Research Foundation.

Since all sessions will be in English, arrangements have been made to provide simultaneous translation facilities wherever possible, the AAAA said.

Yankee, Giant Sponsors Set

P. BALLANTINE & SONS (beer), Newark, N. J., and R. J. Reynolds Tobacco Co. (Camel cigarettes), Winston-Salem, N. C., last week signed to co-sponsor the 1956 New York Yankee home baseball schedule on WPIX (TV) New York. WPIX also will telecast all home games of the New York Giants (sponsorship not announced), marking the fifth consecutive year for both teams on the station and Ballantine's ninth season of Yankee sponsorship.

Bankers Trust Co., New York, will bracket the Ballantine-Camel Yankee coverage by sponsoring both the 15-minute pre-game warmups and 10-minute post-game programs. Agency for both Ballantine and Reynolds Tobacco Co. is William Esty Co., New York, while Rose-Martin Inc., New York, is agency for Bankers Trust.

NL&B Billings Hit $29.8 Million in '55

TOTAL ADVERTISING billings of Needham, Louis & Brorby, Inc., Chicago-based agency, increased from $28,933,000 to $29,805,000—or $872,000—and resulted in a net profit of $83,200 during 1955, according to the annual report to employes by Maurice H. Needham, president.

Mr. Needham and John J. Louis, senior vice president, station owner and head of the agency's plans group, were among executives re-elected as directors of NL&B. Others were Melvin Brorby, senior vice president, and Otto R. Stadelman, Max D. Anwyl, W. Raymond Fowler and Paul C. Harper Jr.

The past year was described as one of "consolidation" for NL&B, with the addition of new accounts and "increased activity" in the agency's New York and Canadian branches. Radio-tv billings rose $100,000 over 1954, accounting for about 40% of the $29.8 million in overall advertising. NL&B recently moved to the Prudential Bldg., new Chicago skyscraper.

The report also included references to NL&B's profit-sharing trust for participating employes and "substantial additions to the net cash worth" of the agency. Over half of the NL&B employes own stock in the agency.

Sheriff Agency Names Five To Bolster Departments

WALKER B. SHERIFF Inc., Chicago advertising agency, has announced the addition of five new executives to its staff.

New personnel, announced Wednesday, are Lee R. Brooks, formerly with Jones Frankel Co., as account executive; George Leary, former agency creative consultant, as copy chief; Lois Scheuber, formerly wth Aubrey, Finlay, Marley & Hodgson, as media director replacing Dora Ferguson, resigned; Harry J. Straw, formerly with Andrews Agency Inc., Milwaukee, as copywriter, and Patricia Supernaw, formerly with Henry Hempstead Co., as production assistant.

The Sheriff Agency handles such radio and/or tv accounts as Shaler Co. (Rislone oil alloy), Ben-Hur Mfg. (freezers and refrigerators), Hallicrafters Co. (electronic-communications equipment) and Parker House sausages.

Wynn Oil Switches Agencies

WYNN OIL Co., Azusa, Calif., maker of auto engine friction proofing compounds, has named Kennedy, Walker & Wooten, Los Angeles, to handle its national advertising effective immediately, it was announced Thursday by Carl E. Wynn, president. KW&W will prepare radio and tv spots for local use by the firm's 50 national distributors. Four major product promotions are planned in addition to general national and local advertising. Account formerly was handled by BBDO Los Angeles.

Dr. Pepper Sales Up 5.5%

DR. PEPPER Co., Dallas, which is putting over half of its advertising budget into broadcast media this year, has reported a sales rise of 5.5% for 1955, marking its sixth consecutive year of increases.

In 1956, with Grant Adv. Inc. handling its account, tv outlays will be increased 100% over 1955 and a heavy spot radio campaign will be used [B•T, Nov. 28, 1955]. The soft drink is now sold in 44 states and four foreign nations, with sales up 82% over 1949.



CAPSULES containing native gold mined within the "A" contours of WAGA-TV Atlanta were distributed to agency timebuyers in New York last week at luncheons and cocktail parties held by the Storer Broadcasting Co. station to dramatize new coverage added by its shift to its new tower, described as "the Southeast's tallest." WAGA-TV General Sales Manager Jack Collins, National Sales Manager Peter Storer, Promotion Manager Charlie Trainor, and Storer Broadcasting's National Sales Manager Bob Wood were hosts to more than 250 agency people. Discussing the presentation (l to r): Edmund Semel, Compton Adv.; Messrs. Collins and Storer; George Detilj, Ted Bates & Co.; Tom Carson, Compton.

George Belsey Jr. Transfers To FC&B's Office in Chicago

GEORGE BELSEY Jr., vice president of Foote, Cone & Belding, has been transferred from the Los Angeles office to the Chicago office of the agency, it was announced Thursday by Roy Campbell, executive vice president of the western division.

Belsey will assume account management duties on a portion of the General Foods account. During his twelve years with FC&B he has worked on advertising for various major grocery products. Daniel Layman, also a vice president of FC&B at Los Angeles, will succeed Mr. Belsey as account group manager on the Firestone Tire & Rubber Co. and Purex Corp. account.

Pettersen to New Norge Post

CREATION of a new merchandising post, with Jack S. Pettersen as director, was annnounced Thursday by Norge Div. of Borg-Warner Corp. Mr. Pettersen, who has handled Norge's merchandising activities, will head its home appliance advertising, sales promotion, dealer programs, sales training and other functions, with an advertising budget estimated at $4 million, according to R. C. Connel, Norge sales vice president. As director of dealer development and later in merchandising, he was credited with helping lift Norge sales from $43 million to $128 million in less than two years.

Leach, BBDO Executive, Dies

FUNERAL SERVICES were held Saturday in Manchester, Mass., for Lawrence Roberts Leach, 45, BBDO account executive, who died Jan. 29 of a heart attack in his home at Old Greenwich, Conn.

Mr. Leach, who was responsible for the agency's marketing planning on the Campbell Soup Co. account, moved to BBDO in 1954 from Benton & Bowles, New York, which he joined in 1950 following a long-term association with Lever Bros., New York.

Surviving are his wife, two sons, a sister and a brother.

Frank Block Assoc. Names Five New Vice Presidents

FIVE EXECUTIVES of Frank Block Assoc., St. Louis, Mo., agency, have been appointed vice presidents, it was announced last week.

They are Robert D. Firestone, industrial and consumer promotion account executive; Vernon E. Koby, production manager; Robert L. Mahon, copy director; Jack Rafield, consumer and fashion promotion account executive, and Maurice A. Seligsohn, art director.

BUSINESS

Swift & Co., Chicago, starts alternate week sponsorship of *Uncle Johnny Coons* (Sat., 10:30-11 a.m. CST) on NBC-TV Feb. 25 for 52 weeks. Agency is McCann-Erickson, Chicago office.

VCA Labs, L. A., for Rybutol, vitamin capsules, has signed with CBS Radio Spot Sales for 14-station spot schedule, running through March. Contract was placed through BBDO, L. A.

Chock Full O' Nuts Corp. (coffee), N. Y., to expand radio-tv spot campaign in Albany-Schenectady-Troy market and 13 upper N. Y. state counties. Campaign starts Feb. 20 and runs 52 weeks. Company also expects to expand Pennsylvania coverage shortly. Agency: Grey Adv., N. Y.

Miller Brewing Co., Milwaukee, and **Clark Oil Co.,** that city, will sponsor 1956 games of Milwaukee Braves, both through Mathisson & Assoc., Milwaukee. Sponsors plan coverage throughout Wisconsin, with supplementary coverage in Upper Peninsula of Michigan, Eastern Minnesota and Northeastern Iowa. Broadcasts, originating over WEMP Milwaukee, also will be carried by WTMJ Milwaukee.

AGENCY APPOINTMENTS

Renuzit Home Products Co., Philadelphia, names Arndt, Preston, Chapin, Lamb & Keen Inc., that city, for all products, effective immediately. At same time agency announces Renuzit purchase of twice-weekly, five-minute segment of Don McNeill Breakfast Club on ABC Radio network, beginning Feb. 13.

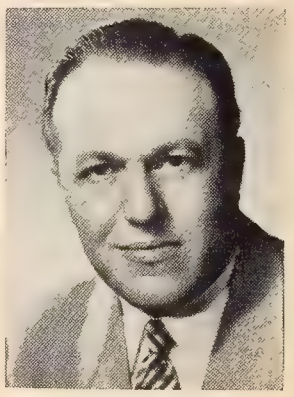
Tetley Tea Co., N. Y., with annual billing of $500,000, appoints Ogilvy, Benson & Mather, N. Y. Account had been handled by Geyer Adv., N. Y.

Tastee Freez Corp. of America (frozen desserts), Chicago, appoints Russel M. Seeds Co., same city. **Maurice B. Silverman,** whose agency, Silverman Adv. Agency, Chicago handled account, joins Seeds around April 1 as account executive.

A&A PEOPLE

Sidney Garfield, former president, Hirshon-Garfield before its consolidation with Peck Adv., N. Y., elected chairman of board, Peck Adv.

Paul Foley, vice president and chairman of Detroit plans board, McCann - Erickson, N. Y., appointed manager of Detriot office. **Robert F. Gibbons,** associate creative director in charge of radio and tv copy of McCann-Erickson, Cleveland, appointed assistant to general manager of Cleveland office in charge of agency's radio-tv department.



MR. FOLEY

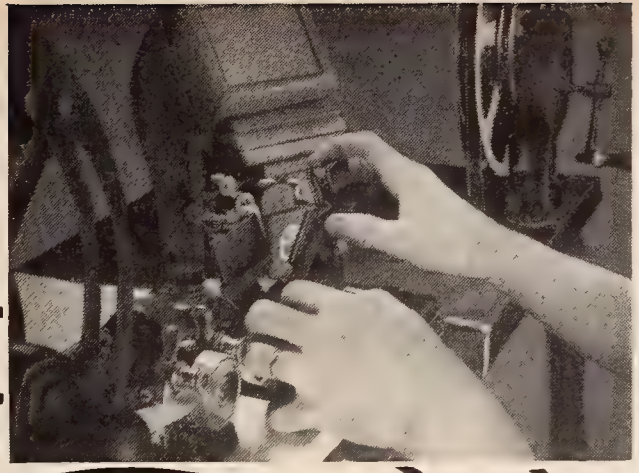
Reginald E. Gilbert, advertising and sales promotion manager, General Bronze Corp., Garden City, N. Y., to McCann-Erickson, N. Y., as sales promotion supervisor, Owens-Corning Fiberglas group.

Edward A. Cashin, account executive and director, BBDO, N. Y., elected executive vice president and member of executive committee. With agency since 1939, he will be in charge of client relations, concentrating on package products.

Frederick J. Wachter, vice president and copy director, Erwin, Wasey & Co., Chicago office, promoted to vice president and general manager of that branch. He has been with firm since 1943.

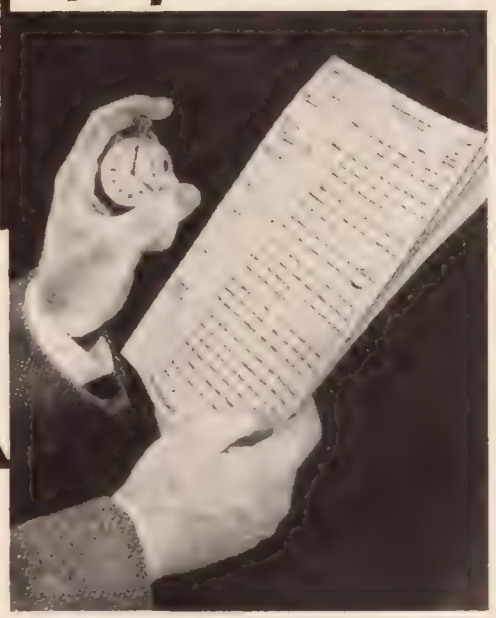
Raymond M. Neyhart, with MacManus, John & Adams Inc. since October, appointed manager of agency's Chicago office. **Jack H. Holmes,** manager of L. A. office, also will head new San Francisco branch.







SKILLED HANDS guide your commercial on WBEN-TV



Television commercials represent creative energy expended during countless man-hours of hard work.

To let the slightest element in their presentation go wrong is a waste of talent, time and advertising dollars.

That is why WBEN-TV "guides your commercials" from copy checking to control-room shading . . . from film room to studio floor.

And no television station in Western New York is better equipped for this important job. Pioneer since 1948, WBEN-TV has developed skills and techniques to the point of perfection that counts most when *"you're* on the air."

You buy "QUALITY" when you buy WBEN-TV—and it costs you no more. In considering your next TV move in the Buffalo market, consider — first — WBEN-TV.

Your TV dollars count for more on CHANNEL 4.

WBEN TV

CBS NETWORK **BUFFALO, N. Y.**

WBEN-TV Representative

Harrington, Righter and Parsons, Inc., New York, Chicago, San Francisco

WBEN-TV DELIVERS

Western New York is the second richest market in America's richest State. And — WBEN - TV delivers this market as does no other television station.

for AUDIENCE IMPACT...SALESMANSHIP...
and TOP PRODUCT IDENTIFICATION
you can't beat...

MOLLY



starring **GERTRUDE BERG**
and the famous **GOLDBERG FAMILY**

39 NEW half-hour shows

- **NEW STORY LINE** . . . warmer and more entertaining than ever before.
- **NEW SETTINGS** . . . Molly's new home in the heart of Suburban America.
- **NEW SITUATIONS** . . . with Molly making friends with all her new small town neighbors.

EVERYBODY LOVES MOLLY

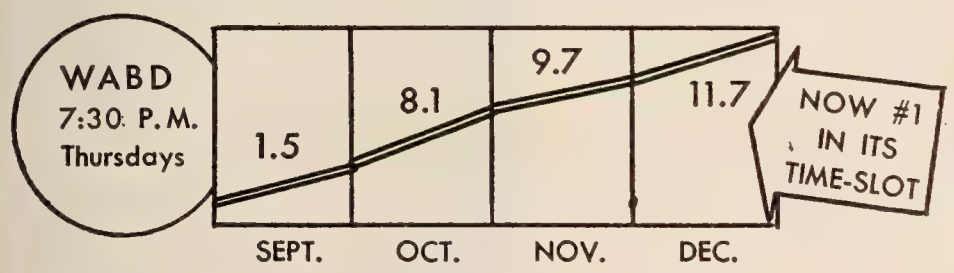
...and now that same warm affection can be carried over to *your* product when you sponsor this great family show. The simple and endearing personality that is MOLLY surrounds your sales messages with the kind of sincere impact that can't be duplicated by any other program . . . of any type. Now, after twenty-five years of national sponsorship, the show has a brand-new title and a bright new format. It's ready to go to work for your product immediately in *just the markets you choose*... but you'll have to act fast, before the cities you want are gone! Write, wire or phone today for audition reel and prices.

GUILD FILMS
COMPANY, INC.

460 PARK AVENUE • NEW YORK 22, NEW YORK • MUrray Hill 8-5365
IN CANADA: S. W. CALDWELL, LTD.



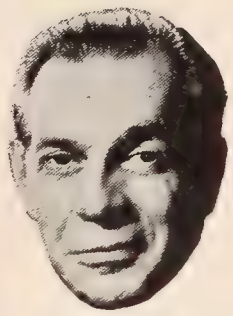
CHECK THESE SKYROCKETING NEW YORK A. R. B. RATINGS:



"QUITE A SALESGIRL, THIS MOLLY..."

. . . Says Peck Advertising Agency, speaking for its client, Old Dutch Coffee, which reports enthusiastic reaction from all its dealers since it began sponsoring this program last October. Incidentally, ratings for MOLLY's time-slot, which were 1.5 before the show's debut, have now climbed to 11.7 . . . bringing the show's cost-per-thousand down to only $2.67 per commercial minute.

4 MORE GUILD BEST-SELLERS



I SPY

Distinguished actor, RAYMOND MASSEY, presents true and exciting stories behind history's most famous spies. 39 half-hour . . . mystery, intrigue, adventure. Sponsored in over 60 markets.

CONFIDENTIAL FILE

Paul Coates' behind-the-scenes report on America . . . with penetrating close-ups of its people and problems. A new and exciting concept in dramatized journalism. The ½-hour show all America is talking about . . . winning fabulous ratings in over 100 markets.



15 minutes with FRANKIE LAINE

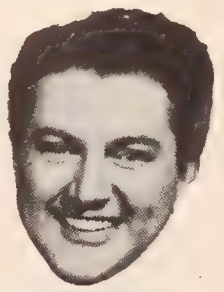
and Connie Haines



All the 'star' entertainment quality of a ½-hour show packed into 15 fast-moving minutes. Ideal choice for small advertisers who want the impact of a ½-hour show on a 15-minute budget. Top-rated show in its time-slot over WCBS-TV, New York.

the LIBERACE show

Television's most widely acclaimed musical series for the third consecutive year. Still a few choice availabilities, and you're in luck if one of them happens to be in your market!



GUILD FILMS COMPANY INC.

460 PARK AVENUE • NEW YORK 22, N Y
MURRAY HILL 8-5365
IN CANADA: S. W. CALDWELL, LTD.

Herbert W. Stoetzel elected president and **C. N. Kirchner** executive vice president of Glenn-Jordan-Stoetzel Inc., Chicago agency. Mr. Stoetzel has been acting president since death of James R. Glenn in June 1955.

James P. Ryan, account executive, Donahue & Coe Inc., N. Y., elected vice president and account supervisor.

Stanley F. Olley, formerly art director, Lee Ramsdell & Co. Inc., Phila., appointed vice president and art director.

F. R. Varchetta promoted from assistant advertising and sales promotion manager to advertising and sales promotion manager of O-Cedar Corp., Chicago, Div. of American Marietta Co.

John P. Osterman, formerly advertising manager, Ajax Electric Co., Phila., to account management staff of Arndt, Preston, Chapin, Lamb & Keen Inc., Phila.

Glen Jocelyn, former vice president and creative director, Erwin, Wasey & Co., N. Y., to Buchanan-Thomas Adv. Co., Omaha, Neb., as creative director.

Sally Cramer, copy head, Doyle Dane Bernbach, N. Y., to BBDO, N. Y., as creative coordinator.

John J. Wassmer, production manager, Storm & Klein, N. Y., which merged Jan. 3 with Emil Mogul, N. Y., appointed production manager of Mogul agency.

Leigh Dimond since 1945 with Bureau of Advertising, American Newspaper Publishers Assn., N. Y., in various research and marketing posts, named assistant marketing director.

George Johnson, formerly soils, crops, and agricultural chemicals editor, *Successful Farming* magazine, to E. H. Brown Adv. Agency, Chicago, in agricultural department.

Jana Seacat, former copy staffer, West-Marquis Inc., L. A., to copy department of Kennedy, Walker & Wooten, L. A.

Robert D. Polatsek, copywriter, BBDO's Cleveland office; **Warren Michael,** radio-tv director, Bruce B. Brewer Co., Minneapolis; **Olive Lillehei,** copy group head, Needham, Louis & Brorby Inc., Chicago; **Earl Rauen,** tv writer, BBDO, N. Y., and **Robert Noel,** tv writer, Needham, Louis & Brorby, Chicago, to Leo Burnett Co., Chicago, as tv film writers.

George A. Borden, Al Paul Lefton Co., Phila., to production department of Gray & Rogers Adv., Phila.

Don Berard, assistant art director, Ogilvy, Benson & Mather, N. Y., and **John Baker,** copywriter, Young & Rubicam, N. Y., to Grey Adv., N. Y., in similar capacities. **Harold Welsh,** copy director, CBS Radio, also to Grey as copywriter.

Ruth D. Supiro, radio-tv analyst, A. C. Nielsen Co., to radio-tv research, N. W. Ayer & Son, N. Y.

Henry J. Kaufman, managing director, Henry J. Kaufman & Assoc., Washington, named chairman of D. C. 1956 Heart Fund drive.

Richard Sachse, account executive at North Adv. Inc., Chicago, appointed co-chairman of public relations committee for radio-tv in Chicago Heart Assn.'s 1956 Heart Fund drive.

John T. Woodside, 66, president of Weco Products Co. (Dr. West tooth brushes), Chicago, died Jan. 28 in Miami, Fla.

NARTB WANTS MORE TESTS OF TV SET COUNT METHODS

Association board, meeting in Chandler, Ariz., also orders changes in the Television Code, increases budget and indorses a new series of tests covering interview techniques, among other actions.

A NEW series of field tests designed to complete development of a valid and acceptable national audit of tv circulation on a continuing basis was ordered Wednesday by the NARTB Tv Board, meeting at Chandler, Ariz.

In a series of actions covering a wide range of industry activity the Tv Board ordered changes in the NARTB Television Code. Principal change adds a bait-and-switch clause to the section covering acceptability of advertisers and products.

The new section reads: "Bait-switch advertising, whereby goods or services which the advertiser has no intention of selling are offered merely to lure the customer into purchasing higher-priced substitutes, is not acceptable."

In accepting the report of its Television & Implementation Circulation Committee, the board endorsed a new series of tests covering interview techniques. It asked its Research Committee to submit a proposed budget within 30 days.

An overall association budget for the 1956 fiscal year of $833,000, about $50,000 in excess of the current year, was recommended by the finance committee, headed by William D. Pabst, KFRC San Francisco, at its Tuesday meeting for ratification by the respective television and radio boards. About half of the increase was attributable to salary increases. Added to the pension plan were six employes who had reached 35, and had been with the association at least five years.

At the tv board session Wednesday other actions included designation of Sept. 23-29 as National Television Week, with the cooperation of manufacturers and dealers; provision whereby film producers can be drawn within the code's purview, under ground rules to be drawn by a special committee; approval of plans to publish a quarterly for public consumption under the auspices of the television information committee, with this and other work entailing an $8,000 budget, and an increase of about 20% in the code board budget to provide for stepped-up monitoring.

The Tv Board heard progress reports on the legislative and regulatory situation in Washington, along with the status of negotiations with AT&T on transmission tariffs and intercity video relays. The status of pay-tv, translator stations and community antennas also were covered, with authorization that studies be continued.

Committee Name Changed

In bringing the three-year-old tv research project to its last hurdle, the board changed the name of the committee to Audit Television Circulation Committee. Clair R. McCollough, WGAL-TV Lancaster, Pa., Television Board chairman, said the name has been changed "because we are much closer now to the actuality of a continuing nationwide survey and we feel that the scope of the committee's activity, originally confined to studying the possibilities, now should be broadened to anticipate the probability of a pilot study.

It is indicated that about $40,000 will be required for the new series of tests. But it was emphasized that every possible aspect had been explored to avoid the pitfalls of other

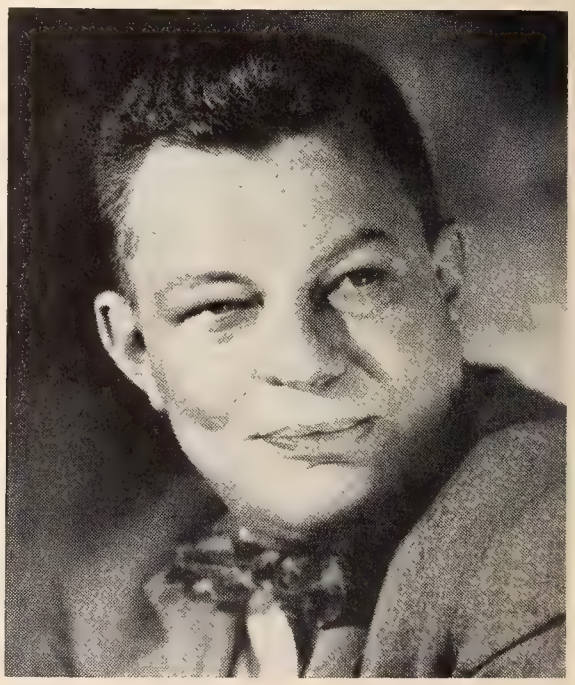
Robert Kintner Selected as NARTB Keynoter

TRIBUTE to Robert E. Kintner, president of ABC radio and tv networks, will be paid by NARTB at its April 15-19 convention in Chicago. Mr. Kintner was selected Friday by the NARTB board to receive the association's fourth keynote award.

The keynote honor was established by NARTB in 1953 when Brig. Gen. David Sarnoff, RCA chairman, was selected for the award. Following Gen. Sarnoff were William S. Paley, CBS Inc. chairman, and Mark Ethridge, vice president of WHAS-AM-TV Louisville and publisher of the *Louisville Courier-Journal.*

Mr. Kintner joined ABC in 1944 at the invitation of Edward J. Noble, board chairman, and soon became a vice president. He rose to executive vice president and was elected president in 1950.

The NARTB combined boards announced selection of Mr. Kintner at the concluding session of the three-day series of meetings held at Chandler, Ariz. He will deliver the opening address at the April convention.



. . . CONVENTION KEYNOTER



THERE'S NO ILL-WIND IN TEXAS:

Like Amarillo, it's big and healthy

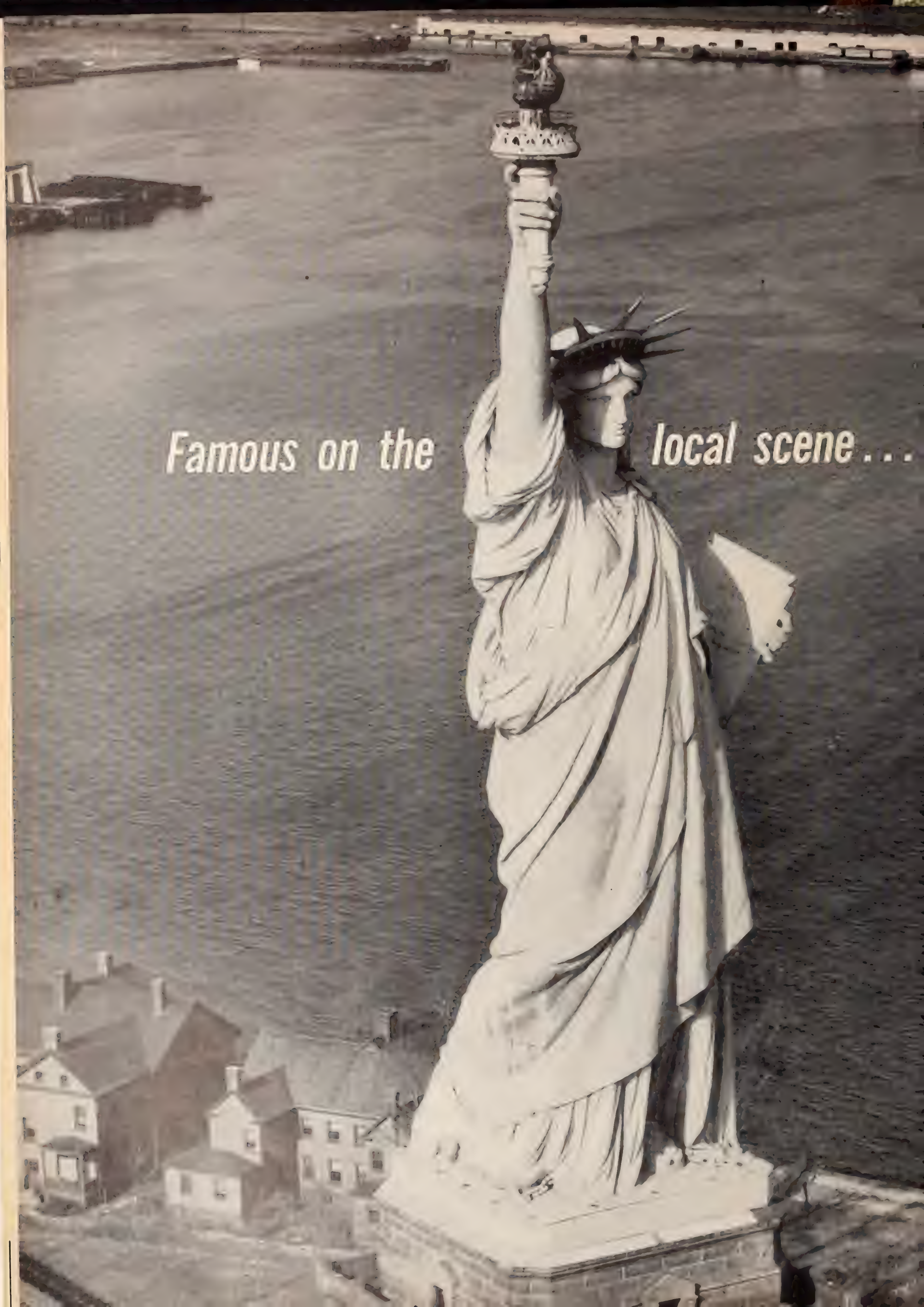
You may have heard about a Panhandle wind-gauge—a concrete block at the end of a ten-foot chain anchored to the top of a ten-foot pole. If the chain and block are blown parallel to the ground, it's too windy to work. No need for paint-removers hereabouts, either. Folks just put the woodwork outdoors, fasten it down, and let the wind blow the paint off.

Like most Texans, citizens of Amarillo have a fondness for tall tales. Actually, the biggest wind on our records was a 75-mile-an-hour gale. Cotton John, our farm editor, says it disrobed a young lady crossing Polk at Sixth. She was spared embarrassment, though, because the same wind blew sand in men's eyes, opened a store door, and sailed her right up to the dry-goods department, where it wrapped her in a piece of red and green calico. Cotton John's got a piece of sand to prove it. He also has a passel of surveys which prove he and we have a loyal following throughout the Amarillo trading area (an area which has made Amarillo the nation's leader in retail sales per household for three years running).



NBC AFFILIATE

TV: Channel 4. AM: 10,000 watts, 710 kc. Represented nationally by the Katz Agency


Famous on the
local scene . . .



yet known throughout the nation.

Although known from coast to coast, the Statue of Liberty's inspiration is greatest at home.

Storer Stations, too, have achieved national recognition. But it is their impact upon the local audience that brought truth to the phrase,

"for sales success — sell it on a Storer Station."

"A Storer Station is a Local Station."

STORER BROADCASTING COMPANY

WSPD · WSPD-TV Toledo, Ohio	**WJBK · WJBK-TV** Detroit, Mich.	**WAGA · WAGA-TV** Atlanta, Ga.	**WGBS · WGBS-TV** Miami, Fla.	**KPTV** Portland, Ore.
	WWVA Wheeling, W. Va.	**WBRC · WBRC-TV** Birmingham, Ala.	**WJW · WXEL-TV** Cleveland, Ohio	

NATIONAL SALES HEADQUARTERS:

TOM HARKER, National Sales Director — **BOB WOOD,** National Sales Mgr.
118 E. 57th St., New York 22, MUrray Hill 8-8630

LEWIS JOHNSON, Midwest Nat'l Sales Mgr.
230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

GAYLE V. GRUBB, Pac. Coast Nat'l Sales Mgr.
111 Sutter St., San Francisco 4, Calif., SUtter 1-8689

proposed projects, under private or trade auspices.

Robert D. Swezey, WDSU-TV New Orleans, chairman of the implementation committee, and Hugh M. Beville, director of research and planning, NBC, presented the report, the latter as chairman of the research subcommittee. This committee has supervised the field tests which relate results of interviewing techniques with set owners to the tape records from mechanical recorders connected to sets in the same homes. The result of these tests, conducted by Alfred Politz Research Inc., in two unidentified multi-station markets, according to Mr. Beville's report, indicated the following:

1. That the techniques employed in the tests proved to be satisfactory for purposes of gaining set ownership information, the first element in circulation measurement.

2. That the results from interviewing methods, when compared to the results obtained by the mechanical recorder, indicated the acceptability of the interviewing methods provided that further work is done in refining the interviewing techniques.

3. That a new series of tests is required to refine the method of interviewing, with particular emphasis upon the kind of questions to be asked of set owners in order to produce a high degree of accuracy in regard to station viewing data.

Mr. Swezey emphasized that his committee, in seeking funds and time for further study, was acknowledging the heavy responsibility implicit in the project: The consummation of an all-industry, uniform, continuing study which would become the final authority for television circulation measurement.

"We have been working on this project for three years," he said, "and I know that there has been expressed some impatience for quicker action. However, the committee realizes that it is dealing with an association project in which the sponsor is the industry itself and in which the results must be unchallengeable. Until the committee and the board, and particularly our professional research advisors who are among the best in television broadcasting, can be satisfied that we have a validated technique that will stand up to any reasonable scientific examination, we cannot move to the pilot study which will precede the actual nationwide measurement."

Field Test Plans

The methodology tests conducted by Politz were launched over a year ago. Meters, developed under auspices of NARTB, were placed in carefully selected homes. Both telephone and personal interviews with the occupants of these homes were checked against the meter readings over a period of time. The effort to develop an acceptable interview technique has been undertaken to obviate the installation of meters in homes in every county of the nation, a program which would be prohibitive financially.

The field test plans originally were submitted to the Advertising Research Foundation on a consulting basis, and the Foundation agreed that the methodology tests proposed were reasonable.

When the new tests are completed, the ATC committee then will proceed with consideration of the pilot study. Other members of the research committee are Donald W. Coyle, director of research, ABC, and Oscar Katz, director of research, CBS-TV. Richard M. Allerton, manager of research, NARTB, is an ex-officio member.

The board, in approving the new study, commended the implementation (ATC) committee and the research subcommittee on their "substantial progress to date." Other members of the ATC committee are Campbell Arnoux, WTAR-TV Norfolk, Va.; Richard A. Borel, WBNS-TV Columbus, Ohio; Kenneth L. Carter, WAAM (TV) Baltimore; Harold Hough, WBAP-TV Fort Worth; Warl L. Quaal, WLWT (TV) Cincinnati; Paul Raibourn, KTLA (TV) Los Angles; J. Leonard Reinsch, WSB-TV Atlanta; Donald W. Thornburgh, WCAU-TV, Philadelphia and Lee B. Wailes, Storer Broadcasting Co., Miami Beach.

Retiring members of the tv board were honored for their services. The board presented a leather sport jacket to Mr. McCollough at a reception given by Vice Chairman and Mrs. Arnoux following the meeting Wednesday. The presentation was made by Judge Justin Miller, former president and consulting counsel to NARTB.

G. Richard Shafto, WIS-TV Columbia, S. C., chairman of the television code review board reported results of the board's meeting in Carmel, Calif. [B•T, Jan. 30]. A resolution was adopted directing the board to explore with producers and distributors of tv films a plan for voluntary association with and subscription to the code. Mr. Shafto said a number of film companies have voluntarily expressed the desire to conform to code provisions. Chairman Shafto will report on the matter at the tv board meeting next June.

Adherence To Code Provisions

Participation of film producers, Mr. Shafto explained, would result in wider adherence to a uniform set of code provisions directed toward provision of decency and decorum in production and propriety and balance in advertising. The code at present limits its subscribers to those engaged in actual station or network operations.

Code subscribers, Mr. Shafto said, are being asked to adopt "more reasonable policies consistent with good advertising" in so-called "trade-out telecasting". He defined "trade-outs" as promotional copy about the current releases of theatrical and motion picture producers, which sometimes appears on live programs featuring star talent, and at other times in film or kinescope clips of actual scenes from such releases.

In the developmental days, he said, such, promotion was reasonable as well as entertaining and served to encourage the appearance on television of performers from allied fields. Now, however, he said, competition has created a condition in which promotional copy and excerpts have taken on the dimension of straight advertising and should be measured against the advertising time limitations suggested in the code.

Under the section dealing with dramatized appeals advertising, a reference to "doctors" was changed to "physicians" and in the section dealing with premiums of offers, a reference to "listeners" was changed to "viewers".

In approving the recommendations of Television Information Committee for publication of a quarterly magazine, the board also authorized a budget of $8,999 for this and related work. Dealing with the social, educational, economic and technological contributions of television, the book will be distributed by NARTB to national groups and civic leaders and made available to stations for further local distribution.

Also endorsed was the publication of an illustrated booklet to provide guidance for children and parents on how to get the most out of television. Mr. Quaal, chairman of the committee on viewer reactions, proposed, and the board approved, further exploration by the committee of means of determining audience reaction. He also urged expansion of the "outstanding work" of TIC as a continued aid in the public relations area, recommending that strong efforts be made to broaden subscription to and compliance with the code.

Continuing its surveillance of community antennas, the tv board received a recommendation from the Community Antenna Committee, headed by William Fay, WHAM-TV Rochester. The committee recommended that NARTB participate as a friend of the court in any appropriate litigation which may arise to established property rights and their possible infringement by community antenna systems. He said the committee recognized that community antenna systems have had a part in bringing television to certain areas not otherwise served, but felt nevertheless that community antenna operations must recognize the property rights of broadcasters whose programs these systems utilize.

Thad H. Brown, NARTB vice president for television, reported that "excellent progress" was being made by the Television Transmission Tariffs Committee in reviewng developments in the field of intercity video relay rates. The board, at its meeting last June, adopted a resolution stressing the importance of video tariff rates and urging steps toward equitable charges.

Tv Board members attending were Messrs. McCollough, Arnoux, Quaal, Fay, Swezey, Carter, Hough and Raibourn; Joseph E. Baudino, Westinghouse Broadcasting Co.; W. D. Rogers, KDUB-TV Lubbock, Texas; Merle S. Jones, CBS-TV and Frank M. Russell, NBC-TV. George B. Storer, Storer Broadcasting Co., was excused because of illness and Ernest Lee Jahncke, ABC-TV, because of a previous commitment.

Completing their Tv Board service are Messrs. McCollough, Swezey, Hough, Raibourn and Storer. They have served the limit of two consecutive terms. Mr. McCollough has served on association boards since 1938.

NARTB Board Frowns On Free Movie Plugs

TV STATIONS were urged by the NARTB Television Code Review Board at its final session Jan. 27 to adopt "more reasonable policies consistent with good advertising" in their handling of trade-out or free-plug mentions [B•T, Jan. 30]. Text of the trade-out statement issued by G. Richard Shafto, WIS-TV Columbia, S. C., board chairman, follows:

"The practice of trading out promotion time on the air on certain major television programs featuring motion picture and theatrical talent or containing excerpts from current releases, as originally conceived and executed, did not violate any of the suggestions in the Television Code. In the early developmental days of the practice, such promotion was reasonable as well as entertaining—and served to encourage the appearance on television of many fine performers from allied fields of entertainment.

"However, competition in the field has created a condition in which so-called promotional copy and excerpts have taken on the dimension of straight advertising—in length, frequency and content. Reasonable appraisal and review of many of these programs indicates that much of this type of so-called promotion actually should be measured against the suggested advertising time limitation contained in the Code.

"The board is advising all subscribers to review promotional films carefully with particular reference to those portions which extol the virtue of specific releases and urge the public to see them at their theatre. This is advertising copy, not promotion, and thus subject to the code's time standards provisions. It should be charged against the commercial time allocation of the sponsor."

NARTB APPROVES RADIO CODE SYMBOL

Stations adhering to association's voluntary Standards of Practice now will be able to use air - identification announcements, board rules at Chandler, Ariz., meeting.

RADIO broadcast stations adhering to the NARTB's voluntary Standards of Practice henceforth will be able to use air-identification announcements and visual symbols to show they observe the code.

The NARTB Radio Board, meeting Thursday at Chandler, Ariz., unanimously adopted a plan submitted by its Standards Committee headed by Walter E. Wagstaff, KIDO Boise, Idaho, bringing about a counterpart of the tv code symbol. Besides air announcements, subscribing stations can use visual symbols on stationery and published material.

This resolution, submitted by Mr. Wagstaff, was adopted:

"Whereas radio broadcasters of the United States have voluntarily observed self-adopted standards of practice since the early days of the art, and

"Whereas responsible broadcasters desire to be provided with symbols by which they may proclaim their conscientious observance of the Standards of Practice, and

"Whereas reputable advertisers are increasingly aware of the value of associating with those broadcasters who have won the confidence of their listeners through observance of the Standards of Practice and are eager for means of readily identifying such broadcasters,

"Now therefore be it resolved that it is the recommendation of the Committee on Implementation of the Standards of Practice that there be made available to any broadcaster pledging adherence to the standards certain visual and audio symbols of his intent and practice."

FCC Should Clarify Its Position

Confusion over new FCC concepts regarding commercial practices in radio and so-called "program imbalance" as evidenced by recent citations on license renewals was voiced by radio directors. They said clarification of FCC's position will be sought although no formal action was taken.

The week of May 13-19 was selected for observance of a separate National Radio Week. National Television Week is to be observed Sept. 23-29. Manufacturers and dealers will participate in both events and Radio Advertising Bureau will build its summer promotions around the radio event.

A proposed horizontal increase in power for all am stations to four times the present levels was rejected unanimously on the grounds it would be too expensive for many stations and would involve NARBA complications.

FCC's recent order requiring fm stations entering dual service such as functional music and storecasting to multiplex such service by July 1 was considered. Fm board members asked NARTB to urge FCC to drop the "must" requirement for multiplexing and to allow simplex operation. Transmitter changes costing $4,000-$10,000 and receiver costs of $90-$180 per unit were cited as objections to multiplexing. These costs were declared beyond the means of many stations, with 35 stations immediately affected. The board deferred action until the Fm Committee, headed by H Quenton Cox, KQFM (FM) Portland, Ore., can study the subject some more.

A membership drive to be conducted prior to the April convention was authorized. Total membership is now 1,986 (1,249 am, four radio networks, 324 fm stations, 279 tv stations, three tv networks, 127 associates) compared to 1,867 in 1955.

NARTB President Harold E. Fellows was directed to name a Radio Research Committee to study radio set data and report to the June board meeting. Existing radio data shortchange the medium by failure to show accurately the out-of-home circulation, it was reported. The plan would take advantage of new tv research techniques.

Prose Walker, NARTB engineering manager, reported the association will file with FCC by Feb. 15 a petition to extend remote control privileges to all stations. Present remote gear is confined to nondirectional stations of 10 kw and under. More than 700 stations would benefit from such an order.

The board voted 15-9 to eliminate the eight at-large radio directorships—two each for large, medium, small and fm stations. The action was subject to ratification by the full board and the membership, and would become effective in 1957. The Radio Board would be reduced from 29 to 21 members. The Tv Board consists of 14 directors, though 18 are authorized. The four radio and three tv networks each appoint a member to the respective boards.

A resolution was adopted thanking Radio Board Chairman Henry B. Clay, KWKH Shreveport, La.; Vice Chairman E. K. Hartenbower, KCMO Kansas City, and E. R. Vadeboncoeur, WSYR Syracuse, for their services. Terms of the three expire this year, and they are ineligible under the two-term limit to run for re-election.

Attending the Radio Board meeting besides Messrs. Cox, Clay, Hartenbower, Wagstaff and Vadeboncoeur were Herbert L. Krueger, WTAG Worcester, Mass.; George H. Clinton, WPAR Parkersburg; Robert T. Mason, WMRN Marion, Ohio; Robert B. McConnell, WISH Indianapolis; William Holm, WLPO LaSalle, Ill.; F. E. Fitzsimonds, KFYR Bismarck, N. D.; Alex Keese, WFAA Dallas; W. D. Pabst, KFRC San Francisco; Calvin J. Smith, KFAC Los Angeles; Richard M. Brown, KPOJ Portland, Ore.; John M. Outler, WSB Atlanta; John F. Patt, WJR Detroit; Cecil B. Hoskins, WWNC Asheville, N. C.; J. Frank Jarman, WDNC Durham, N. C.; F. Ernest Lackey, WHOP Hopkinsville, Ky.; Lester L. Gould, KFMA Davenport, Iowa; Edward A. Wheeler, WEAW-FM Evanston, Ill.; Don Durgin, ABC; Arthur Hull Hayes, CBS Radio; John B. Poor, MBS, and Charles R. Denny, NBC Radio. Owen F. Uridge, WQAM Miami; James H. Moore, WSLS Roanoke, Va., and Cy Casper, WBBZ Ponca City, Okla., were excused.

Sports Broadcasters Get McConnaughey Compliment

SPORTSCASTERS received kudos from FCC Chairman George C. McConnaughey at the annual dinner of the Sports Broadcasters Assn. in New York last week.

The broadcasting and telecasting of sports has not only served to bring the games into the living room, Mr. McConnaughey, a high school and college baseball pitcher, said, but has made listeners and watchers become active participants in sports. This is what is needed, the FCC chairman said, to induce physical fitness in American youth. He referred to the meeting on physical fitness called by President Eisenhower last year, later cancelled, after dismal reports of American youth fitness.

Referring to subscription tv, Mr McConnaughey repeated what he had said before: It won't be in tomorrow's headlines.

Mr. McConnaughey said watching sports events on tv was the next best thing to being there in the first row on a free pass.

NCAA Television Committee Hears Suggestions for Fall

THE National Collegiate Athletic Assn. Television Committee held a three-day hearing in New York last week, at which representatives of networks, advertising agencies and member colleges presented suggestions for inclusion in the NCAA's television program for 1956. The 12-man tv committee will hold a meeting in Chicago Feb. 13-14-15 to discuss the proposals heard by the group last week.

A spokesman in New York said it is not known whether the Chicago meeting will produce a plan to be submitted to the membership for approval, but said the committee was "hopeful" that one would be forthcoming by March 1. The 50th annual convention of the NCAA last month [B•T, Jan. 16] voted for a plan that would be restrictive in nature, as has been in effect for the past several years, but assigned to the tv committee the task of working out specific details.

Radio's Greater Circulation Cited by Eastman at Seminar

SPOT RADIO has more circulation today than it had 10 years ago, Robert Eastman, executive vice president, John Blair & Co., said Tuesday in a talk on spot usage and advantages before the Radio & Television Executives Society's timebuying and selling seminar in New York. Also on the program was Roger C. Bumstead, media director of David J. Mahoney Inc. (see page 36).

Mr. Eastman detailed radio's attraction to advertisers. This he highpointed as saturation, immediacy, as a re-enforcement of a long media campaign and as a complimentary medium to a tv campaign. He said radio can be used—and that more advertisers are discovering it—on a continuous basis. Summing up radio, Mr. Eastman said "it adds cement to the advertiser's campaign."

Huntington Takes TvB Post

APPOINTMENT of George C. Huntington, project director in charge of media research for Dancer - Fitzgerald - Sample, New York, as director of sales development for Television Bureau of Advertising, was announced last week by Oliver Treyz, TvB president.



MR. HUNTINGTON

Mr. Treyz observed that Mr. Huntington's research and presentation background "will give impetus to the bureau's in-the-field selling activities."

Trachtenberg Joins RAB

IRVING TRACHTENBERG, account executive, General Outdoor Advertising Inc., New York, today (Monday) joins the national sales department of Radio Advertising Bureau as sales executive on RAB's beer and transportation accounts. Before his association with GOA, Mr. Trachtenberg was with the *New York Daily News* and the *Oklahoma City Times.*

the summit

Another top Radio Independent —KFMJ, in Tulsa, Oklahoma, takes top audience in the market's 7-day average. See Nov.-Dec. Hooper. Call John E. Pearson Company (JEPCO) in New York. Dial LU 5-5555 in Tulsa.



WARNER MAY SELL OLD FILM PACKAGE

WARNER BROS Inc. last week reported that it is "studying" the possibility of selling its backlog of old motion pictures for television use, but said it could make no definite announcement at this time. This disclosure came from Robert W. Perkins, Warner's vice president and general counsel, at the company's annual meeting in Wilmington, Del.

When asked if Warner was negotiating for the sale of 1,000 feature films to American Broadcasting-Paramount Theatres for a reported $20 million, Mr. Perkins said: "We are studying the situation but can announce nothing at present . . . twenty million is a good price. I'm glad to hear it."

Mr. Perkins said he could not definitely say whether AB-PT was the only company with which Warner is negotiating. Robert E. Kintner, president of ABC, a division of AB-PT, confirmed that negotiations with Warner have been in progress [B•T, Jan. 30], but would not venture a guess as to whether an agreement will materialize. The $20 million price mentioned in unofficial speculation is regarded as considerably higher than the figure actually under discussion in the negotiations.

NATL. TELEFILM EXPANDS TO PRODUCTION OF FILM

TvB's Nelson joins firm. Greshler appointed to coordinate film development.

EXPANSION of National Telefilm Assoc. from program distribution field to tv film production activities was announced last week by Ely Landau, NTA president, who said a budget of "a minimum of $250,000" has been set for the next 90-120 days on new program work. Mr. Landau also announced last week that James E. Nelson, formerly of Television Bureau of Advertising, had joined NTA.

Mr. Landau said that a new program development department has been set up within NTA, with Abner J. Greshler, former president of York Pictures Corp., as coordinator. Under terms of his agreement with NTA, Mr. Greshler remains free to continue other activities in the talent field.

NTA will produce pilots for six films planned for network and national sales, according to Mr. Landau. One pilot film already set is *The Sheriff of Cochise,* which will be produced at the Motion Picture Center Studios on the West Coast later this month.

Mr. Nelson, director of national spot sales at TvB, joins NTA in a top-level executive position, according to Mr. Landau.

Mr. Nelson has been active in both advertising and production phases of radio-tv. Before moving to TvB in 1955 after nine years as head of his own advertising agency, Keystone Adv., he was vice president in charge of radio-tv with Storm & Klein, and prior to that was with MBS, NBC and his own package radio firm.

Mr. Nelson will report to Mr. Landau and Oliver A. Unger, NTA executive vice president.

Walter Tibbals Named V. P. At Four Star Films Inc.

APPOINTMENT of Walter A. Tibbals as vice president of Four Star Films Inc., Culver City, Calif., was announced last week by William Cruikshank, president of Four Star.

Mr. Tibbals, who recently resigned his position as vice president in charge of television and radio for BBDO, New York, after a 13-year tenure, joins the Four Star organization to serve as a creative executive in the formulation of new properties and to function as special liaison with associated talent, agencies, and clients. His appointment is effective Feb. 15.

A native of New Jersey, Mr. Tibbals entered broadcasting in 1934 when he joined WNEW New York. In 1942 he began his association with BBDO as producer-director, agency representative, and since 1952, as vice president of that firm's Hollywood office. In 1952 he accompanied the Eisenhower presidential campaign tour, in charge of all radio and television addresses.

Screen Gems Inc. to Hold International Sales Meet

SCREEN GEMS Inc. will hold its first international sales convention in New York for four days this week, beginning Thursday, during which 29 sales representatives from 10 branch offices in the U. S. and Canada will attend sessions covering various business phases of the company's operations.

John H. Mitchell, vice president in charge of sales, and Robert Salk, director of sales, will direct the business sessions. Ralph M. Cohn, vice president and general manager, will discuss studio and production operations as they relate to both East and West Coasts. Department heads in sales, research, merchandising, promotion, legal, publicity, traffic and commercials will describe their activities.

Screen Gems currently has seven series in syndication and is considering the production of 10 other series during 1956-57. During the convention, each syndicated series will be reviewed, selling philosophy and techniques of first run sales will be discussed, and sales plans for feature films will be analyzed.

Syndicated Tv Films Seen Big Help in 'Marginal' Time

SYNDICATED television films of quality have turned "marginal" time periods into "marvelous availabilities," it was reported last week by M. J. Rifkin, vice president in charge of sales for Ziv Television Programs, New York.

A study completed by Ziv's research department showed that in the larger eastern tv markets the formerly "hard-to-sell" 6-7:30 p.m. period has become "a plum for spot advertisers using syndicated films," according to Mr. Rifkin. He cited ARB figures for December covering New York and Chicago which, he said, showed that syndicated films in this time period and in the 10-11 p.m. slot ranked among the top ten. Mr. Rifkin also expressed the view that tv films will prove successful in daytime slots, which, he said, are considered "marginal" today.

Ziv's research department, Mr. Rifkin added, has undertaken another project whereby producers of in-production Ziv series will be provided with a special monthly report analyzing fan mail reaction to company programs. He said these digests will serve as a guide in planning future episodes in a series.

FILM SALES

NBC Film Division, N. Y., announces sale of *Crunch and Des* tv film series to Stroh Brewery Co., Detroit, for 17 markets in Michigan, Ohio and Indiana. Sale, negotiated through Zimmer, Keller & Calvert, Detroit, raises total number of markets on series to 85. Other regional sales completed recently by division were to I.G.A. Stores in Missouri; Regal Beer in Southeast;

"Advertising Age stimulates my thinking and aids our planning"

says **NATE N. PERLSTEIN**
Director of Advertising
Pabst Brewing Company



"Each week I look forward to reading ADVERTISING AGE. It stimulates my thinking, enables me to keep abreast of what is going on in the field of advertising and definitely aids in planning our advertising campaigns. Not only does our entire Advertising Department read each issue, but it also gets studied by members of our sales and merchandising departments."

NATE N. PERLSTEIN

As director of advertising for Pabst Brewing Company, Mr. Perlstein is responsible for advertising, including radio and television programs covering Pabst Blue Ribbon Beer, Hoffman Beverages and Eastside Old Tap Lager Beer. He started his advertising career with Meyer Both Advertising Co., later joining the Matteson, Fogarty & Jordan agency. During the Chicago World's Fair in 1933 and 1934 he was in charge of publicity and promotion for the Pabst pavilion. Later, he became producer of the Ben Bernie show. In 1938 Mr. Perlstein joined Pabst as merchandising manager and later became advertising manager. In 1948 he assumed his present title, which extends to Pabst subsidiaries, Hoffman Beverage Co. and Los Angeles Brewing Co.

Advertising Age is "must" reading for most executives who have a stake in advertising, marketing and media decisions. Every week, its dynamic presentation of advertising news, trends and developments attracts intensive readership—not only by those who place broadcast advertising contracts—but by those whose ideas and convictions influence the position of broadcast media on important advertising schedules.

Pabst Brewing Company, for example, has consistently ranked among the foremost broadcast advertisers. Broadcast has served not only to build Pabst's Wednesday Night Fights into one of the most important and successful programs on the air, but is helping to introduce Pabst's new soft drink lines. Though exact figures are not yet available, Pabst's network TV advertising alone was $1,087,696 for the first half of 1955, and its network radio for the same period, $80,500. Spot broadcast, also, is used extensively on Pabst's various products.

In addition to Mr. Perlstein's copy, 12 more subscription copies of Advertising Age are read and circulated each week among advertising, sales and merchandising executives in Pabst and its subsidiaries. Further, every week *464 subscription copies* of AA reach the agencies placing Pabst's advertising, J. Walter Thompson, Leo Burnett and Grey Advertising Agency.

Add to this AA's weekly paid circulation of 8,448 among advertising agencies, its intense readership by top executives in national advertising companies, its unmatched total readership of 120,000, based on 32,000 paid subscriptions, and you'll recognize in Advertising Age, a most influential medium for swinging broadcast media decisions your way in 1956.



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ABC ABP NBP

Schmidt Brewing Co., and Lucky Lager Brewing Co.

Sterling Television Co., N. Y., has sold *World We Live In* to Greyhound Bus Lines for WTMJ-TV Milwaukee and *Movie Museum* to KPTV (TV) Portland, WDAF-TV and KTVX (TV) Muskogee, Okla.

Barry-Grafman & Assoc., Chicago, announces sale of *Mr. and Mrs. North* to KDAL-TV Duluth, Minn.; *Craig Kennedy, Criminologist,* KMBC-TV Kansas City, Mo.; *Main Event Wrestling,* WWTV (TV) Cadillac, Mich., and *The Buster Crabbe Show,* WNBQ (TV) Chicago.

KTLA (TV) Los Angeles has acquired rights to 450 one-reel Paramount cartoons and short subjects. Package obtained from U.M.&M. Tv Corp., N. Y., includes George Pal Puppetoons, Bouncing Ball Screen Songs, Betty Boop cartoons and others.

FILM DISTRIBUTION

Modern Talking Picture Service Inc., tv division, N. Y., offers eight new films free to stations: "Polio Vaccine News Report," 13 min., produced for Eli Lilly & Co., Indianapolis; "Water—Wealth or Worry for America," 13½ min., Cast Iron Research Assn.; "The Second Hundred Years," 27 min., Crane Co. (pipes, valves, plumbing, heating materials), Chicago; "The Story of Oats and Oatmeal," 25 min., in color, Quaker Oats Co., Chicago; "Making Time Stand Still," 6 min., White Cap Co. (vacuum caps), Chicago; "Spirit of St. Louis," 14 min., St. Louis Chamber of Commerce, and "Rice, the Most Important Food in the World," 12 min., Rice Consumer Service.

FILM PRODUCTION

Flying A Productions, L. A., is casting new tv series, *King of the Royal Mounted.* Firm plans 26 installments in series based on familiar comic strip and will offer it for national sale about March 1.

Robert J. Enders Inc., Washington, has completed first in series of religious musical films for tv, *Songs of Our Fathers,* soon to premiere in New York. "The Wedding Ceremony" is first title in series starring Jacob Barkin, tenor, and directed by Robert L. Friend, Enders vice president.

FILM PEOPLE

Martin J. Robinson, with Motion Pictures for Television, N. Y., for some three years, appointed executive vice president in charge of operations for Western Television Corp., N. Y., subsidiary of C & C Super Corp.

John N. Manson, Noble Adv. Co., Mexico City, Mexico, appointed manager of Latin American sales for Screen Gems Inc., N. Y. **Pierre Marquis,** former research director, MCA-TV, N. Y., appointed director of sales development for Screen Gems. **Ruth Freund,** formerly production manager of Screen Gems' advertising department, appointed administrative assistant to director of sales.

Morrie Roizman, former chief editor, March of Time, N. Y., to Robert Lawrence Productions Inc., N. Y., as supervising film editor.

Sean Flanelly, formerly Las Vegas newspaper editor and assistant to N. Y. columnist Igor Cassini to public relations staff of Guild Films Co., N. Y.

Tom Whitesell, production supervisor of commercials, Transfilm Inc., N.Y., father of boy, Thomas Lloyd.

NO 'DISCRIMINATION' AGAINST PAPERS, FCC COUNSEL BAKER TELLS HOUSE GROUP

Commission's chief legal officer testifies that newspaper filings for radio and tv permits, in comparative proceedings, get same consideration as other applicants. Newspaper interest in 30% of tv outlets cited as statistic to back up testimony.

FCC General Counsel Warren Baker last week told a House subcommittee the FCC does not "discriminate" against newspapers seeking radio and tv licenses in comparative proceedings.

Testifying Wednesday before the House Commerce Committee's Transportation & Communications Subcommittee on two identical bills (HR 6968 and 6977) which would prohibit FCC "discrimination" against applicants with interests in newspapers or other media "primarily engaged in the gathering and dissemination of information," Mr. Baker said the FCC considered newspaper ownership as a factor in making decisions, but that this factor often is not the determining one in awarding of broadcast licenses.

FCC Chairman George C. McConnaughey had read a statement to the subcommittee the previous day also denying that the FCC discriminated against newspapers or other information media in awarding radio or tv licenses. The Tuesday session ended before Mr. McConnaughey was questioned and he did not appear Wednesday because of the pressure of FCC business.

Beamer-Heselton Barrage

Mr. Baker was on the receiving end of a barrage of questions from Reps. John V. Beamer (R-Ind.) and John W. Heselton (R-Mass.), both members of the parent committee but not of the subcommittee. Rep. Beamer said he will appear as a witness later in behalf of the bills, one of which he introduced.

The FCC general counsel said the courts have backed up the Commission many times over the years in its consideration of diversification of mass media as a factor in the public interest, and that the FCC had been reversed in some cases where the courts thought this factor had not been adequately considered.

He said the term "discrimination," as used in the proposed amendment, was one the FCC finds hard to define, adding that the FCC does not feel it has discriminated against newspapers in the past. He said the language in the bill is difficult to interpret and might lead to preference of newspaper applicants over those with interests in other media of mass communications.

One indication that the FCC has not discriminated against newspapers is the fact that as of January 1955 newspapers had interests in more than 30% of all tv stations, he said.

Rep. Beamer said that a Senate-House conference committee, when the McFarland Act was passed in 1952, had struck out a provision from the bill almost identical to the present proposal after the FCC had assured congressmen the agency would not discriminate against newspapers and other mass media.

Speaking rhetorically, Rep. Beamer asked if the FCC had been "true to that promise." He cited a B•T story on the FCC's diversification policies and practices in the Nov. 1, 1954, issue as "one article that prompted me to make some correction that I think is necessary."

Mr. Baker cited FCC's award of ch. 7 at Miami to newspaper-affiliated Biscayne Tv Corp. [B•T, Jan. 23] and ch. 8 in Tampa in 1954 to the *Tampa Tribune* as evidence that the FCC does not discriminate against newspapers. The U. S. Court of Appeals has upheld the Tampa grant [B•T, Jan. 23].

Rep. Beamer cited two FCC awards in Ft. Wayne, Ind., where he said the losing newspaper applicants feel "discriminated against." These are the awards of ch. 33 to WKJG in competition with the *News-Sentinel* and ch. 69 to WANE in competition with the *Journal-Gazette.*

Mr. Baker said the FCC found that the *News-Sentinel* newspaper interest was found to be a diversification factor outweighing its advantages and that the *News-Sentinel* did not take exception to the examiner's initial decision. In the *Journal-Gazette* case, still in the U. S. Court of Appeals, the FCC found, he said, that certain "past activities" in business practices by the publishers of the newspaper were a factor which outweighed other slight advantages to the newspaper applicant. The matters presently before the court involve antitrust practices and the appellant has not charged FCC discrimination against it as a newspaper, he said.

Rep. Heselton asked for details of the FCC opinion on the proposed amendment. He also asked for all FCC decisions involving newspaper applicants before and after enaction of the McFarland Act in 1952.

Questioned on the FCC decision against the McClatchy newspaper interests in the Sacramento ch. 10 case, Mr. Baker said the examiner found McClatchy superior in all other factors except diversification of media. The FCC reversed the examiner's decision favoring McClatchy, however, and awarded the channel to Sacramento Telecasters.

Rep. Heselton asked what recourse McClatchy has in view of the U. S. Appeals Court's decision upholding the FCC decision when the examiner "has found the newspaper superior in *all* but diversification."

Mr. Baker said the FCC found (contrary to the examiner's findings) that Sacramento Telecasters was superior to McClatchy in several other respects.

Rep. Heselton asked for FCC briefs covering

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 10

Bristol, Va.-Tenn., ch. 5; Canton, Ohio, ch. 29; Chattanooga, Tenn., ch. 3; Corpus Christi, Tex., ch. 10; Miami, Fla., ch. 10; Norfolk-Portsmouth, Va., ch. 10; Omaha, Neb., ch. 7; Peoria, Ill., ch. 8; Seattle, Wash., ch. 7; Springfield, Ill., ch. 2.

AWAITING ORAL ARGUMENT: 11

Boston, Mass., ch. 5; Charlotte, N. C., ch. 9; Hartford, Conn., ch. 3; Indianapolis, Ind., ch. 13; Jacksonville, Fla., ch. 12; New Orleans, La., ch. 4; Orlando, Fla., ch. 9; Paducah, Ky., ch. 6; Raleigh, N. C., ch. 5; San Antonio, Tex., ch. 12; St. Louis, Mo., ch. 11.

AWAITING INITIAL DECISION: 3

Hatfield, Ind. (Owensboro, Ky.), ch. 9; McKeesport, Pa. (Pittsburgh), ch. 4; San Francisco-Oakland, Calif., ch. 2.

IN HEARING: 11

Beaumont-Port Arthur, Tex., ch. 4; Biloxi, Miss., ch. 13; Caguas, P. R., ch. 11; Cheboygan, Mich., ch. 4; Clovis, N. M., ch. 12; Elmira, N.Y., ch. 18; Mayaguez, P.R., ch. 3; Onondaga-Parma, Mich., ch. 10; Pittsburgh, Pa., ch. 11; Redding, Calif., ch. 7; Toledo, Ohio, ch. 11.

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CBS FOR NORTHEASTERN PENNSYLVANIA

what he said were ten cases where newspapers have been denied tv licenses (except the Tampa and Miami cases) since April 1952. Mr. Baker told the Massachusetts Republican there are about 30 cases pending which involve newspaper applicants.

Rep. Oren Harris (D-Ark.), chairman of the subcommittee, asked that the FCC report whether it ever had tried to adopt rules which would act as a bar to newspaper applicants for broadcast facilities prior to 1951, when the American Newspaper Publishers Assn. submitted a proposed anti-discrimination amendment to the McFarland Act.

Mr. Baker said implementation of the FCC's diversification policy has another purpose than preventing control of several of the media of mass communications. It is a guard to keep from growing toward monopolistic conditions, he said.

Answering a hypothetical question from Rep. Walter Rogers (D-Tex.), he said that in the case of a non-newspaper applicant with no other media interests and a newspaper applicant being perfectly balanced in all qualifications except diversification, the FCC would favor the non-newspaper applicant.

He said the FCC has never denied a newspaper applicant a license in non-comparative proceedings except once in the *Mansfield* (Ohio) *Journal* case, where the FCC alleged the newspaper was engaging in antitrust practices. A court later found such violations, vindicating the FCC, he said.

Rep. Harris said Rep. Francis Walter (D-Pa.) has written a letter to the FCC on its decisions in the Allentown-Easton (Pa.) case which has been in litigation several years.

Mr. Baker said the Supreme Court has remanded the case to the U. S. Court of Appeals, sustaining the FCC's decision. He said there now is pending a request for stay of the Supreme Court mandate, so Allentown can decide whether it wishes to try to take the case back to the Supreme Court.

In Mr. McConnaughey's statement, he said the FCC always has recognized the relative benefits to be derived from diversification of mass media, such as encouragement of competition between the various media, avoidance of concentration of control over the avenues of communicating fact and opinion to the public and making available to the public a more varied approach to questions of interest.

This policy of encouraging diversification has been specifically approved by the courts, he said.

Diversification, however, is only one of the numerous factors the FCC must evaluate in any comparative proceeding, he said, and diversification is not necessarily the controlling factor. It may or may not be depending on the facts of the particular case, he said, adding that a preference for diversification may be slight or substantial.

He said a newspaper may prevail despite this factor because of its superiority in program plans, integration of ownership and management, local ownership or past broadcast experience. He cited the newspaper grants in Tampa and Miami to show that "such applicants, because of superiority in other factors, can win out over non-newspaper opponents."

He said newspaper ownership may prove an asset in that the applicant may be able to demonstrate its ability to perform outstanding public service in that community and respond to the community's particular needs.

He said enaction of the proposed legislation may keep the FCC from considering local newspaper ownership as one of the "many factors" to be evaluated.

He said it is difficult to determine what the legislation would or would not do because some of its terms are ambiguous. The term "discrimination" isn't defined, he said, and the FCC is unable to tell the precise meaning of the clause prohibiting denial of an application "solely" because of an applicant's interest in "any medium primarily engaged in the gathering and dissemination of information."

He questioned whether the legislation would prevent use of the diversification factor against newspaper applicants but permit its use against those controlling other mass media.

If it is meant to preclude consideration of all other mass media interests, it would mean the FCC could not even take into consideration the number of other radio or tv interests an applicant might have, he said.

Three New Am Grants Made by Commission

THREE GRANTS for new am stations were made by the FCC last week. These were:

Thomasville, Ala.—J. Dige Bishop, 630 kc, 1 kw day. Mr. Bishop owns 20% of WCTA-AM-FM Andalusia, Ala., and 40% of WDOB Canton, Miss.

Fort Lupton, Colo.—Harry Laurence Hill, 800 kc, 500 w day. Mr. Hill is a dairy farmer and orchestra leader.

Ithaca, N. Y.—Thompson K. Cassel Co., 1470 kc, 1 kw day. Mr. Cassel has interests in WCHA-AM-FM-TV Chambersburg, Pa., WATS Sayre, Pa., WTVE (TV) Elmira, N. Y., WOND Pleasantville, N. J., and WDBF Delray Beach, Fla.



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AMENDED EQUAL TIME PROVISION BACKED BY SALANT, OPPOSED BY FCC MAJORITY

CBS vice president tells House subcommittee that Communications Act section requiring political candidates to be allowed equal air time 'stifles and suppresses public information and knowledge. . . .' Commission chairman rejects 'vague standard of fairness.'

THE pros and cons of a proposal to amend the "equal political time" provisions of the Communications Act were argued before a congressional subcommittee last week.

The proposed amendment, HR 6810 (and S 2306, an identical bill in the Senate), would allow a radio-tv broadcaster or a network to present a political candidate on news, interview, forum, panel and debate programs without being required to make "equal time" available to the candidate's opponents, as now required under Sec. 315 (a).

CBS Vice President Richard Salant, before the House Commerce Committee's Transportation & Communications Subcommittee, headed by Rep. Oren Harris (D-Ark.), urged adoption of the amendment—originally proposed last summer by CBS President Frank Stanton.

FCC Chairman George C. McConnaughey on Tuesday testified against the proposal in behalf of the FCC majority. Comr. John C. Doerfer, also Tuesday, said he was in favor of the proposal, but indicated his stand was not a "full blossom" one.

The proposal has been espoused by CBS and others as a solution to the problem broadcasters face under the equal time provisions. Under the present law when a qualified political candidate speaks on a broadcast facility, the station or network is required to furnish his opponent equal time, no matter how small the party he represents, under the same conditions.

This has left the broadcaster open to demands by candidates of splinter and minority parties.

Mr. Salant told the House group Friday that if Congress amends Sec. 315 (a), CBS will offer free time on its radio and tv networks for a modern-day electronic version of the Lincoln-Douglas debates between the major 1956 presidential candidates.

"Put bluntly," he said, "Sec. 315 (a) stifles and suppresses public information and knowledge; its consequence is to inhibit radio and tv from fulfilling to the fullest potential their roles of informing the electorate." He said HR 6810 is designed to reach these defects by providing an effective remedy while at the same time preserving the basic principles which "we believe the Congress sought to achieve in enacting Sec. 315 (a)."

He said HR 6810 will not permit favoritism among candidates, but only permits broadcasters to exercise their news and journalistic functions by informing the public.

Today, he said, tv can make it possible for 115 million people to see the presidential candidates debate, and radio makes it possible for 140 million to hear them. During the Lincoln-Douglas debates in 1858 only about 75,000 people saw and heard Lincoln and Douglas, he said.

Sec. 315 (a) would bar CBS from broadcasting the debates if they could be arranged next fall, he said, with the practical result of "dropping an iron curtain between voters and candidates." He said if debates could have been arranged between Gen. Eisenhower and Gov. Stevenson in 1952 and CBS had presented them free, the network also would have been required to give time to each of the 16 other candidates.

The law also tends to "dilute broadcasters' efforts . . . to present significant campaign issues."

Describing the spate of candidates of various parties, Mr. Salant said if CBS were to give time to the two major candidates for President the network would be likely to be confronted with requests for time from all the minor parties and would have to give the same amount of time to all of them.

He cited difficulties also in the network's forum-type programs during election year in that all incumbent congressmen and senators were considered as "candidates" within the meaning of the Act, so that almost all were barred from the programs. Newpapers, he said, are under no such requirements.

Mr. Salant said the assumption that a broadcaster can't be trusted to exercise fairness is a dangerous premise on which to base legislation. If a broadcaster is not considered qualified to make his own journalistic decisions, then "it can only be asked by what standard did the FCC give him a license in the first place," he said.

He said there are other and far more powerful safeguards against the dangers of fair play than a rule of "enforced mathematical equality in these types of programs." One of these, he said, is listener and viewer reaction. If a broadcaster were so flagrantly unfair as to favor one candidate over another, he said, both the public and political parties would be quick to react. He called public reaction the "surest safeguard" against these dangers.

Another, he said, are the basic ground rules of the Communications Act, which require a broadcaster to operate in the public interest, including the airing of all significant viewpoints on any important controversial issue.

He said if the bill is enacted, CBS not only will invite major candidates to appear on its programs but will give greater news coverage to leading candidates and will give free evening time for the major presidential candidates to debate the main issues. "We believe," Mr. Salant said, "that this would provide a signifcant contribution to our democracy." Mr. Salant presented several editorials and articles from newspapers endorsing the network proposal.

In his testimony before the subcommittee, Chairman McConnaughey concluded that any "limited benefits" from the proposed legislation would be "more than outweighed by the dangers of discrimination to candidates and by the administrative difficulties in enforcement."

Comr. Doerfer, in dissenting to the FCC majority opinion, said he was in favor of entrusting to the broadcaster the responsibility for application of the "rule of reason (fairness)" in presenting candidates. He added that there is more to the problem than "meets the eye."

Chairman McConnaughey noted that broadcasters have been subject to "equal time" requirements since creation of the old Federal Radio Commission in 1927, despite "numerous

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attempts to amend or eliminate them."

If the bill were enacted, he said, then broadcasters would have to meet only "a vague standard of overall 'fairness' in handling the exempt types of programs"—a fairness imposed by the FCC in the public interest.

"But the question inevitably arises: What sort of treatment short of equal treatment is nevertheless 'fair'?" How big would a third party have to be before becoming entitled to free time? He said if the bill was enacted the FCC would receive an "avalanche" of such questions, with many difficult or impossible to decide.

The FCC now can require a station to comply immediately with equal time provisions, but questions of "fairness" in a station's *overall* programming come up only at license renewal time, Chairman McConnaughey said, which would give a candidate little comfort after an election had been decided. The FCC chairman also entered in the hearing record comments adopted by the FCC majority Nov. 2, 1955, making essentially the same points as Mr. McConnaughey's statement.

Subcommittee members questioned the FCC chairman on the present system of handling broadcasts by candidates, Rep. Harris remarking that public service or forum programs featuring candidates "virtually have to be taken off the air" in the periods before elections.

Rep. Robert Hale (R-Me.) noted that while many congressmen have their own news broadcasts during their congressional terms, home district stations take these off the air three months before primary elections. Mr. McConnaughey said he believed this is in the public interest.

Answering a question from Rep. Harris, the FCC chairman said he believed most forum type programs benefit both the candidate and the public and that he wished there was a way to keep "some of those fine programs" on the air. But he said he did not favor giving broadcasters leeway to select candidates, despite their acknowledged high ethical standards. He said it places them (the broadcasters) in a difficult or almost impossible position.

Mr. McConnaughey declined to take a position on whether he would favor the bill if it applied only to candidates for President.

To Rep. Hale's question of whether "equal time" provisions should be applied to a broadcast talk by the incumbent President on a subject concerning the national interest, Mr. McConnaughey said this would "depend on what he's saying." He admitted there are "some weaknesses" in this respect.

He said treatment should not be different between the "ins" and "outs," since many groups should have the right to be heard. "We should be careful not to tamper with something sound," he said in a reference to the present law.

Both Mr. McConnaughey and later Mr. Doerfer said they believed equal time demands by Communist Party candidates could be denied by stations, under Sec. 3 of the Communist Control Act of 1954.

FCC General Counsel Warren Baker, answering a request by Rep. John V. Beamer (R-Ind.) for a definition of when an aspirant officially becomes a candidate, said this is determined by the laws of each state on primary and general elections. He told Rep. Beamer that the law does not affect spokesmen for candidates, but only the candidates themselves. Rep. Beamer said he felt the FCC would be called on "some time" to resolve the question of spokesmen.

Answering a question from Rep. Walter Rogers (D-Tex.), Mr. McConnaughey said that if a candidate appears on a commercially sponsored program, at no cost to himself, his opponent is entitled to equal time, also at no cost to himself, from the station or network. Mr. McConnaughey read this statement from a 1954 public notice by the FCC.

(FCC General Counsel Warren Baker later told B•T that stations and networks, aware of this requirement, usually forewarn the sponsor and secure a promise from the sponsor that time also will be furnished to opponents who demand equal time. Involved is the question of whether the sponsor would be making an indirect contribution to a candidate's campaign if equal time were not furnished opponents.)

Comr. Doerfer, in his statement, said he felt the "door should be kept open to broadcasters to program without being scared" by Sec. 315 (a). He said he was "not so sure" that Sec. 315 (a) would be sustained by the courts. He said the public understands the attempts by a candidate to "aggrandize himself on radio or tv," but that the benefits of his talks to the public are better than "no contact at all."

The growing number of stations makes possible the presentation of diverse political views, he said, urging, "Let's bring to the people the so-called Lincoln-Douglas debates. I would trust broadcasters rather than deny the people the right to hear the candidates."

Mr. Doerfer said a broadcaster would be restrained from presenting one-sided political views because he would lose his audience in such a case. He said he was "not so sure" that a broadcaster should not "shut off" the "fourth or fifth" major candidates and indicated his belief that the country is better off under the "two



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Fred A. Knorr, President

Eldon Garner, Managing Director

KNORR Broadcasting Corporation

party system" than with a large number of parties as in some European countries.

He said he thought radio-tv stations should have the same discretion as newspapers in presenting political questions.

Rep. John Bell Williams (D-Miss.) at this point criticized radio-tv treatment of the question of racial segregation in the South. "It's impossible to turn on the radio without hearing someone campaigning against the southern way of life," he said, adding that this is "most unfair."

Mr. Doerfer replied that a broadcaster is required to "balance" programming and that he saw no difficulty for the FCC in requiring a broadcaster to balance his program after a trend (to one viewpoint) has been shown.

Rep. Williams said he thought the FCC "might look into it and perhaps revoke some licenses."

When Mr. Doerfer said that the broadcaster must not be other than fair because the political picture may change, Rep. Rogers noted that an unfair broadcast itself may help fix the political picture.

Rep. John W. Heselton (R-Mass.), referring to Mr. Doerfer's statement that he trusted broadcasters to be fair, said he didn't think the recent CBS-TV Ed Murrow program on agriculture was fair. The program has been criticized by the GOP as unfair to the administration.

Mr. Doerfer replied that the program was not "policed" by either the network or the FCC, but that if a program is unfair, the broadcaster must present the other side. Asked how, he said, "by complaint" to the FCC from "anybody."

The House group's present schedule calls for testimony tomorrow (Tuesday) by Robert L. Heald, chief attorney, NARTB, on the association's views on the proposed "equal time" amendment and other bills. Edward deGrazia of Kirkland, Fleming, Green, Martin & Ellis, Washington communications law firm, also may testify Tuesday. Mr. deGrazia was not decided last Thursday whether he could appear, but said if he did, he would give his law firm's views on all the bills affecting commercial broadcasting.

It also was understood that Chairmen Paul Butler of the Democratic National Committee and Leonard Hall of the Republican National Committee have been asked to appear this week on the proposed "equal time" amendment.

The House subcommittee also heard FCC statements last week on other proposed amendments to the Communications Act (see stories, this section).

New Bill Increases Ceiling On Campaign Expenditures

A BILL to raise the ceiling on political campaign expenditures—but aimed against political spending by labor unions—was introduced last week by Sen. Carl T. Curtis (R-Neb.) on behalf of himself and Sen. Barry Goldwater (R-Ariz.).

Sen. Curtis, who is a member of a Senate Elections Subcommittee headed by Sen. Thomas C. Hennings Jr. (D-Mo.), said his bill prohibits "the practice of forcing workers to contribute to a political party in order to hold their jobs."

Republicans have complained that the national labor unions compel workers to pay dues, part of which are used to support Democratic candidates. GOP senators have objected to a bill (S 636) introduced by Sen. Hennings, which also would raise the ceiling on political expenditures, on grounds it does not prohibit political contributions or receipts by labor unions or affiliated organizations.

The Curtis bill (S 3074) and S 636 both authorize an increase in the amount of political expenditures by a national political committee from the present $3 million to $12.3 million for an election campaign.

S 636 was favorably reported from the Senate subcommittee and the parent Senate Judiciary Committee last year over Republican membership opposition. It has been passed over several times on the Senate calendar during both the first and second sessions of the 84th Congress. Extensive hearings were held on S 636 last year.

The Curtis and Hennings measures also would authorize a candidate for senator to spend $50,000 to $250,000 (presently $10,000-$25,000) and for representative $12,500 to $25,000 (presently $2,500-$5,000).

Court Edicts Urged In Equal Time Cases

THE FCC last week asked Congress to consider legislation to give jurisdiction to federal district courts in determining the rights of political candidates who have been denied "equal time" on broadcast facilities under Sec. 315 (a) of the Communications Act.

The suggestion was made by the FCC in comments on a bill (HR 3789) which would deny the equal time privileges under Sec. 315 (a) to a political candidate who has been convicted of treasonable or subversive activities, who is a member of the Communist Party or a successor organization or who belongs to a group determined to be a Communist-affiliated organization under the Subversive Activities Control Act of 1950. A companion bill (S 771) is in the Senate.

FCC Chairman George C. McConnaughey, speaking Tuesday before the House Commerce Committee's Transportation & Communications Subcommittee headed by Rep. Oren Harris (D-Ark.), said the FCC does not wish to express an opinion on the "advisability or necessity" of such legislation.

He said the FCC believes such a bill would be constitutional, but determination of whether a person belongs to a subversive group would be "difficult and complicated" (for the FCC) and delay will be "inevitable." In deciding these matters when an election is taking place, time "is of the essence," he said.

He said the FCC believes *all* determinations made under Sec. 315 should be made by a federal district court, which he said is the "most appropriate forum for securing the necessary prompt and effective review of these questions."

Mr. McConnaughey entered in the hearing record comments adopted by the FCC March 9, 1955, and supporting the FCC chairman's statement. The FCC added suggested legislation to give federal district courts jurisdiction in cases where a candidate seeks equal time under Sec. 315 after being denied by a broadcaster.

House Votes Probe Money

THE HOUSE last week approved a resolution (H Res 352) providing $275,000 to the House Un-American Activities Committee for investigations. The committee has been holding hearings on allegations of Communist infiltration of radio-tv and other entertainment media. The committee, in its annual report for 1955 [B•T, Jan. 23], said active Communists are members of the New York chapter of American Federation of Tv & Radio Artists and that radio-tv networks are using the talents of Communists (see story page 63).

FCC Asks Congress To Enact Liability Bill

CONGRESS was asked last week by the FCC to enact a bill (HR 4814) which would relieve broadcasters of liability for defamatory statements made on their facilities by political candidates.

Testifying Tuesday before the House Commerce Committee's Transportation & Communications Subcommittee headed by Rep. Oren Harris (D-Ark.), FCC Chairman George C. McConnaughey said Sec. 315 of the Communications Act prohibits any broadcaster censorship of a candidate's talk.

He said the FCC has taken the view that because of the prohibition against censorship, licensees are immune from liability for defamatory statements broadcast by candidates, but that there has never been any final interpretation by the Supreme Court on this point.

The bill would except from immunity a broadcaster or employes who participate in a broadcast "knowingly, and with willful intent" to defame.

Chairman McConnaughey said that although approximately 35 states have passed libel protection laws, these laws are not consistent and there remain several states with no laws at all. Inconsistency in state laws are unfortunate where a station's programs are heard in several states, he said.

He said Comr. John C. Doerfer would require that a broadcaster or his employe exercise "at least the slight degree of care to warn candidates in advance concerning the consequences of uttering statements that are clearly libelous or slanderous."

Initial Decision Reversed, FCC Grants KVMC Increase

BENEFIT of additional daytime primary service to 38,963 people under a proposed 1 kw operation for KVMC Colorado City, Tex. (1320 kc, 500 w), outweighs the small amount of service to be lost to KWOE Clinton, Okla., from co-channel interference, the FCC ruled last week. In granting KVMC a construction permit to double its power, the Commission reversed Hearing Examiner J. D. Bond, who in December 1954 recommended that KVMC's application be denied.

The FCC found that KWOE (1320 kc, 1 kw) would suffer interference from the proposed operation in the amount of 2,476 people or 1.63% of the population within its normally protected 0.5 mv/m contour, but that these people are already receiving service from other stations. Although parts of the area which will gain service from KVMC's proposed operation are already served by other stations, no station provides coverage to the entire area, the FCC pointed out.

Examiner Favors Clovis Tv Bid

FOLLOWING FCC sanction of the withdrawal of Video Independent Theatres Inc. as a competing applicant for ch. 12 at Clovis, N. M., the lone contender for the grant, KICA Clovis, last week received an FCC hearing examiner's recommendation for the grant. Examiner Hugh B. Hutchison said the unopposed applicant was in all ways qualified to build and operate the proposed station. He found that Video's withdrawal, which was attended by partial reimbursement for its expenses by KICA [B•T, Jan. 23], was not induced by improper considerations.



THROGBOTTOM! What does it take to remind you—
"Scotch" is a brand name for tape!

Pardon us for beating our own drum if we ask you to respect our registered trademark when you mention our product on your programs. If it is impossible for you to use the full name correctly: "SCOTCH" Brand Cellophane Tape or "SCOTCH" Brand Magnetic Tape, etc., please just say *cellophane tape* or *magnetic tape.* Thank you for your cooperation.

MINNESOTA MINING AND MANUFACTURING COMPANY

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REPLIES TRICKLE IN ON ALLOCATIONS, FLOOD SCHEDULED TO HIT FCC WEDNESDAY

More than 50 counter comments have been filed on Commission's overall review of tv alignment; 200 comments were filed originally. FCC presumably will get down to action after this round of opinions from industry. Replies follow three basic lines.

FIRST GROUP of reply comments in the FCC's overall review of television allocations principles have begun to come into the Commission.

Deadline for counter comments in the Commission's Docket 11532 is Wednesday (Feb. 8).

In the more than 50 counter comments already filed with the FCC, three basic positions are taken: (1) vhf stations object to suggestions for reduced separations, other restrictions on present vhf stations; (2) uhf stations urge deintermixture or revision of technical factors to permit squeeze-in of extra vhf channels, and (3) educational organizations "cry havoc" at the proposals that educational reservations be deleted.

The Commission has on hand more than 200 comments from all segments of broadcasters on the subject of tv allocations principles and assignments of channels. After Feb. 8, when all replies are in, the Commission presumably will buckle down to study and assess the various proposals.

Whether an oral hearing will be required is not known at this time. That will depend, it is presumed on the results of the Commission staff's study of the various recommendations submitted in the proceeding.

Following reply filings have been submitted to the FCC since the Dec. 15, 1955, deadline for submission of original comments:

THE V's SPEAK

KNTV (TV) San Jose, Calif. (ch. 11), opposes KSAN-TV San Francisco proposal to shift ch. 12 from Fresno to San Jose, ch. 11 from San Jose to San Francisco. Inappropriate.

WCNY-TV Carthage, N. Y. (ch. 7), reply to T.A.M. Craven. Objects to Craven suggestions that another vhf be assigned to Carthage and implication that Carthage-Watertown (Jefferson County) has any relationship to Oneida County (Utica-Rome).

KOMU-TV Columbia, Mo. (U. of Mo.) (ch. 8), opposes any reduction in separations; would infringe on station's coverage, particularly rural.

WOAY-TV Oak Hill, W. Va. (ch. 4), and **WTRF-TV Wheeling, W. Va.** (ch. 7), oppose requests that antenna height limitation in Zone I be raised to 1,250 ft. or anything over 1,000 ft. If WSAZ-TV Huntington, W. Va., which petitioned for increases, goes up to 1,250 ft. with full power it would cut into WOAY-TV's area, station reports.

KHOL-TV Kearney, Neb. (ch. 13), and **KHPL-TV Hayes Center, Neb.** (ch. 6), oppose Hometown Tv Inc. references to dangers of satellites. Hays Center satellite was desire of local residents who raised $140,000 to help build station.

KTVO (TV) Kirksville, Mo. (ch. 3), opposes CBS, Mullaney, and other plans suggesting reduced separations; also CBS proposal to move KTVO from Kirksville to Quincy, Ill., and GE proposal to move all tv to uhf.

KDRO-TV Sedalia, Mo. (ch. 6), opposes CBS, Mullaney, and other proposals which would reduce separations; infringe on station's coverage, mainly rural. Also opposes GE plan to move all tv to uhf; situation would be chaotic; economic waste, etc.; opposes Crosley idea of moving chs. 5 and 6 two mc.

WRDW-TV Augusta, Ga. (ch. 12), same as KDRO-TV Sedalia, Mo.

KCEN-TV Temple, Tex. (ch. 6), same as KDRO-TV Sedalia, Mo.

KYTV (TV) Springfield, Mo. (ch. 3), same as KDRO-TV Sedalia, Mo.

THE U's SPEAK

KBAK-TV Bakersfield, Calif. (ch. 29), opposes KSAN-TV San Francisco (ch. 32) proposals re ch. 12 move from Fresno to San Jose, ch. 11 from San Jose to San Francisco.

WGVL (TV) Greenville, S. C. (ch. 23), seeks deintermixture by removing ch. 7 from Spartanburg, S. C.

WWOR-TV Worcester, Mass. (ch. 14), began Nov. 16, 1953; suspended Sept. 9, 1955. Worcester receives signals from vhf stations in Boston, Providence, R. I., and Manchester, N. H. Cost was $725,000; cumulative loss put at $560,000 (losing $14,000 per month just before suspension). Seeks move to ch. 11 from Manchester (where it is reserved) to Worcester and to move WWOR-TV from ch. 14 to ch. 11.

KBMT (TV) Beaumont, Tex. (ch. 31), cost $350,000 to build. Loss since May 1, 1954: $150,000. Supports CBS and deintermixture. CBS suggested assignment of ch. 12 to Beaumont in place of ch. 31. Beaumont has a station on ch. 6; ch. 4 is in hearing (or upcoming).

WEEK-TV and **WTVH (TV) Peoria, Ill.** (chs. 43 and 19, respectively), reaffirm position favoring deintermixture. Objects to Mullaney plan re giving up on uhf, also CBS Plan II giving up uhf, substituting chs. 6-A, B, and C in Peoria. Stations feel plans are as incompatible as intermixture: "merely trading one kind of incompatibility for another."

WARD-TV Johnstown, Pa. (ch. 56), cites conversion problems; operating loss of more than $75,000. Wants deintermixture—assign two more vhfs to Johnstown (WJAC-TV began in 1949 on ch. 6). Poor uhf town because of terrain. Opposes CBS and other plans which see Altoona-Johnstown as one market. Asks to be able to convert to an existing vhf channel, using reduced separations, directional antennas, etc., for "home town tv."

OTHERS

Loyola U., New Orleans (WWL), applicant for ch. 4 in New Orleans (initial decision recommends denial, favors *Times Picayune*), opposes WPFA-TV Pensacola, Fla., and KTAG-TV Lake Charles, La., which propose deleting ch. 4 in New Orleans or adding vhf channels on reduced separation to Pensacola and Lake Charles. If necessary, prefers second alternative.

KORN Mitchell, S. D. (am station), opposes CBS proposal that ch. 5 be moved from Mitchell to Sioux City, Iowa.

Nick Fillips, Pittsburgh, Pa., urges deintermixture, especially for State of Pennsylvania.

Wisconsin State Radio Council opposes any use of fm frequencies for tv.

* * *

Favoring subscription television were the following: WHEF-TV Brockton, Mass. (ch. 62); and am stations WDIA Memphis, Tenn.; KWRN Reno, Nev. WBVP Beaver Falls, Pa.; WONE Dayton, Ohio; WPEN Philadelphia, Pa.; KROS Clinton, Iowa; WBBB Burlington, N. C,. and WMIT (FM) Mt. Mitchell, N. C.

* * *

Central Committee on Radio Facilities of the American Petroleum Institute and Special Industrial Radio Service Assn., against any use of 152-156 mc band; also 72-76 mc band. If it is desired to use portion of 88-108 mc band (fm) for tv, asks that whole fm band be opened for reallocation. They want part of it.

* * *

Objecting to any change in the educational reservation plan were the following: Central Calif. Educational Tv Corp.; National Catholic Educational Assn.; Hillsborough County Board of Public Instruction, Tampa, Fla.; Educational Tv Council of Des Moines, Iowa; U. of Arkansas; U. of South Dakota (KUSD Vermillion, S. D.); Oklahoma City Public Schools, Okla.; West Coast Educational Tv, St. Petersburg-Tampa, Fla.; U. of Utah; U. of Idaho; Mississippi State College; Twin City Area Educational Tv Corp., Minneapolis-St. Paul, Minn.; N. H. Commission on Educational Tv; U. of Florida; Oregon State System of Higher Education; Duluth (Minn.) Public Schools; U. of New Mexico; Florida State U.; U. of Maine; Calif. State Dept. of Education.

Tv Allocations Memo Expected in Fortnight

THAT "detailed memorandum" on a tv allocations table—promised by Dr. Edward Bowles to members of his 12-man engineering committee [B•T, Jan. 30]—ought to be received in about two weeks.

And in about the same time, the up to now relatively quiescent engineering brain trust established last summer by Sen. Warren G. Magnuson (D-Wash.) to recommend an answer to the television allocations dilemma will be augmented by an economist—or at least a market specialist, a communications legal expert, and possibly others representing educational television, fm, and other factions of video broadcasting.

This new look will mean, according to an informed source, that the *ad hoc* committee is "graduating" from a purely engineering committee.

The committee was asked two weeks ago by the Senate Commerce Committee to set up a nationwide allocations plan which would overcome the disabilities of the present vhf-uhf system established in 1952. It is understood that the plan, when it is brought into being, will be submitted first to the Senate Commerce Committee. The Senate committee, after making such revisions as it may feel needed, is expected to offer it to the FCC as a "suggestion."

Dr. Bowles told B•T last week that the purpose of his committee's working up an allocations plan was to pin down on paper "something to shoot at." He emphasized that the plan would only be a starter to which members of the *ad hoc* committee, and Senators, could

add, substract or revise. In this way, he said, it could serve to focus attention on the whole problem confronting the television industry.

It is understood that Dr. Bowles, following the first meeting of the *ad hoc* group last June, had paid personal visits to members, conferred with FCC and broadcast officials, and had boned up on background through reading transcripts of the 1954 Potter hearings, the Jones and Plotkin reports, and other documents.

It is hoped that the Senate group's final recommendations will not conflict with the FCC's proceeding now underway on the same subject.

Basically, the Bowles' committee will seek to establish a backbone tv system which will permit the sight-and-sound broadcast medium to grow, it was learned. Inherent in such an approach, it was understood, are questions of economic support, network and local operations, large city vs. small city outlets, educational television, among other factors.

The order to Dr. Bowles to go ahead with the drawing up of a national television allocations system is understood to be the result of impatience on the part of senators with the lack of FCC progress in resolving the problem.

Dr. Bowles is a consulting professor on industrial management at the Massachusetts Institute of Technology and a general consultant to the president of Raytheon Mfg. Co.

Senate Subcommittee Planned To Study Daylight Problems

THE SENATE Small Business Committee said last week it will name a five-man special subcommittee "in a week or so" to look into the problems of daylight broadcasters.

A spokesman said "four or five" members of the Senate group have been contacted relative to the difficulties besetting daytime stations and the subcommittee and staff will make a study to determine if and when public hearings will be scheduled.

He said the daytime broadcasters want to extend their operations or obtain more uniform hours.

Daytime broadcasting is one of 20 subjects which members of the Senate group, meeting Wednesday in closed session, agreed to study. Sen. John J. Sparkman (D-Ala.) is chairman.

Barrow, Staff to Meet ABC, MBS, SRA People

DEAN Roscoe L. Barrow, his network study staff, and some members of the FCC are to meet with ABC officials on Thursday, Mutual officials on Friday, and Station Representatives Assn. officials and members on Saturday. The two network meetings, like those with CBS and NBC during the first week in January, will be designed to acquaint the FCC delegation with the workings and problems of networks. They will be held at ABC and Mutual headquarters, respectively, in New York.

Makeup of the network delegations has not been finally set, but the ABC group is expected to include President Robert E. Kintner and Vice President and Controller Harold Morgan, plus department heads. At Mutual, Executive Vice President John B. Poor and department heads are expected to be among those leading the indoctrination session.

The SRA meeting, arranged through Managing Director Larry Webb at the FCC group's request, will be held at the Ambassador Hotel. SRA was asked to present factual information regarding the size of the industry, its importance, etc., and a committee of representatives has been designated to prepare a presentation for the FCC. Presumably the SRA group will be headed by Adam J. Young Jr., of Adam Young Inc. and Young Television, president of SRA, and Mr. Webb as managing director.

No doubt, observers feel, one question that will be canvassed by the FCC committee during the SRA session is that of the right of networks to represent affiliates in the sale of national spot advertising—a right that station representatives challenged vigorously before the FCC in the late 1940s.

The FCC group also was reported to have sought a meeting with film company officials.

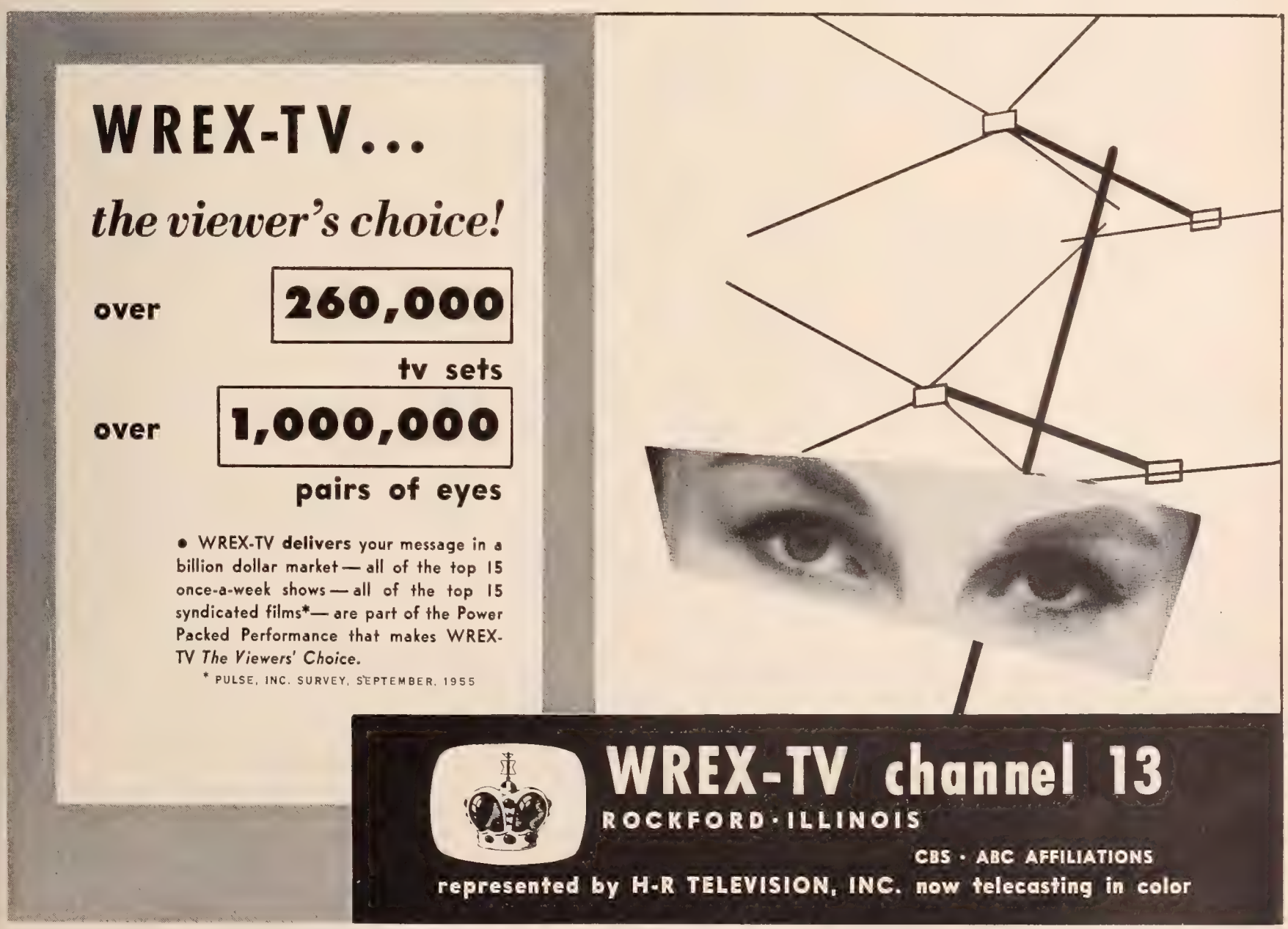
S.C. Bill Would Penalize Interracial Program Sponsors

THE South Carolina General Assembly last week received a bill that would prohibit state government transactions with companies sponsoring interracial programs on television, radio or other media. The bill was introduced by Rep. John C. Hart of Union, S. C.,

Said Rep. Hart:

"Our state is under no obligation, either moral or legal, to do business with concerns that donate money to, or propaganda for, groups . . ." working to end race segregation.

"Interracial programs," he added, are "sabotaging the efforts we're making in the segregation battle."



LEE FAVORS 'ANTENNA FARM' CONCEPT

Commissioner, testifying before House Commerce Committee's Transportation & Communications Subcommittee, says he will press for rule-making to require area radio-tv towers over 500 feet to be grouped in one place.

FCC Comr. Robert E. Lee last week told a House group he will push rule-making at the FCC to require "antenna farms" where all radio and tv towers over 500 feet would be grouped in a single area. He said he also would ask for rule-making to require that the antennas of stations in some areas be placed on a single tower.

Thus, he said, airplane pilots could be oriented to avoid such a single air hazard instead of several.

Testifying on two identical measures to prohibit towers of more than 1,000 feet, Comr. Lee told the House Commerce Committee's Transportation & Communications Subcommittee that the first tv station in an area might be able to pick its antenna site, but others would be required to use the same site. One tower can serve a number of stations in many cases, he said.

Comr. Lee, who is co-chairman of a special group set up by the Air Coordinating Committee, which advises the President on aviation policy, said applications for tower construction or increases in height now go through local airspace subcommittees. He said some proposals for high towers have met objections and are now being considered by the Washington Airspace Panel.

Answering a question from Rep. James I. Dolliver (R-Iowa), he said he believed the FCC has authority to order a tower altered or removed, where military or commercial aviation installations make this essential.

FCC Curbs Opposed

He said the FCC opposes the bills (H J Res 138 and 139), which would prohibit the FCC from issuing a permit or renewal for a station using a tower of more than 1,000 feet, unless the FCC, after considering recommendations by the Dept. of Defense, Civil Aeronautics Administration, Air Coordinating Committee and any other interested party, made a special finding that such a tower was not a hazard to air navigation for stated reasons.

Comr. Lee told Rep. John J. Flynt Jr. (D-Ga.) that the FCC at present can deny a permit for construction of a tall tower, but if it were a case of a license renewal, the FCC would have to prove the tower is a hazard to aviation.

Rep. Carl Hinshaw (R-Calif.), author of one of the measures, said the FCC was "on the point of allowing towers up to 2,000 feet," and said many tall towers now are near airports.

When Comr. Lee said he did not feel this statement was accurate, Rep. Hinshaw replied: "I wish you'd try to come in at Teterboro (N. J.) Airport." He added that, in his opinion, "you shouldn't be permitted" to grant a tall tower over military objections. The military has made a blanket objection to all towers over 1,000 feet.

Rep. Hinshaw added that while tv is a "convenience, not a necessity," aviation is a necessity.

Comr. Lee said he felt "some aspects" of tv are necessary. He mentioned the difficulty of covering the whole nation because he said a station needs to cover a large area (thus needing a taller tower) to be an economic success.

Rep. Hinshaw said he thought an agreement on tower heights should be worked out through unanimous agreement (between aviation and broadcast representatives). "I think we should go into it thoroughly."

Rep. Oren Harris (D-Ark.), chairman of the subcommittee, noted a report of Oct. 5, 1955, made by the group of which Comr. Lee is co-chairman, and asked what had happened to a second report which had been promised to the House group in 60 days. Mr. Lee said the subcommittee is "still working on these problems."

Comr. Lee added that tv "is not all gold"; that more than 100 stations have gone off the air for economic reasons. He said "somebody" has to keep abandoned towers lighted or remove them and that in some crowded areas towers are harder to remove than to erect.

Rep. Harris said the House group has jurisdiction over both aviation and communications and, accordingly, takes no position. But, he said, "Someone must resolve this conflict of interests." He said stations also can achieve wider coverage by increasing power. The subcommittee, he said, "will pursue this matter further."

Comr. Lee submitted for the record FCC's comments of April 6, 1955, on H J Res 138 and 139, in which the Commission said it believes the present system being used by the FCC and the Airspace Subcommittee is successful and that legislation should await the result of the study by Comr. Lee's group. It added that any legislation should recognize fully the public interest in both aviation and broadcasting.

Transmitter Change For KGUL-TV Upheld

OVERRIDING dissents by FCC Chairman George C. McConnaughey and Comr. Robert E. Lee, the FCC last week upheld its September 1954 grant of a transmitter site change for ch. 11 KGUL-TV Galveston, Tex., and denied a protest against the grant by ch. 13 KTRK (TV) Houston, Tex. Comr. Edward M. Webster did not participate.

KGUL-TV has been operating since March 1953 from a transmitter 22 miles northwest of Galveston and 28.5 miles southeast of Houston, the third of its five proposals for a different transmitter location. The last change request, which was granted by the FCC without hearing, evoked objections by ch. 13 KTRK (TV) there.

Among other things, KTRK charged that KGUL-TV was, by opening a Houston studio and through its site-changing proposals, attempting to operate as a Houston outlet. In October 1954, the FCC set the protest for hearing. The following June, FCC Hearing Examiner John B. Poindexter issued an initial decision proposing affirmation of the FCC grant and denial of KTRK's protest.

As to KTRK's charge that KGUL-TV's Houston studio was actually the station's "main studio," the FCC said KTRK failed to produce sufficient evidence to back its claim. When a station opens a second studio, the presumption is that its first studio is the main studio unless convincing evidence can be presented to the contrary, the FCC declared. KGUL-TV's proposal complies with FCC requirements on signal strength to the principal city to be served, the Commission pointed out.

As to charges that certain KGUL-TV advertisements and promotional pieces misrepresented the station's true location, the FCC said there was not enough evidence to establish a "pattern of misrepresentation," although it described the ads as "balancing on the brim of questionable practice . . ." The Commission found that, although KGUL-TV failed to live up to certain program commitments it proposed in its original application, its overall record showed a reasonable conformity to its avowed standards.

In his dissent, Comr. Lee said: "The entire history of KGUL-TV is that of a Houston station coming in the back door without rule making and without the necessity of competing for a Houston channel." He noted that "as many as four salesmen have been employed in Houston as against one (only since fall of 1953) in Galveston."

Comr. Lee added: "I am persuaded that we might consider abandoning the firm and fixed approach for assigning television facilities by rule making and adopt a policy of assigning frequencies geographically by action on specific applications with appropriate safeguards for existing services."

Appointments Made By Broadcast Bureau

TWO top level Broadcast Bureau appointments and a revision of that bureau's organization were announced by the FCC last week.

Joseph N. Nelson, television chief in the Broadcast Facilities Div., was named chief of the Renewal & Transfer Div., and Walther W. Guenther, attorney-adviser in Office of Opinions & Reviews, was named chief of the Broadcast Facilities Div.

Mr. Nelson succeeds Lester W. Spillane, who resigned last year [B•T, Dec. 19, 1955]. Mr. Guenther takes the place of James E. Barr, named assistant chief of the Broadcast Bureau last summer [B•T, July 18, 1955].

The Commission abolished the Broadcast Bureau's Hearing Div., and divided its duties between Broadcast Facilities Div. and Renewal & Transfer Div. In Broadcast Facilities it established a branch to handle all hearing cases except those involving renewals or transfers. These will be handled by the division of the same name.

In related appointments, the FCC named James B. Sheridan, present assistant chief of the Economics Div., Broadcast Bureau, acting chief while H. H. Goldin, chief of that division, is working as a member of the staff of the network study. It also promoted Floyd W. Wickenkamp from assistant chief to chief of the Engineering Div., Field Engineering & Monitoring Bureau.

Mr. Nelson, 47, is a native of New York. He received his law degree from St. John's U., New York, in 1930. He served with the National Labor Relations Board, Office of Price Administration, and joined the FCC in 1946.

Mr. Guenther, 54, a native of Germany, holds a D.U.I. degree from Beslau U., 1927; an S.J.D. degree from Harvard U., 1932 and an LL.B from Columbia U. 1940. He taught political science at Catholic U., Washington; served in the Dept. of Justice Office of Alien Property, and joined the FCC in 1953.

VOA Adopts Sarnoff ID Plan

SUGGESTION by RCA Board Chairman David Sarnoff that the Voice of America use the station identification, "For Freedom and Peace," for some of its broadcasts, has been adopted by the VOA, U. S. Information Agency Director Theodore Streibert has announced. The identification will be used on English and some foreign language broadcasts.



MARCH 19 - 22

How BIG must the show be?

When a facetious critic asked, "How long should a man's legs be?" Abraham Lincoln replied, "Long enough to reach the ground!"

The 1956 Radio Engineering Show is big only because it *must be big* to be truly representative of a gigantic industry. 704 exhibitors, 1 out of every 5 firms manufacturing for the industry, will be present.

But these 704 firms represent over 80% of the industry's production. A smaller Show would give only an inadequate picture of the year's progress and new developments.

Being BIG pays off! This truly great event brings out the best...in people, effort and products!

Registration—IRE Members $1.00
Non-members $3.00

What you get out of it!

- You see what is new in radio-electronic products and engineering!
- You meet the men who make these products!
- You save time...seeing in days a whole year's productive effort!
- You hear the best technical papers in subjects of your own specialty!
- You meet old friends and make new ones, enjoy association and social events!

The IRE National Convention

Waldorf Astoria Hotel, New York City

and RADIO ENGINEERING SHOW

Kingsbridge Armory & Palace, New York City



GREAT LAKES TV FAVORED BY IRION

Corporation wins initial decision by FCC hearing examiner for ch. 7 at Buffalo-Niagara Falls over WKBW and Greater Erie Broadcasting Co.

PROGRAM PROPOSALS and studio location were the deciding factors moving FCC Hearing Examiner H. Gifford Irion to recommend last week that ch. 7 at Buffalo-Niagara Falls, N. Y., the last vhf channel allocated to that area, be awarded to Great Lakes Tv Inc. Mr. Irion's initial decision proposed denial of two other local applicants for the same facility, WKBW and Greater Erie Broadcasting Co. (WWOL-AM-FM).

Great Lakes Tv Inc. is one-third owned by the *Buffalo Courier-Express* (WEBR); 16⅔% by the Laux-Berkman interests (the "Friendly Stations": WPIT Pittsburgh, WSTV-AM-FM-TV Steubenville, Ohio, WBMS Boston and WFPG Atlantic City, N. J.); 16⅔% by Cataract Theatre Corp. (Niagara Falls moving picture theatres), and 33⅓% by Copper City Broadcasting Corp. (WKAL Rome and WKTV [TV] Utica, both N. Y.).

Although, everything considered, all three applicants emerged from the hearing on relatively equal terms, Mr. Irion found that plans for studios in both Buffalo and Niagara Falls as proposed by Great Lakes and Greater Erie gave those applicants a preference over WKBW. On the other hand, Mr. Irion concluded that the programming plans of Great Lakes and WKBW gave more promise of effectuation than those proposed by Greater Erie. Great Lakes, which alone was accorded preference in *both* studio plans and program proposals, was therefore to be favored for the grant, Mr. Irion ruled.

Neglects Niagara

WKBW, which had proposed a studio at Buffalo only, displayed a "striking neglect" of Niagara Falls which, with a population of over 90,000 people, is larger than any city to be served except Buffalo, Mr. Irion said. The examiner pointed out that ch. 7 was allocated to both Buffalo and Niagara Falls as a hyphenated community, and he stressed the "paramount importance" of locally originated service to Niagara Falls. Since all other tv stations serving the area have located their studios solely in Buffalo, a failure to serve both cities by the last available vhf facility virtually would freeze out Niagara Falls from locally originated tv service, Mr. Irion declared.

In comparing Great Lakes and WKBW, Mr. Irion said that if WKBW's greater integration of ownership and management, and the former's superior studio location plans were "to be equated in a qualitative sense," WKBW's preferences in areas of local ownership and diversification of mass media would "tilt the scales" in its favor. Also, had WKBW directed a "reasonable" amount of programming either coming from or directed to Niagara Falls, the Great Lakes preference might have been overcome, the examiner speculated.

Although he conceded that a grant to either Greater Erie or WKBW would better serve to diversify communications media, Mr. Irion watered down this preference by saying: "In one sense a grant to Great Lakes would tend to diversify ownership of mass media in the Buffalo area since the competing newspaper, the *Buffalo Evening News*, is already licensee of a tv station as well as am and fm stations [WBEN-AM-FM-TV]. Thus the awarding of a construction permit to Great Lakes, in which the *Courier-Express* has an interest, might be expected to strengthen that newspaper's competitive position in the community. . . ."

As between Great Lakes and Greater Erie, Mr. Irion found that the former's proposal for all-English programming would better serve the public interest than a heavily-laden foreign language schedule as planned by the latter, even though the community to be served contained a large foreign population.

Mr. Irion characterized as an "enigma" the failure of the *Courier-Express* to carry the program logs of WWOL. But ". . . it must be conceded that newspapers have a margin of editorial discretion just as broadcast licensees have discretion with regard to their programming . . .," the examiner said.

Mr. Irion criticized Leon Wyszatycki, Greater Erie principal, for being "derelict" in conforming to FCC regulations in the operation of WWOL; his maintenance of the station indicated an "apparent indifference," the examiner said. Referring to allegations that Mr. Wyszatycki editorialized in his speeches during Buffalo mayoralty campaigns, Mr. Irion said: "Although the speeches were apparently sponsored, it must be said that they came perilously near being editorial expressions from the licensee." While none of these "derelictions," by itself, would rule out Greater Erie, the cumulation of them works in its disfavor, the examiner concluded.

FCC Becomes Official Member Of Air Coordinating Group

THE FCC has been officially made a standing member of the Air Coordinating Committee. President Eisenhower signed an executive order to that effect last week.

Although the Commission has always sat with the top-drawer ACC—established in 1946 to advise the President on aviation problems and developments—it has never enjoyed formal status. The FCC has been, however, a regular member of the ACC's Technical Div., which handles among other things requests for aeronautical approval of tall broadcast towers (Airspace Panel).

As a full-fledged member of ACC, the Commission will sit as an equal with the following other members of that board: Air Force, Army, Navy, Treasury Dept., Civil Aeronautics Board, Dept. of Commerce, Post Office Dept., State Dept., Office of Defense Mobilization and the Bureau of the Budget (non-voting). Comr. Robert E. Lee has been acting as the FCC's representative on ACC matters, the most significant of which was its sponsorship of a study concerning tv antennas more than 1,000 ft. above ground. This resulted in recommendations regarding marking abandoned towers, urging the establishing of antenna farms (so all tall towers are located in a single location), and the assumption by the FCC of authority over receiving antennas. These are being studied by the FCC at this time.

McClatchy's Second Appeal In Sacramento Grant Heard

U. S. COURT of Appeals in Washington heard argument last week on the appeal of McClatchy Broadcasting Co. against FCC's 1955 approval for Sacramento Telecasters Inc. (KBET-TV Sacramento, Calif.) to move its transmitter and studio from the location prescribed in the original grant.

McClatchy, which owns KFBK Sacramento and was the unsuccessful applicant for ch. 10

there, claimed that the reasons for the FCC's grant to Sacramento Telecasters was made questionable by the move. In spite of McClatchy's objections, the Commission approved the move. McClatchy appealed.

The arguments last week was heard by Circuit Judges Wilbur K. Miller, David L. Bazelon and Charles Fahy. Arguing for McClatchy was Thomas H. Wall; for Sacramento Telecasters, J. Roger Wollenberg; for FCC, Henry Geller.

McClatchy's main appeal against the ch. 10 grant in Sacramento to Sacramento Telecasters was turned down unanimously by the same court two weeks ago. The court held that the Commission had the right to determine whom to choose for a tv grant provided the decision was not arbitrary nor capricious [B•T, Jan. 30].

Miami, Fresno Tv Grants Attacked in Appeals Court

FCC actions in granting new tv stations in Miami, Fla., and Fresno, Calif., were attacked in the U. S. Court of Appeals in Washington last week. Both appeals asked that stay orders be issued against the tv grants.

WITV (TV) Fort Lauderdale (ch. 17), which has been fighting to prevent the issuance of final decisions in the two Miami vhf cases, appealed last month's FCC grant of Miami ch. 7 to Biscayne Tv Corp. [B•T, Jan. 23].

And KARM Fresno, Calif., unsuccessful applicant for that city's ch. 12, appealed against the Commission's grant of that vhf facility to KFRE Fresno [B•T, Jan. 16].

WITV claimed that it had been denied its rights because the FCC refused to permit it to intervene in the Miami ch. 7 case or to stay issuing the final decision.

KARM charged among other things that two commissioners illegally voted in the final decision without having participated in oral argument.

HOUSE GROUP QUESTIONS COLLINGWOOD COMMENT

Committee invites CBS newsman Collingwood to give evidence concerning existence of alleged blacklist of Communists.

THE HOUSE Committee on Un-American Activities last week took issue with Charles Collingwood, president of the New York local of the American Federation of Television & Radio Artists, who labeled as untrue a committee report that active Communists were within the local's ranks [B•T, Jan. 30, 23].

Mr. Collingwood had said that AFTRA's constitution bans such membership and questioned why, to the best of his knowledge, the committee had made no attempt to elicit information on the matter from officers or paid executives of the New York local.

The committee's letter of last week charged Mr. Collingwood's reply indicated "a far-reaching unfamiliarity with the committee hearings in New York last August, and with the essential problem of Communist infiltration in the radio and television industry." Hearings have established "beyond any doubt" the scope and nature of concerted Communist activity in the entertainment field and within professional unions, according to the committee.

Mr. Collingwood's assertion that a blacklist was used by radio and tv stations to root out Communist sympathizers was challenged by the committee. "Many of the witnesses in our hearings, despite — and subsequent to — their identification as Communists, were continuing to find employment," the committee said, charging that if such a blacklist existed it seems inconceivable that these individuals would continue to be employed.

The committee invited Mr. Collingwood to submit probative evidence of such a blacklist. The House group also declared "it is significant that the election of the so-called anti-blacklist candidates in the recent AFTRA election has been greeted enthusiastically by the Communist press."

A spokesman for Mr. Collingwood told B•T last Thursday that the CBS news commentator had not as yet received the committee's letter. He said that when the note is received, Mr. Collingwood plans to consult with the AFTRA New York board before taking further action.

WGR-TV Drops Protest

PROTEST by WGR-TV Buffalo, N. Y., against the $312,000 purchase of ch. 17 WBUF-TV Buffalo by NBC was withdrawn last week [B•T, Jan. 23]. The move was authorized by the executive committee of the WGR board.

George F. Goodyear, president of WGR-TV, said that the ch. 2, NBC-affiliated station, had instituted the protest "in all good faith because we believe, and still believe, that purchase of WBUF by NBC or any other network is not in the public interest."

Continuance of the protest hearing—which began its preliminary phases early in January—was no longer justified, Mr. Goodyear said, when the FCC refused to stay its approval of the purchase.

The DOUBLE COLA Company

3350 BROAD STREET · CHATTANOOGA, TENNESSEE

OFFICE OF THE PRESIDENT

December 28, 1955

Radio Station WDEF
Volunteer Building
Chattanooga, Tennessee

Attention: Luther, Big Jim and Officials

Gentlemen:

I want to take this opportunity to thank all of you "high-toned, young, southern, Christian gentlemen" for your contribution to my personal comfort, pleasure and well-being, from awakening me in the mornings to putting me to sleep at night with the late news report.

Most of all, however, I want to thank you for your efforts in expanding the sale of DOUBLE-COLA (our meat and bread) for the past several years.

My very best wishes for the New Year.

Sincerely,

C. D. Little
C

COMPARATIVE NETWORK AM SHOWSHEET

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SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	First 5 Texaco Mon. Morning Headlines	Wrigley News	TWA Walter Winchell	Meet the Press
6:15	Paul Harvey News	Wm. Wrigley Gene Autry (191) R	Seeman Bros. Tomorrow's Front Page Headlines	
6:30	It's Time		Mutual Benefit Bob Considine	
6:45	The Evening Comes	Liggett & Myers Gunsmoke (195)	Les Paul	
7:00	Weekend News		General Tire Sports Time	
7:15	Show Time Review	Edgar Bergen Show (198) (CBS Columbia 5-min. segment)	"By the People"	
7:30	George Sokolsky			
7:45	It's Time			
8:00	Valentino		Stand By Round the World	
8:15	Henry Milo Travel Talk S			
8:30	Co-op America's Town Meeting	News		Monitor *
8:45		Toni Our Miss Brooks (206)		
9:00	Overseas Assignment	P. Lorillard Two For The Money (200)		
9:15	Lifetime Living S	News		
9:30	It's Time	Mitch Miller Show S	Manion Forum Dean Clarence Manion	
9:45	Sammy Kaye		Co-op Keep Healthy	
10:00	It's Time	Sports	Billy Graham Evangelist Assn. Hour of Decision	
10:15	Erwin Canham	News		
10:30	Dick Hayes Sings	Face the Nation		
10:45	The Assemblies of God "Revival Time"	Church of the Air S	Wings of Healing	American Forum
11:00	Texaco News	News		
11:15 PM	Moods in Melody	U.N. Report Dance Orchestra	Repeat of Billy Graham Hour of Decision	Monitor *

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	No Service	Metro. Life Ins. Allan Jackson (29)	Stand by With Bob & Ray	No Network Service
6:15		No Service		
6:30	Bill Stern		Les Paul	Sun Oil & Co-op 3-Star Extra (34)
6:45	No Service	Delco Batteries Lowell Thomas (198) R	Sports	
7:00	CIO-AFofL Edw. P. Morgan	Longines News	Kraft News	Alex Drier Man on the Go Co-op
7:15	Co-op Quincy Howe	Curt Massey Show S	Co-op Fulton Lewis, Jr.	No Network Service
7:30	Events of the Day	Philip Morris Bing Crosby	Amer.'s Business	Miles Labs News of World (166)
7:45	Mayflower News	Am. Oil Ed. R. Murrow (89)	Dinner Date	One Man's Family ***
8:00	Metro Auditions of the Air	My Son Jeep	Men of Action	Gen. Motors Henry J. Taylor
8:15	News S	Yours Truly Johnny Dollar	American Home Prod. Gabriel Heatter	
8:30	Firestone Voice of Firestone	Lipton & Toni (alt. wks.) Godfrey Talent Scouts (171) R	Les Paul	Boston Symphony Orchestra
8:45			Special Edition	
9:00	Sound Mirror	Viceroy News	True Detective Mysteries	
9:15	ABC News	Jack Carson Show S	John Steele	
9:30	Offbeat	Anahist, Kools CBS Columbia Amos 'n' Andy Music Hall	Esso Reporter	
9:45	News		Jackson Brewing Jax World of Spts	
10:00	Vandercook, CIO	Chevrolet News	Behind the Iron Curtain	Bell Telephone Telephone Hour (185) R
10:15	The 3 Suns		Reporters' Roundup	
10:30	News	Dance Orchestra	Virgil Pinkley	To Be Advised
10:45	Martha Lou Harp		Soundstage	Fibber McGee & Molly *****
11:00	Songs by Dini	CBS News	Dance Orchestra	News from NBC
11:15 PM	Sports Report S	Dance Orchestra	Mutual Reports The News U N Radio Review	Heart of the News All Star Parade of Bands (last 2/13) No Network Service News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (29)	Stand by with Bob & Ray	No Network Service
6:15		No Service		
6:30	All State Bill Stern		Les Paul	Sun Oil & Co-op 3-Star Extra (34)
6:45	No Service	Delco Batteries Lowell Thomas (199)	Sports	
7:00	CIO-AFofL Edw. P. Morgan	Longines News	Kraft News	Alex Drier Man on the Go Co-op
7:15	Co-op Quincy Howe	Curt Massey Show (121)	Fulton Lewis Jr.	No Network Service
7:30	Events of the Day	Philip Morris CBS Columbia Bing Crosby	Amer.'s Business	Miles Labs. News of World (168)
7:45	Mayflower News	Ed. R. Murrow S	Dinner Date	One Man's Family ***
8:00	The World & You	My Son Jeep	Men of Action	RCA Network Participations People Are Funny
8:15	News S	Yours Truly Johnny Dollar	Gabriel Heatter	
8:30	Life is Worth Living	Suspense	Coca-Cola Co. The Eddie Fisher Show (245)	Network Participations Anahist, RCA Carter Dragnet
8:45	Admiral News		Treasury Agent	
9:00	Sound Mirror	News	Squad Room	B&W News
9:15	ABC News	Jack Carson Show S	Esso Reporter	
9:30	Offbeat	Kools Amos 'n' Andy Music Hall (204)	Jackson Brewing Jax World of Spts	Biographies In Sound
9:45	News	Chevrolet News	Dateline Defense	
10:00	Vandercook, CIO		The Army Hour	Fibber McGee & Molly *****
10:15	The 3 Suns	Campaign '58	Virgil Pinkley	News from NBC
10:30	News		Soundstage	Joseph C. Harsch
10:45	Take Thirty S	Dance Orchestra	Dance Time	Nightlife with Nordine
11:00	Singing with the Stars	CBS News	Mutual Reports The News	No Network Service
11:15 PM	Sports Report S	Dance Orchestra	U N Radio Review	News of the World Morgan Beatty

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	ABC News	News S	Dr. Wyatt Wings of Healing (306)	World News Round-Up Co-op
9:15	Great Moments Great Composers	Music Room		"Monitor" *
9:30	It's Time	Church of the Air	Christian Ref. Church Back to God (268)	Art of Living
9:45	Prophecy, Inc. Voice of Prophecy (99)			
10:00	Texaco News	Chev. News	Radio Bible Class (291)	National Radio Pulpit
10:15	Message of Israel S	Invitation To Learning S		
10:30	Texaco News	Leading Question S	Voice of Prophecy (307)	
10:45	Negro College Choirs S			
11:00	It's Time	News	Dawn Bible Frank & Ernest (362)	
11:15	Marines in Review	E. Power Biggs S	First Church How Christian Science Heals	"Monitor" * 8 a.m. Sun. Thru 12 Mid. Sun. (except as noted)
11:30	Texaco News	Salt Lake City Tabernacle S	Northwestern U. Review S	
11:45	The Christian In Action S	Chevrolet News		
12:00 N	No Net Service	Washington Week S	As I See It Frank Kirkpatrick	
12:15 PM		World Affairs Report S		
12:30	It's Time	Guy Lombardo Orchestra S	Bill Cunningham Co-op	The Eternal Light
12:45	Front & Center		First Church How Christian Science Heals	
1:00	Churches of Christ Herald of Truth (108)	F. W. Woolworth 1-2 p m Woolworth Hour (200)	Les Paul Front Page Exclusive Merry Mailman	Monitor *
1:15				

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	Breakfast Club Beltone Bristol-Myers Frigidaire GF, Calgon Union Pharm. Rexall, Magla. Drackett Sandura Olson Rugs Milner Prods. Blue Bonnet	Co-op News	Co-op Robt. Hurleigh	No Network Service
9:15				
9:30		No Service	Easy Does It	
9:45				
10:00	Sterling MWF My True Story	Arthur Godfrey ††	Cecil Brown	Weekday **
10:15	Carter When A Girl Marries (165)		Footnotes To Medical History	
10:30	Pharmaco Whispering Streets (224)		Guest Time Kraft News	
10:45	Paging the News S		Johnny Olsen Show	
11:00	Swift Magic Kingdom		Kraft News	
11:15			Norwich Grove Quaker Fla. Citrus Story Time	
11:30	Mayflower News Thy Neighbor's Voice	Contnl. Baking Make Up Your Mind (58)	Queen for a Day Participating	
11:45	Inner Circle	Wrigley Howard Miller (145)		Miles Fibber McGee & Molly
12:00 N	Valentine	Bishop, Gen. Fds. (195) Wendy Warren	Kraft News L. Higbie	
12:15 PM	Luncheon at Astor	Backstage Wife	(Tu. Th.) Quaker Oats Here's Hollywood	
12:30	Sunshine Boys How To Fix It	Toni MW Helen Trent (187)	A. Ladd's Modern Moods	No Network Service
12:45	No Network Service	Our Gal Sunday S	No Service	
1:00	Co-op Paul Harvey	Hazel Bishop Road of Life (131)	Co-op Cedric Foster	
1:15	Co-op Ted Malone	P&G Oxydol Ma Perkins (162)	Mutual's Music Box	

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	Co-op No School Today	Co-op News	No Network Service	Monitor * 8 a.m. Sat. Through 12 Mid. Sat. (except as noted)
9:15		Farm News		
9:30	Table Products Inc.	St. Louis Melodies		
9:45		Garden Gate		
10:00	It's Time	Chev., A. Jackson	Good News (Religious)	
10:15	Muppets and Melodies	Galen Drake S Father John's Medicine	Conference Call	
10:30				
10:45	ABC News*	Calmer S	Lucky Pierre Show	
11:00	The Inner Circle	Robt Q. Lewis (185) S		
11:15	It's Time		Musical Wheel of Chance	
11:30	All-League Clubhouse S	Milner		
11:45	ABC News	Chev., A. Jackson	Les Paul	
12:00 N	World Tourist	Romance S		Allis-Chalmers National Farm & Home Hour (Eastern Stations Only)
12:15 PM	101 Ranch Boys S		Teenagers USA	
12:30		Liggett & Myers Gunsmoke (198)		Monitor *
12:45	American Farmer S			
1:00	ABC News	Chev., A. Jackson	Basil Heatter	Chalmers Home Hour (Central Sta's)
1:15	Navy Hour S	City Hospital	Musical Wheel of Chance	
1:30 PM				
1:45				
2:00				
2:15				
2:30				
2:45				
3:00				
3:15				
3:30				
3:45				
4:00				
4:15				
4:30				
4:45				
5:00				
5:15				
5:30				
5:45 PM				

FOR FEBRUARY 1956

THURSDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (29)	Stand by With Bob & Ray	No Network Service
6:15	Bill Stern	No Service		
6:30	No Service	Delco Batteries Lowell Thomas (199)	Les Paul Sports Kraft News	Sun Oil & Co-op 3-Star Extra (34)
6:45	CIO-AFofL Edw. P. Morgan	Longines News	Fulton Lewis Jr.	Alex Drier Man on the Go Co-op
7:00	Co-op Quincy Howe	Curt Massey Show (204)	Amer.'s Business Dinner Date Men of Action	No Network Service
7:15	Events of the Day	Philip Morris Bing Crosby	Beltone alt. Thurs. Gabriel Heatter	Miles Labs News of World (188)
7:30	Mayflower News	Ed. R. Murrow $ (89)	Coca-Cola Co. Eddie Fisher Show	One Man's Family ***
7:45	The World & You	My Son Jeep	Official Detective	Anahist & Carter The Great Gildersleeve Network-local participations
8:00	News $	Yours Truly Johnny Dollar		
8:15	Your Better Tomorrow	21st Precinct $	Crime Fighters	The Goon Show
8:30	Mayflower News	News $	Esso Reporter Jackson Brewing Jax World of Spts	B&W News
8:45	Sound Mirror	Jack Carson Show $	The Book Hunter	American Adventure
9:00	News $	Kools Amos 'n' Andy Music Hall (204)	Co-op State of the Nation	Conversation
9:15	Offbeat	Chevrolet News	Virgil Pinkley	Fibber McGee & Molly *****
9:30	ABC News Vandercook, CIO	Dance Orchestra	Soundstage	News from NBC Carling Cons. Club
9:45	The 3 Suns		Ted Heath & His Music	Jane Pickens Show
10:00	ABC News	CBS News	Mutual Reports The News	No Network Service
10:15	Front & Center	Dance Orchestra	U N Radio Review	News of the World Morgan Beatty
10:30	Singing with the Stars			
10:45	Sports Report $			
11:00				
11:15 PM				

FRIDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (29)	Stand by With Bob & Ray	No Network Service
6:15	Bill Stern	U.N. on the Record $		Richard Harkness Co-op
6:30	No Service	Delco Batteries Lowell Thomas (199)	Les Paul Sports Kraft Five Star	No network Service
6:45	CIO-AFofL Edw. P. Morgan	Longines News	Fulton Lewis Jr.	Sun Oil Co-op 3-Star Extra (34)
7:00	Co-op Quincy Howe	Curt Massey Show (204)	Amer.'s Business Dinner Date Men of Action	Alex Drier Man on the Go Co-op
7:15	Events of the Day	Philip Morris CBS Columbia Bing Crosby	Amer. Home Gabriel Heatter	No Network Service
7:30	Mayflower News	Am. Oil Ed. R. Murrow (89)	Les Paul Special Edition	Miles Labs News of World (188)
7:45	The World & You	My Son Jeep	Counterspy	One Man's Family ***
8:00	News $	Yours Truly Johnny Dollar		
8:15	Your Better Tomorrow	CBS-Radio Workshop	Co-op City Editor	National Radio Fan Club Network & local participations
8:30	Mayflower News	Viceroy News	Esso Reporter Jackson Brewing Jax World of Spts	NBC Job Clinic
8:45	Sound Mirror	Jack Carson Show $	American Travel Guide	
9:00	News $	Ames 'n' Andy Music Hall (204)	Double Date	National Radio Fan Club Network & Local Participations
9:15	Offbeat	Chevrolet News	Virgil Pinkley	B&W News
9:30	Anahist News Vandercook, CIO	Herman Hickman	Soundstage	Gillette Boxing
9:45	The 3 Suns	Dance Orchestra		Sports Digest Fibber McGee & Molly *****
10:00	ABC News		Dance Time	Sports Highlights
10:15	Indoors Unlimited			No Network Service
10:30	Songs By Dini	CBS News	Mutual Reports The News	News of the World Morgan Beatty
10:45	Sports Report	Dance Orchestra	U N Radio Review	
11:00				
11:15 PM				

SATURDAY

	ABC	CBS	MBS	NBC
6:00 PM	Pan American Union	New Orleans Jazz	John T. Flynn Les Paul Airmen of Note	
6:15	Co-op Sports Kaleid	Young Ideas Fred Robbins	Report from Washington	
6:30	Co-op Sports Afield With Bob Edge		Jax World of Sports With Bob Nise	
6:45	CIO-AFofL Edw. P. Morgan	Juke Box Jury	Pep the Question	
7:00	Overseas Assignment			
7:15	As We See It (CIO)		Inspiration Please	Monitor *
7:30	This Week In Washington	Chevrolet News		
7:45	ABC News	Saturday Night Country Style	True or False	
8:00	Dancing Party $	Viceroy News	Musical Caravan	
8:15		Philadelphia Orchestra	I Ask You	
8:30				
8:45			Lombardoland U.S.A. $	R. J. Reynolds & Co-op Grand Ole Opry (83)
9:00				
9:15				
9:30	Vandercook, CIO	News $	Oklahoma City Symphony Orchestra	
9:45	The 3 Suns	Basin Street Jazz		
10:00	Lawrence Welk Army Show	Guy Lombardo Orchestra		Monitor *
10:15				
10:30	Statler Orchestra	News Analysis	Hardy Burt Commentator	
10:45		Dance Orchestra	Dance Time	
11:00				
11:15 PM				

SUNDAY

	MBS	NBC
6:00 PM	Lutheran Hour (479)	Monitor *
6:15		
6:30		The Catholic Hour
6:45		
7:00	Festival of Opera	
7:15		
7:30		
7:45		
8:00		Monitor *
8:15		
8:30	Bandstand USA	
8:45		
9:00		
9:15		
9:30	TBA	
9:45		
10:00	John Price	
10:15		
10:30		
10:45		
11:00		
11:15 PM		

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
6:00 PM	Closed Circuit	Toni TuTh Dr. Malone	Luncheon with Lopez	No Network Service
6:15		P&G Duz Guiding Light (128)	Kraft News	
6:30	No Network Service	Mrs. Burton	A Letter to Lee Graham	
6:45		P. Mason		
7:00	The Martin Block Show	Toni & Bristol-Myers Nora Drake (200)	(MTuTh) Military Band (W) Rich'd Hayes (F) Salute to the Nation	Weekday **
7:15		P&G Aunt Jenny (128) $	Mutual Reports	
7:30		Houseparty† (183) R	Mutual Matinee with Ruby Mercer	
7:45				
8:00	Manhattan Matinee	Fred Robbins ($)		Hotel for Pets Coast Fisheries ****
8:15		Chef Boy	Mutual Reports	Doctors Wife
8:30	Treasury Bandstand	No Service	Mutual Matinee with Dan McCullough	P&G Right to Happiness
8:45				Sterling M-Th Widder Brown
9:00	Musical Express	News	(MTuWF) Bandstand USA (Th) Dick&Diane	P&G Pepper Young
9:15	Ebony & Ivory	No Service	Stand By With Bob & Ray	Miles Woman In My House
9:30	Gloria Parker			Helen Hayes
9:45	Wall St. Final (Harris, Upham)		Les Paul Gen. Sports Time	Dr. Norman Vincent Peale
10:00			Kraft News	Gen. Mills & Amer. Bakeries Lone Ranger
10:15				Production Five
10:30				
10:45				
11:00				
11:15 PM				

SATURDAY

	ABC	CBS	MBS	NBC
6:00 PM	It's Time	Kathy Godfrey Show $	Magic of Music	
6:15	Shake the Maracas			
6:30	Texaco News	News $	Symphonies For Youth	
6:45		Spring Serenade		
7:00	Texas Co. Metro. Opera	Dance Orchestra	Fifth Army Band	
7:15				
7:30		News $	Country Jamboree	
7:45		Richard Hayes Army Show		
8:00				
8:15		Dance Orchestra	Sports Parade	"Monitor" *
8:30		News $		
8:45	Pop Concert	Dance Orchestra		
9:00	The World Tourist	Make Way for Youth		
9:15				
9:30		News $	Co-op Stand-By Sports	
9:45	Dinner at the Green Room $	Dance Orchestra		
10:00				
10:15		Saturday at the Chase		
10:30				
10:45				
11:00				
11:15 PM			Les Paul	

February 6, 1956

Explanation: Listings in order: Sponsor, name of program, number of stations; R repeat; S sustaining; TBA to be announced. Time EST.

ABC—
7:55-8 p.m., Les Griffith & The News. (332).
Weekend news sponsored by Texas Co. in each of four time zones, 13 times on Sat., 11 times on Sun.
It's Time, 5 min., unsponsored, 10 times on Sat., 8 times on Sun.

CBS—
8:55-9 a.m. Sun. Gen. Fds.—Galen Drake (111)
11:30-11:35 a.m. Sun. Lou Cioffi—News (8)
† Houseparty.
3-3:15 p.m. MWF Lever—Th. Sunsweet.
3:15-3-30 p.m., Th. Fri. Dole.
Gen. Motors — Allen Jackson.
Sat.—News 10:00-10:05 a.m.; 10:55-11.00 a.m.; 12 Noon-12:05 p.m. 126 Sta.
Doug Edwards—Pall Mall Wed.-Th. Fri. 8:25-30 p.m.
G. Drake—Tasti Diet Sat. 1:25-30 p.m., 203 Sta.
Football Roundup, starts Sats., 2-6 p.m., beginning Sept. 17.
†† Arthur Godfrey Time
10-10:15 a.m., Pet Milk, MWF; Tums, Tu; Hartz, Th.
10:15-10:30 a.m., Staley, MW; Campana, Tu-Th.
10:30-10:45 a.m., Mazola, Tu; Easy Washing Machine, W; Bristol-Myers, Th; Chef Boy-Ar-Dee, F.
10:45-11 a.m., Bristol-Myers, MWF; Minn. Mining, Tu; Chef Boy-Ar-Dee, Th.
11-11:15 a.m., Lever, MW; Kellogg, Tu-Th; Staley, F.
11:15-11:30 a.m., Pillsbury, M thru Th.
Amos 'n' Andy Music Hall
Brown & Williamson, M. F. S., Ted Bates

MBS—
Mon.-Fri. 8:00-8:30 p.m. Programs—Multi-Message Plan Participants—Monday thru Friday: R. J. Reynolds; MTWF—Grove Laboratories; MWF—Quaker Oats; M—Curtiss Candy; M-W-Th—Norwich Pharmacal; TWThF—Florida Citrus; T-Th—Esquire; Tu-Th-Fri.—Pearson Pharmacal.

NBC—
* Monitor—Network & Local Participations
** Weekday—Network & Local Participations
*** One Man's Family—Network & Local Participations; Anahist, Carter on Wednesdays.
**** Hotel For Pets—MWF: Coast Fisheries with stations not ordered commercially taking program on Sustaining basis
T&TH—Entirely sustaining
***** Fibber McGee & Molly—Network & Local Participations
Viceroy—Tuesdays.

USE EITHER ONE OR BOTH

to open a bigger sales door in the Detroit Area!



C K L W radio covers a 15,000,000 population area in 5 important states. The lowest cost major station buy in the Detroit area.

CKLW-TV penetrates a population grand total area of 5,295,700 in which 85% of all families own TV sets.

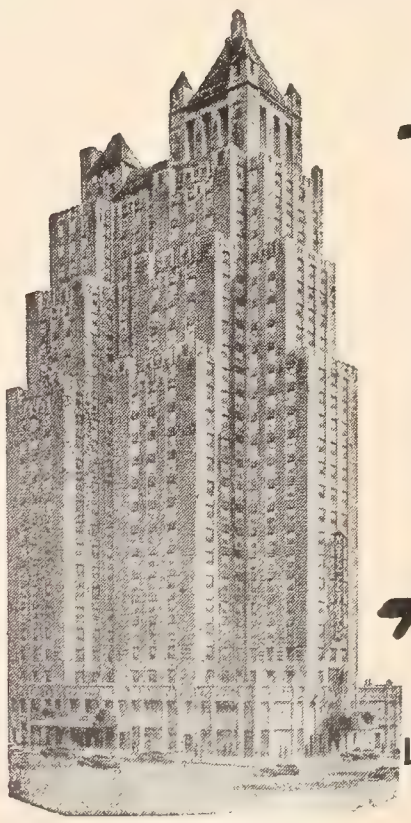
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50,000 Watts

J. E. Campeau, Pres.
Guardian Bldg., Detroit

CKLW

Channel 9
325,000 Watts

National Rep.
Adam J. Young, Jr., Inc.



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Hawaiian Room

● Just 3 minutes from New York City's Grand Central Terminal and conveniently near to the Fifth Avenue shopping district, the Lexington is centrally located. Its 801 outside rooms are all equipped with combination tub and shower bath, circulating ice water, full-length mirror, 4-station radio. Television.

"New York's Friendly Hotel"

Hotel Lexington

Near the United Nations

LEXINGTON AVE. AT 48th ST., N.Y.C. 17

CALL YOUR TRAVEL AGENT

PROGRAM SERVICES

Methodist Church to Release 'The Way' Video Film Series

THE Methodist Church's Radio & Film Commission, in cooperation with the Broadcasting & Film Commission of the National Council of Churches of Christ in the U.S.A., will launch on Feb. 15 what is called "its biggest tv film venture to date" by releasing a series of 13 teleplays titled *The Way*.

The series, filmed on an initial budget of $290,000, already has been booked on 15 stations, and a spokesman for the Methodist commission Tuesday said that "at least 22-25 more have expressed a desire to run them." He added that by the end of 1956 the church expects to boost this number to 175-250 outlets.

Speaking in New York recently coincident with the advance showing of *The Way*, Bishop Donald Harvey Tippett, in charge of the Methodist Church's San Francisco area, said that the church, agreeing with its founder John Wesley that "the world is my parish," felt duty bound to enter tv.

A pre-release campaign for the series got under way last week with the distribution to 40,000 Methodist churches of a 35-page "pastor's workbook," containing promotion ideas, posters, mailing cards and audience-building leaflets. Also announced: plans to expand the church's tv activities by asking the NCCC for a $1 million budget over the next four years.

Gurvitz Takes Radio-Tv Post On New York Stock Exchange

ROBERT GURVITZ joined the staff of the New York Stock Exchange last week in the newly-created post of manager of radio and television public relations [CLOSED CIRCUIT, Jan. 30]. Mr. Gurvitz served most recently with the radio-tv public relations staff of Grant Adv., New York, and previously had been with Cecil & Presbrey, New York.

He will be responsible for servicing requests from radio and tv stations and networks for information on the exchange. The decision to establish the new post followed a mounting number of requests from radio-tv outlets for stock brokerage data.

468 Stations to Participate In World's Local Radio Drive

WORLD Broadcasting System will launch "Radio's Big Little Man" promotion, a campaign designed to focus advertiser and audience attention on local level radio through a series of contest and merchandising drives, on 468 stations Feb. 15, it was announced last week by Pierre Weis, general manager of World.

Mr. Weis said that during the past few weeks, stations have ordered promotional material from World, including 16,400 metal figures of the husky little giant that symbolizes the promotion, 1½ million color stamps, 78,000 posters, 47,000 streamers and 314,000 pennants.

Coda 'New Music' Service Indexes All New Records

CODA PUBLICATIONS, Studio City, Calif., has instituted a new record index service for radio stations. Called "New Music," it furnishes 3 by 5 file cards on each new record release by all studios, giving rights, publisher, time, artists, composers, speed tempo, flip and program notes for disc jockeys.

The cards come in different colors, with each color designating a certain speed. Each "New Music" client also will receive a monthly bulletin listing all recordings made the past five months.

B•T TELESTATUS

A monthly situation report on present and planned tv stations and television network shows

FEBRUARY 1956

Total U. S. Stations on Air: 461
(Commercial: 443; Educational: 18)
Total Cities With Tv Stations: 294
Total Tv Homes: 32,000,000
(U. S. Census Bureau, June 1955)

HOW TO READ THIS LISTING

Each station or grantee is listed in the city where licensed.

Triangle (►): station on air with regular programming. Date of grant is shown for permittees, followed by planned starting date.

Channel number is in parentheses, followed by national network affiliations and sales representatives, estimated sets in coverage area and station's highest one-time hourly rate.

Set figures are provided by stations. Queries on set figures should be directed to stations.

Asterisk (*): non-commercial outlet.

Dagger (†): not interconnected.

Data on station color equipment: N, equipped for network color; LS, local color slides; LF, local color film; LL, local live color.

ALABAMA

ANDALUSIA†—
WAIQ (*2) 3/9/55-Unknown
BIRMINGHAM—
► WABT (13) NBC, ABC; Blair; 366,400; N; $800
► WBIQ (*10)
► WBRC-TV (6) CBS; Katz; 366,400; N; $750
WJLN-TV (48) 12/10/52-Unknown
DECATUR†—
► WMSL-TV (23) CBS, NBC; Walker; 31,200; $150
DOTHAN—
► WTVY (9) CBS, ABC; Young; 26,310; $150
MOBILE—
► WALA-TV (10) NBC, ABC; Headley-Reed; 142,000; N; $450
► WKRG-TV (5) CBS; Avery-Knodel; 187,000; N; $400
WKAB-TV (48) See footnote
MONTGOMERY—
► WCOV-TV (20) CBS, ABC; Raymer; 76,550; N; $200
► WSFA-TV (12) NBC; Katz; 116,500; N; $350
MUNFORD†—
► WTIQ (*7)
SELMA†—
WSLA (8) 2/24/54-Unknown

ARIZONA

MESA (PHOENIX)—
► KVAR (12) NBC; Raymer; 141,340; N; $450
PHOENIX—
► KOOL-TV (10) CBS; Hollingbery; 143,600; N; $500
► KPHO-TV (5) Katz; 141,340; N; $450
► KTVK (3) ABC; Weed; 165,000; N, LF, LS; $400
TUCSON—
► KOPO-TV (13) CBS; Hollingbery; 52,458; $325
► KVOA-TV (4) ABC, NBC; Branham; 50,500; $250
KDWI-TV (9) 4/19/55-Unknown
YUMA†—
► KIVA (11) CBS, NBC; Raymer; 27,103; $200
Wrather-Alvarez Bcstg. Inc. (13) 1/25/56-Unknown

ARKANSAS

EL DORADO†—
► KRBB (10) NBC; Pearson; 40,000; $200
FORT SMITH—
► KFSA-TV (22) NBC, ABC, CBS; Pearson; 36,604; $150
KNAC-TV (5) Rambeau; 6/3/54-Unknown
JONESBORO†—
KBTM-TV (8) 1/12/55-Unknown
LITTLE ROCK—
► KARK-TV (4) NBC; Petry; 136,083; N; $400
► KATV (7) (See Pine Bluff)
► KTHV (11) CBS, ABC; Branham; 136,083; N; $400
PINE BLUFF—
► KATV (7) CBS, ABC; Avery-Knodel; 118,694; N; $450
TEXARKANA—
► KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

BAKERSFIELD—
► KBAK-TV (29) ABC; Weed; 95,000; $275
► KERO-TV (10) NBC, CBS, Hollingbery; 196,000; N; $500
BERKELEY (SAN FRANCISCO)—
► KQED (*9)
CHICO—
► KHSL-TV (12) CBS, ABC, NBC; Avery-Knodel; 65,255; $250
CORONA†—
KCOA (52), 9/16/53-Unknown
EUREKA—
► KIEM-TV (3) CBS, ABC, NBC; Hoag-Blair; 27,000; $200
FRESNO—
► KJEO (47) CBS, ABC; Branham; 173,000; N, LL; $500
► KMJ-TV (24) NBC; Raymer; 170,000; N, LF, LS; $500
KARM (12) Bolling: Initial Decision 8/3/54
KBID-TV (53) See footnote
LOS ANGELES—
► KABC-TV (7) ABC; Petry; 2,312,676; $1,750
► KCOP (13) Weed; 2,312,676; $1,250
► KHJ-TV (9) DuM; H-R; 2,312,676; N; $1,200
► KNXT (2) CBS; CBS Spot Sls.; 2,312,676; N, LS, LF, LL; $2,700.
► KRCA (4) NBC, NBC Spot Sls.; 2,312,676; N, LS, LF, LL; $3,600
► KTLA (5) Raymer; 2,312,676; N, LS, LF, LL; $1,500
► KTTV (11) Blair; 2,312,676; $1,750
KBIC-TV (22) 2/10/52-Unknown
MODESTO†—
KTRB-TV (14) 2/17/54-Unknown
SACRAMENTO—
► KBET-TV (10) CBS; H-R; 391,824; N, LF, LS; $600
► KCCC-TV (40) ABC, NBC; Weed; 165,000; $400
► KCRA-TV (3) NBC; Petry; 351,600; N, LF, LS; $650
SALINAS (MONTEREY)—
► KSBW-TV (8) CBS, ABC, NBC; H-R; 110,879; $350
SAN DIEGO—
► KFMB-TV (8) CBS, ABC; Petry; 407,092; N; $900
► KFSD-TV (10) NBC, ABC; Katz; 407,092; N; $800
SAN FRANCISCO—
► KGO-TV (7) ABC; Petry; 1,171,690; $1,350
► KPIX (5) CBS; Katz; 1,171,690; N, LS; $1,500
► KRON-TV (4) NBC; Free & Peters; 1,171,690; N, LS, LF, LL; $1,500
► KSAN-TV (32) Stars National; 325,000; $225
KBAY-TV (20) 3/11/53-Unknown (granted STA 9/15/54)
SAN JOSE†—
► KNTV (11) Bolling; 548,159; $350
SAN LUIS OBISPO—
► KVEC-TV (6) ABC, CBS; Grant; 99,864; $200
SANTA BARBARA—
► KEYT (3) ABC, CBS, NBC; Hollingbery; 227,918; $450
STOCKTON†—
► KOVR (13) DuM; Blair; 1,164,660; $700
► KTVU (36)
TULARE (FRESNO)—
► KVVG (27) 150,000; $325
VISALIA†—
KAKI (43) 10/6/54-Unknown

COLORADO

COLORADO SPRINGS—
► KKTV (11) CBS, ABC; Bolling; 61,701; $200
► KRDO-TV (13) NBC; Pearson; 44,000; $125
DENVER—
► KBTV (9) ABC; Free & Peters; 334,101; $600
► KLZ-TV (7) CBS; Katz; 334,101; N; $650
► KOA-TV (4) NBC; NBC Spot Sls.; 334,101; N; $650
► KTVR (2) DuM; Hoag-Blair; 334,101; N; $350
KRMA-TV (*6) 7/1/53-Feb. '56

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GRAND JUNCTION†—
► KFXJ-TV (5) NBC, CBS, ABC; Holman; 16,420; $120
PUEBLO—
► KCSJ-TV (5) NBC; Pearson; 53,450; $150

CONNECTICUT

BRIDGEPORT—
► WICC-TV (43) ABC, DuM; Young; 72,340; $200
WCTB (*71) 1/29/53-Unknown
HARTFORD—
► WGTH-TV (18) CBS; H-R; 351,000; $500
WCHF (*24) 1/29/53-Unknown
Travelers Bcstg. Service Corp. (3) Initial Decision 5/31/55
NEW BRITAIN—
► WKNB-TV (30) NBC; Bolling; 337,536; N; $500
NEW HAVEN†—
► WNHC-TV (8) ABC, CBS; Katz; 948,702; N, LF, LS; $800
WELI-TV (59) H-R; 6/24/53-Unknown
NEW LONDON†—
WNLC-TV (26) 12/31/52-Unknown
NORWICH†—
WCNE (*63) 1/29/53-Unknown
STAMFORD†—
WSTF (27) 5/27/53-Unknown
WATERBURY—
► WATR-TV (53) ABC; Stuart; 215,400; $200

DELAWARE

WILMINGTON—
► WPFH (12) NBC, DuM; Meeker; 2,051,000; N, LS, LF; $1,000

DISTRICT OF COLUMBIA

WASHINGTON—
► WMAL-TV (7) ABC; Katz; 600,000; $750
► WRC-TV (4) NBC; NBC Spot Sls.; 754,000; N; $1,250
► WTOP-TV (9) CBS; CBS Spot Sls.; 700,100; N, LS; $1,500
► WTTG (5) DuM; Raymer; 700,000; $600
WETV (20) 10/21/54-Unknown
WOOK-TV (14) 2/24/54-Unknown

FLORIDA

CLEARWATER†—
WPGT (32) 12/2/53-Unknown
DAYTONA BEACH†—
WESH-TV (2) McGillvra; 7/8/54-4/1/56
FORT LAUDERDALE—
► WITV (17) ABC, DuM; Forjoe; 298,000; (also Miami); $600
FORT MYERS†—
► WINK-TV (11) CBS, ABC; McGillvra; 17,110; $150
FORT PIERCE†—
WTVI (19) 4/19/55-Unknown
JACKSONVILLE—
► WJHP-TV (36) ABC, NBC; Perry; 98,896; N; $200
► WMBR-TV (4) CBS, ABC; CBS Spot Sls.; 334,055; N; $700
WOBS-TV (30) Stars National; 8/12/53-Unknown
Jacksonville Bcstg. Corp. (12) Initial Decision 4/4/55
MIAMI—
► WGBS-TV (23) NBC, CBS; Katz; 257,820; N; $500
► WTHS-TV (*2) 290,000:
► WTVJ (4) CBS; Free & Peters; 347,500; N; $900
► WITV (17) See Fort Lauderdale
WMFL (33) 12/9/53-Unknown
Biscayne Tv Corp. (7) 1/19/56-Unknown
MIAMI BEACH†—
WKAT Inc. (10) Initial Decision 3/30/55
ORLANDO—
► WDBO-TV (6) CBS, ABC, NBC; Blair; 159,450; N; $250
WORZ Inc. (9) Initial Decision Aug. 10
WEAL-TV (18) 9/21/55-Unknown
PANAMA CITY—
► WJDM (7) ABC, CBS, NBC, DuM; Hollingbery; 30,100; $150
PENSACOLA—
► WEAR-TV (3) ABC, CBS; Hollingbery; 107,000; N; $300
WPFA-TV (15) See Footnote
ST. PETERSBURG†—
► WSUN-TV (38) ABC; Venard; 205,520; $400
TAMPA—
► WFLA-TV (8) NBC; Blair; 239,168; N, LF, LS; $500
► WTVT (13) CBS; Avery-Knodel; 301,900; N, LF, LS; $500
WEST PALM BEACH—
► WEAT-TV (12) ABC; H-R; 301,875; $200
► WIRK-TV (21) Cooke; 48,000; $150
► WJNO-TV (5) NBC, CBS, DuM; Venard; 301,875; $250



1. "Non, species of cabbage," said Fifi, "Who thinks of nuptials, *alors*, till you trap her ze minks?"



2. But Christophe committed a formidable lapse that cost him his gal, when he picked out his traps.



3. For no gal acts *charmante* when given a garment ineptly concocted of freshly-caught varmint!

4. MORAL: It's always open season for the sales you want—when you use the right approach. Here it's Dayton's first and favorite WHIO-TV.

To get what you go fur in Dayton,

THE SHOW MUST GO ON whio-tv

You won't find many great *area* markets with a higher set-to-population ratio—86.1% by yesterday's count. You won't find many combination urban-rural markets with a higher standard of living. And it would be hard to find any market—anywhere—more thoroughly sold by one dominant* station, morning, afternoon and night. Ask our National Tracker and Trapper George P. Hollingbery for the facts behind the story:

**December 1955 ARB gives WHIO-TV ALL TEN of the first ten programs in the area.*

CHANNEL 7 DAYTON, OHIO

whio-tv CBS

One of America's great area stations

B·T TELESTATUS

GEORGIA

ALBANY†—
► WALB-TV (10) ABC, NBC, DuM; Venard; 45,000; $200

ATLANTA—
► WAGA-TV (5) CBS; Katz; 578,000; N, LF, LS; $1,000
► WLWA (11) ABC; WLW Sls.; 563,000; $800
► WSB-TV (2) NBC; Petry; 516,140; N, LS, LF; $900
WATL-TV (36) See footnote

AUGUSTA—
► WJBF (6) NBC, ABC; Hollingbery; 186,000; N; $300
► WRDW-TV (12) CBS; Headley-Reed; 154,400; $300

COLUMBUS—
► WDAK-TV (28) NBC, ABC, DuM; Headley-Reed; 136,959; N; $220
► WRBL-TV (4) CBS, ABC; Hollingbery; 187,327; N; $300

MACON—
► WMAZ-TV (13) CBS, ABC; NBC (per program basis); Avery-Knodel; 112,089; N; $300
WOKA (47) See footnote

ROME†—
► WROM-TV (9) McGillvra; 174,330; $150

SAVANNAH—
► WSAV-TV (3) Hoag-Blair
► WTOC-TV (11) CBS, ABC; Avery-Knodel; 150,501; $250

THOMASVILLE†—
► WCTV (6) CBS, NBC, ABC; Meeker; 75,000; $200

IDAHO

BOISE†—
► KBOI-TV (2) CBS; Free & Peters; 60,050; $150
► KIDO-TV (7) ABC, NBC; Hoag-Blair; 49,800; $250

IDAHO FALLS†—
► KID-TV (3) CBS, ABC, NBC; Gill-Perna; 45,948; $175

LEWISTON†—
KLEW-TV (3) 2/9/55-Early '56

TWIN FALLS†—
► KLIX-TV (11) CBS, ABC, NBC; Gill-Perna; 16,000; $150
KHTV (13) 11/9/55-Unknown

ILLINOIS

BLOOMINGTON—
► WBLN (15) McGillvra; 113,242; $200

CHAMPAIGN—
► WCIA (3) CBS, NBC; Hollingbery; 335,900; N; $700

CHICAGO—
► WBBM-TV (2) CBS, CBS Spot Sls.; 2,323,200; N; $3,300
► WBKB (7) ABC; Blair; 2,375,000; $2,200
► WGN-TV (9) Hollingbery; 2,325,000; $1,500
► WNBQ (5) NBC; NBC Spot Sls.; 2,287,000; N, LL, LS, LF; $4,000
► WTTW (*11)
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53 Unknown
WOPT (44) 2/10/54-Unknown

DANVILLE—
► WDAN-TV (24) ABC; Everett-McKinney; 50,000; $150

DECATUR—
► WTVP (17) ABC, NBC; Bolling; 185,000; $300

EVANSTON†—
WTLE (32) 8/12/53-Unknown

HARRISBURG†—
► WSIL-TV (22) ABC; Walker; 30,000; $150

PEORIA—
► WEEK-TV (43) NBC; Headley-Reed; 244,420; N; $400
► WTVH (19) CBS, ABC; Petry; 231,056; N; $350
WIRL Tv Co. (8) Initial Decision 11/5/54

QUINCY† (HANNIBAL, MO.)—
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 150,000; N; $200
► KHQA-TV (7) See Hannibal, Mo.

ROCKFORD—
► WREX-TV (13) CBS, ABC; H-R; 259,441; N; $400
► WTVO (39) NBC; Headley-Reed; 116,000; $250

ROCK ISLAND (DAVENPORT, MOLINE)—
► WHBF-TV (4) CBS, ABC; Avery-Knodel; 273,450; N; $700

SPRINGFIELD—
► WICS (20) ABC, NBC; Young; 103,580; $250
Sangamon Valley Tv Corp. (2) Initial Decision 11/30/54

URBANA†—
► WILL-TV (*12)

INDIANA

ANDERSON†—
WCBC-TV (61) 2/2/55-Unknown

BLOOMINGTON—
► WTTV (4) ABC, NBC; Meeker; 695,661; (also Indianapolis); N; $800

ELKHART—
► WSJV (52) ABC; H-R; 216,135; $300

EVANSVILLE—
► WFIE (62) ABC, NBC, DuM; Venard; 100,273; $300
► WEHT (50) See Henderson, Ky.
WTVW (7) 12/21/55-Unknown

FORT WAYNE—
► WKJG-TV (33) NBC; Raymer; 144,230; N; $400
► WINT (15) See Waterloo
WANE-TV (69) Bolling; 9/29/54-Unknown

INDIANAPOLIS—
► WFBM-TV (6) NBC; Katz; 660,000; N, LL, LF, LS; $960
► WISH-TV (8) CBS; Bolling; 660,000; N; $1,000
► WTTV (4) See Bloomington
Mid-West Tv Corp. (13) Initial Decision 6/7/55

LAFAYETTE—
► WFAM-TV (59) CBS; Rambeau; 115,900; $200

MUNCIE—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 107,250; N; $225

PRINCETON†—
WRAY-TV (52) See footnote

SOUTH BEND—
► WNDU-TV (46) NBC; Meeker; 186,500; N; $500
► WSBT-TV (34) CBS, DuM; Raymer; 206,363; N; $400

TERRE HAUTE—
► WTHI-TV (10) CBS, ABC, NBC; Bolling; 191,760; N; $400

WATERLOO (FORT WAYNE)—
► WINT (15) CBS, ABC; H-R; 139,625; N; $300

IOWA

AMES—
► WOI-TV (5) ABC; Weed; 320,000; N; $500

CEDAR RAPIDS—
► KCRG-TV (9) ABC; Hoag-Blair; 288,660; $325
► WMT-TV (2) CBS; Katz; 318,743; N; $500

DAVENPORT (MOLINE, ROCK ISLAND)—
► WOC-TV (6) NBC; Free & Peters; 307,070; N; $800

DES MOINES—
► KRNT-TV (8) CBS; Katz; N; $650
► WHO-TV (13) NBC; Free & Peters; 284,500; N, LL, LS; $650
KGTV (17) See footnote

FORT DODGE—
► KQTV (21) NBC; Pearson; 42,870; $150

MASON CITY—
► KGLO-TV (3) CBS, DuM; Weed; 135,932; $200

OTTUMWA—
► KTVO (3) CBS, NBC; Bolling; 168,392; N; $300

SIOUX CITY—
► KTIV (4) NBC; Hollingbery; 187,743; N; $300
► KVTV (9) CBS, ABC; Katz; 173,336; N; $350

WATERLOO—
► KWWL-TV (7) NBC, DuM; Avery-Knodel; 324,866; $400

KANSAS

ENSIGN—
Southwest Kansas Tv Co. (6) 1/25/56-Unknown

GOODLAND†—
KWGB-TV (10) 5/11/55-Unknown

GREAT BEND—
► KCKT (2) NBC; Bolling; 144,350; $225

HUTCHINSON (WICHITA)—
► KTVH (12) CBS, DuM; H-R; 228,230; N; $450
► KAKE-TV (10) See Wichita
► KEDD (16) See Wichita

MANHATTAN†—
KSAC-TV (*8) 7/24/53-Unknown

PITTSBURG—
► KOAM-TV (7) NBC, ABC; Katz; 151,143; $250

TOPEKA—
► WIBW-TV (13) CBS, ABC; Capper Sls.; 499,260; N; $550

WICHITA (HUTCHINSON)—
► KAKE-TV (10) ABC; Katz; 260,000; N; $425
► KARD-TV (3) Petry; 265,430; N, LF, LS; $350
► KEDD (16) NBC; Young; 170,935; $425
► KTVH (12) See Hutchinson

KENTUCKY

ASHLAND†—
WPTV (59) Petry; 8/14/52-Unknown

HENDERSON (EVANSVILLE, IND.)—
► WEHT (50) CBS; Meeker; 97,298; N; $250

LEXINGTON†—
► WLEX-TV (18) NBC, ABC, DuM; Forjoe; $150
WLAP-TV (27) 12/3/53-Unknown

LOUISVILLE—
► WAVE-TV (3) NBC, ABC; NBC Spot Sls.; 506,966; N; $925
► WHAS-TV (11) CBS; Harrington, Righter & Parsons (last reported set count in July 1952 was 205,544); N; $1,000
WKLO-TV (21) See footnote
WQXL-TV (41) Forjoe; 1/15/53-Unknown

NEWPORT†—
WNOP-TV (74) 12/24/53-Unknown

PADUCAH†—
Columbia Amusement Co. (6) Initial Decision 4/11/55

New Tv Stations

THE following tv stations started regular programming within the past month:

KHAD-TV Laredo, Tex. (ch. 8); KOSA-TV Odessa, Tex. (ch. 7); KPAR-TV Sweetwater, Tex. (ch. 12), and WSAV-TV Savannah, Ga. (ch. 3).

LOUISIANA

ALEXANDRIA†—
► KALB-TV (5) NBC, ABC, CBS, DuM; Weed; 107,600; $250

BATON ROUGE—
► WAFB-TV (28) CBS, ABC; Young; 96,450; $250
► WBRZ (2) NBC, ABC; Hollingbery; 171,350; N; $250

LAFAYETTE—
► KLFY-TV (10) CBS; Venard; 71,175; $200

LAKE CHARLES—
► KPLC-TV (7) NBC, ABC; Weed; 66,781; $200
► KTAG (25) CBS; DuM; Young; 62,167; $150

MONROE—
► KNOE-TV (8) CBS, ABC, NBC; H-R; 273,000; N; $300
KLSE (*13) 12/14/55-Unknown

NEW ORLEANS—
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 377,925; N, LF, LL; $850
► WJMR-TV (20) ABC, CBS, DuM; Bolling; 139,000; $250
WCKG (26) Gill-Perna; 4/2/53-Unknown
Times-Picayune Pub. Co. (4) Initial Decision 7/7/55

SHREVEPORT—
► KSLA-TV (12) ABC, CBS; Raymer; N; 166,000; $400
► KTBS-TV (3) NBC, ABC; Petry; 183,384

MAINE

BANGOR—
► WABI-TV (5) ABC, NBC, DuM; Hollingbery; 98,000; N; $150
► WTWO (2) CBS; Venard; $250

LEWISTON—
WLAM-TV (17) See footnote

POLAND SPRING—
► WMTW (8) ABC, CBS, DuM; Harrington, Righter & Parsons; 272,923; $300

PORTLAND—
► WCSH-TV (6) NBC; Weed; 184,085; N; $350
► WGAN-TV (13) CBS; Avery-Knodel; 185,000; N; $350

MARYLAND

BALTIMORE—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 649,208; $1,100
► WBAL-TV (11) NBC; Petry; 627,380; N, LS, LF, LL; $1,100
► WMAR-TV (2) CBS; Katz; 627,380; N, LF, LS; $1,100
WITH-TV (72) Forjoe; 12/18/52-Unknown
WTLF (18) 12/9/53-Unknown

SALISBURY†—
► WBOC-TV (16) ABC, CBS; Headley-Reed; 54,310; $200

MASSACHUSETTS

BOSTON—
► WBZ-TV (4) NBC; Free & Peters; 1,392,021; N, LS, LF; $2,250
► WGBH-TV (*2) 1,332,379; N, LL, LF, LS
► WMUR-TV (9) (See Manchester, N. H.)
► WNAC-TV (7) CBS, ABC, DuM; H-R; 1,392,021; N; $2,000
WJDW (44) 8/12/53-Unknown
WHMB (38) 10/12/55-Unknown

BROCKTON†—
WHEF-TV (62) 7/30/53-Unknown

CAMBRIDGE (BOSTON)—
► WTAO-TV (56) ABC, DuM; Keller; 219,000; $250

PITTSFIELD†—
► WMGT (19) ABC; Walker; 547,930; $250

SPRINGFIELD—
► WHYN-TV (55) CBS; Branham; 198,000; $300
► WWLP (22) NBC, ABC; Hollingbery; 198,000; N; $400

WORCESTER—
WWOR-TV (14) See footnote
WAAB-TV (20) Forjoe; 8/12/53-Unknown

MICHIGAN

ANN ARBOR—
► WPAG-TV (20) DuM; Everett-McKinney; 27,000; $150
WUOM-TV (*26) 11/4/53-Unknown

BAY CITY (MIDLAND, SAGINAW)—
► WNEM-TV (5) NBC; Headley-Reed; 312,555; N; $500

CADILLAC—
► WWTV (13) CBS, ABC; Weed; 333,577; $300

DETROIT—
► WJBK-TV (2) CBS; Katz; 1,590,400; N; $2,200
► WTVS (*56)
► WWJ-TV (4) NBC; Free & Peters; 1,580,000; N, LF, LS; $2,000
► WXYZ-TV (7) ABC; Blair; 1,568,000; N; $1,800;
► CKLW-TV (9) CBC; Young; 1,550,000; $1,100. See Windsor, Ont.
WBID-TV (50) 11/19/53-Unknown

EAST LANSING†—
►WKAR-TV (*60) 58,000

FLINT†—
WJRT (12) CBS; Harrington, Righter & Parsons; 5/12/54-Unknown

GRAND RAPIDS—
► WOOD-TV (8) NBC, ABC; Katz; 577,366; N; $1,050
WMCN (23) 9/2/54-Unknown

IRONWOOD—
WJMS-TV (12) 11/30/55-Unknown

KALAMAZOO—
► WKZO-TV (3) CBS, ABC; Avery-Knodel; 597,230; N; $1,000

LANSING—
► WJIM-TV (6) NBC, CBS, ABC; Petry; 435,980; N; $800
► WTOM-TV (54) ABC; McGillvra; 60,850; $200

TV COMPARATIVE NETWORK SHOWSHEET

SUNDAY

	ABC	CBS	NBC
Noon		*Let's Take A Trip*	
12:15			
12:30		Kellogg Wild Bill Hickok F	
12:45			
1:00			American Forum L
1:15			
1:30			*Frontiers of Faith* L
1:45			
2:00			TBA
2:15			
2:30		*Adventure*	TBA
2:45			
3:00		*Face the Nation*	*Dr. Spock* L
3:15			
3:30		*Sunday News*	*Zoo Parade* L
3:45			
4:00	*Dean Pike* L		
4:15		Front Row Center	(2/5 only) Hallmark Hall of Fame (1/29, 2/12 2/19 only) Wide, Wide World
4:30	*College Press Conference* L		
4:45			
5:00	Hartz Mountain Products Roto Broil Chunky Choclate Super Circus L		
5:15		Aluminium Ltd. Scott Paper J. P. Stevens Omnibus	
5:30			Heinz Capt. Gallant F
5:45			
EVENING			
6:00			Johns Manville Pan Amer. Meet the Press L
6:15			
6:30		Prudential You Are There L	Gen. Foods Roy Rogers F
6:45			
7:00	Skippy Peanut Butter You Asked For It F	Campbell Soup (Alt. wks.) Kellogg Lassie F	Chrysler It's A Great Life F
7:15			
7:30		Am. Tobacco Prvt Sectry. (Alt. wks.) Jack Benny	Reynolds Metals Frontier F
7:45	Tums Glamorene P&G Colgate Famous Film Festival (Participating) F		
8:00		Mercury Div. of The Ford Motor Co. The Ed Sullivan Show L	AVCO Jergens Brown & Williamson NBC Comedy Hour L 7:30-9 p.m. (1 wk. of 4) Color Spread Spectaculars
8:15			
8:30			
8:45			
9:00	Emerson Drug Lentheric Chance of a Lifetime L	Gen. Elect. G E Theatre F	Goodyear Corp. (alt. with) Alcoa TV Playhouse L
9:15			
9:30		Bristol-Myers Hitchcock Presents F	
9:45	Pharmaceuticals Ted Mack Amateur Hour L		
10:00		P. Lorillard (Alt. wks.) Revlon Appt. with Adventure	Kleenex P&G Loretta Young F
10:15		Jules Montenier (Alt. wks.) Remington What's My Line L	
10:30			American Tobacco Justice L
10:45			

MONDAY

	ABC	CBS	NBC
Noon		Scott Paper Valiant Lady	*Tennessee Ernie Ford* L
12:15		Amer. Home Products Love of Life	
12:30		P&G Search for Tomorrow	Colgate-Palmolive Feather Your Nest L
12:45		P&G Guiding Light L	
1:00		*Jack Paar Show* F	
1:15			
1:30		P&G Love Story	
1:45			
2:00		Robert Q. Lewis (See Footnote)	
2:15			
2:30		Art Linkletter's House Party (See Footnote)	
2:45			
3:00		Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L
3:15			
3:30	Best Foods Inc. Afternoon Film Festival F&L Participating	Bob Crosby (See Footnotes)	
3:45			
4:00		P&G The Brighter Day	Borden Co. Date With Life L
4:15		Am. Home Pr. Secret Storm	*Modern Romances* L
4:30		P&G On Your Account	*Queen For A Day* L
4:45			
5:00			*Pinky Lee Show* L
5:15	Mickey Mouse Club (see footnote) F		
5:30			Howdy Doody (See Footnote)
5:45			
EVENING			
6:00			
6:15			
6:30		Whitehall News L	
6:45			
7:00	*Kukla, Fran & Ollie* L		
7:15	Daly-News	Whitehall News L	
7:30	Standard Brands (Alt. wks.) Topper F	Johnson & Johnson (Alt. wks.) Wildroot Rob. Hood F	Asso. Prods. Webcor Tony Martin Camel Caravan L
7:45			
8:00	Studebaker Packard TV Readers Digest F	Carnation (Alt. wks.) B. F. G'rich Burns & Allen F	Ford Motor Co., RCA Producers' Showcase (8-9:30 1 wk. of 4) Rem. Rand Amer. Chicle Helene Crts. Caesar's Hr. L
8:15			
8:30	Firestone Voice of Firestone L	Lvr.-Lptn. (Alt. wks.) Toni Co. Talent Scouts	
8:45			
9:00	*Dotty Mack Show* L	P&G (Alt. wks.) Gen. Foods I Love Lucy	GE Dow Chmcl. Medic F
9:15			
9:30	CIBA Medical Horizons L	General Foods December Bride	Johnson Wax alt. with Schick
9:45			
10:00	*Outside U.S.A.* L		Robert Montgomery Presents L
10:15		Westinghouse Studio One L	
10:30			
10:45			

TUESDAY

	ABC	CBS	NBC
Noon		Wssn Oil Valiant Lady	*Tennessee Ernie Ford* L
12:15		Amer. Home Products Love of Life	
12:30		P&G Search for Tomorrow	Colgate-Palmolive Feather Your Nest L
12:45		P&G Guiding Light L	
1:00		*Jack Paar Show* F	
1:15			
1:30		P&G Love Story	
1:45			
2:00		Robert Q. Lewis (See Footnote)	
2:15			
2:30		Art Linkletter's House Party (See Footnote)	
2:45			
3:00		Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L
3:15			
3:30	Best Foods Inc. Afternoon Film Festival F&L Participating	Bob Crosby (See Footnotes)	
3:45			
4:00		P&G The Brighter Day	Borden Co. Date With Life L
4:15		Am. Home Pr. Secret Storm	*Modern Romances* L
4:30		P&G On Your Account	*Queen For A Day* L
4:45			
5:00			*Pinky Lee Show* L
5:15	Mickey Mouse Club (see footnote) F		
5:30			Howdy Doody (See Footnote)
5:45			
EVENING			
6:00			
6:15			
6:30		Pall Mall News L	
6:45			
7:00	*Kukla, Fran & Ollie*		
7:15	Miles Labs Daly-News	Pall Mall News L	
7:30			Chevrolet Dinah Shore Show L
7:45	L&M Gen. Elec. Monsanto Warner Bros. Presents F	Whitehall Name That Tune	Camel News Caravan L
8:00		R.J. Reynolds (Alt. wks.) Amana Phil Silvers F	Sunbeam RCA Whirlpool M. Raye Show M. Berle Show
8:15		Maytag Co. (Alt. wks.) Sheaffer Navy Log F	
8:30	Gen. Mills Parker Pen (Alt. wks.) Wyatt Earp F	Carter Prod. (Alt. wks.) Pharmctcls. Meet Millie L	Chevrolet Chevy Show L
8:45			
9:00	American Tobacco alt. Dodge Danny Thomas F	S.C. Johnson (Alt. wks.) Pet Milk Red Skelton L	P&G J. Wyman's Fireside Theatre F
9:15			
9:30	duPont Cavalcade Theatre F	Revlon The $64,000 Question L	Armstrong Cork Armstrong Circle Th'tre Pontiac Playwrights 56 L
9:45			
10:00	*Tomorrow's Careers* L	G.M. Frigidaire Do You Trust Your Wife?	Lever Bros. A.C. Spark Plug Big Town F
10:15			
10:30			
10:45			

WEDNESDAY

	ABC	CBS	NBC
Noon		Gen. Mills Valiant Lady	*Tennesse Ernie Fo* L
12:15		Amer. Home Products Love of Life	
12:30		P&G Search for Tomorrow	Colgate-Palmoliv Feather Your Ne L
12:45		P&G Guiding Light L	
1:00		*Jack Paar Show* F	
1:15			
1:30		P&G Love Story	
1:45			
2:00		Robert Q. Lewis (See Footnote)	
2:15			
2:30		Art Linkletter's House Party (See Footnote)	
2:45			
3:00		Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Partici pating) Color L
3:15			
3:30	Best Foods Inc. Afternoon Film Festival F&L Participating	Bob Crosby (See Footnotes)	
3:45			
4:00		P&G The Brighter Day	Borden C Date Wi Life L
4:15		Am. Home Pr. Secret Storm	*Modern Romance* L
4:30		P&G On Your Account	*Queen F A Day* L
4:45			
5:00			*Pinky L Show* L
5:15	Mickey Mouse Club (see footnote) F		
5:30			Howdy Doody (See Footnot
5:45			
EVENING			
6:00			
6:15			
6:30		Whitehall News L	
6:45			
7:00	*Kukla, Fran & Ollie*		
7:15	Miles Labs Daly-News	Whitehall News L	
7:30			Coca-C Eddie Fi Show L
7:45	American Motors American Dairy Derby Foods Disneyland F	*Brave Eagle*	Plymou News Caravan L
8:00		Toni Co. (8-8:30) (Alt. wks.) CBS Clmba. Godfrey and His Friends Kellogg (8:30-9) (Alt. wks.) Pillsbury	Koda Scree Direct Playho F
8:15			
8:30	Gen. Foods Amer. Tob. M-G-M Parade F		Scot Fath Know Best F
8:45			
9:00	Pharmaceuticals Inc. Knomark Masq. Party L	Colgate The Millionaire F	
9:15			Kra Food Televis Thea L
9:30	Dodge Break the Bank L	R. J. Reynolds I've Got A Secret L	
9:45			
10:00	Pabst Brewing Co. Mennen Co. (Alt. wks.) Wednesday Night Fights L	General Electric 20th Cntry. Fox Hour (Alt. wks.) U. S. Steel U. S. Steel Hour F	Haz Bish (alt. P& This Your L
10:15			
10:30			White Pharm Midwe Hayr L
10:45			

	THURSDAY			FRIDAY			SATURDAY		
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
AFTERNOON									
Noon		Toni Valiant Lady	*Tennessee Ernie Ford* L		Gen. Mills Valiant Lady	*Tennessee Ernie Ford* L		National Dairy The Big Top L	*Choose Up Sides* L
12:15		Amer. Home Products Love of Life			Amer. Home Products Love of Life				
12:30		P&G Search for Tomorrow	Colgate-Palmolive Feather Your Nest L		P&G Search for Tomorrow	Colgate-Palmolive Feather Your Nest L			*Mr. Wizard* L
12:45		P&G Guiding Light L			P&G Guiding Light L			Gen. Mills The Lone Ranger F	
1:00		*Jack Paar Show* F			*Jack Paar Show* F				
1:15								Wander Co. Captain Midnight	
1:30		P&G Love Story			P&G Love Story				
1:45									
2:00		Robert Q. Lewis (See Footnote)			Robert Q. Lewis (See Footnote)				
2:15									
2:30		Art Linkletter's House Party (See Footnote)			Art Linkletter's House Party (See Footnote)				
2:45									
3:00		Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L		Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L			
3:15									
3:30	est Foods Inc. Afternoon Film Festival F&L Participating	Bob Crosby (See Footnotes)		Best Foods Inc. Afternoon Film Festival F&L Participating	Bob Crosby (See Footnotes)			*Big Ten Basketball Games*	NBA Pro Basketball Games L
3:45									
4:00		P&G The Brighter Day	Borden Co. Date With Life L		P&G The Brighter Day	Borden Co. Date With Life L			
4:15		Am. Home Pr. Secret Storm	*Modern Romances* L		Am. Home Pr. Secret Storm	*Modern Romances* L			
4:30		P&G On Your Account	*Queen For A Day* L		P&G On Your Account	*Queen For A Day* L			
4:45									
5:00	Mickey Mouse Club (see footnote) F		*Pinky Lee Show* L	Mickey Mouse Club (see footnote) F		*Pinky Lee Show* L			*Horse Racing from Hialeah* L
5:15			Howdy Doody (See Footnote)			Howdy Doody (See Footnote)			
5:30									
5:45									
EVENING									
6:00					Whitehall News L				
6:15									
6:30		Pall Mall News L			Whitehall News L			Lehn & Fink The Lucy Show F	Oldsmobile Max Liebman Presents 9-10:30 p.m. (once a mo.) L
6:45									
7:00	*ukla, Fran & Ollie*			*Kukla, Fran & Ollie*				Wrigley Gene Autry Show F	
7:15	ime Inc. aly-News	Pall Mall News L	Dinah Shore Show Chevrolet L	Miles Labs Daly-News		Coca-Cola Eddie Fisher Show L			
7:30	General Mills Lone Ranger F	Quaker Oats Sgt. Preston of the Yukon F	Camel News Caravan L	National Biscuit Rin Tin Tin F	Adventures of Champion	Plymouth News Caravan L	Am. Home Products & Co-op Ozark Jubilee L	Sylvania Beat the Clock L	Speidel Purex The Big Surprise L
7:45									
8:00	Admiral Bishop Sheen L	R. J. Reynolds Bob Cummings Show F	DeSoto-Plymouth You Bet Your Life F	Norwich Hotpoint Quaker Oats Ozzie and Harriet F	General Foods Mama L	P. Lorillard Truth or Consqnces. F	Ralston Grand Ole Opry (Every fourth week)	Nestle Stage Show L	Gold Seal Dormeyer Noxzema Kleenex Armour Perry Como Show L
8:15									
8:30	Necchi Quality Goods Stop the Music L	Chrysler Motors Climax—Shower of Stars L	Borden Co. The People's Choice F	Chevrolet Crossroads F	General Foods Our Miss Brooks	Gulf Life of Riley F		Buick Jackie Gleason Show	
8:45									
9:00	rillo Star Tonight L		Chesterfield Dragnet F	Wine Corp. Dollar A Second L	R. J. Reynolds The Crusader F	Simoniz & Amer. C&C Big Story F	Dodge Div. The Lawrence Welk Show L	P. Lorillard (Alt. wks.) Sheaffer Two for the Money L	Toni Papermate People Are Funny F
9:15									
9:30	estern U. Down You Go L	Singer Sew'g. (Alt. wks.) Brstl. Myrs. Four Star Playhouse F	Ford Theatre F	Sterling Drug The Vise F	Schlitz Brewing Playhouse of Stars F	Ponds Campbell Soup Star Stage F		P&G It's Always Jan F (3 of 4 wks.)	Texaco Star Theatre J. Durante F
9:45									
10:00	*Music rom the adowbrook* L	General Foods Johnny Carson L	Lever Bros. Lux Video Theatre L	Ralston Ethel & Albert L	Brown & Williamson (Alt. wks.) P&G Lineup F	Gillette Cavalcade of Sports L	Pharmaceuticals Inc. Life Begins At 80	Liggett & Myers Gunsmoke (3 of 4 wks.) F	Armour (alt.) Pet Milk Geo. Gobel Show L
10:15									
10:30		American Home Prod. Quiz Kids L			Amer. Oil Hamm Elgin Person to Person L	State Farm Red Barber's Corner L		Anheuser-Busch Runyon Theatre (3 of 4 wks.)	Am. Tobacco Warner Lambert Your Hit Parade
10:45									

MORNING

SATURDAY

CBS: Capt. Kangaroo, 9-9:30 a.m.; Winky Dink and You, 10:30-11 a.m.; Mighty Mouse Playhouse, Sat. 11-11:30 a.m.; Tales of Texas Ranger (Curtis Candy, General Mills, alt. weeks), 11:30-12 noon.
NBC: Pinky Lee Show, 10-10:30 a.m.; Paul Winchell Show (Tootsie Rolls), 10:30-11 a.m.; Fury (General Foods), 11-11:30 a.m.; Mr. Wizard, 11:30-12 noon.

SUNDAY

CBS: Lamp Unto My Feet, 10-10:30 a.m.; Look Up And Live, 10:30-11:15 a.m.; Camera Three, 11:30-12 noon.

MONDAY-FRIDAY

CBS: The Morning Show, 7-8 a.m.; Captain Kangaroo, 8-9 a.m. (participating sponsors); Garry Moore and Arthur Godfrey Time, 10-11 a.m. (see footnotes); Strike It Rich, 11:15-12 noon.
NBC: Today, 7-9 a.m. (participating sponsors); Ding Dong School, 10-10:30 (see footnotes); Search For Beauty (Antell), 10:30-11 a.m.; Home, 11-12 noon (participating sponsors).

FOOTNOTES:

Explanation: Programs in italics, sustaining; Time, EST; L, live; F, film; K, kinescope recording; E, Eastern network; M. Midwestern.

ABC—Am. Par., Armour Bristol-Myers, Campbell Soup, Carnation, Coca-Cola, Gen. Mills, S. C. Johnson & Son, Lettuce Inc., Mattel, Mars, Miles Labs, Minnesota Mining, Morton Salt, SOS, Tv Time Foods, Welch, Vick, sponsor Mickey Mouse Club, Mon.-Fri., 5-6.

CBS—Garry Moore M.—Thu. 10-10:30 a.m. Fri. 10-11:30 a.m. 10-10:15 Mon. Bristol Myers, Tue. Miles Labs, Wed. Lever Bros., Thurs. Hazel Bishop Alt. wks. Toni, Fri. General Mills. 10:15-30 Mon. Serta alt. wks. A. E. Staley, Tue. Kellogg, Wed. Chevrolet Thu. Toni alt. wks. Chun King, Fri. Lever Bros.
10:30-45 Fri. S.O.S. alt. CBS-Hytron
10:45-11 Fri. Converted Rice, alt. wks. Prudential.
11-11:15 Fri. Yardley.
11:15-11:30 Fri. Masland alt. wks. Ralston-Purina. Exp. 2/17.
Arthur Godfrey
10:30-10:45 a.m. Mon., Minnesota Mining & Mfg. exp. 2/13; Tue., Corn Prod.; Wed., Easy Washer; Thurs., Bristol-Myers; Fri., SOS, Alt. wks. CBS-Hytron.
10:45-11 a.m. Mon., Tues., & Wed., Bristol-Myers; Tues., Wed., Bristol-Myers; Thurs., American Home; Fri., Converted Rice, alt. wks. Prudential.
11-11:15 a.m. Mon. & Wed., Lever; Tue. & Thurs., Kellogg.
11:15-11:30 a.m. Mon. & Thurs, Pillsbury.
Robert Q. Lewis—2-2:15 p.m. Thu., Ralston alt. wks. Fri. Brown & Williamson alt. wks.
2:15-30 p.m. Mon.—Lanolin plus
House Party
2:30-45 Mon., Wed., Fri. Lever Bros., Tue.-Thu. Kellogg.
2:45-3 p.m. Mon.-Thu. Pillsbury, Fri. Hawaiian Pineapple.
Bob Crosby—3:30-45 p.m. Mon. Scott Paper Co., Tue. alt. wks. Carnation, Wed. Gerber Prod. alt. wks. Thu. Toni, Fri. 3:45-4 p.m., Wed., Fri.—General Mills. Tue.-Miles Labs Thu.-Scott Paper Co., Tues-Fri alt. wks—Hazel Bishop.

NBC—Howdy Doody Mon.-Fri. 5:30-6 p.m.—Campbell Soup Co., Colgate-Palmolive Co., Continental Baking Co., International Shoe Co., Kellogg Co., Luden's Inc., Standard Brands Inc., Welch Grape Juice Co.
Ding Dong School—Mon.-Fri. 10-10:30 a.m. Colgate Palmolive Co., General Mills Inc., Gerber Products Co., International Shoe Co., Manhattan Soap Co., Procter & Gamble Co., Wander Co.

1956 by Broadcasting Publications, Inc.

B·T TELESTATUS

MARQUETTE†—
WDMJ-TV (6) 4/7/54-Unknown
SAGINAW (BAY CITY, MIDLAND)—
► WKNX-TV (57) CBS, ABC; Gill-Perna; 152,000; N; $375
TRAVERSE CITY—
► WPBN-TV (7) NBC; Holman; 51,962; $120

MINNESOTA

AUSTIN—
► KMMT (6) ABC; Avery-Knodel; 89,270; $200
DULUTH (SUPERIOR, WIS.)—
► KDAL-TV (3) CBS, ABC; Avery-Knodel; 115,000; $325
► WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote
MINNEAPOLIS-ST. PAUL—
► KEYD-TV (9) Avery-Knodel; 630,000; $450
► KSTP-TV (5) NBC; Petry; 615,000; N, LS, LF; $1,450
► WCCO-TV (4) CBS; Free & Peters; N, LL; $1,475
► WTCN-TV (11) ABC; Katz; 600,000; $750
ROCHESTER—
► KROC-TV (10) NBC, ABC; Meeker; 117,000; N; $250

MISSISSIPPI

BILOXI†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54 (case has been reopened)
COLUMBUS†—
WCBI-TV (4) McGillvra; 7/28/54-6/1/56
HATTIESBURG†—
WDAM-TV (9) 5/4/55-Unknown
JACKSON—
► WJTV (12) CBS, ABC; Katz; 145,000; $300
► WLBT (3) NBC; Hollingbery; 175,000; N; $300
MERIDIAN—
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 60,000; $200
WCOC-TV (30) See footnote
TUPELO†—
WTWV (9) 12/8/54-Early '56

MISSOURI

CAPE GIRARDEAU—
► KFVS-TV (12) CBS, NBC; Headley-Reed; 154,000; N; $300
COLUMBIA—
► KOMU-TV (8) NBC, ABC; H-R; 89,972; $200
HANNIBAL (QUINCY, ILL.)—
► KHQA-TV (7) CBS, DuM; Weed; 149,060; N; $250
► WGEM-TV (10) See Quincy, Ill.
JEFFERSON CITY—
► KRCG (13) CBS; Hoag-Blair; 131,238; $200
JOPLIN—
► KSWM-TV (12) CBS; Venard; 112,750; N; $200
KANSAS CITY—
► KCMO-TV (5) CBS, ABC, DuM; Katz; 549,595; N; $1,000
► KMBC-TV (9) CBS; Free & Peters; 549,595; N, LS, LF, LL; $540 (half-hour)
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 549,595; N, LS, LF; $860
ST. JOSEPH—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 149,357; $350
ST. LOUIS—
► KETC (*9) 500,000
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 873,766; N, LS, LF; $1,200
► KTVI (36) ABC, CBS; Weed; 753,570; $400
► KWK-TV (4) CBS, ABC; Katz; N; $1,500
SEDALIA†—
► KDRO-TV (6) Pearson; 57,000; $200
SPRINGFIELD—
► KTTS-TV (10) CBS, DuM; Weed; 87,774; N; $200
► KYTV (3) NBC; Hollingbery; 102,940; N; $240

MONTANA

BILLINGS†—
► KOOK-TV (2) CBS, ABC, NBC, DuM; Headley-Reed; 25,000; $150
KGHL-TV (8) 11/23/55-Unknown
BUTTE†—
► KXLF-TV (6) ABC; No estimate given; $50
GREAT FALLS†—
► KFBB-TV (5) CBS, ABC, NBC, DuM; Hoag-Blair; 25,600; $150
MISSOULA†—
► KGVO-TV (13) CBS, ABC; Gill-Perna; 23,800; $150

NEBRASKA

HASTINGS†—
► KHAS-TV (5) NBC; Weed; 77,110; $200
HAYES CENTER†—
KHPL-TV (6)
KEARNEY (HOLDREGE)—
► KHOL-TV (13) CBS, ABC; Meeker; 89,631; N; $250
LINCOLN—
► KOLN-TV (10) ABC, CBS; Avery-Knodel; 136,725; $400
► KUON-TV (*12) 89,163
OMAHA—
► KMTV (3) NBC, ABC; Petry; 349,800; N, LS, LF, LL; $800
► WOW-TV (6) CBS; Blair; 337,516; N; $800
Herald Corp. (7) Initial Decision 4/6/55
SCOTTSBLUFF†—
► KSTF (10) Satellite of KFBC-TV Cheyenne, Wyo.

NEVADA

HENDERSON (LAS VEGAS)—
► KLRJ-TV (2) NBC, ABC; Pearson; 32,000; N; $225
LAS VEGAS—
► KLAS-TV (8) CBS; Weed; 28,600; $250
► KLRJ-TV (2) See Henderson
Moritz Zenoff (13) 9/28/55-Unknown
RENO—
► KZTV (8) CBS, ABC, NBC; Pearson; 21,500; $300
KAKJ (4) 4/19/55-Unknown

NEW HAMPSHIRE

KEENE†—
WKNE-TV (45) 4/22/53-Unknown
MANCHESTER (BOSTON)—
► WMUR-TV (9) ABC, CBS, NBC, DuM; Weed; 1,089,971; $350
MT. WASHINGTON†—
► WMTW (8) See Poland Spring, Me.

NEW JERSEY

ASBURY PARK†—
WRTV (58) See footnote
ATLANTIC CITY—
WFPG-TV (46) See footnote
WOCN (52) 1/8/53-Unknown
CAMDEN†—
WKDN-TV (17) 1/28/54-Unknown
NEWARK (NEW YORK CITY)—
► WATV (13) Petry; 4,730,000; $2,000
NEW BRUNSWICK†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

ALBUQUERQUE—
► KGGM-TV (13) CBS; Weed; 67,727; $300
► KOAT-TV (7) ABC; Hollingbery; 66,620; $200
► KOB-TV (4) NBC; Branham; 69,069; $325
CARLSBAD†—
KAVE-TV (6) 6/22/55-Unknown
ROSWELL—
► KSWS-TV (8) NBC, ABC, CBS; Meeker, Melville; 32,685; $150

NEW YORK

ALBANY (SCHENECTADY, TROY)—
► WROW-TV (41) ABC, CBS; Harrington, Righter & Parsons; 175,000; N; $475
WPTR-TV (23) 6/10/53-Unknown
WTRI (35) See footnote
WTVZ (*17) 7/24/52-Unknown
BINGHAMTON—
► WNBF-TV (12) CBS, ABC, NBC; Blair; N; 401,770; $800
WQTV (*46) 8/14/52-Unknown
WINR-TV (40) 9/29/54-Unknown
BUFFALO—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 609,284 (plus 605,479 Canadian coverage); N, LS, LF, LL; $800
► WBUF-TV (17) ABC, NBC; H-R; 170,000; $350
► WGR-TV (2) NBC, ABC; Free & Peters; 1,009,405 (includes Canadian coverage); N; $950
WTVF (*23) 7/24/52—Unknown
WNYT-TV (59) 11/23/55-Unknown
Great Lakes Tv Inc. (7) initial decision 1/31/56
CARTHAGE (WATERTOWN)—
► WCNY-TV (7) CBS, ABC, DuM; Weed; 77,070 (plus 55,100 Canadian coverage); $200
ELMIRA—
WTVE (24) See footnote
ITHACA†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown
LAKE PLACID† (PLATTSBURG)—
► WIRI (5) NBC, ABC; McGillvra; 97,150 (plus 350,000 Canadian coverage); $250
NEW YORK—
► WABC-TV (7) ABC; Weed; 4,730,000; $3,750
► WABD (5) DuM; Avery-Knodel; 4,730,000; N, LL, LF, LS; $2,200
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,730,000, N, LS, LF, LL; $6,000
► WOR-TV (9) WOR-TV Sls.; 4,730,000; $1,500
► WPIX (11) Free & Peters; 4,730,000; $1,500
► WRCA-TV (4) NBC; NBC Spot Sls.; 4,730,000; N, LS, LF, LL; $6,200
► WATV (13) See Newark, N. J.
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown
POUGHKEEPSIE—
► WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 40,600; $100
ROCHESTER—
► WHAM-TV (5) NBC; Hollingbery; 325,000 (not including 75,000 Canadian coverage); N; $900
► WHEC-TV (10) CBS, ABC; Everett-McKinney, 327,000; N; $700
► WVET-TV (10) CBS, ABC; Bolling; 327,000 (including 31,500 Canadian coverage); N; $700
WCBF-TV (15) 6/10/53-Unknown
WROH (*21) 7/24/52-Unknown
SCHENECTADY (ALBANY, TROY)—
► WRGB (6) NBC; NBC Spot Sls.; 472,600; N; $950
SYRACUSE—
► WHEN (8) CBS, ABC, DuM; Katz; 372,160; N; $700
► WSYR-TV (3) NBC; Harrington, Righter & Parsons; 372,160; N, LS, LF; $800
WHTV (143) 9/18/52—Unknown
UTICA—
► WKTV (13) NBC, ABC, CBS; Cooke; 202,000; N; $550

NORTH CAROLINA

ASHEVILLE—
► WISE-TV (62) CBS, NBC; Bolling; 42,000; $150
► WLOS-TV (13) ABC, CBS; Venard; 372,920; $300
CHAPEL HILL†—
► WUNC-TV (*4) 377,350
CHARLOTTE—
► WBTV (3) CBS, ABC, NBC; CBS Spot Sls.; 526,630; N, LS, LF; $1,000
WQMC (36) See footnote
Piedmont Electronics & Fixture Corp. (9) Initial Decision 8/2/55
DURHAM—
► WTVD (11) NBC, ABC; Petry; 285,540; N; $450
FAYETTEVILLE†—
► WFLB-TV (18) CBS, NBC; Young; 25,000; $150
GASTONIA†—
WTVX (48) 4/7/54-Unknown
GREENSBORO—
► WFMY-TV (2) CBS, ABC; Harrington, Righter & Parsons; 375,249; N, LF, LS; $650
GREENVILLE—
► WNCT (9) CBS, ABC; Pearson; 145,000; $350
NEW BERN†—
WNBE-TV (13) 2/9/55-Unknown
RALEIGH—
► WNAO-TV (28) CBS, ABC, DuM; Avery-Knodel; 125,000; N; $250
Capitol Bcstg. Co. (5) Initial Decision 4/19/55
WASHINGTON—
► WITN (7) NBC; Headley-Reed; 143,720; N; $325
WILMINGTON—
► WMFD-TV (6) NBC, ABC; Weed; 94,600; $200
WTHT (3) 2/17/54-Unknown
WINSTON-SALEM—
► WSJS-TV (12) NBC; Headley-Reed; 713,720; N; $550
► WTOB-TV (26) ABC; Venard; 118,048; $200

NORTH DAKOTA

BISMARCK—
► KFYR-TV (5) NBC, ABC, CBS; Hoag-Blair; 29,750; $200
► KBMB-TV (12) CBS; Weed; 22,800; $150
FARGO†—
► WDAY-TV (6) NBC, ABC; Free & Peters; 66,660; $300
GRAND FORKS—
► KNOX-TV (10) NBC; Rambeau; 32,000; N; $200
MINOT—
► KCJB-TV (13) CBS, NBC, ABC; Weed; 29,000; $200
KMOT (10) 10/5/55-Unknown
VALLEY CITY—
► KXJB-TV (4) CBS; Weed; 95,000; N, LF, LS; $400

OHIO

AKRON—
► WAKR-TV (49) ABC; Weed; 174,066; $300
ASHTABULA†—
► WICA-TV (15) 116,285; $200
CANTON†—
Tri-Cities Telecasting Inc. (29) Initial Decision 11/17/54
CINCINNATI—
► WCET (*48) 2,000
► WCPO-TV (9) ABC; Blair; 767,729; $1,200
► WKRC-TV (12) CBS; Katz; 662,236; N; $1,000
► WLWT (5) NBC; WLW Sls.; 440,000; N; $1,000
WQXN-TV (54) Forjoe; 5/14/53-Unknown
CLEVELAND—
► WEWS (5) ABC; Blair; 1,217,000; N; $1,000
► WNBK (3) NBC; NBC Spot Sls.; 1,217,000; N, LS, LF; $1,300
► WXEL (8) CBS; Katz; 1,159,640; N; $1,700
WERE-TV (65) 6/18/53-Unknown
WHK-TV (19) 11/25/53-Unknown
COLUMBUS—
► WBNS-TV (10) CBS; Blair; 482,203; N; $825
► WLWC (4) NBC; WLW Sls.; 350,800; N; $800
► WTVN-TV (6) ABC, DuM; Katz; 381,451; $600
► WOSU-TV (*34)
DAYTON—
► WHIO-TV (7) CBS, DuM; Hollingbery; 637,330; N; $800
► WLWD (2) ABC, NBC; WLW Sls.; 332,000; N; $800
WIFE (22) See footnote
ELYRIA†—
WEOL-TV (31) 2/11/54-Unknown
LIMA—
► WIMA-TV (35) NBC, CBS, ABC; H-R; 88,519; $150
MANSFIELD†—
WTVG (36) 6/3/54-Unknown
MASSILLON†—
WMAC-TV (23) Petry; 9/4/52-Unknown
STEUBENVILLE (WHEELING, W VA.)—
► WSTV-TV (9) CBS, ABC; Avery-Knodel; 1,184,839; $400
► WTRF-TV (7) See Wheeling

TOLEDO—
► WSPD-TV (13) CBS, ABC, NBC; Katz; 358,740; N; $1,000
WTOH-TV (79) 10/20/54-Unknown

YOUNGSTOWN—
► WFMJ-TV (21) NBC; Headley-Reed; 182,063; N; $350
► WKBN-TV (27) CBS, ABC, DuM; Raymer; 180,848; N; $350
WXTV (73) 11/2/55-Unknown

ZANESVILLE—
► WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 50,000; N; $150

OKLAHOMA

ADA—
► KTEN (10) ABC; CBS, NBC (per program basis); Venard; 88,590; N; $225

ARDMORE†—
KVSO-TV (12) 5/12/54-Unknown

ENID—
► KGEO-TV (5) ABC; Pearson; 250,000; N; $225

LAWTON†—
► KSWO-TV (7) ABC, DuM; Pearson; 71,000; $150

MUSKOGEE†—
► KTVX (8) ABC; Avery-Knodel; 285,700; $450

OKLAHOMA CITY—
► KWTV (9) CBS, ABC; Avery-Knodel; 363,285; N; $800
► WKY-TV (4) NBC, ABC; Katz; 363,285; N, LS, LF, LL; $800
KETA (*13) 12/2/53-Unknown
KTVQ (25) See Footnote

TULSA—
► KOTV (6) CBS; Petry; 311,112; N; $750
► KVOO-TV (2) NBC; Blair; 311,112; N; $700
KOED-TV (*11) 7/21/54-Unknown
KCEB (23) See footnote
KSPG (17) 2/4/54-Unknown
KTVX (8) (See Muskogee)

OREGON

EUGENE—
► KVAL-TV (13) NBC, ABC; Hollingbery; 63,410; $300

KLAMATH FALLS†—
KFJI-TV (2) Grant; 12/2/54-Early '56

MEDFORD—
► KBES-TV (5) ABC, CBS, NBC; Hoag-Blair; 33,600; $200

PORTLAND—
► KLOR (12) ABC; Hollingbery, 340,000; N; $600
► KOIN-TV (6) CBS; CBS Spot Sls.; 340,000; N; $700
► KPTV (27) NBC; NBC Spot Sls.; 356,442; N, LF, LS; $700
KTLV (8) North Pacific Tv Inc. 6/23/55-Unknown

ROSEBURG†—
KPIC (4) Hollingbery; 6/8/55-May '56

SALEM†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

ALLENTOWN†—
WFMZ-TV (67) See footnote
WQCY (39) Weed; 8/12/53-Unknown

ALTOONA—
► WFBG-TV (10) CBS, ABC, NBC; H-R; 573,731; $600

BETHLEHEM—
► WLEV-TV (51) NBC; Meeker; 89,307; N; $200

EASTON†—
► WGLV (57) ABC; Headley-Reed; 93,860; $150

ERIE—
► WICU (12) NBC, ABC; Petry; 222,500; N; $700
► WSEE (35) CBS, ABC; Avery-Knodel; 93,480; $250

HARRISBURG—
► WCMB-TV (27) Forjoe; $200
► WHP-TV (55) CBS; Bolling; 241,449; $325
► WTPA (71) ABC, NBC; Headley-Reed; 241,449; N; $350

HAZLETON†—
WAZL-TV (63) Meeker; 12/18/52-Unknown

JOHNSTOWN—
► WARD-TV (56) ABC, CBS, DuM; Weed; $200
► WJAC-TV (6) NBC, CBS, ABC; Katz; 947,890; N, LS, LF; $750

LANCASTER—
► WGAL-TV (8) NBC, CBS, DuM; Meeker; 912,950; N, LS, LF; $1,200

LEBANON†—
WLBR-TV (15) See footnote

NEW CASTLE—
WKST-TV (45) See footnote

PHILADELPHIA—
► WCAU-TV (10) CBS; CBS Spot Sls.; 2,094,852; N, LF, LS; $3,000
► WFIL-TV (6) ABC, DuM; Blair; 2,105,636; N, LS, LF; $2,875
► WPTZ (3) NBC; Free & Peters; 2,088,318; N; $3,200
WPHD (23) 9/28/55—Unknown

PITTSBURGH—
► KDKA-TV (2) ABC, CBS, NBC; Free & Peters; 1,200,000; N; $1,700
► WENS (16) ABC, CBS, NBC; Branham; 390,000; $450
► WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown
WKJF-TV (53) See footnote
WIIC (11) CBS; Blair; 7/20/55-Unknown

READING—
► WHUM-TV (61) CBS, ABC; H-R; 253,467; N; $450
WEEU-TV (33) See footnote

SCRANTON—
► WARM-TV (16) ABC; Hollingbery; 200,000; $225
► WGBI-TV (22) CBS; H-R; 266,000; $400
► WTVU (73) Everett-McKinney; 195,000; $200

SHARON†—
WSHA (39) 1/27/54-Unknown

SUNBURY†—
WKOK-TV (38) 2/9/55-Unknown

WILKES-BARRE—
► WBRE-TV (28) NBC; Headley-Reed; 282,000; N; $450
► WILK-TV (34) ABC; Avery-Knodel; 280,000; N; $300

WILLIAMSPORT†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Early '56

YORK—
► WNOW-TV (49) DuM; Keller; 106,000; $200
► WSBA-TV (43) ABC; Young; 116,500; $200

RHODE ISLAND

PROVIDENCE—
► WJAR-TV (10) NBC, ABC; Weed; 1,404,002; N; $1,000
► WPRO-TV (12) CBS; Blair; 1,404,002; $1,000
WNET (16) See footnote

SOUTH CAROLINA

ANDERSON—
► WAIM-TV (40) CBS; Headley-Reed; 127,550; N; $200

CAMDEN†—
WACA-TV (15) 6/3/53-Unknown

CHARLESTON—
► WCSC-TV (5) CBS, ABC; Free & Peters; 226,931; N; $300
► WUSN-TV (2) NBC, ABC; H-R; 202,000; $300

COLUMBIA—
► WIS-TV (10) NBC; Free & Peters; 175,085; N; $400
► WNOK-TV (67) CBS; Raymer; 110,000; $200

FLORENCE—
► WBTW (8) CBS, NBC, ABC; CBS Spot Sls.; 154,110; $300

GREENVILLE—
► WFBC-TV (4) NBC; Weed; 387,044; N; $525
► WGVL (23) ABC, CBS; H-R; 130,000; $200

SPARTANBURG†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Spring '56

SOUTH DAKOTA

FLORENCE†—
► KDLO-TV (3) Satellite of KELO-TV Sioux Falls

RAPID CITY†—
► KOTA-TV (3) CBS, ABC, NBC; Headley-Reed; 13,224; $150

SIOUX FALLS—
► KELO-TV (11) NBC, ABC, CBS; H-R; 179,487; $425

TENNESSEE

CHATTANOOGA —
► WDEF-TV (12) NBC, ABC, CBS; Branham; 166,123; N; $400
Mountain City Tv Inc. (3) Initial Decision 7/5/54

JACKSON—
► WDXI-TV (7) CBS, ABC; Burn-Smith; 101,385; N; $200

JOHNSON CITY—
► WJHL-TV (11) CBS, ABC, NBC, DuM; Pearson; 185,316; $250 (film)

KNOXVILLE—
► WATE (6) NBC, ABC; Avery-Knodel; 229,130; N; $500
► WTSK-TV (26) CBS, ABC; Pearson; 182,400; N; $300
WBIR-TV (10) 1/13/56-Unknown

MEMPHIS—
► WHBQ-TV (13) CBS, ABC; Blair; 401,127; $700
► WMCT (5) NBC; Branham; 401,127; N; $900
► WREC-TV (3) CBS; Katz
WKNO-TV (*10) 11/23/55-Unknown

NASHVILLE—
► WLAC-TV (5) CBS; Katz; 443,606; N; $550
► WSIX-TV (8) ABC; Hollingbery; 277,030; $425
► WSM-TV (4) NBC; Petry; 276,750; N, LF, LS; $700

TEXAS

ABILENE—
► KBRC-TV (9) NBC, ABC, DuM; Pearson; 59,700; $225

AMARILLO—
► KFDA-TV (10) CBS, ABC; H-R; 81,928; $300
► KGNC-TV (4) NBC, DuM; Katz; 81,928; N; $300

AUSTIN—
► KTBC-TV (7) CBS, ABC, NBC; Raymer; 150,748; N; $350

BEAUMONT—
► KBMT (31) ABC, NBC, DuM; Forjoe; 40,000; N, LL, LF, LS; $200
► KFDM-TV (6) CBS, ABC; Free & Peters; 107,760; N, LF, LS; $350

BIG SPRING†—
► KBST-TV (4) CBS; Pearson

CORPUS CHRISTI†—
► KVDO-TV (22) NBC; ABC, CBS (per program basis); Young, 52,850; $200
KRIS-TV (6) Free & Peters; 12/9/55-Spring '56
K-Six Tv Inc. (10) Initial Decision 1/20/56

DALLAS —
► KRLD-TV (4) CBS; Branham; 552,740; N; $1,100
► WFAA-TV (8) ABC, NBC; Petry; 552,740; N; $1,000

EL PASO—
► KROD-TV (4) CBS, ABC; Branham; 85,271; N; $375
► KTSM-TV (9) NBC; Hollingbery; 82,144; N; $250
KOKE (13) H-R; 3/18/54-Unknown

FT. WORTH—
► WBAP-TV (5) ABC, NBC; Free & Peters; 550,000; N, LL, LF, LS; $900
► KFJZ-TV (11) H-R; 550,000; $600

GALVESTON (HOUSTON)—
► KGUL-TV (11) CBS; CBS Spot Sls.; 459,250; $700

HARLINGEN† (BROWNSVILLE, McALLEN, WESLACO)—
► KGBT-TV (4) CBS, ABC; H-R; 83,704; $250 (plus 8,000 Mexican coverage)

HOUSTON—
► KPRC-TV (2) NBC; Petry; 470,000; N; $900 (film)
► KTRK (13) ABC; Blair; 470,000; N, LF, LS, $700
► KUHT (*8) 450,000
KNUZ-TV (39) See footnote
KXYZ-TV (29) 6/18/53-Unknown
► KGUL-TV (11) See Galveston

LAREDO†—
► KHAD-TV (8) CBS; Pearson

LONGVIEW†—
► KTVE (32) Forjoe; 55,268; $175

LUBBOCK—
► KCBD-TV (11) NBC, ABC; Raymer; 104,782; N; $300
► KDUB-TV (13) CBS; Branham; 115,741; N, LL, LF; $350 (film)

LUFKIN—
► KTRE-TV (9) NBC; Venard; 50,150; $150 (Station receives NBC programs from KPRC-TV Houston but is not an NBC affiliate.)

MIDLAND†—
► KMID-TV (2) NBC, ABC, CBS, DuM; Venard Brown; 51,720; $200

ODESSA†—
► KOSA-TV (7) CBS; Pearson

SAN ANGELO—
► KTXL-TV (8) CBS, NBC, ABC; Venard; 43,546; $200

SAN ANTONIO—
► KCOR-TV (41) ABC; O'Connell; 62,000; $200
► KENS-TV (5) CBS, ABC; Free & Peters; 292,067; N; $700
► WOAI-TV (4) NBC, ABC; Petry; 292,067; N, LL, LS, LF; $700
Mission Telecasting Corp. (12) Initial Decision 6/16/55

SWEETWATER†—
► KPAR-TV (12) CBS; Branham

TEMPLE (WACO)—
► KCEN-TV (6) NBC; Hollingbery; 138,626; N; $300

TEXARKANA (ALSO TEXARKANA, ARK.)—
► KCMC-TV (6) CBS, ABC; NBC (per program basis); Venard; 161,680; N; $260

B·T TELESTATUS

TYLER—
► **KLTV (7) NBC, ABC, CBS, DuM; Pearson;** 102,957; $250

WACO (TEMPLE)—
► KWTX-TV (10) ABC; Pearson; 113,905; N; $200

WESLACO† (BROWNSVILLE, HARLINGEN, McALLEN)—
► KRGV-TV (5) NBC; Pearson; 83,704; (plus 8,000 Mexican coverage); $250

WICHITA FALLS—
► KFDX-TV (3) NBC, ABC; Raymer; 105,030; N; $300
► KWFT-TV (6) CBS; Hoag-Blair; 104,680; $250

UTAH

SALT LAKE CITY—
► KSL-TV (5) CBS; CBS Spot Sls.; 196,500; N; $575
► KTVT (4) NBC; Katz; 196,500; N; $600
► KUTV (2) ABC; Hollingbery; 196,500; N; $450

VERMONT

BURLINGTON—
► WCAX-TV (3) CBS; Weed; 140,000; $300

VIRGINIA

BRISTOL†—
WCYB-TV (5) Gill-Perna; Initial Decision 2/1/55

DANVILLE†—
WBTM-TV (24) See footnote

HAMPTON (NORFOLK)—
► WVEC-TV (15) NBC; Avery-Knodel; 170,000; N; $350

HARRISONBURG—
► **WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson;** 128,187; $200

LYNCHBURG—
► **WLVA-TV (13) ABC, CBS, DuM; Hollingbery;** 225,000; N; **$300 (film)**

NEWPORT NEWS—
WACH-TV (33) See footnote

NORFOLK—
► WTAR-TV (3) CBS, ABC, DuM; Petry; 381,000; N, LF, LS; $875
► **WTOV-TV (27) 210,000; McGillvra; $180**
► **WVEC-TV (15) See Hampton**
Beachview Bcstg. Corp. (10) Initial Decision 12/23/54

PETERSBURG—
► WXEX-TV (8) See Richmond

RICHMOND—
► WTVR (6) ABC, CBS; Blair; 503,317; N, LF, LS; $875
► **WXEX-TV (8) NBC; Forjoe; 421,835; N, LF, LS;**
WRVA-TV (12) 12/2/55-4/1/56
WOTV (29) 12/2/53-Unknown

ROANOKE—
► WDBJ-TV (7) CBS; Free & Peters
► **WSLS-TV (10) ABC, NBC; Avery-Knodel;** 401,383; N, LF, LS; $600

WASHINGTON

BELLINGHAM—
► KVOS-TV (12) CBS; Forjoe; 211,891; $300

EPHRATA†—
KBAS-TV (43) 5/4/55-Unknown

PASCO—
► KEPR-TV (19) 57,750 (satellite of KIMA-TV Yakima)

SEATTLE (TACOMA)—
► KCTS (*9)
► KING-TV (5) ABC; Blair; 484,810; N, LF, LS; $900
► KOMO-TV (4) NBC; NBC Spot Sls.; 484,810; N; LF, LS; $950
► KTNT-TV (11) CBS, DuM; Weed; 484,810; N; $900
► KTVW (13) Hollingbery; 484,810; $425
Queen City Bcstg. Co. (7) Initial Decision 4/5/55

SPOKANE—
► KHQ-TV (6) NBC; Katz; 157,760; N, LF, LS; $550
► KREM-TV (2) ABC; Petry; 157,760; N, LF, LS; $350
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 164,550; $525

VANCOUVER†—
KVAN-TV (21) Bolling; 9/25/53-Unknown

YAKIMA—
► KIMA-TV (29) CBS, ABC, NBC; Weed; 60,400; $400
KRSM (23) 3/30/55-Unknown

WEST VIRGINIA

BLUEFIELD—
► WHIS-TV (6) NBC; Katz; 194,488; N; $250

CHARLESTON—
► WCHS-TV (8) CBS; Branham; 398,381; N, LF, LS; $550
WKNA-TV (49) See footnote

CLARKSBURG†—
WBLK-TV (12) Branham; 2/17/54-Spring '56

FAIRMONT†—
WJPB-TV (35) See footnote

HUNTINGTON—
► WHTN-TV (13) ABC, DuM; Petry; 202,000; N; $450
► WSAZ-TV (3) NBC; Katz; 631,000; N, LL, LF, LS; $800

OAK HILL (BECKLEY)†—
► WOAY-TV (4) ABC; Pearson; 357,230; $200

PARKERSBURG—
► WTAP (15) NBC, ABC, CBS, DuM; Pearson; 35,902; $150

WHEELING (STEUBENVILLE, OHIO)—
► WTRF-TV (7) NBC, ABC; Hollingbery; 312,400; N; $450
► **WSTV-TV (9) See Steubenville, Ohio**
WLTV (51) 2/11/53-Unknown

WISCONSIN

EAU CLAIRE—
► WEAU-TV (13) NBC, ABC; Hollingbery; 85,500; $200

GREEN BAY—
► **WBAY-TV (2) CBS; Weed; 235,000; $400**
► WFRV-TV (5) ABC, CBS, DuM; Headley-Reed; 239,340; N; $300
► **WMBV-TV (11) See Marinette**

LA CROSSE—
► WKBT (8) NBC, CBS, ABC; H-R; 110,000; $300

MADISON—
► **WHA-TV (*21)**
► WKOW-TV (27) CBS; Headley-Reed; 126,900; N; **$250**
► WMTV (33) ABC, NBC; Bolling; 125,000; $280
Radio Wisconsin Inc. (3) 12/7/55-Unknown

MARINETTE (GREEN BAY)—
► WMBV-TV (11) NBC, ABC; Venard; 211,440; $250

MILWAUKEE—
► WISN-TV (12) ABC, DuM; Petry; 700,000; N, LF, LS; $800
► WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 781,222; N, LL, LF, LS; $1,150
► WXIX (19) CBS, CBS Spot Sls.; 398,255; N; $800
WCAN-TV (25) See footnote
WFOX-TV (31) 5/4/55-Unknown

SUPERIOR (DULUTH, MINN.)—
► WDSM-TV (6) NBC; Free & Peters; 123,000; $325
► KDAL-TV (3) See Duluth, Minn.

WAUSAU—
► WSAU-TV (7) CBS, NBC; ABC, DuM (per program basis); Meeker; 84,900; $250

WHITEFISH BAY†—
WITI-TV (6) 6/29/55-Unknown

WYOMING

CHEYENNE—
► KFBC-TV (5) CBS, ABC, NBC, DuM; Hollingbery; 46,100; $150

ALASKA

ANCHORAGE†—
► KENI-TV (2) ABC, NBC; Fletcher, Day; 21,800; $150
► **KTVA (11) CBS, DuM; Alaska Radio-Tv Sls.;** 22,500; $150

FAIRBANKS†—
► KFAR-TV (2) NBC, ABC; Fletcher, Day; 7,100; $150
► KTVF (11) CBS; Alaska Radio-Tv Sls.; 7,100; $135

JUNEAU†
Alaska Broadcasting System Inc. (8) 11/2/55-Unknown

HAWAII

HILO†—
► **KHBC-TV (9) Satellite of KGMB-TV Honolulu**

HONOLULU†—
► KGMB-TV (9) CBS; Free & Peters; 89,500 (includes Hilo and Wailuku satellites); $300
► KONA (2) NBC; NBC Spot Sls.; 80,000; $405
► KULA-TV (4) ABC; Young; 78,500; $300

WAILUKU†—
► **KMAU (3) Satellite of KGMB-TV Honolulu**
KMVI-TV (12) 5/25/55—Unknown

PUERTO RICO

MAYAGUEZ†—
WORA-TV (5) CBS; 1/27/55-Unknown

SAN JUAN†—
► WAPA-TV (4) ABC, NBC; Caribbean Networks; 95,000; $200
► WKAQ-TV (2) CBS; Inter-American; 65,000; $300
WIPR-TV (*6) 2/2/55-Unknown

CANADA

BARRIE, ONT.—
► **CKVR-TV (3)**

BRANDON, MAN.†—
► **CKX-TV (5) CBC; All-Canada, Weed; 9,952; $170**

CALGARY, ALTA.—
► CHCT-TV (2) CBC, ABC, CBS, NBC; All-Canada, Weed; 35,000; $250

EDMONTON, ALTA.†—
► CFRN-TV (3) CBC; Radio Rep., Young, Oakes; 35,000; $260

HALIFAX, N. S.†—
► CBHT (3) CBC, CBS; 26,000; $220

HAMILTON, ONT.—
► CHCH-TV (11) CBC; All-Canada, Young; 437,-404; $450

KINGSTON, ONT.—
► CKWS-TV (11) CBC; All-Canada; $50,000; $250

KITCHENER, ONT.—
► **CKCO-TV (13) CBC; Hardy, Hunt, Weed;** 268,450; $350

LETHBRIDGE, ALTA.—
► CJLH-TV (7) CBC; All-Canada, Weed; 6,000; $160

LONDON, ONT.—
► CFPL-TV (10) CBC, ABC, CBS, NBC, DuM; All-Canada, Weed; 128,000; $370

MONCTON, N.B.—
► CKCW-TV (2) CBC; Young, Stovin; 28,000; $200

MONTREAL, QUE.—
► CBFT (2) CBC French; CBC; 337,000; $900
► CBMT (6) CBC; CBC; 220,000; $680

OTTAWA, ONT.—
► CBOFT (9) CBC; 42,000; $230
► CBOT (4) CBC; CBC; 79,000; $320

PETERBOROUGH, ONT.—
► CHEX-TV (12) CBC; All-Canada, Weed; 42,000; $230

PORT ARTHUR, ONT.†—
► CFPA-TV (2) CBC; All-Canada, Weed; 8,500; **$170**

QUEBEC CITY, QUE.—
► **CFCM-TV (4) CBC; Hardy, Hunt, Weed; 30,000;** $350

REGINA, SASK.†—
► CKCK-TV (2) CBC, CBS, ABC; All-Canada, Weed; 20,000; $230

RIMOUSKI, QUE.†—
► CJBR-TV (3) CBC; Stovin, Young; 20,000; $200

ST. JOHN, N. B.†—
► CHSJ-TV (4) CBC; All-Canada, Weed; 39,000; $250

ST. JOHN'S, NFLD.—
► CJON-TV (6) CBC, CBS, NBC, ABC; All-Canada, Weed; 10,650; $200

SASKATOON, SASK.†—
► CFQC-TV (8) CBC, ABC, CBS, NBC; Radio Rep.; 15,000; $230

SAULT STE. MARIE, ONT.—
► CJIC-TV (2) CBC; All-Canada, Weed; 14,000; $170

SUDBURY, ONT.—
► CKSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed; 18,103; $200

SYDNEY, N. S.†—
► CJCB-TV (4) CBC; All-Canada, Weed; 32,006; $240

TORONTO, ONT.—
► **CBLT (9) CBC, ABC, CBS, NBC, DuM;** CBC; 440,000; $950

VANCOUVER, B. C.†—
► CBUT (2) CBC; CBC; 142,000; $500

WINDSOR, ONT. (DETROIT, MICH.)—
► **CKLW-TV (9) CBC, DuM; Young; 1,496,000; $450**

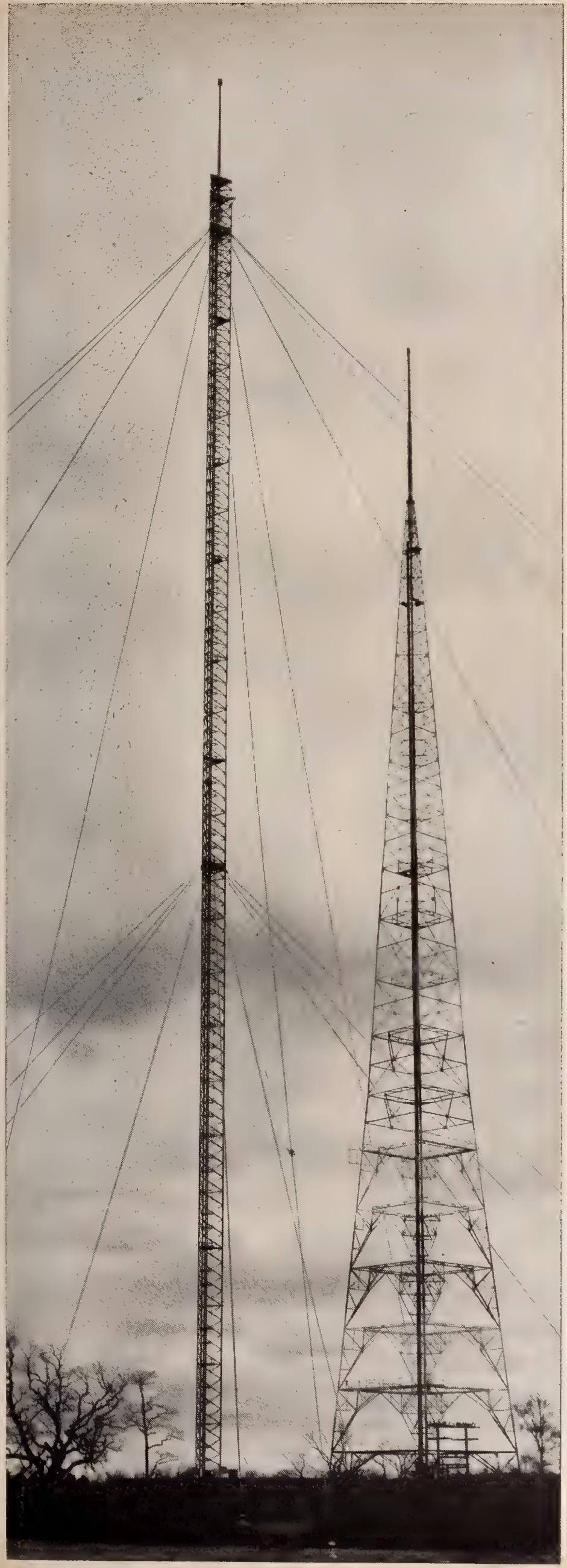
WINNIPEG, MAN.†—
► CBWT (4) CBC; CBC; 69,000; $320

MEXICO

JUAREZ† (EL PASO, TEX.)—
► XEJ-TV (5) National Times Sales; Oakes; 69,-158; $240

TIJUANA† (SAN DIEGO)—
► XETV (6) Weed; 324,558; $600

The following stations have suspended regular operations but have not turned in CP's: WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; WPFA-TV Pensacola, Fla.; WQXI-TV Atlanta, Ga.; WOKA (TV) Macon, Ga.; WRAY-TV Princeton, Ind.; KGTV (TV) Des Moines, Iowa; WKLO-TV Louisville, Ky.; WWOR-TV Worcester, Mass.; WLAM-TV Lewiston, Me.; WFTV Duluth, Minn.; WCOC-TV Meridian, Miss.; WFPG-TV Atlantic City, N. J.; WRTV (TV) Asbury Park, N. J.; WTRI (TV) Albany, N. Y.; WTVE (TV) Elmira, N. Y.; WQMC (TV) Charlotte, N. C.; WIFE (TV) Dayton, Ohio; KTVQ (TV) Oklahoma City, Okla.; KCEB (TV) Tulsa, Okla.; WFMZ-TV Allentown, Pa.; WLBR-TV Lebanon, Pa.; WKST-TV New Castle, Pa.; WKJF-TV Pittsburgh, Pa.; WEEU-TV Reading, Pa.; WNET (TV) Providence, R. I.; KNUZ-TV Houston, Tex.; WBTM-TV Danville, Va.; WACH-TV Newport News, Va.; WKNA-TV Charleston, W. Va.; WJPB-TV Fairmont, W. Va.; WCAN-TV Milwaukee.



another BLAW-KNOX tower for WJAR-TV

. . specially designed for combinations of graduated and variable wind loads

This 786 foot guyed, pivoted base, type TG television tower was designed and fabricated by Blaw-Knox . . . to special specifications drawn up by the structural consultant of WJAR, Providence, Rhode Island.

WJAR's new tower has nine permanent prestressed guys, spaced at 40° intervals, at each of two levels. Of unusually rugged construction, it is designed to withstand combinations of graduated and variable wind loads.

The 786 foot guyed tower provides the additional height desired for greater extended coverage by WJAR-TV . . . as compared with the 450 foot self-supporting Blaw-Knox type H40 tower formerly used by WJAR. This self-supporting tower, incidentally, has stood firm against all hurricanes since it was erected in 1947.

The advanced design and fabrication of WJAR's new tower typifies the kind of design and fabrication service which Blaw-Knox offers you . . . to meet *your* specific requirements.

To get complete information on all types of Blaw-Knox Antenna Towers, write for your copy of Bulletin No. 2417. Or send us your inquiry for prompt service, specifying height of tower and type of antenna.

BLAW-KNOX

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BLAW-KNOX EQUIPMENT DIVISION
PITTSBURGH 38, PENNSYLVANIA

ANTENNA TOWERS

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Guyed and self-supporting—for AM • FM
TV • radar • microwave • communications

RADIO-TV TO HAVE SAY IN COLORADO

Broadcast testimony begins today before Colorado Supreme Court in effort to lift ban on mikes and cameras. Media witnesses, led by Judge Miller, follow week of testimony by newspaper photographers.

TELEVISION AND RADIO begin testimony today (Monday) before the Colorado Supreme Court in Denver on behalf of the right to place tv cameras and audio gear in the courtroom. Judge Justin Miller will be chief witness for the broadcast media.

The state's highest court enters the second week of a hearing that is expected to point the way toward the right of electronic media to share reporting privileges with the newsmen who record current legal history with a pencil.

Judge Miller, NARTB legal consultant and ex-board chairman, and a number of other witnesses will testify against Canon 35 of the American Bar Assn. They appear on behalf of Denver Area Radio & Television Assn. Canon 35 coverage bans have been invoked by the state court in all civil and criminal courts after the case involving an airplane that exploded in mid-air was found by the court to be "getting bad publicity."

The first days of the trial, which opened last Monday, dealt with the argument of newspaper photographers. Testimony was offered by National Press Photographers Assn. witnesses, including several Colorado judges. Judge O. Otto Moore, of the Supreme Court, is presiding and will submit an opinion to the full court.

Denver broadcasters face Judge Moore today prepared to demonstrate that tv and audio coverage can be unobtrusive. Live tv coverage will be provided on a closed circuit, since Judge Moore specified at the start of the trial that visual and aural coverage for public consumption would not be allowed. Sound-on-film coverage by Auricon cameras of morning sessions will be exhibited in the afternoon. Cameras will operate from a booth and miniature microphones will be used.

The radio-tv team includes attorney Richard Schmidt, counsel for Denver area stations; Judge Miller; Vincent Wasilewski, NARTB government relations manager; Rex Howell, KFXJ Grand Junction, for Colorado Broadcasters Assn.; P. A. Sugg, WKY-AM-TV Oklahoma City; Ken Wayman, KTIV (TV) Sioux City Iowa; Bill Stinson, KWTX (TV) Waco, Tex.; Marshall Faber, KBTV (TV) Denver, technical consultant to the Denver group, and Sheldon Peterson, KLZ-AM-TV Denver, secretary of the group.

Testimony on behalf of radio-tv will take about 2½ days, it was estimated.

Electronic media came into last week's news photography testimony during cross-examination of NPPA witnesses. On several occasions Judge Moore questioned witnesses, including fellow members of the state courts, on the role of radio-tv as crime deterrents. At one point he observed that his grandchildren retained information learned on radio-tv better than what they were taught by other means. He wondered if live telecasting of sentencing of a criminal, for example, might not serve as a deterrent to juvenile delinquency.

Judge James Noland, testifying for NPPA, said courtrooms are public forums, with the public entitled to know what goes on in them. He contended the American judicial system depends on public access to the courtroom. Noting that newspaper reporters are allowed to cover trials, he asked what is the difference between a reporter at a table taking notes and a photographer using his camera. If the photographer is a disturbing influence, he added, the judge has power to maintain order.

A brief submitted by NPPA took a few swings at radio-tv. It said, "the requirements and techniques of radio broadcasting and television demand cumbersome technical equipment, engineers, technicians, mechanics, announcers, laborers, wiring installation and the incidental complements, all of which coincidedly must to a degree impinge upon the normal dignity and procedure of the court.

"Contrariwise, none of these factors apply in the case of the news photographer. He operates alone. He is not surrounded by any assistants whatsover and requires none. He does not require, and does not use, any equipment other than a small, unobtrusive camera."

Photographers were allowed to take pictures at last week's sessions but were not permitted to publish them.

Former Judge R. L. Sauter, Sterling, Colo., was questioned during his testimony by Judge Moore on the privacy aspect. He said, "There's no privacy in a courtroom that holds several hundred people."

Others opposing Canon 35 included District Judge Edward M. Day, Denver, and J. Arthur Phelps, Pueblo, a former district judge.

J. Nelson Truitt, Denver attorney, testified in favor of Canon 35 on the ground the courtroom is being reduced to the carnival level. Answering a question by Judge Moore, he said he did not favor removal of press tables in courtrooms. Judge Moore observed, "We are having some trouble in finding a constitutional difference between picture coverage and written coverage."

Fred Mazzula, Denver lawyer, said in outlining the NPPA case that banning of a photographer "is tantamount to a denial of his constitutional rights." Joseph Costa, NPPA board chairman, said, "The American people are just as much entitled to seeing a story as reading it."

A statement from James C. Hagerty, radio-press secretary of the White House, observed that photographers have the same rights as other newsmen in news coverage of the President. His statement was read by Milton Freier, Washington photographer for United Press.

A brief was submitted by Elisha Hanson, counsel for American Newspaper Publishers Assn. Noting the public demands pictures because they convey information, he said, "Just as the art of photographers has been greatly developed, so, and with an equally fast stride, have come these two new forms of communication—radio and television. Just as photographic equipment has been improved over the years, so have we witnessed the improvement of means of transmission of words and of pictures by radio and television to such an extent that both can be used today to report court proceedings without impairing in any way the essential dignity and decorum of the courtroom."

He argued the courts are under an obligation not to impose arbitrary or capicious restraints upon the reporting of their proceedings. Again citing radio and tv, he said:

"The American people, through their press, their radio and their television, receive each day more information of interest to them than any other people in the world.

"While we are enjoying our newspapers, our radio, our television, our screen, our theatre, our freedom, the peoples of other nations are daily being deprived of such privileges.

"In the last four decades we have observed individual liberties disappearing at a rapid rate in countries where formerly they were cherished as much as we like to think they are cherished. . . . It is this difference between the doctrine of restraint imposed by so many other nations and the American doctrine of freedom from restraint by government that makes it possible for the American people to be better informed than the citizens of any other country in the world today."

Mr. Hanson recommended the court submit the record in the case to the joint committee of the American Bar Assn., American Society of Newspaper Editors, NARTB and ANPA.

Things to Come

ALL CRIMINAL courtrooms someday will have press galleries for newspaper, newsreel and tv coverage, according to Judge J. M. C. Townsend, of the Georgia Court of Appeals.

In an *Augusta* (Ga.) *Chronicle* interview with Pat Kelly, staff writer, Judge Townsend said the courts belong to the people and they are entitled to know all about courts and every feature of every trial. He reminded that the oath of a judge is to support the Constitution and state, and not the American Bar Assn. whose Canon 35 deems visual coverage unethical. He flatly opposed use of flash bulbs.

Crosley Names Three, Will Move Sales Office

PROMOTIONS and additions on the executive staff of Crosley Broadcasting Corp., Cincinnati, were announced last week by Crosley President R. E. Dunville.

Harry Mason Smith, vice president and general sales manager for Crosley stations, has been appointed vice president in charge of radio.

H. P. Lasker, vice president and manager of WLWD (TV), Crosley station in Dayton, Ohio,



MR. LASKER



MR. SMITH

has been named vice president in charge of sales.

Thomas (Al) Bland, program manager of WBBM Chicago, will join Crosley Feb. 27 as general program manager and John Babcock, director of Crosley's Town & Country Div., has been made assistant program director for the company.

Mr. Dunville at the same time announced that Crosley's general sales offices soon will be moved to New York City and that the present New York office will continue to handle Eastern Div. sales under the management of Scott McLean. Mr. Dunville also announced the appointment of Bomar Lawrence & Assoc., Atlanta, as the company's sales representative for the South.

Sill, Samuels Purchases Of Radio Stations Told

TWO former broadcasting-advertising executives have bought radio stations, it was learned last week.

Jerry Sill, former executive vice president of WHUM-AM-TV Reading, Pa., and a veteran advertising executive, has completed negotiations to buy WHOO-AM-FM Orlando, Fla., from Edward Lamb for $225,000, it was understood.

Hartley Samuels, former general manager of WABC New York, has bought WDLB-AM-FM Marshfield, Wis., from Lloyd L. Felker and associates for $150,000. Negotiations were handled by Allen Kander, station broker. WDLB operates with 250 w on 1450 kc.

The Sill purchase, which is conditioned on Mr. Lamb's securing a favorable final decision in his controversy with the FCC's Broadcast Bureau over Communist association charges, is the second Mr. Lamb has transacted for those stations. More than a year ago, Mr. Lamb arranged to sell the Orlando stations to Maury Lowe and associates for $295,000, but this was cancelled late last year. Mr. Lamb bought the Orlando stations in 1952 for $200,000. WHOO operates on 10 kw day, 5 kw night, on 990 kc, with ABC affiliation. It is represented by Forjoe & Co. Inc.

Also pending FCC approval is the purchase of the Lamb-owned WTOD and WTRT (FM) Toledo by Booth Radio & Television Stations Inc. for $122,500.

Other sales reported last week:

WOKO Albany, N. Y., was bought by Carl Lindberg, president-general manager of WPIK Alexandria, Va. (Washington), and associates from James T. Healey and group for $75,000. WOKO operates with 5 kw on 1460 kc. Allen Kander also handled this sale.

WDEH Sweetwater, Tenn., has been bought by Marvin I. Thompson, commercial manager of WKXV Knoxville, Tenn., and associates from F. L. Crowder, for $52,500. Sale was negotiated by Blackburn-Hamilton Co., station broker. WDEH operates on 800 kc with 500 w, daytime. Mr. Crowder continues to own WHBT Harriman, Tenn.

Among the sales approved by the FCC last week was the $37,760 purchase by Earl M. Johnson, former MBS executive, of WCAW Charleston, W. Va. Mr. Johnson bought control of the station from William D. Stone and associates.

Two Promotions Announced By Storer Broadcasting Co.

PROMOTION of James P. Storer to merchandising manager and Clemens X. Castle to director of engineering for Storer Broadcasting Co. was announced last week by Stanton P. Kettler, vice president in charge of operations.

Mr. Storer has been merchandising manager of WGBS, Storer station in Miami. He started in broadcasting in 1950 in the program department of WGBS, becoming merchandising manager three years later. He will headquarter in the company's New York office.

Mr. Castle joined Storer as a staff engineer in February 1951. Prior to that he was chief engineer at WJIM-AM-TV Lansing. Mich., and a senior engineer with the consulting firm of Raymond M. Wilmotte. He will continue to report to Glenn Boundy, vice president in charge of engineering.

TWO GREAT CALIFORNIA MARKETS

ONLY KNTV Delivers BOTH

1. San Jose & fabulous Santa Clara County
2. Salinas-Monterey & the great Central Coast Counties (Monterey-Santa Cruz-San Benito)

THEY'RE RICH —

CALIFORNIA'S FOURTH MARKET

Taxable retail sales 1955 (NOT including food & gasoline) $816,000,000

AND GROWING —

THE FASTEST GROWING AREA IN CALIFORNIA!

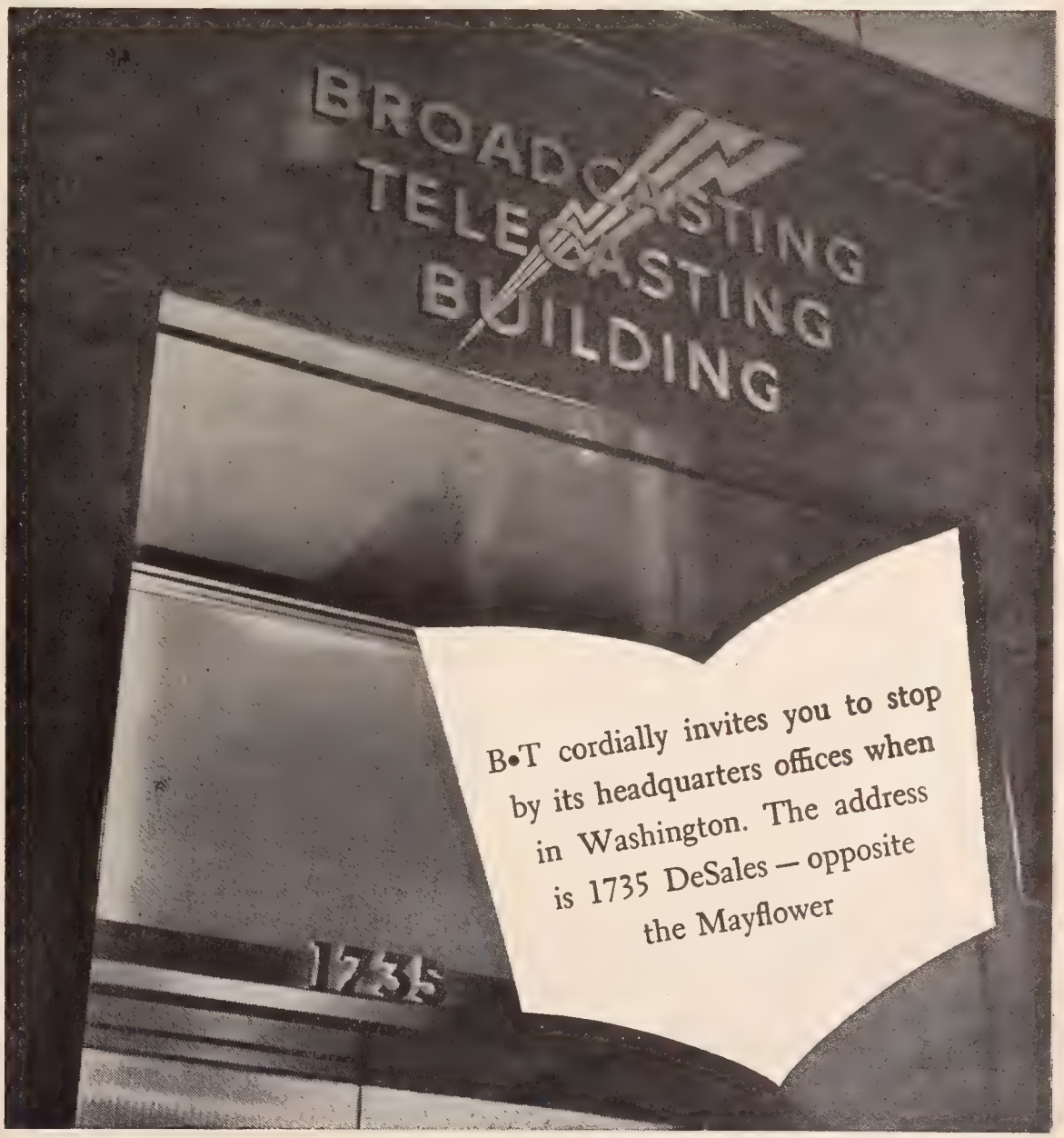
population 1955—635,000 (Santa Clara County with a population of 456,800 had a 5 yr. INCREASE of 57.2%)

ONE BUY gets complete Grade "A" coverage

KNTV

CHANNEL 11 San Jose

Represented Nationally by The Bolling Company.





JOHN Q. PUBLIC DOES THE REPORTING

UNDER WARL'S EYEWITNESS NEWS COVERAGE SYSTEM

"PUTTING LIFE into quotes."

That's the way WARL Arlington, Va., likes to think of its current method of presenting local news on the air by using tape recordings, gathered by telephone, of eyewitness accounts.

The method, put into effect two months ago, makes use of a "criss-cross" telephone directory listing subscribers by their street addresses. According to WARL News Editor Bob Sandin, when the station gets a tip on a news happening, it immediately telephones a person in the location where the event is taking place and asks for a description, which is taped and used on the next hourly newscast.

"The voice of such persons telling the news story always has more dramatic impact, more pathos, than accounts from hard-boiled policemen, firemen, and hospital workers who are exposed to so much violence," Mr. Sandin explains. "You get the flavor of the everyday citizen and you get the news when it's really news."

ABOVE: WARL's news staff and equipment (l to r): George Geesey, assistant news editor; Bob Sandin, news editor, and Jack Latham, relief man.

Everything from a semi-hysterical woman reporting "a big animal" in her bedroom (which police later found to be a squirrel) to a firsthand account of police stopping a car driven by burglars hauling away a safe, has made its way on the WARL news program. The show is called *The News That's Live at 55* since it comes on the air five minutes before the hour.

For its leads, the station makes use of police radios covering not only Arlington but Fairfax County and the town of Alexandria, all in Virginia; the District of Columbia, Montgomery and Prince Georges Counties in Maryland.

"We prove with our operation that a metropolitan area as big as the nation's capital can be covered with a two-and-a-half man staff," says the WARL news editor. The staff includes Mr. Sandin, Assistant News Editor George Geesey, and Jack Latham, a relief man on weekends.

Equipment for WARL's news setup cost less than $1,000. It includes (1) a cabinet five feet tall and two feet square into which is built a receiver for the six police radios, a speaker and a clock; (2) a multi-speed tape recorder connected with the telephone, which incorporates a "beeper"; a portable tape recorder for reporting events not obtainable by telephone; (4) a typewriter, and (5) the "criss-cross" telephone directory.

Two robberies have been solved by listeners phoning in tips to police after hearing "lookouts" broadcast over WARL. The news program has scored scoops in reporting the shooting of a policeman in an alley and the subsequent death of his attacker; the kidnapping of a youngster in a child custody case, and the robbery of a filling station.

The News That's Live at 55 also has been sprinkled with amusing incidents, such as the one that occurred when a housewife was called for a report of an automobile accident in her neighborhood. The woman excitedly related how a "head was cut off in the accident." Pressed for further details, she reported that the head belonged to the "only horse in this area."

In checking on a New Year's Day fire, the station got an obviously intoxicated man on the telephone, who up to a point was loquacious. He stopped short when asked what he was doing at the time the fire broke out. "Oh, I couldn't give you a description of that," he exclaimed.

Then there was the time a stuttering woman tried valiantly to tell the station about a fire going on next door to her home. "The firemen got the h-h-h-h. The firemen got the h-ha-ho. They got the ho-h-ho-ho." Finally she made it: "Well, they got the tube up at the window."

The WARL operation has proved so successful that one sister station in the Country Music Network, WCMS Norfolk, began the same technique last month, and another sister station, WROV Roanoke, plans to follow suit soon.

Transcontinent Organized To Obtain Media Properties

A NEW ORGANIZATION—Transcontinent Television Corp.—has been formed to buy and build radio and television stations "in the United States and in other countries whenever economically attractive opportunities present themselves," it was announced last week by the firm's chairman of the board, Paul A. Schoellkopf Jr.

Other officers of the Buffalo, N. Y.-based corporation are Vice President Seymour H. Knox III and Secy.-Treas. Felix Piech. Members of the board of directors, besides the board chairman, are: Mr. Knox, David Channing Moore, George F. Goodyear, and Mr. Piech, all directors, and J. Fred Schoellkopf, chairman of the executive committee. Transcontinent officials hold a substantial amount of stock in WGR-AM-TV Buffalo.

Paul A. Schoellkopf, a director of several companies, said: "We do not have any preconceived plans as to where we will locate additional operations. Extensive investigative plans to determine such facilities will commence immediately."

Headquarters of the new company are expected to be moved to New York City.

Staff Promotions, Additions Announced by WSJV (TV)

W. FORREST MORROW, photography director of WSJV (TV) South Bend-Elkhart, Ind., has been named the station's production manager.

Other WSJV (TV) appointments announced last week include:

R. Morgan Lumpp, announcer-director for the station, named acting sales promotion director; John J. Alves, production manager, made account executive; Phil Haines, station news reporter, named news editor.

Lou Hemmers, formerly with the Armed Forces Radio Service, joined the station as announcer; Vince Doyle, commercial manager of WJVA South Bend, appointed sports director; Ken Lee, formerly with WFIE Evansville, Ind., named cameraman, and Charles Roe, formerly with *Elkhart Truth*, made news reporter.

WBSC's Jan. Sales Up 38.5%

WBSC Bennettsville, S. C., marked up a 38.5% increase in January business over the same month of last year, it was announced last week by Neil Terrell, general manager. Eighty-six per cent of the increase is composed of national and regional spot, and 14% by local advertising.

NBC Spot Broadside Stresses '56 Concept

SPOT radio as a "booster medium" as well as a "powerful primary selling force" for advertisers is stressed in a new, documented presentation being announced today (Monday) by H. W. (Hank) Shepard, director of radio sales for NBC Spot Sales.

"Too many advertisers today judge spot radio from a 1948 point of view," Mr. Shepard said, pointing out that as a primary medium or a supplementary force, spot radio "deserves serious consideration each time an advertising campaign is planned, and it merits the agencies' best creative effort."

Mr. Shepard described the presentation as "a broad frontal attack to get advertisers to think in 1956 terms about national spot radio and what it can do to sell goods and services." First targets, he said, will be a selected group of advertisers not now using spot radio. The presentation is not available for general distribution.

Since the advent of television, the presentation asserts, "spot radio, of all media, has undergone the most revolutionary changes"—has been reprogrammed and repriced, and its "great combinability characteristic" has been uncovered while it also "has continued to produce outstanding results" for advertisers who used it as a primary sales medium.

The presentation tells advertisers that "no advertising medium alone can reach all of your prospects," and cites research data to demonstrate that point.

The presentation agrees with newspapers' contention that "all sales are local"—but points out that "spot radio's reach is longer and more thorough," and that retail advertisers, "who know local marketing best, are today leading the way to spot radio."

WAKE Greenville, S. C., Wins Suit Brought by Hearst-INS

WAKE Greenville, S. C., received a favorable jury verdict Tuesday in common pleas court in a suit filed by Hearst-INS to collect $9,144 from the station in rental alleged to be due for news service. Judge Bruce Littlejohn presided at the trial.

WAKE contended it had given notice in 1952, a year before expiration of a three-year contract, that it desired to drop the service as soon as possible. Six-month notice was required. The plaintiff sued to recover rental for a five-year renewal of the contract, contending WAKE had not sent a discontinuance by registered mail. WAKE argued that the plaintiff had actually received its letter. William Walker was counsel for WAKE.

L. E. Richards, Lola Spitz Take KEXX Managerial Posts

L. E. RICHARDS, station manager at KIWW San Antonio, Tex., and his assistant in that post, Lola Spitz, have become general manager and station manager, respectively, of KEXX San Antonio. The appointments were announced last week by Manuel D. Leal, KEXX president.

Mr. Richards was associated with KITE San Antonio for two years before moving to KIWW to organize the second Spanish language station to go on the air in that city.

Miss Spitz was associated with KBUD Athens, Tex. and KEYL-TV (now KENS-TV) San Antonio before joining the staff of KIWW.

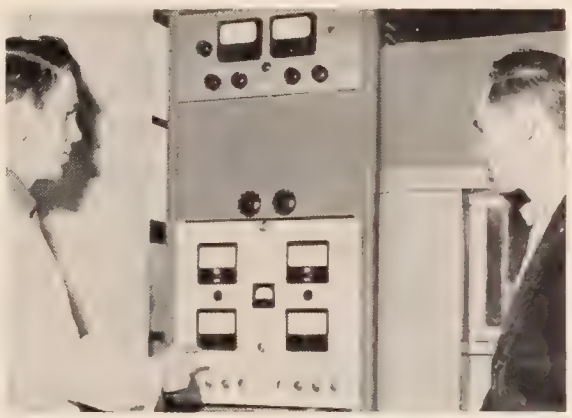
KHFM (FM) Signs 21 Accounts For Commercial Multiplexing

KHFM (FM) Albuquerque, N. M., after less than a month of operation with commercial multiplexing, reports 21 accounts already have been signed for that type service. Station began commercial multiplexing Jan. 9 as the first such outlet in the country, according to KHFM.

KHFM ordered its first multiplex equipment from Harkins & Hershfield last July, following a final FCC decision regarding the fm station's use of the service [B•T, July 4, 1955]. The first shipment of receivers was delivered in December and the transmitting equipment early last month. Schafer Custom Engineering Co., Burbank, Calif., made the complete installation.

KHFM signed its first multiplex account to begin Jan. 9 with five more clients added during the ensuing week. At the present time, KHFM has one sub-carrier on 67 kc, supplying background music 16 hours a day, with a second sub-carrier operation on 49 kc slated to begin operating this week.

The FCC ruling last summer said that functional music programs could be continued after July 1 provided they are aired via the multiplex



CHARLES J. REED (r), KHFM (FM) chief engineer, and Frank C. Lisle, studio engineer, check the station's new sub-carrier generator.

transmission. Fm stations were given a grace period of one year to comply with the ruling, provided 36 hours weekly be devoted to regular programs using the then simplex system.

John D. Hopperton is president of KHFM, which operates on 96.3 mc with an effective radiated power of 1.4 kw.

Two Additions, Promotions Announced by KTBC-AM-TV

TWO ADDITIONS to the administrative-sales staff of KTBC-AM-TV Austin, Tex., and two promotions from within the staff were announced last week by J. C. Kellam, general manager.

Ben L. Slack, formerly with the Arizona Broadcasting Co. for 14 years, has been named assistant general manager, and Charles L. Howell, formerly in radio sales and tv sales and management in Austin and Waco, Tex., has been appointed local sales manager for television.

O. P. (Bob) Bobbitt has been promoted to general sales manager and Robert W. Meacham to local sales manager for radio.

Execution Coverage Denied

A REQUEST by KUDL Kansas City, Mo., to broadcast the execution of Arthur Ross Brown, convicted of killing Mrs. Wilma Allen in that community, was denied Jan. 26 by Missouri Gov. Phil M. Donnelly.

Advertisement

LOS ANGELES TIMES

Sat. Jan. 28, 1956

RADIO WINS OVER TV IN NAB SURVEY

By Walter Ames

A recent survey taken by the National Audience Board headed by Mrs. Florence Thalheimer, president of the Beverly Hills Board of Education brought out the startling fact that a number of women whose opinions were sought stated they would rather lose their TV sets than their radios.

It seems a majority of the women questioned confessed they generally listened to their radios during the day, instead of turning on their video sets.

The group interviewed leaned sharply toward the informative and family types of entertainment and named as tops the Father Knows Best show. They said there was a definite place and need for travelogues such as KTTV's Open Road, Golden Voyage, Adventures, etc. They believe more travel shorts as seen in theatres should be made available to TV. The group was enthusiastic about educational TV shows such as the Dr. Popper Spotlight on Opera, Dr. Baxter Shakespeare series and the You Are There, Person to Person and This is Your Life shows.

Being a church group the women feel the need for more religious subjects is urgent. However, they point out that some of the religious shows are a little "namby pamby" and do not appeal to a large audience. They suggested the need for more "virile" programs to attract nonchurchgoers is a No. 1 item.

National Audience Board

152 East End Ave. New York 28, N. Y.

MU 8-2360

Promotion to Herald Change of KYW, WPTZ (TV) Calls

NBC has prepared an extensive promotional campaign to herald the change in call letters of its stations in Philadelphia to WRCV and WRCV-TV, effective Feb. 13. The stations, currently using the call letters of KYW and WPTZ (TV), were acquired from the Westinghouse Broadcasting Co. in exchange for NBC's outlets in Cleveland, WTAM and WNBK-TV.

The promotional effort will be spotlighted by coverage on Feb. 13-15 on NBC-TV's *Today* (Mon.-Fri., 7-9 a.m. EST). The program will originate on Feb. 14 and Feb. 15 in Philadelphia. On the afternoon of Feb. 13, a 12-car entourage of NBC personalities will parade from the office of Mayor Richardson Dilworth to 1619 Walnut St., now re-named the NBC Bldg. Other means of calling attention to the call letter changes will be full-page advertisements in Philadelphia newspapers, on-the-air announcements, outdoor billboards in Philadelphia and neighboring cities, car cards on transit systems, mailing pieces and personal appearances of WRCV-AM-TV personalities.

Transmitter Sent Swiftly To WHNC Henderson, N. C.

WHNC Henderson, N. C., whose transmitter was destroyed in a fire a fortnight ago, lost little time in securing a new one through the speedy cooperation of Gates Radio Co., Quincy, Ill.

Six hours after WHNC General Manager Nathan Frank telephoned the Gates Radio Co. office in Washington, D. C., a 1 kw transmitter was on its way by express to the station from the Gates plant at Quincy, according to L. G. Cervone, Gates general sales manager.

WRON Ronceverte, W. Va., Gives Tokyo Rose Job Offer

TOKYO ROSE, whose voice was beamed by Japanese propaganda authorities to United States troops in the Pacific during World War II, has been offered a job as a radio announcer in this country—but she had to hear about the offer from broadcast and newspaper accounts.

William E. Blake, manager of WRON Ronceverte, W. Va., made the offer in a letter sent to Rose (Mrs. Iva D'Aquino) just before she was released from the Federal Reformatory for Women at Alderson, W. Va., 11 miles from Ronceverte. But since Mr. Blake was not on a list of persons from whom Mrs. D'Aquino could receive mail during her prison sentence, the letter was not delivered to her, according to Gladys Livesay, WRON women's director.

Mr. Blake, who was a World War II paratrooper in the Pacific, was quoted as saying in his letter:

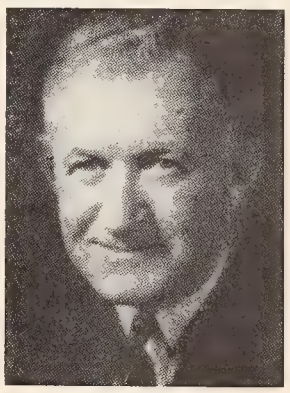
"I was a frequent listener to your broadcasts during the war, from Australia to the Philippines . . . your experience, talent and ability would be an asset to this station. . . ."

Station Greets Competitor

AN UNUSUAL burst of friendliness greeted the formal acquisition of WTAM Cleveland by the Westinghouse Broadcasting Co. on Jan. 22 when rival WGAR there inserted a paid advertisement in three daily newspapers in the city welcoming the Westinghouse radio outlet and expressing wish for "success to the management and staff of WTAM." Rolland V. Tooke, vice president of WBC in Cleveland, wrote a "thank you" note to Carl George, manager of WGAR, and voiced the belief that the stations will be "friendly competitors" because both believe "in the same thing . . . the power and importance of radio." Westinghouse had obtained WTAM as well as WNBK (TV) Cleveland from NBC in exchange for WBC's outlets in Philadelphia, KYW and WPTZ (TV).

Weed Elects Fitzsimmons

ELECTION of Edwin J. Fitzsimmons, general sales manager of Weed Television, to vice president in charge of sales, has been announced by Joseph J. Weed, president of the station representation firm [AT DEADLINE, Jan. 23].



MR. FITZSIMMONS

Mr. Fitzsimmons joined the Weed organization in 1944 after having had experience in advertising and sales with the *New York Times*, the *New York Daily Mirror*, his own magazine representative firm and the agency field.

KLIF Answers Attack On Station Editorials

ATTACK by a *Dallas Herald* columnist on the first editorial efforts of KLIF Dallas "is the prelude to a coming fight throughout the nation between newspapers and radio for news supremacy," according to Gordon McLendon, KLIF managing director.

KLIF's first venture into editorializing dealt with the state's insurance commission, suggesting it would be a good place to start "a gigantic cleaning job" in parts of the state government. The broadcast drew a suggestion from the *Herald's* radio-tv column that the station had overstepped the limitations of good broadcasting practices, according to Mr. McLendon.

KHOL-TV's McPhillamy Dies

A. B. McPHILLAMY, sales manager of KHOL-TV Kearney, Neb., died suddenly Jan. 29, nine days after celebrating his 50th birthday. Mr. McPhillamy was named KHOL-TV sales manager in December 1954 prior to which he had been vice president in charge of sales for the Plenty Products Co., Tulsa, Okla. He is survived by his wife, Ilda, and a 17-year-old son, Bruce.



MR. McPHILLAMY

WDSU-TV to Build New Tower

INSTALLATION of a new 975-ft. transmitting tower and construction of a building to house all necessary engineering equipment will be completed by early June at WDSU-TV New Orleans, according to Edgar B. Stern Jr., president of WDSU Broadcasting Corp.

WNBQ (TV) Signs 'Kukla'

LOOKING toward complete conversion to all-color operation sometime in April, WNBQ (TV) Chicago has signed Burr Tillstrom's *Kukla, Fran & Ollie* for a series of weekly colorcasts under sponsorship of Whirlpool Corp. (washing machines), St. Joseph, Mich. Contract was handled by Kenyon & Eckhardt Inc., Chicago.

REPRESENTATIVE APPOINTMENTS

WPOR Portland, Me., names Kettell-Carter, Boston, New England representative.

WSGN Birmingham names Venard, Rintoul & McConnell, N. Y., national representative except in the Southeast, where James S. Ayers Co., Atlanta, will represent the station.

REPRESENTATIVE PEOPLE

Art Berla, chief radio-tv spot timebuyer, BBDO, N. Y., to sales staff of H-R Television Inc., station representative.

John McWeeny, formerly liaison representative on outdoor and other media, J. Walter Thompson Co., Chicago, to sales staff of Venard, Rintoul & McConnell Inc., same city.

E. David Rosen, Donald M. Roberts and **C. Graham Tebbe Jr.,** all juniors at Yale U., appointed general manager, business manager, and sales director, respectively, for the Ivy Network, New Haven, Conn., national sales representative for seven college radio stations.



STATION PEOPLE

Collis A. Young, formerly sales manager, WCMI Ashland, Ky.,-Huntington, W. Va., to WIZE Springfield, Ohio, as station manager.

Charles Harley, formerly salesman with Philco Corp. and Colgate-Palmolive Co., appointed merchandising director, WBBM Chicago succeeding **Dan Martin,** promoted to WBBM sales representative.

Bob Brannon, KSFO San Francisco, to KGDM Stockton, Calif., as program director.

M. Dale Larsen, formerly in promotion department of *Minneapolis Star* and *Tribune,* to KTVH (TV) Hutchinson, Kan., as promotion manager.

Peter O'Reilly, announcer, WTOP-AM-FM-TV Washington, D. C., appointed sales representative for WTOP-TV. He succeeds **Jack Haskell,** resigned to join Free & Peters Inc., N. Y. sales representative. **Arthur Wenige Jr.,** formerly Washington branch sales manager for Permagrain Corp., furniture refinishers, to WTOP-TV as sales representative.

Travis Brown, formerly sales manager, KVSM San Mateo, Calif., to KBIF Fresno, Calif., sales staff.

Paul Martin, director of sales promotion and publicity, WIP Philadelphia, to *Philadelphia Daily News* as promotion manager.

Eddie Barker, newscaster, KRLD Dallas, appointed news director.

Dick Keys, formerly staff announcer, WSTV Stubenville, Ohio, to WHIZ Zanesville, Ohio, as sports director. **Bob Banfield** appointed program director at WHIZ, replacing **Bob Wagner** who has moved to WCHS Charleston, W. Va., as sports director.

John Schulz, formerly station manager of WFRV-TV Green Bay, Wis., returns to WBBM Chicago sales staff. He was associated with WFRV-TV from April to December last year and previously was sales representative at NBC Spot Tv Sales, Chicago.

Jack Tompkins, farm service director, KCMC-AM-FM-TV Texarkana, Tex., to KWTV (TV) and KOMA Oklahoma City as assistant farm director.

Gittee Bortz and **Eric Bose** to sales staff of WSAI Cincinnati, Ohio. Miss Bortz was assistant to general sales manager, Crosley Bcstg. Corp., Cincinnati, and Mr. Bose was account executive, WTHI-TV Terre Haute, Ind.

Alden R. Richards, in charge of production service department, KSL-TV Salt Lake City, Utah, appointed executive producer.

Dick Cheverton, formerly news director, WMT-AM-TV Cedar Rapids, Iowa, to WOOD-AM-TV Grand Rapids, Mich., as news director.

Betty Thomas, formerly advertising and sales manager, Bert Levi Brokerage Co., L. A., manufacturers representative, to KFWB Hollywood, as merchandising director. She succeeds **Beal Belford,** to KOCO Salem, Ore., where he has bought interest.

Rush Evans, formerly sports director, KSEK Pittsburg, Kan., to KRBC-TV Abilene, Tex., as chief announcer.

Doug Mitchell, former news and sportscaster, WNAC-TV Boston, to KALL Salt Lake City and Intermountain Network as news director.

Larry Cooper, producer-director, KWK-TV St. Louis, promoted to education and public service director.

Robert Hanger, news director, WEKY Richmond, Ky., to WPON Pontiac, Mich., as news director.

William P. McGowan to WBRK and WMGT (TV) Pittsfield, Mass., as news editor, succeeding **Laughran Vaber,** to General Electric Co., Schenectady, N. Y., public relations department.

James Sullivan, discharged from U. S. Army, to announcing staff of WLPO LaSalle, Ill.

Michael Couzzi, stage manager, KNXT (TV) Los Angeles, promoted to director.

Jeannie Porter, CBS network personality, to WTIC Hartford, Conn., as hostess for *Family Living* program.

Ralph D. Herbert, public service director, KBET-TV Sacramento, Calif., elected to Board of Directors of Sacramento Adv. and Sales Club.

Hugh Woolsey, formerly with engineering department, KTVI (TV) St. Louis, to staff of KWK-TV same city as director.

William Allan Trowbridge, WIRO Ironton, Ohio, to sales department, WHTN-TV Huntington, W. Va. Also to WHTN-TV sales staff: **David Sable,** vice president of Travel Inc., Huntington, and **Saber Tweel.**

James Russel to sales staff, WBAL Baltimore.

Martin Barsky, WDEL Wilmington, Del., to sales staff, WGLV (TV) Easton, Pa.

James A. Lebenthal, formerly *Life Magazine* movie correspondent in Hollywood, to KFSD-TV San Diego, Calif., as staff producer-director.

E. Saxon Wyatt, formerly morning staffer, WVCH Chester, Pa., to WPFH-TV Wilmington, Del., as tv projectionist.

Harold Kuwahara, former newspaper reporter, to KGMB-TV Honolulu, Hawaii, as newscaster in Japanese language.

Norman Van Brocklin, quarterback for Los Angeles Rams professional football team, to KABC-TV Los Angeles as sportscaster.

Ted Harley to WPLY Plymouth, Wis., as announcer.

Robert L. Arel, formerly announcer, WTIC-FM Hartford, Conn., returning to WTIC after serving two years with U. S. Army.

Jim Lowe, composer and recording artist, to WCBS New York with a Monday-Friday program.

Alvin Herskowitz, recently discharged from U. S. Army, named to copy department, WICC Bridgeport, Conn., replacing **Peter Schachte,** resigned. **Anthony M. Brunton,** formerly with news staff, WSTC Stamford, Conn., to news staff of WICC Bridgeport, Conn.

Roi Ottley, author and columnist, signed by WGN Chicago for new interview-story series.

Jay Neely, recently discharged from U. S. Army, named director-announcer at KSBK Shuri, Okinawa, English-language commercial outlet.

Sylvia Scott, wife of Edward J. Vinnicombe, director of McCormick & Co., Baltimore, hostess of weekly program on WMAR-TV Baltimore.

Paul E. Lindstrom, head of continuity department, WIBM Jackson, Mich., to WIRE Indianapolis in similar capacity.

Robert M. Cawley, formerly production coordinator, KTVK (TV) Phoenix, Ariz., to KRCA (TV) Hollywood as film director.

Somewhere Every Day

Radio and Television Stations are accused of Committing

LIBEL
SLANDER
PIRACY
PLAGIARISM
INVASION OF PRIVACY
COPYRIGHT VIOLATION

based upon acts of Station, Staff, Announcers, Speakers, Performers, Commentators

You can't predict claims — BUT YOU CAN INSURE effectively against embarrassing loss by having our unique policy at almost trifling cost.

WRITE FOR DETAILS AND RATES

EMPLOYERS REINSURANCE CORPORATION

21 WEST TENTH STREET
KANSAS CITY, MO.

3 opportunity knocks thrice

Starting with the May issues of Standard Rate's Spot Radio and Spot TV books and every month thereafter, you'll get 3-way eye-traffic for your Service-Ads—because—(1)—the map of your market, and (2) statistics on your market, will be right where they belong—in SRDS—with (3) regular listing of rates and data.

This gives you a great new opportunity to take advantage of the tripled eye-traffic with your Service-Ads in appropriate positions near your market data and near your listing.

SRDS
Standard Rate & Data Service, Inc.

Sid Davis appointed news director, WKBN Youngstown, Ohio, succeeding **Gene Starn,** resigned to enter private business in Denver.

Roger Coryell to KGMB-AM-TV Honolulu, Hawaii, as newscaster and announcer.

Bev Barton, formerly announcer, WHTN Huntington, W. Va., to WHTN-TV as announcer.

John B. Totten, staff announcer, WNDU-TV South Bend, Ind., to WBNS-TV Columbus, Ohio, in similar capacity. **Eloise Winters,** formerly with Ohio Fuel Gas Co., to WNDU-TV as home economics coordinator.

Bob Drews, Chicago disc jockey, signed for six weekly, three-hour morning series on WRIT Milwaukee.

Bob Stight, disc-jockey, KOWH Omaha, Neb., to WTIX New Orleans as disc jockey.

Mrs. Alice Mott Huggins to host WMUR-TV Manchester, N. H., *Romper Room,* children's show. **Cindy Lord,** Boston singing personality, hosting own show on WMUR-TV.

Constance G. Gordon, art teacher and author, to emcee *Conni Gordon Show,* WTVJ (TV) Miami, Fla., art instruction program.

Edna Lee Crouch to KFI Los Angeles as music librarian.

Dave Hollis, producer, CKLW Windsor-Detroit, resigned to go into business with **Bob Sauber,** WTIV Titusville, Pa.

Joe Phipps, teacher at U. of Maryland Department of Journalism, to WWDC Washington, D. C., as night news editor.

Phil Alampi, WRCA-AM-TV New York farm and garden director, elected to board of directors, Horticultural Society of New York Inc.

Roger Baker, sportscaster, WGR-AM-TV Buffalo, N. Y., elected president of Western N. Y. Sportscasters Assn.

Maurine Eckloff, traffic manager and woman's director, KHOL-TV Kearney-Holdrege, Neb., mother of boy, Warren Nathan, Jan. 16.

Gerrit J. De Vlieg, engineer at WMAQ Chicago since 1931 and for NBC Radio's *National Farm & Home Hour,* died in his home Jan. 29.

John J. Hurley, general manager, WNEB Worcester, Mass., father of girl, Jan. 25. **Mrs. Hurley** (Eugenia Columbus) was formerly with NBC Washington.

Richard Monahan, commercial manager, WAVZ New Haven, Conn., father of boy.

NATIONAL EFFECTS SEEN IN NABET DENVER STRIKE

AFL-CIO newspaper says that strike was brought on by KOA-AM-TV's 'thinly disguised union-busting effort,' charges story in B•T aided strike by not reporting 25% wage cut.

LONG STRIKE of NABET technicians at KOA-AM-TV Denver has "potential nationwide ramifications," according to the NABET edition of the *AFL-CIO News,* which described the strike as the first in radio-tv since the recent AFL-CIO merger.

The publication said the 42 NABET employes struck Dec. 19 "in a wage dispute after management, in a thinly disguised union-busting effort, demanded the employes take a 25% wage cut. The struggle is being watched closely nationally by union and management people alike. If the KOA employer succeeds, stations all over the country will attempt the same tactics against NABET elsewhere and all other unions in the industry."

According to the *News,* the strike "has received a big assist from the pro-management trade magazine, BROADCASTING • TELECASTING, which in its Jan. 9 issue did not report the fact that the union was being asked to take a 25% wage cut."

William Grant, KOA president-general manager, in a letter to James H. Brown, NABET representative, said at the start of the strike: "In proposing a new contract to the union, the management of KOA proceeded from two basic premises: One, in no case will existing salaries or wages be reduced; and two, KOA will match, and in most cases better, the wages and working conditions provided by competitors [B•T, Jan. 9]."

(Efforts by B•T to contact Clifford F. Rothery, NABET international president, at the time its Jan. 9 article was written were unsuccessful, since he did not acknowledge or return telephone calls at his San Francisco address.)

The *AFL-CIO News* article mentioned that Bob Hope was 39.7% KOA voting stockholder, with associates controlling 48.7%. The union plans to picket the comedian when he returns to this country from England, it was stated.

Picket lines at KOA-AM-TV have been honored by all AFL-CIO unions but the AFTRA local, according to the *News,* and the strikers have received "an indirect but valuable assist from the *Denver Post* which gave factual coverage to NABET's side of the story."

A list of station sponsors was sent to 25,000 union members in the state, it was stated, and "approximately a fifth of the 75 sponsors had removed their business from KOA voluntarily, and the rest were being asked to do likewise. Sponsors, however, were being buttered up by the KOA management. Stockholders own directly or indirectly through family or other associations more than half the sponsoring firms on KOA." The *News* added that Garland Dutton, president of the NABET local, reported "a management effort aimed at keeping sponsors on the station by giving them commercial time for little if any charge."

NABET Out to Organize All of Broadcast Industry

TOTAL union organization of the broadcasting industry is the goal of the NABET International Executive Council, according to the NABET edition of the *AFL-CIO News.* In an article on NABET's plans, Clifford F. Rothery, international president, said the council decided to conduct a vigorous drive "to complete the unionization of radio and tv. . . ."

Mr. Rothery said, "Never before have we experienced such brazen misuse of the laws and abuse of the functions of government agencies against the union rights of radio and tv workers. Never before have we encountered so much virulent anti-unionism on the part of the employers in this industry."

Radio-tv, he continued, "is being rapidly and radically transformed by entry into the industry of hundreds of new station licensees and thousands of new workers threatening to engulf us in a sea of 'open-shoppism' if the tides are not stemmed by the strong dike of organization."

FCC was charged by Mr. Rothery with responding to "the call of the employers to snatch the fruits of our victory" in the KPIX (TV) San Francisco case by suspending licenses of several technicians after investigating sabotage charges. He claimed the National Labor Relations Board "has arbitrarily refused to provide its services to workers in the smaller radio and tv stations."

Discussing radio-tv automation, Mr. Rothery said NABET will not hinder legitimate technical developments but will insist that savings of automation be shared with workers. NABET also will fight for a 30-hour week without pay reduction, he said, as well as pension plans and similar benefits.

He warned FCC that it must "stay out of labor disputes" and said, "Strike-breaking under the guise of regulation is not the law of our land."

AFTRA Post to Conaway

APPOINTMENT of Donald F. Conaway as national executive secretary of the American Federation of Television & Radio Artists has been announced by the union. He replaces Alex McKee, who had been serving temporarily in that capacity pending selection of a successor to the late George Heller.

Mr. Conaway is an attorney and for the past seven years has been associated with Henslee, Monken & Murray, Chicago, general and regional counsel for the Brotherhood of Railroad Trainmen.

$565,639 to Guild Members

SCREEN ACTORS GUILD reports that $565,639 was distributed during 1955 to Guild members in residual payments on television entertainment films. The union added that $140,159 was distributed to members for television rights in theatrical pictures.

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WEITMAN RESIGNS, LEWINE MOVES UP

ABC-TV vice president, who joined network in AB-PT merger as head of programming and talent, leaves in a surprise move. His successor, Robert F. Lewine, receives second promotion in a fortnight.

ROBERT M. WEITMAN, in a surprise move, resigned last week as vice president in charge of programming and talent for ABC-TV and as a vice president of American Broadcasting-Paramount Theatres, ABC's parent organization. Robert F. Lewine, vice president and director of the ABC-TV network program department, was named to succeed him.

AB-PT President Leonard H. Goldenson, in announcing Mr. Weitman's resignation, said it was accepted "with great reluctance" and that Mr. Weitman would announce his future plans at an early date. This marks the second resignation of a top-level executive who moved to ABC from United Paramount Theatres when ABC and UPT merged into AB-PT in February 1953. Robert H. O'Brien, who became ABC executive vice president at the time of the merger, returned to his duties as financial vice president and secretary of the parent company more than a year ago.

Other key operating executives whose ABC associations came through the UPT organization are John H. Mitchell, who has risen from station manager to his present post of vice president in charge of the ABC-TV network, and Earl H. Hudson, vice president in charge of the ABC West Coast Div.



MR. WEITMAN



MR. LEWINE

Mr. Lewine will report to Mr. Mitchell. The promotion, announced by ABC President Robert E. Kintner, is his second in a fortnight. Director of the ABC-TV network program department since September 1954, he added a vice presidency to this title last month [B•T, Jan. 23].

Before joining ABC in February 1953 as eastern program director, Mr. Lewine was radio-tv director of the Hirshon-Garfield agency in New York. Before that he organized the television and film departments of Rockhill Productions, served as an independent motion picture producer and television consultant and, in 1945-47, held various executive posts with Cine-Television Studios Inc.

Mr. Weitman, in his role of programming and talent vice president for ABC, has been credited with key roles in signing a number of name stars for the network, including Danny Thomas, Ray Bolger and George Jessel.

In announcing Mr. Weitman's resignation, Mr. Goldenson said: "His leaving brings to a close a long and very pleasant relationship with our company. I am sure he will be missed by his many friends and associates here."

SRO Signs Readied

EVENING time on CBS-TV was approaching sell-out status last week as Colgate-Palmolive Co. signed to sponsor *My Friend Flicka* in the Friday 7:30-8 p.m. EST period, leaving only one evening half-hour still open (Wednesday at 7:30 p.m.). The Colgate-Palmolive contract, through Lennen & Newell, New York, is effective Friday. NBC-TV is reported operating with a capacity house of advertisers in regular evening time already, and CBS-TV is said to be in negotiations with several potential sponsors for its remaining half-hour, now occupied by *Brave Eagle*.

CBS, Fighting Como Rating, Eases Gleason's Feelings

CBS-TV was still trying last week to strengthen its Saturday night line-up but had produced no clear-cut results except, apparently, a smoothing of comic Jackie Gleason's ruffled feelings.

Concerned about the NBC-TV *Perry Como Show's* higher ratings in the Saturday 8-9 p.m. spot, CBS-TV officials were considering the possibility of moving the Gleason *Honeymooners* show back from 8:30 p.m. to 8 p.m. Mr. Gleason let out a blast, including a threat to sue. CBS-TV authorities reported, however, that apparently Mr. Gleason had got the mistaken impression that the network was thinking of dropping *Stage Show*, a Jackie Gleason Enterprises production now appearing in the 8 p.m. period. They said he appeared satisfied when assured that this was not the plan.

A complicating factor in CBS-TV's efforts to juggle the lineup is that *Two for the Money* must, under existing commitments, follow Mr. Gleason. It's now seen at 9 p.m.

Rines Joins NBC Committee

WILLIAM H. RINES, general manager of WCHS Portland, Me., has been elected to the nine-man NBC Radio Affiliates Committee. He fills the committee vacancy created by the resignation of Chris Witting following the latter's elevation from president of Westinghouse Broadcasting Co. to the consumer products vice presidency of WBC's parent company, Westinghouse Electric Corp. [B•T, Nov. 14, 1955]. A successor to Mr. Witting as vice chairman of the committee will be named at a meeting in the "near future," authorities reported. The committee is headed by James M. Gaines of WOAI San Antonio.

Shriner Signs CBS-TV Pact

COMEDIAN HERB SHRINER, star of CBS-TV's *Two for the Money* (Sat. 9-9:30 p.m. EST) has signed a five-year contract with the network, Hubbell Robinson Jr., CBS-TV vice president in charge of programs, announced Jan. 31. Mr. Shriner, whose contract with Goodson-Todman Inc., packagers of the program, ends simultaneously with the sponsorship commitment of P. Lorillard Co. and W. A. Sheaffer Pen Co., will be featured in his own 60-minute program this fall, Mr. Robinson said.

THE SMART BUY IN MILWAUKEE



REGIONAL COVERAGE AT LOCAL RATES

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CONCERT PIN-UP SHEET—A monthly listing of new recordings, contemporary and standard.

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Weaver Suggests Help Of Tv Films in Drives

TV FILM producers should cooperate with The Advertising Council and share in the responsibility for informing the public on the Heart Fund and other public service campaigns, NBC Board Chairman Sylvester L. (Pat) Weaver Jr. suggested last week.

In an address kicking off the 1956 Chicago Heart Fund drive, Mr. Weaver, chairman of the national drive, credited mass media, particularly radio-tv, with fostering the growth of the American Heart Assn. and alerting public recognition of heart disease problems. He also lauded radio-tv-theatre artists for supporting the heart crusade.

Noting that many do not support The Advertising Council or American Heart Assn., Mr. Weaver asserted that "a vigilant leadership in American business" must not delegate policy decisions on public service participation. He added:

"And to those who are relatively new to American communications, like the producers of film shows for television, let me remind them that they have entered the big time now, and their attitude toward public service, such as leaving time in filmed series for Advertising Council messages . . . cannot be fulfilled by arguments about technical difficulties or policy complications or any cross-breeding of such exurbanite double-talk. These shows must carry public service messages as part of the information system of the country."

The NBC board chairman said the American Heart Assn. "owes a very special debt to broadcasting" for launching the heart program in 1949 through Ralph Edwards' "walking man" contest on *Truth or Consequences*. He claimed that *Medic* and other documentary programs afford evidence that "health education pays off" in viewer-listener interest as well as in public service.

CBS Radio Appoints Martin

APPOINTMENT of Jack Martin as manager of network sales service for CBS Radio is being announced today (Monday) by William D. Shaw, the radio network's sales manager. Mr. Martin succeeds Eric Salline, who has been appointed manager of station relations for CBS Radio [B•T, Jan. 30; also see layout above].

Mr. Martin has been in the network sales service department since March 1953. He joined CBS Radio in 1952.

Conversion Converted

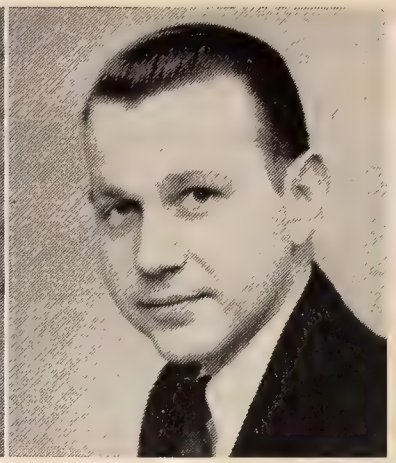
ABC-TV is planning "the largest single tv studio in New York" at its west side headquarters. The network, which three years ago converted a large stable into three tv studios, then reconverted them into two studios, is now clearing up a last remaining wall to make it a vast arena once more, measuring 176 by 73 ft. and providing 11,700 sq. ft. of floorspace. Engineers are replacing the wall with a 15-ton single-sheet steel partition that can be raised or lowered by electricity, should two studios be needed simultaneously. First program to originate from the new studio will be the hour-long "Springtime U. S. A." musical extravaganza on *Voice of Firestone* March 19.



Mr. Schwin



Mr. Morby



Mr. Salline

EFFECTIVE TODAY (Monday) are the appointments of Newell T. Schwin as television sales manager for Terrytoons, newly acquired division of CBS Television Film Sales; Ole Morby to succeed Mr. Schwin as manager of sales development for CBS Radio Spot Sales, and Eric Salline, to take Mr. Morby's place as manager of CBS Radio station relations [AT DEADLINE, Jan. 30]. Before assuming his Spot Sales post Mr. Schwin was executive assistant to H. Leslie Atlass, vice president of CBS-AM-TV, and prior to that was director of advertising for the Household Finance Corp. Mr. Morby joined CBS in 1942 after eight years with McCann-Erickson; he served as CBS Radio Western Div. manager of station relations before becoming network manager of station relations in 1954. Mr. Salline, manager of network sales service for CBS Radio, joined the network in 1944.

KARD-TV to Join NBC-TV

AFFILIATION of KARD-TV Wichita, Kans., with NBC-TV, effective May 1, was announced jointly last week by Harry Bannister, NBC vice president in charge of station relations, and William J. Moyer, vice president and general manager of KARD-TV. The station, on ch. 3 with 100 kw, is owned and operated by the Wichita Television Corp. and is equipped to carry network-originated color programming.

Stone in New CBS-TV Post

LOUIS T. STONE, business manager of CBS-TV's program department, has been named director of CBS-TV talent commitments, effective immediately, it was announced last week by W. Spencer Harrison, network vice president in charge of legal and business affairs. In his new post, Mr. Stone will assist in the handling of major talent negotiations and contract relations.



MR. STONE

Prior to joining CBS-TV in 1951, he was executive assistant to David O. Selznick and an executive with ASCAP.

Littell Gets Cavalcade Post

BLAINE LITTELL, WCBS-TV New York news bureau manager who was anchor man of CBS News' *Campaign '54* pre-election news series, has been named assignment chief of CBS News Campaign Cavalcade [B•T, Jan. 23], CBS news director John F. Day announced Friday.

The Cavalcade unit, comprised of a 12-man radio-tv reporting team, swings into operation the end of this month when its members go "into the field," supplying all CBS-TV and CBS Radio news programs with approximately 25 stories a week, both live and recorded, in addition to standing by to deliver last minute "live cut-ins" for regular telecasts.

WISN Basic ABC Affiliate

WISN Milwaukee became a basic, primary affiliate of ABC Radio last Wednesday, it was announced by Edward DeGray, national director of station relations for the radio network. WISN, which is owned by Hearst Inc., had been a secondary ABC Radio affiliate since last May. The station operates on 1150 kc with 5 kw.

WCYB Joins ABC

WCYB Bristol, Va., operating on 690 kc with 10 kw, owned and operated by the Appalachian Broadcasting Corp., has joined ABC Radio as an affiliate, Edward J. DeGray, ABC Radio national director of station relations, announced last week.

Four Stations Join Keystone

ADDITION of four new affiliates was announced last week by Keystone Broadcasting System through Blanche Stein, station relations director. Stations are WDZ Decatur, Ill.; WDBF Delray Beach, Fla.; KTLO Mountain Home, Ark., and WPID Piedmont, Ala. Keystone now claims 872 station subscribers for its transcribed programs.

Bob Burns Dies

BOB BURNS, 64, hillbilly comic of the '30s, died in Hollywood Thursday of cancer. He had been in a coma six days. His physician said he was the victim of a kidney cancer, which spread after surgery. He had been inactive since 1954. During the last decade he had amassed a fortune in San Fernando Valley real estate. At the peak of his radio career he combined Arkansas hillbilly lore with tunes performed on a home-made item he called a bazooka.

NETWORK PEOPLE

John E. Erickson Jr., formerly with Free & Peters Inc., station representative, to staff of CBS Radio Network Sales in Chicago. **Phil Cowan,** manager of special projects for CBS Radio press information, N. Y., to CBS-TV press information as press relations representative. **Ralph Nelson,** television writer-actor-producer, to CBS-TV's Hollywood staff.

COLOR TV'S DAYS AS A MONEY-MAKER AREN'T SO VERY FAR OFF, RCA PREDICTS

Manufacturer says the greatest percentage of its tv set dollar volume will be in color in 1957, and that color sets will be a profit item by the end of this year. Bottom price will drop below $695 by Christmas, newsmen are told at tour of Bloomington, Ind., facilities.

RCA, which publicly revealed its color tv mass production line at its Bloomington, Ind., plant last week, predicted through top spokesmen that:

• The greater percentage of RCA's tv set dollar volume in 1957 will be furnished by color receiver sales.

• By this Christmas, the "rock bottom" price of RCA's color sets will drop below the current $695 level. (It was indicated that the first cheaper-priced RCA color receiver would make its appearance in the fall line, which the company will be pricing in June with the price tag expected then or soon after).

• RCA will start operating in color at a profit this year, and, before the year is out there may be an industry shortage of color tubes.

RCA, which now is producing about 80 black-and-white sets an hour at peak on the assembly line, said its color assembly line at Bloomington is geared to operate at a peak capacity of some 60 color sets an hour—one color receiver assembled and ready for shipment every minute.

At a news conference in Bloomington, Robert A. Seidel, executive vice president of RCA Consumer Products, optimistically reported that in 1957 "Color tv will be the ball game." He said that both volume and profits from color tv would be "noted" by the end of this year.

As shown to newsmen, the Bloomington plant has five tv set assembly lines—including assembling, testing, checking, and packing. One of these lines now is producing color tv receivers only. The other four lines are worked on two, eight-hour daily shifts; the color line currently is on a one shift, eight hour daily basis. Another color line—not shown last week—was said by RCA to be turning out color sets at the Indianapolis plant.

Mr. Seidel, emphasizing that RCA during this year expects to make and sell more than 200,000 color tv receivers, said the company has spent more than $5 million to convert all of its facilities at Bloomington to color. "This means that, at any time we desire, every production line here can be switched to the making of big color receivers. We have simplified the manufacturing process to such a degree that most of our present employes now engaged in the production of black-and-white sets can be transferred immediately to color work," he said.

He stressed that RCA can now make color tv sets at a pace to keep up with the demand—when the demand warrants it, RCA will up its Bloomington color operation. At the same time, however, it was noted that RCA's color tube production—located mainly at its Lancaster, Pa., plant—is not filling the demand for the product. RCA color tubes are used both by RCA and other companies.

W. Walter Watts, executive vice president, RCA Electronic Components, noted that "some progress was being made by other tube producers in the making of RCA color-type tubes: among them, Thomas Electronics of Passaic, N. J., which will start within a month or 45 days; Sylvania and Tung-Sol. These companies will produce the tube on a "limited" or "sampling" basis, he said.

While not officially disclosed, B•T was informed that RCA's color tv tube production now is running at about 20,000 per month. RCA's goal is 30,000 per month this fall, although Mr. Watts told the newsmen he was optimistic the figure would be higher.

Although the Bloomington news tour was devoted principally to color tv manufacturing, a network spokesman—Richard A. R. Pinkham, NBC vice president in charge of tv network programs—assured newsmen that the cost of color shows to advertisers "will decrease as color programming progresses."

Mr. Pinkham estimated that color now adds between 10-25% cost to the advertiser. He said the national political conventions this year definitely will not be programmed in color.

He said that NBC's continued expansion of color programming calls for a doubling of its current color programming (from a current 40 hours of network color programs a month to 80) by this fall with many NBC-TV's "principal" evening programs, in addition to spectaculars, presented in color.

Mr. Pinkham said it was possible that with NBC and CBS color shows on the air, this fall may see "important" color shows on the air each night of the week with several color shows "on key evenings like Saturday and Sunday."

In the tour of Bloomington plant facilities, newsmen were shown actual assembly of RCA color sets, both consoles and consolettes. Starting with the punching and soldering of the chassis, the assembly progresses through the various stages of adding circuitry, placement of components, until completion of the chassis. The final phase is the combining of chassis, picture tube, cabinet, knobs and dials.

Although no figures were disclosed, computation shows that perhaps something in the vicinity of 10,000 color tv sets would be turned out per month at the Bloomington plant. This figure, however, is merely a guidepost and far from accurate—depending on speed-ups and conversely, slow-ups of the line. This, of course, does not include the Indianapolis operation.

RCA officials would not comment directly on current development under way on color tv receivers but the impression was left that the firm is now designing a set that will be priced lower than the current bottom price of $695 for the RCA 12-inch color set.

RCA officials pointed up that the "important roadblock to color progress" has been "apathy" among dealers who have been employing "business caution" in handling color tv receivers. Dealers "must feel they can sell in volume and at profit," it was said.

Also revealed: RCA now has invested "in excess" of $70 million in color; the firm would be "happy" to help out any tv manufacturer having color problems; RCA has placed orders for color tubes from manufacturer competitors; color sets will not progress downward in price at the same progression rate as was the drop in black-and-white some years back; an estimated 20% of RCA's color sales is made up of sets bearing $695 price tags, and about a "half dozen" competitors are in production.

B•T also received a quick estimate from RCA that the firm now has on hand orders for "10,000 to 50,000" (depending on how firm orders are now) color tubes from major tv set manufacturers.

Mr. Seidel said that a little more than a year ago, RCA was able to produce 10 color sets an hour compared to the 60 per hour of today. He said RCA has broken ground for new $3 million plant facilities both at Bloomington and Indianapolis to take care of color-sparked expansion. "Assuredly," he said, "the price of color sets will be adjusted downward as production increases and we are able to take advantage of the economies of mass production."

RCA's color receivers now sell at prices ranging from $695 to $995. Mr. Seidel said that RCA expects to sell color sets at these prices



"Someday I'll be a personality on KRIZ Phoenix—meanwhile I just work here for prestige."

3
triple-play . . . well assisted
Starting with the May issues of Standard Rate's Spot Radio and Spot TV books and **every month** thereafter, you'll get 3-way eye-traffic for your Service-Ads—because—(1)—the map of your market, and (2) statistics on your market, will be right where they belong—in SRDS—with (3) your regular listing of rates and data.
This gives you a great new opportunity to take advantage of the tripled eye-traffic with your Service-Ads in appropriate positions near your market data and near your listing.
SRDS
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even after RCA makes available lower-priced color receivers.

Mr. Watts said RCA is adhering to the round, metal aperture mask type of color tube. He said new equipment installed by RCA is designed to handle this tube only because "in our opinion, no other proposed color tube is near the mass production stage."

In the manufacture of RCA color tubes, Mr. Watts said the firm has completed an $8.5 million, two-year program, adding about 220,000 sq. ft. of floor space to its Lancaster facility with employment expected to increase at least 50% during the year.

The modern Bloomington plant, occupying 427,000 sq. ft. on an 81-acre tract, employs about 3,800 people. The production lines are each nearly a half-mile long.

Also present were Charles P. Baxter, vice president and general manager of RCA Victor television division, and George Leinenweber, manager of the Bloomington plant. Mr. Baxter outlined RCA's plans for merchandising color sets, noting the decrease in service costs now in effect ($99.95 for a year including installation and unlimited service, a reduction of $40 from the previous price) and touching upon the use of all media to advertise color sets and thus bolster color tv sales plans.

Mr. Pinkham detailed previously-announced plans for increasing color facilities at NBC in New York and in Burbank, Calif., plus the planned conversion by April of NBC's Chicago station (WNBQ [TV]) to all color programming. He said other NBC-owned stations would follow suit "step by step."

He said more than 100 NBC stations now can transmit network programs in color with a coverage area of some 93% of all existing tv homes. Mr. Pinkham also said that more than 30 NBC affiliated stations are equipped to originate color films with about a dozen "in the biggest markets" also equipped with their own live color cameras "and are regularly scheduling their own color shows."

More Than 20,000 Color Sets Planned by Emerson in 1956

ALTHOUGH Emerson Radio & Phonograph Corp., Jersey City, loses about $100 on each color set sold, the company plans to produce between 20,000 and 25,000 color tv receivers in 1956, Benjamin Abrams, president, told stockholders at the annual meeting in New York Wednesday.

The Emerson consolette model sells for $794 and the full console for $894. Mr. Abrams added that color receivers soon would become a profitable item for Emerson. He repeated an earlier forecast that company sales for the fiscal year ending Oct. 31, 1956, would top 1955 levels, but declined to forecast profits.

Capital expenditures for 1955, Mr. Abrams said, totaled about $1 million more than "normal expenditures." He placed 1956 capital spending at about 50% of the amount spent in 1955.

NEW L. A. FACILITIES DEDICATED BY RCA

NEW PROCESSING and warehouse facilities to meet increasing western demand for tubes were dedicated in Los Angeles Wednesday by RCA Victor Western Div. at 6355 Washington Blvd. H. R. Maag, vice president of RCA in charge of the Western Div., and George Anderson, newly-appointed warehouse manager, were host to leaders of associated industries at an open house.

D. Y. Smith, vice president and general manager of RCA's Tube Div. at Harrison, N. J., headed a group of eastern officials present for the ceremony. Mr. Maag and Mr. Smith said the West's unprecedented growth made the added distribution facilities necessary.

The new building has a capacity of two million radio and tv receiving, power and cathode ray tubes at a time and will serve California, Nevada, Utah, Arizona and New Mexico. The tubes are tested, labeled and packaged here after being shipped from the East in bulk.



CHARLES B. BRITT, executive vice president of WLOS-TV Asheville, N. C., signs a contract with P. G. Walters, RCA representative, for a new transmitter to be installed by the electronics concern. The transmitter is expected to be in operation around March 1, Mr. Britt said.

Magnavox Takes Over Sparton Line of Radio and Video Sets

ACQUISITION by the Magnavox Co., Ft. Wayne, Ind., of the radio-television business of the Sparks-Withington Co. (Sparton radio, television and phonograph sets), Jackson, Mich., was announced last week by Frank Freimann, Magnavox president. Terms of the purchase were not disclosed.

Under the agreement, Magnavox obtains "certain movable assets associated with the manufacture and conduct of the Sparton radio and television line," but does not acquire any of the manufacturing facilities of Sparks-Withington, according to Mr. Freimann. A line of radio-tv sets will be manufactured by Magnavox in its own plants and will be sold under the brand name of Sparton, Mr. Freimann said. He pointed out that up to now, Magnavox has sold to dealers in largely metropolitan markets but that the Sparton acquisition will give the company access to rural markets, where Sparks-Withington has concentrated its distribution.

Mr. Freimann estimated that the Sparton business will add $15-20 million in radio-phonograph-television sales to Magnavox's annual volume. He listed the company's volume for the last six months of 1955 at $35 million.

Remote Control Equipment To Be Exhibited in Chicago

FIRST public presentation and demonstration of new printed electronic communication and control devices, including a unit with application in remote control of radio transmitters, will be conducted by Bell & Gossett Co., Morton Grove, Ill., in Chicago Feb. 21 at the Chicago Athletic Club, it was announced last week.

Four new products slated for exhibition include a digital remote control selective calling system with triggering system for controlling multiple circuits in planes, ships and guided missiles. The triggering system also can be applied in remote control of radio transmitters, it was explained.

With new-type aircraft, there is need for more highly developed automatic position reporting equipment, according to R. E. Moore, executive vice president of Bell & Gossett. "No equipment capable of performing such tasks has been available heretofore, taking into consideration the limited availability of radio frequencies," he added.

Bell & Gossett engineers have been experimenting with printed telecommunication devices for several years, with outside consultation of electronic and communication specialists. It has pioneered in the development of heating and air cooling systems.

L.B. Wilson INCORPORATED WCKY CINCINNATI O.

*Sept.-Oct. Pulse

—an old Cincinnati Habit:
—listening to WCKY;

10 years of 24 hour a day music and news programming has created in Cincinnatians, the habit of tuning to WCKY for

The Best in Music
The Latest in News

*21% of morning audience
22% of afternoon audience
21% of night time audience

BUY WCKY

'55 WAS BOOM YEAR FOR RADIO, TV SETS

Tv production placed at 7,756,-521, surpassing former record of 7,463,800 manufactured in 1950. Radio sets reached 14,-894,695, highest total since the 16.5 million produced in 1948.

THE YEAR 1955 was a record one for television set manufacturers, with radio having its best year since 1948.

Tv set production set an alltime record—7,756,521 receivers compared to 7,346,715 in 1954. Previous record for tv sets was established in 1950 when 7,463,800 were produced.

Production of radios, 14,894,695 sets, reached the highest point since 1948. This is 4.5 million sets above the 1954 output.

In announcing the 12-month figures, Radio-Electronics-Television Mfrs. Assn. said the previous high year in radio production was 1948 when 16.5 million sets were produced. That total still reflected the post-war demand following several non-productive years.

Production of 1,786,330 radios in December, a five-week work month, approached the monthly record set in April 1948 when just under 2 million sets were produced, according to RETMA. Production in December 1954 totaled 1,261,775 radios.

December output of tv sets dropped to 604,626 from 631,654 in four-week November and below the 833,423 turned out in December 1954.

RETMA reported that 89,606 of the December tv sets were equipped with uhf tuning facilities at the factory, for a total of 1,181,788 uhf sets produced in 1955. Of the December radios, 40,305 had fm tuners, for a total of 256,356 fm radios for the year. Another 1,609 tv receivers having tuners for the fm band were produced in December, with 22,727 for the entire year.

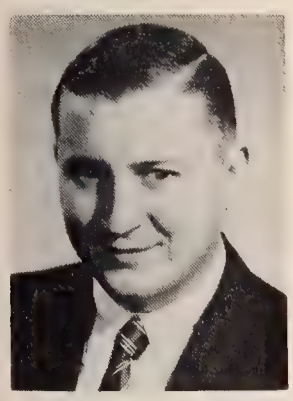
Following are radio and tv set production by months during the year 1955:

	Television	Home Radios	Portable Radios
Jan.	654,582	280,121	47,303
Feb.	702,514	232,831	109,120
March (5 wks)	831,156	300,840	233,465
April	583,174	193,431	265,866
May	567,394	161,357	258,701
June (5 wks)	589,973	181,930	255,833
July	344,295	141,119	79,410
Aug.	647,903	300,513	106,197
Sept. (5 wks)	939,515	417,802	139,164
Oct.	759,735	398,087	168,709
Nov.	631,654	389,316	181,573
Dec. (5 wks)	604,626	396,535	182,204
Total	7,756,521	3,393,882	2,027,545

	Auto Radios	Clock Radios	Total Radios
Jan.	573,837	166,885	1,068,146
Feb.	597,742	150,031	1,089,724
March (5 wks)	774,025	173,944	1,482,274
April	567,876	72,602	1,099,775
May	563,369	130,608	1,114,035
June (5 wks)	584,567	182,605	1,204,935
July	404,443	93,517	718,489
Aug.	403,320	137,604	947,634
Sept. (5 wks)	511,278	234,106	1,302,350
Oct.	651,017	282,393	1,500,206
Nov.	733,859	276,049	1,580,797
Dec. (5 wks)	864,261	343,330	1,786,330
Total	7,229,594	2,243,674	14,894,695

DuMont Named Asst. Mgr.

ALLEN B. DUMONT Jr., son of Dr. Allen B. DuMont, chairman of the board and founder of Allen B. DuMont Labs, has been named assistant to the manager, television receiver division, F. P. Price, division manager, announced last week. Mr. DuMont, with the labs since 1953, started as a trainee and was division district manager for DuMont in New York State before being named to his present post.



MR. DUMONT

Flynn Joins Federal Co.

THOMAS C. FLYNN has been appointed public relations representative for the Federal Telephone & Radio Co., Clifton, N. J., a division of International Telephone and Telegraph Corp., Mr. Flynn formerly did public relations work for Allen B. DuMont Labs, David O. Alber Assoc., public relations counsellors, WOR New York and CBS. He has also been a member of the editorial staff of *The New Yorker* magazine.

GE Appointments Announced

JAMES W. NELSON Jr., manager of electronic tube research of General Electric Co.'s Microwave Lab at Stanford Industrial Park, Palo Alto, Calif., has been named manager of the laboratory, succeeding H. R. Oldfield Jr., who has been appointed general manager of GE's newly-established industrial computer section at Electronics Park, Syracuse, N. Y. Dr. William A. Edson, acting professor of electrical engineering at Stanford U., has been appointed to the new position of consulting engineer of GE's microwave lab.

Westinghouse Ups Larson

APPOINTMENT of Gilbert C. Larson as assistant general manager of the television-radio division, Westinghouse Electric Corp., Metuchen, N. J., was announced last week by E. J. Kelly, general manager. He joined Westinghouse in 1947 and later was advanced to manager of engineering for the television-radio division.

MANUFACTURING PEOPLE

George J. Kennedy, assistant commercial sales manager, Graybar Electric Co., N. Y., appointed general commercial sales manager. Mr. Kennedy, with Graybar since 1946, succeeds **H. P. Litchfield,** retired.

Norman S. Kornetz, manager of television engineering, engineering sub-division, Westinghouse Electric Corp., Metuchen, N. J., named manager of engineering, Westinghouse television-radio division.

John G. Stott, formerly supervisor of color technology division Kodak Park Works, Eastman Kodak Co., Rochester, N. Y., appointed assistant manager of television programming.

Grover J. Beach, formerly manager of government division of Warwick Mfg. Corp., Chicago, appointed engineering manager for high fidelity equipment, record changers, phonographs and tape recorders, Crescent Industries Inc., same city.

Edward J. Van Houten, wage and salary administrator, Allen B. DuMont Labs, Clifton, N. J., named assistant director of industrial relations.

Orville L. Mabee, supervisor of production control, General Electric Co. cathode-ray tube sub-department, Syracuse, N. Y., named manager of materials of Syracuse cathode ray tube plant.

David S. Blackwell, chief production engineer, Warwick Mfg. Corp., Zion, Ill., appointed manager of quality control, CBS-Columbia, radio and tv set manufacturing division of CBS Inc., N. Y.

Daniel Lazare, supervisor of project planning and technical services, Sylvania Electric Products Inc.'s physics lab, Bayside, N. Y., appointed head of technical services.

Col. Loren B. Gaither, Signal Corps, USA (Ret.), formerly director of Evans Signal Laboratory of Signal Corps Engineering Laboratories, to Magnavox Co., Fort Wayne, Ind., as director of engineering, government industrial division.

Capt. D. R. Hull, USN (Ret.), vice president of Raytheon Mfg. Co., Waltham, Mass., named chairman of 10th national convention of Armed Forces Communications and Electronics Assn., to be held in Boston May 24-26.

Ken Hathaway, manager of electronics distributors division, Ward Leonard Electric Co., Mt. Vernon, N. Y., elected treasurer of Assn. of Electronic Parts & Equipment Mfrs.

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EDUCATION

Educators Change Name, Will Use Commercial Tv

CHANGE IN NAME of the Committee on Educational Television of the National Social Welfare Assembly to the Committee on Education by Television was announced last week by the assembly coincident with disclosure of plans to expand its activities to commercial television.

The committee, composed of representatives of 36 national voluntary and federal welfare and health organizations, will enlarge the scope of its work to become a central source within the social welfare field for the gathering and exchange of information by television on both commercial and non-commercial outlets. Until recently, the committee had confined its activities primarily to non-commercial tv.

Mrs. Frances Allen Koestler, National Travelers Aid Assn., is chairman of the Committee on Education by Television. Other officers are Martin Seifert, Community Chest and Councils of America, vice chairman; Natalie Flatow, Girl Scouts of America, and Gloria Bley, National Child Labor Committee, co-secretaries. Members of the Committee's steering group are Luella Hoskins, Assn. of Junior Leagues of America; Samuel Klein, National Tuberculosis & Health Assn.; Louis Stein, Council of Jewish Federations & Welfare Funds, and David Dubois, National Recreation Assn.

Wayne U. Courses on Tv

WTVS (TV) Detroit, educational station, was to air for academic credit, beginning today (Monday), three courses offered by Wayne U., Detroit. This is the first time Wayne has participated in such a program the school reported. The ch. 56 station will carry courses in parliamentary law, conversational French and anthropology. Ordinary class procedure will be followed except that students registered in the tv sections must come to the campus to take examinations required for completion of the course.

Teacher Workshop Scheduled

SESSIONS on the planning and writing of radio-tv programs will be held for high school and college faculty members during the annual summer workshops conducted by the U. of Notre Dame June 18-July 6, it has been announced by Prof. Thomas J. Stritch, head of the university's journalism department. Faculty members who produce radio-tv programs and attend the workshop may apply one-and-a-half credits toward advanced degrees, he said.

EDUCATION SHORTS

U. of Miami, Fla., has offered $2,600 scholarship to WTVJ (TV) Miami for prize in essay competition sponsored by *Jim Dooley Fishing Club* on station.

Rutgers U. Radio Center, New Brunswick, N. J., has released first of series of 26 transcribed classroom discussions on Communism under title of *Seminar-U.S.S.R.* to eight New Jersey stations: WOND Pleasantville, WVNJ Newark, WCTC New Brunswick, WBUD Trenton, WWBZ Vineland, WSNJ Bridgeton, WCMC Wildwood and WLDB Atlantic City.

EDUCATION PEOPLE

Martin A. Mason, dean of George Washington University School of Engineering, Washington, D. C., elected chairman of board of trustees of Greater Washington Educational Television Assn.

IN THE PUBLIC INTEREST

POLIO FUND DRIVE GETS HEAVY SUPPORT

Stations across the nation lend all-out aid during campaign just completed.

SPECIAL PROMOTIONS by radio and television stations throughout the nation again have been a major factor in the success of another March of Dimes campaign. The 1956 drive ended last week.

Stations reporting to B•T on their efforts during the annual campaign include:

WTIC Hartford, Conn., which with the Hartford newspaper, *The Courant,* staged for the 16th year a Mile O' Dimes promotion with special daily broadcasts scheduled throughout the campaign. The goal actually is five miles of dimes, but invariably more than twice that amount is raised, and this year proved no exception.

WACE Springfield, Mass., sought March of Dimes pledges on certain programs throughout January and played request numbers for contributors of a dollar or more. For the past nine years, the station has averaged at least $5,000 for each campaign.

WKNE Keene, N. H., put on a Polio Auction with merchandise contributed by local merchants which raised $1,415. An additional $470 was pledged to put in the city jail or take out of jail certain WKNE staff members and Keene's chief of police (who actually spent the night in the pokey).

WHEN-AM-TV Syracuse, N. Y., Tuesday reported collection of over $6,000 following its Jan. 29 March of Dimes "Tune Auction." More than 300 local personalities took part in the special program which climaxed Onondaga County's 1956 March of Dimes fund-raising.

WNBF-TV Binghamton, N. Y., scheduled Feb. 4 to originate its first remote telecast in the station's history—a special 12-hour March of Dimes telethon from the IBM Field House. Goal: $30,000.

WGR-AM-TV Buffalo, N. Y., sportscaster Frank Dill was presented a "Tonight I'm a Mother" button and marched with approximately 15,000 women in a Mothers March on Polio.

WTVD (TV) Durham, N. C., produced "Polio Now," a special hour-long telecast based on the fight against polio.

WAPI, WAFM-FM, and WABT (TV), all Birmingham, Ala., provided their facilities for a fifteen-hour appeal, involving an all-night auction of materials, goods and services. Result: A record-breaking $15,000 in contributions.

WBBM Chicago, turned over time on all of its local programs, with the exception of news and sports, to a "wide-open" campaign for the polio drive, with local dignitaries participating in broadcasts.

Cincinnati, Ohio, stations WCPO-AM-TV, WNOP, WSAI, WCIN, WCKY, WLW and WZIP, all of which plugged the appearance of the Starliner, train carrying radio and tv performers, and broadcast the train's arrival to the city. Sherwood R. Gordon, president-general manager of WSAI, was this year's chairman of Cincinnati's March of Dimes.

WTVJ (TV) Miami, in a special telecast, made it possible for 13,000 Miami mothers to receive last minute instructions from Joseph F. Nee, national fund-raising director of the March of Dimes, prior to Miami's "Mothers' March."

WAFB Baton Rouge, La., auctioned off the "original and authentic Dungaree Doll" to raise money for the campaign.

WTMJ-TV Milwaukee, presented a special March of Dimes colorcast featuring in person appearances of RCA Victor recording artists.

WISN-AM-TV Milwaukee staged an 18-hour "Poliothon," raising $105,000 in cash and pledges.

WAPL Appleton, Wis., moved broadcast facilities into an H. C. Prange Department Store window to stimulate interest in the drive.

KOTV (TV) Tulsa, originator of Tulsa County's first March of Dimes telethon in 1950 and conductor of the event in succeeding years, was joined this year by KVOO-TV Tulsa and KTVX (TV) Muskogee in sponsorship of the program.

WOW-TV, Omaha, Neb., had its director of special events, Ray Clark, spend seven hours in an iron lung to publicize the polio campaign.

KTRE-TV Lufkin, Tex., joined KPRC-TV Houston, Tex., for a regional, two-day telethon.

KRBC-TV Abilene Tex., raised $13,000 in a "Poliothon."

KLIX-TV Twin Falls, Idaho, listeners contributed $35,416 as a result of its weekend telethon.

KNTV (TV) San Jose, Calif., showed a film on polio, "Victory in View," to launch that city's campaign.

KDJI Holbrook, Ariz., staged a "Slave Auction," raising $525.

Sale Total Not Peanuts

SUCCESS in the bag has been claimed by Basil O'Connor, president of the National Foundation for Infantile Paralysis, for the "Shell Out for Polio" campaign benefiting the March of Dimes. Mr. O'Connor said last week that teenagers sold more than 6 million bags of peanuts, and congratulated Jack Carson, CBS Radio star, who directed operations of the peanut campaign as the national chairman of operation "Shell Out." Youngsters throughout the country sold the peanuts from door to door.

Navy Praises Industry For Recruiting Campaign

PRAISE for the cooperation of all segments of the radio-tv industry in preparing materials for a forthcoming national campaign in behalf of Navy air recruiting was expressed by Vice Admiral Austin K. Doyle, chief of Naval Air Training, before the Hollywood Advertising Club. The campaign has been in preparation for two years.

A series of integrated radio-tv commercials produced by Song Ad Productions there under the direction of Robert Sande was announced, representing a $75,000 project contributed by all aspects of the industry.

All talent and musician unions cooperated in the venture while CBS provided studio facilities and a 17-piece orchestra. Capitol Records and Ryder Sound Service also provided recording facilities while Canyon Films aided in location filming and Consolidated Film Labs processed the tv material. Both Capitol Records and Allied Records have pressed the radio transcriptions.

The complete series now ready includes a five-minute tv film and one-minute, 20-second and 10-second radio and tv spots. There are six separate spots for radio, seven for tv.

Tools 'n Toys

JAN. 12 was proclaimed "T 'n T" day in Morristown, N. J., by Mayor J. Raymond Manahan in cooperation with the efforts of WMTR that city to raise tools and toys for the flood victims of Yuba City, Calif.

Nick DeRienzo, news editor, started the campaign for tools and toys when it was discovered that clothing was being sent in quantity to the victims of the Christmas flood. He remembered the need for tools to rebuild during the eastern floods and a news photo showing children around a partly submerged Christmas tree brought out the need for toys.

The contributions were collected at WMTR studios in Morristown and Dover, N. J., and loaded aboard a semi-trailer truck for shipment to Yuba City. New Jersey Gov. Robert B. Meyner sent his contribution along with a letter of commendation to Merrill Morris, WMTR news director.

WABD (TV) Telethon Pledges Top $351,000

OVER $351,000 in pledges was received by WABD (TV) New York following its 19½-hour telethon for the Arthritis & Rheumatism Foundation. The programs featured Bert Parks and Virginia Graham as co-hosts, and well known entertainers and industrialists. The telethon's proceeds will be used to carry on the foundation's medical program.

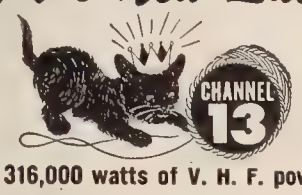
Government Releases Two New Spots

TWO public service tv spot announcements of 20 seconds and one minute, dramatizing the government policy against racial or religious discrimination in employment on work done under government contract, have been released to U. S. tv stations. The films, accompanied by a letter from Vice President Richard Nixon, chairman of the President's Committee on Government Contracts, are narrated by actor-producer Robert Montgomery.

WIP Charity Drive Gets $20,000

ALL-OUT fund-raising campaign by WIP Philadelphia for a man who lost his wife, three children and all his possessions in a fire brought contributions totaling over $20,000. Immediately after the fire, the station went on the air with newscast spots and later straight programs. Over 7,000 pieces of mail were received and hundreds of persons came in during the campaign to contribute.

INDUSTRIAL HEART
OF THE TRI-STATE AREA
TV's New Queen



316,000 watts of V. H. F. power
WHTN-TV BASIC ABC
Greater Huntington Theatre Corp.
Huntington, W. Va. Huntington 3-0185

INTERNATIONAL

CBC GIVES REASONS FOR DROPPING BBM

Government - owned stations say measurement bureau's service is no longer adequate, survey methods are out of date, tv set count not necessary and asks for re-examination of financial structure.

IN A MOVE which has the entire Canadian broadcasting and advertising industries wondering, the Canadian Broadcasting Corp. has resigned from the Bureau of Broadcast Measurement and has asked the bureau to postpone its 1956 national survey, planned to go in the mails Jan. 24. CBC has been a member of BBM since BBM's inception in 1944 and supplied approximately 22% of its finances, which in 1955 amounted to about $18,260 of the $83,000 total.

CBC's general manager, J. A. Ouimet, sent a copy of its letter of resignation and its reasons to all BBM members in mid-January, following a meeting Nov. 24, 1955, with BBM directors in Ottawa at which the reasons dealt with in Ouimet's letter were discussed in detail.

On January 18, BBM President Vint wrote to CBC that the 1956 national survey could not be delayed. "To delay or cancel it now would necessitate agreement amongst all BBM members. We feel that any arbitrary action on our part which would delay it would not be acceptable to the majority of our members," he stated in his letter.

BBM plans to answer in detail all the questions raised by CBC. These questions, which BBM directors felt had been adequately answered at the November meeting, dealt with BBM methods of operations, need for a different type of national survey in view of the inroads of television and BBM finances.

CBC paid dues for 19 radio stations as BBM members. In its statement of resignation it pointed out another survey this year will not reveal much new information about coverage or circulation and may produce information of a misleading character in tv areas. CBC suggested setting up a committee of research specialists from advertising agencies, market research organizations, Dominion Bureau of Statistics, BBM and CBC to plan with broadcasters and advertising agencies the type of information which would be most helpful in working out program schedules and in buying time. BBM, having a large surplus, should finance a pilot study on recommendations of this committee for both tv and radio, the CBC suggests.

CBC also feels that there should be a re-examination of BBM's organizational and financial structure, "to meet the realities of the present situation in broadcasting which is vastly different from that which existed 12 years ago when the organization was established." CBC feels that BBM data is no longer adequate to meet the information requirements of the broadcasting industry, and that its survey methods are out of date. It is of the opinion that a tv set count is not necessary, but could be left to the Dominion Bureau of Statistics, Ottawa, which will take a census this year.

Regarding finances, the CBC letter asks whether the high fees charged by BBM are necessary in view of a surplus of $41,736 estimated for 1956 and of $33,888 estimated for next year. Since BBM is a cooperative non-profit organization, CBC asks what use

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BBM will make of the surplus.

(BBM officials told B•T that the 1956 survey preparation and mailing alone cost $30,000, which could not have been financed without a planned surplus for this purpose.)

At the November meeting BBM was represented by President Charles R. Vint, Colgate-Palmolive Ltd., Toronto; Horace Stovin, H. N. Stovin & Co., Toronto; Bob Campbell, J. Walter Thompson Co. Ltd., Toronto; Bill Hawkins, CFOS Owen Sound, Ont., and Clyde McDonald, BBM executive director. CBC was represented by Mr. Ouimet; Ernest Bushnell, assistant general manager; Walter Powell, commercial manager; E. A. Weir, former commercial manager; Neil Morrison, audience research director, and Maurice Valiquette, legal department.

Seven Canadian Radios, Tvs Announce New Rate Setups

NEW RATE CARDS have been issued by seven radio and television stations in Canada, most of which have already gone into effect. CHRC Quebec, Que.; CKRB St. Georges de Beauce, Que.; CJBQ Belleville, Ont. and CFAC Calgary, Alta., have issued new rate cards.

Tv stations CBFT Montreal, Que.; CBMT Montreal, and CBUT Vancouver, B. C., have released new rate cards, with rates starting at $900 an hour Class A time on CBFT, $680 an hour on CBMT, and $500 an hour on CBUT. One minute spot announcements from 7:30-10 p.m., Class AA time, are $225 an CBFT, $170 on CBMT, and $125 on CBUT.

The CBC television network has issued a new rate card now listing 33 stations across Canada, both English and French. Total Class A one-hour time on all stations is $10,130.

Canada's Independent Tvs Will Pay More Fees in '56

CANADA'S 28 privately-owned television stations will pay $111,600 in 1956 fees to the Composers, Authors & Publishers Assn. of Canada (CAPAC) and BMI Canada Ltd. Stations will pay $90,000 instead of $25,000 to CAPAC in 1956 and annual fees will range from $1,000 for new stations to $6,000 for older stations. BMI Canada Ltd. will collect $21,600 from the 28 tv stations, with annual fees ranging from $150 to $1,839.

New fees were sanctioned by the Canadian Copyright Appeal Board at Ottawa, Ont., early in January. Fees payable by privately-owned radio stations to CAPAC will be at the rate of 1¾% of the station's gross revenue on a monthly basis, with fees being charged for the second previous month for which the license is issued. BMI Canada Ltd. will charge radio stations a total of $98,296 this year as against $55,346 collected in 1955.

Ontario Radio, Tv Stations May Carry Beer, Liquor Ads

EARLY POSSIBILITY of institutional beer and liquor advertising on Ontario radio and television stations looms with report that Canadian Breweries Ltd., interests at Toronto, Ont., have bought television rights for the Canadian Big Four football games next fall for about $990,000. The governors of the Big Four group meeting at Winnipeg, Manitoba, late in January are understood to have accepted a bid for $990,000 for three years from the interests, represented by the Royal Trust Co., Montreal, Que., and the purchaser was reported to be acceptable to the Canadian Broadcasting Corp. for sponsorship of the telecasts.

Regulations in Ontario to allow advertising of beer, wine and liquor are now under review by a special commission, and will be studied by the Ontario provincial government soon. Following the decision of the Ontario government, the Ontario Liquor Control Board will be informed on the policy, and then decision will be up to the CBC whether to allow such institutional sponsorship on radio and television, as is now permitted Quebec province.

Canada Expects to Reduce Its Expenditures for CBC

THE CANADIAN GOVERNMENT expects to spend almost $1 million less on the Canadian Broadcasting Corp. in the coming fiscal year than in the current fiscal year ending March 31, according to estimates tabled in the House of Commons at Ottawa, Ont., Jan. 26. For the 1955-56 fiscal year, expenditures by the Canadian government are listed at $26,114,470, whereas for the year starting April 1 estimated expenditures are $25,167,825.

The drop in expenditures takes into account the gradual drop in price of television and radio receivers on which a 15% excise tax is placed at the manufacturers' level. This excise tax goes in its entirety to the CBC for its radio and television operations. The government will still pay a $6,250,000 grant to the CBC and will remit transmitter license fees from private radio and tv stations (paid to the Dept. of Transport) to the CBC. The annual grant and the transmitter license fees are included in the total.

B&B Opens Toronto Office

BENTON & BOWLES has opened a Toronto office at 1407 Yonge St., with William E. Barfoot as manager. Ralph Starr Butler Jr. from the New York office has been appointed radio and television director of the Canadian office. William O. Morrison was named as an account executive at the new office, which will handle advertising of Studebaker-Packard of Canada Ltd., Florida Citrus Commission and Procter & Gamble Co. of Canada Ltd.

INTERNATIONAL PEOPLE

Bob Hunter, sales manager, CKBB Barrie, Ont., appointed manager.

David G. Hill, assistant manager, CKDA Victoria, B.C., to manager, and **Allan Klenman,** sales manager of CKNW New Westminster, B.C., for past six years to local sales manager of CKDA.

John L. Sayers, commercial manager of CKWX Vancouver, B.C., to general sales manager. **Clare G. Copeland,** formerly of All-Canada Radio Facilities Ltd., Toronto and Montreal, and retail sales manager of CKWX to national sales manager. **Douglas S. Greigg,** account executive of CKWX, to retail sales manager.

Fred Usher, production manager, CJVI Victoria, B.C., appointed local sales manager, and **Dick Batey,** news, sports and special events director, to production manager.

Phil Stone, sports and promotion director of CHUM Toronto, Ontario, to program director.

Dorwin Baird, editorial director, CJOR Vancouver, B. C., elected alderman in Vancouver civic elections.

WBKB (TV) CLEARS FOR POLITICOS

WBKB (TV) CHICAGO is pitching at the politicos to buy spot time, using an idea conceived by ABC Vice President Sterling C. Quinlan. To ease the traditional political time problem, the station will set aside, effective March 12, two 30-minute segments each Monday evening to accommodate announcements purchased by aspirants for the Chicago election primaries April 10. Each program's format will be devoted to musical entertainment.

MOTOROLA 'PIXIE PAC'

A COMBINATION gift box and counter display unit, the "Pixie-Pac," has been introduced by Motorola Inc., Chicago set manufacturer, as a point-of-sale device to promote its pocket-size portable radios. The unit contains a Pixie portable radio, a camera-type carrying case, a personalized listening device and set of two batteries. Suggested list price is $43.35.

BEGINS EDUCATION SERIES

NEW YORK UNIVERSITY office of radio-tv in cooperation with WCBS-TV New York has launched a new series of 26 weekly educational programs Saturdays, 2-2:30 p.m. EST. Titled *Yesterday's Worlds,* the series examines the culture and society of ancient man, in association with New York's Metropolitan Museum of Art. Partially financed by the Ford Foundation, programs will be kinescoped and made available to educational stations on a national basis.

Tv for the Deaf

WCCO-TV Minneapolis is offering *Moments With God* for its estimated 3,000 deaf viewers. The program, begun last December, was the idea of the Rev. George Kraus, a Lutheran missionary serving the deaf people of the world.

Rev. Kraus gives the sign language interpretation on *Moments* while another minister gives the audio message. Station officials have been surprised with the large number of letters from the "hearing" audience who were fascinated with the sign language.

Besides his television work, Rev. Kraus is minister of the Calvary Lutheran Church for the Deaf, St. Paul, Minn.



"GLORY" is the word Rev. George Kraus is speaking with his hands as Rev. William Buege says it audibly on *Moments With God* on WCCO-TV.

LOCAL COLORCASTS ON KTLA (TV)

KTLA (TV) HOLLYWOOD launched a program of weekly colorcasts Jan. 27 with the claim that it thus becomes the country's first independent operation to inaugurate a regular color schedule. Selected for colorcasting was *Western Varieties* because of its town square setting and costumes.

CLAIMS ANTARCTIC FIRST

REPORTEDLY the first films and tape recordings of Adm. Byrd's 1956 Antartica expedition aired on radio-tv were featured last fortnight on NBC-TV's *Today* show and NBC Radio's *News of the World* with Morgan Beatty. Both 30-minutes worth of tape and 13,300 ft. of both color and black-and-white film were recorded and taped by NBC News' William Hartigan, the only tv news cameraman with the expedition. The reports, which arrived at New York's Idlewild International airport Jan. 23, via New Zealand, were delayed overnight when customs officials "held" the film for screening.

SAYS FINE ARTS PAY

IS a mass television audience interested in "fine arts" programming? WOR-TV New York is convinced that it is, pointing to a cumulative 51.0 Pulse rating achieved by its week-long presentation of "Tales of Hoffman" on its *Million Dollar Movie* series, starting Jan. 16. On Jan 21 and 22, the station carried "Hoffman" in its entirety for 2½ hours. The success of this "exposure" has led WOR-TV to schedule another "fine arts" motion picture, "The Great Gilbert and Sullivan," starting week of Feb. 13, with Saturday and Sunday showings expanded to two hours beyond customary 1½ hour *Million Dollar Movie* format.

FIFTH LEGION SHOW ON NBC-TV

THE FIFTH annual "For God and Country" observance, under auspices of the American Legion, was slated to be carried by NBC-TV yesterday (Sunday, 2:30-3 p.m. EST). The program was to feature personal messages from prominent Americans—including Brig. Gen. David Sarnoff, board chairman, RCA—on the role of religion in daily life, devotional songs by Perry Como and the 140-voice chapel choir of the U. S. Military Academy. In addition to Gen. Sarnoff, participants were to include Gov. Frank Clement of Tennessee; Howard Pyle, former Arizona governor and now administrative assistant to President Eisenhower, and various top legion officials. The program was to be at the Century Theatre, New York.

USIA PICKS 'NEW SOUNDS'

ABC RADIO's *New Sounds For You* listening concept, inaugurated last fall and currently heard each weeknight, 7:30-10 p.m. EST, now is being rebroadcast behind the Iron Curtain by the U. S. Information Agency. USIA selected "New Sounds" as a "typical" U. S. radio show, ABC reports.

IN CASE OF FIRE

WILLIAM GOLDSMITH Co., Greenville, S. C., security and insurance broker, hit the jackpot Monday with its unusual "in case of fire" contract on WFBC. Under its standing order for broadcast of any fire within reach of WFBC's remote equipment, the sponsor covered a Jan. 30 blaze that swept three downtown stores and a restaurant. WFBC summoned off-duty firemen to the scene and stayed with the blaze until it was finally brought under control.

'Maryland's Best'

GIVEN the title "Maryland's best room operator" by the *American Billiard News,* Jim Meyers gives credit for his winning the honor to a series of spots on WDON Wheaton, Md. Mr. Meyers Silver Spring room has been given a vote of approval by the Mother's Club, chief of police and the juvenile court.

"The announcements have . . . made my room known as a cleanly run operation which is suitable for having any member of a family patronize it," he said. Mr. Meyers also has a weekly 15 minute local sports show on WDON and WASH-FM Washington.

NEW NEGRO SHOW ON WBKB (TV)

AN ALL-NEGRO live production beamed at the Negro viewing audience has been launched by WBKB (TV) Chicago, with a claim it is the first of its kind on tv in that city. The program, *Richard's Open Door,* consists of interviews, music and news, with Richard Stamz as m.c., and emphasizing Negroes in sports, politics, entertainment and fashions. Producers are Sander Rodkin and Sid Sherman, Sander Rodkin Adv. Agency, for the sponsoring Martin Clothing Co. WBKB has slotted the show at the Saturday 11:30-midnight period, making a 90-minute spread of live shows with addition of *Richard's Open Door.*

WBZ PENETRATES IRON CURTAIN

WBZ-WBZA BOSTON carried a trans-Atlantic interview with Dr. William Damashek, Boston hematologist, who is visiting Moscow, on Jan. 17. Dr. Damshek was interviewed by Rod MacLeish, the station's news director, who elicited information from the physician on current medical developments in the Soviet Union, as well as his impressions on life in the country and a variety of subjects.

SOUND DEPTH ON WOI-FM-TV

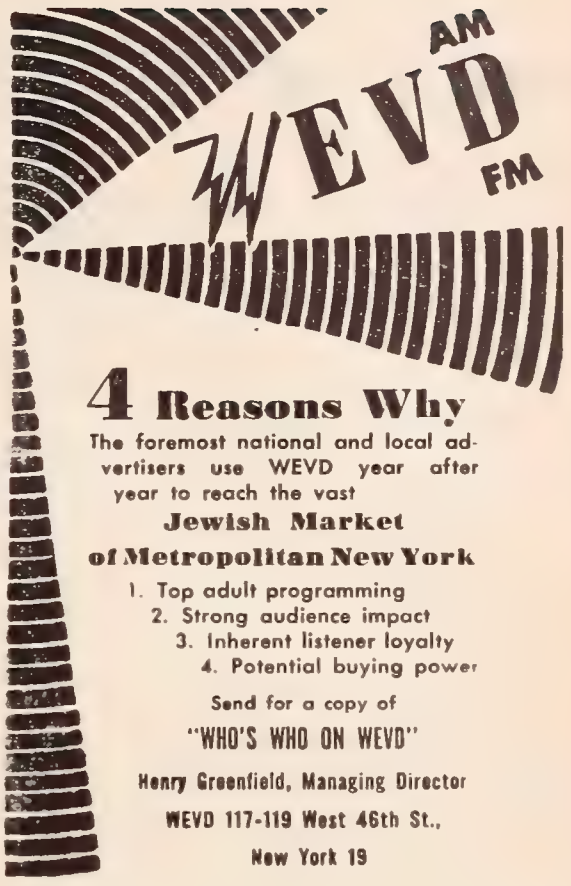
WOI-FM and WOI-TV Ames, Iowa, stations of Iowa State College of Agriculture & Mechanic Arts, combined facilities recently for a one-time-only experiment in stereophonic sound. The weekly tv program, *Ask Us Another,* went out over two microphones, one carrying fm station audio, the other the tv audio. The audience, advance-educated to the idea, has asked for more sound in depth with its tv, say the stations.

FLYING BROADCAST ON KOSI

TO COVER the Denver Naval Air Station's airborne commission of a new squadron KOSI Denver went a mile above the Mile-High City. Following the proceedings aloft, KOSI sent program manager Lonnie Licata aboard one of the planes and borrowed a trailer-mounted portable transmitter and receiver from the Naval Air Station. KOSI says it was the only area station to carry the ceremony from air to ground.

SHOW GOES NETWORK

WCBS-TV's *Eye on New York,* one year old local public affairs program moderated by Bill Leonard, is now on CBS-TV Network. Now available to affiliates, show is supervised by Clarence Worden's WCBS-TV public affairs staff.





Transit Tie-In

PASSENGERS lucky enough to board a particular bus in Seattle, Wash., are treated with a free ride and music specially programmed for them from five local stations—KOMO, KAYO, KOL, KJR and KING.

The Seattle Transit System initiated the promotion to call attention to 100 new vehicles and to encourage shoppers to "Shop by Bus." The participating stations are furnished with a schedule of the "mystery bus" so that they can tip off home listeners when the bus is in their area. A special radio receiver, with four speakers, has been installed in the bus and the driver is instructed when to switch stations to catch the special programming.

EMPHASIZES AUTO RADIOS

IMPORTANCE of the automobile as "information center" during enemy attack, with stress on radio and the Conelrad emergency broadcasting system, is explained in a four-page leaflet, *Four Wheels to Survival,* distributed to state and local Civil Defense offices in the country. The booklet notes that radio, tuned to either 640 kc or 1240 kc, will provide "the principal source of official information" in the event of any enemy attack.

'CONFIDENTIAL' FROM KSUM

"CONFIDENTIAL—Now It Can Be Told! The Facts about Our Sponsors' Wives." So says the cover of a new promotion piece from KSUM Fairmont, Minn. On inside pages are listed statistics to the effect that "86% of your wives listened to radio this past week; 75% listened to radio during the past 24 hours . . . and 43% are exposed to radio just before they shop." KSUM adds its own program and coverage data and appends under "and now a word from our sponsor," a page full of success quotes.

ANSWERS WMCA ALLEGATION

LAWRENCE E. GEROSA, comptroller of the City of New York, Jan. 19 answered a radio "editorial" broadcast by WMCA New York President Nathan Straus who alleged a proposed sale of park department land "for private real estate exploitation" was sanctioned by Mr. Gerosa. Mr. Gerosa was granted 15 minutes on WMCA in accordance with the station's policy of providing equal time to "qualified opponents." In his recorded talk, the official denied the earlier allegation.

Station Authorizations, Applications
(As Compiled by B•T)

January 26 through February 1

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf—ultra high frequency. ant.—antenna, aur.—aural. vis.—visual. kw—kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization.

Am and Fm Summary Through Feb. 1

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,822	2,811	219	342	156
Fm	535	525	52	19	1

FCC Commercial Station Authorizations
As of December 31, 1955*

	Am	Fm	Tv
Licensed (all on air)	2,804	521	147
Cps on air	20	19	335
Cps not on air	111	17	108
Total on air	2,824	540	482
Total authorized	2,935	557	590
Applications in hearing	152	1	166
New Station requests	217	4	28
New station bids in hearing	97	0	112
Facilities change requests	140	5	41
Total applications pending	750	80	289
Licenses deleted in Dec.	0	0	0
Cps deleted in Dec.	2	0	0

*** Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary Through Feb. 1

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	346	98	444
Noncom. Educ. on air	13	5	18

Grants since July 11, 1952:
(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	304	308	612[1]
Noncom. Educational	19	17	36[2]

Applications filed since April 14, 1952:
(When FCC ended Sept. 28, 1948–April 14, 1952 freeze on tv processing)

	New	Amend.	Vhf	Uhf	Total
Commercial	968	337	762	543	1,305[3]
Noncom. Educ.	60		33	27	60[4]
Total	1,028	337	795	570	1,365[5]

[1] 163 cps (32 vhf, 131 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 34 already granted.
[5] Includes 642 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

APPLICATIONS AMENDED

Montrose, Colo.—Western Slope Bcstg. Co. amends application for new tv to change ERP to 202 w vis., 101 w aur. and make equipment changes. Ant. height above average terrain 73 ft. Amended Jan. 27.

Roanoke, Ind.—Sarkes Tarzian Inc. application amended to substitute portions of sec. III and IV and sec. V-C and V-G and to propose change in studio and trans. location to on Butler St., .44 miles east of intersection with Hillegas Rd., near Fort Wayne, Ind., and to make ant. changes. Ant. height above average terrain 760 ft. Amended Jan. 27.

Laurel, Miss.—Laurel Television Co. amends application for new tv to change ERP to 97.77 kw vis., 52.29 kw aur. and make equipment changes. Ant. height above average terrain 754 ft. Amended Jan. 27.

Existing Tv Stations . . .

ACTIONS BY FCC

WKST-TV New Castle, Pa.—Returned to applicant by letter of Jan. 23, pursuant to reports and orders adopted April 20, 1955, and Jan. 11, 1956, petition for rule-making procedures to assign ch. 45 to Youngstown, Ohio. Petition denied. Announced Jan. 27.

APPLICATIONS

KSBW-TV Salinas, Calif.—Seeks mod. of cp to change ERP to 213 kw vis., 106.5 kw aur. and studio location to 238 John St., Salinas. Ant. height above average terrain 2,550 ft. Filed Feb. 1.

WABD (TV) New York, N. Y.—Seeks cp to change to 37.2 kw vis., 17.5 kw aur. and make equipment changes. Ant. height above average terrain 1,329 ft. Filed Feb. 1.

APPLICATION AMENDED

KVSO-TV Ardmore, Okla.—Filed amendment to reflect new financial, programming and engineering data and to delete reference to proposed studio move as well as to specify studio location as 112 N. Washington in lieu of 114 N. Washington, Ardmore (not move). Amended Jan. 30.

CALL LETTERS ASSIGNED

KFRE-TV Fresno, Calif.—California Inland Bcstg. Co., ch. 12.

WATL-TV Atlanta, Ga.—Robert W. Rounsaville, ch. 36. Changed from WQXI-TV.

KLSE (TV) Monroe, La.—State Dept. of Education, State of Louisiana, Monroe, ch. 13.

WBIR-TV Knoxville, Tenn.—Radio Station WBIR Inc., ch. 10.

New Am Stations . . .

ACTIONS BY FCC

Jacksonville, Fla.—Robert W. Rounsaville application for new am to operate on 730 kc, 250 w D dismissed at request of applicant. Action of Jan. 26.

Dyersburg, Tenn.—Hamilton Parks application for cp to operate on 1330 kc, 500 w D returned; not notarized. Returned Jan. 30.

APPLICATIONS

Bijou, Lake Tahoe, Calif.—Robert Burdette, 1490 kc, 250 w unl. Post office address 108 N. Mc-

NEGOTIATOR FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

ALLEN KANDER
And Company

1701 K St., N. W. • Washington 6, D. C., NA. 8-3233
Lincoln Building • New York 17, N. Y., MU 7-4242
111 West Monroe St. • Chicago 3, Illinois RA 6-3688

Cadden Pl., Los Angeles, Calif. Estimated construction cost $14,938, first year operating cost $35,580, revenue $40,000. Mr. Burdette, engineer, is applicant for new am to operate in San Fernando, Calif. Filed Jan. 30.

Daytona Beach, Fla.—Volusia County Bcstg. Corp., 1380 kc, 1 kw D. Post office address 913½ Main St., Daytona Beach. Estimated construction cost $12,500, first year operating cost $34,740, revenue $43,300. Principals include Pres. **Lyman W. Menard** (42.6%), former announcer-engineer **WNDB Daytona Beach,** and Vice Pres.-Treas. **Julia F. Menard** (42.6%), housewife. Filed Feb. 1.

Orlando, Fla.—Radio Orlando, 1270 kc, 5 kw D. Post office address 711 Myers Bldg., Springfield, Ill. Estimated construction cost $63,194, first year operating cost $135,000, revenue $150,000. Sole owner **Gordon Sherman** is 36.1% owner of **WMAY Springfield, Ill.,** and gen. mgr. of station. Filed Jan. 31.

Albuquerque, N. M.—Western Bcstg. Co., 960 kc, 1 kw D. Post office address 1975 S. Central Ave., P. O. Box 430, Phoenix, Ariz. Estimated construction cost $32,794, first year operating cost $51,864, revenue $58,752. Applicant is licensee of **KIFN Phoenix, Ariz.** Filed Jan. 30.

Santa Rosa, N. M.—Santa Rosa Bcstg. Co., 1050 kc, 1 kw D. Post office address 405 Sunshine Bldg., Albuquerque, N. M. Estimated construction cost $14,520, first year operating cost $20,000, revenue $24,000. Principals are equal partners **John E. Hall,** attorney; **Jack V. Aubuchon,** civil servant, and **William T. Kemp,** stockholder-manager of **KVWO Cheyenne, Wyo.** Filed Jan. 26.

Florence, N. C.—Twin Carolina Bcstg. Co., 540 kc, 1 kw D. Post office address P. O. Box 133, Blacksburg, Va. Estimated construction cost $14,470, first year operating cost $40,000, revenue $50,000. Principals **Dr.** and **Mrs. Vernon H. Baker** own 99% of **WBCR Christiansburg, Va.** Filed Feb. 1.

Raeford, N. C.—North State Bcstg. Co., 1430 kc, 1 kw D. Post office address P. O. Box 1448, High Point, N. C. Estimated construction cost $18,550, first year operating cost $28,000, revenue $36,000. North State is licensee of **WNOS High Point.** Filed Feb. 1.

Manassas, Va.—Harold H. Thoms, 1460 kc, 500 w D. Post office address % WEAM, 13th and G Sts., N.W., Washington, D. C. Estimated construction cost $10,000, first year operating cost $44,000, revenue $48,000. Mr. Thoms is 99.25% owner of **WISE Asheville, N. C.,** 98.5% owner of **WISE-TV,** 75% owner **WEAM Arlington, Va.,** 25% owner **WCOG Greensboro, N. C.,** and 25% stockholder in **WAYS Charlotte, N. C.** Filed Jan. 27.

Winchester, Va.—North Virginia Bcstg. Co., 1290 kc, 1 kw D. Post office address 3738 Kanawha St., N. W., Washington, D. C. Estimated construction cost $14,200, first year operating cost $36,000, revenue $46,000. Principals are **William E. Benns Jr.** (75%), consulting engineer, 10% owner of **WVOK Birmingham,** 45% owner **WBAM Montgomery,** both **Ala.,** and 50% partner Vulcan Tower Co., and **Barbara Benns** (25%), 5% owner of WBAM. Mr. and Mrs. Benns own 50% **WSLA (TV) Selma, Ala.** Filed Jan. 26.

APPLICATION AMENDED

Pasco, Wash.—Music Broadcasters application for cp to operate on 800 kc, 250 w D amended to change ant.-trans. location, specify studio location, changes in ground system and omit request for remote control operation. Amended Feb. 1.

APPLICATION RESUBMITTED

Dyersburg, Tenn.—Hamilton Parks application for cp to operate on 1330 kc, 500 w D resubmitted. Resubmitted Feb. 1.

Existing Am Stations . . .

ACTIONS BY FCC

WGMA Hollywood, Fla.—Application for cp to increase power from 500 w to 1 kw returned; not completed. Returned Jan. 30.

APPLICATIONS

WMFC Monroeville, Ala.—Seeks cp to change from 1220 kc to 1360 kc, increase power from 250 w to 1 kw and make equipment changes. Filed Jan. 26.

KEVT Tucson, Ariz.—Seeks cp to change from 690 kc to 1600 kc, change hours of operation from D to unl. using 500 w N, 1 kw D, and make equipment changes. Filed Jan. 26.

KHOZ Harrison, Ark.—Seeks cp to change from 1240 kc to 1220 kc, increase power from 250 w to 1 kw and change hours from unl. to D. Filed Jan. 27.

KAMO Rogers, Ark.—Seeks cp to increase power from 500 w to 1 kw. Filed Jan. 26.

KAFY Bakersfield, Calif.—Seeks cp to change from DA-1 to DA-2. Contingent on pending hearing cases. Filed Jan. 26.

KSLR Oceanside, Calif.—Seeks mod. of cp to change ant.-trans. and studio locations to .3 miles due west of Canyon Dr. from intersection El Camino Real and Canyon Dr., Oceanside. Filed Jan. 31.

KOWL Santa Monica, Calif.—Seeks cp to increase power from 10 kw D to 50 kw D and make equipment changes. Filed Jan. 31.

WFBF Fernandina Beach, Fla.—Seeks cp to increase power from 250 w to 1 kw and make equipment changes. Filed Jan. 26.

WGMA Hollywood, Fla.—Seeks cp to increase power from 500 w to 1 kw. Filed Jan. 26.

WSFB Quitman, Ga.—Seeks cp to change from 1490 kc to 550 kc, increase from 250 w to 1 kw and make equipment changes. Filed Jan. 31.

WRUS Russellville, Ky.—Seeks cp to change from 800 kc to 610 kc and decrease power from 1 kw to 500 w. Filed Jan. 31.

WORC Worcester, Mass.—Seeks cp to increase D power from 1 kw to 5 kw, install new DA system and make other equipment changes. Filed Jan. 26.

WPMP Pascagoula, Miss.—Seeks cp to increase power from 250 w to 1 kw and make equipment changes. Filed Jan. 31.

KODY N. Platte, Neb.—Resubmits application for cp to change from 1240 kc to 600 kc, increase power from 250 w to 500 w N, 1 kw D, install DA-2, change ant.-trans. and studio locations and make other equipment changes, Filed Jan 26.

WHEE Martinsville, Va.—Seeks cp to increase power from 500 w to 1 kw. Filed Jan. 27.

WNVA Norton, Va.—Seeks mod. of cp to change ant-trans. location to south of Wise, Va., just inside city limits on U. S. 23, Wise. Filed Jan. 27.

KSEM Moses Lake, Wash.—Seeks mod. of cp to increase D power from 1 kw to 5 kw and make equipment changes. Filed Jan. 26.

CALL LETTERS ASSIGNED

WXLI Hazelhurst, Ga.—A. M. Thomas, 1450 kc, 250 w unl.

KDSN Denison, Iowa—Denison Bcstg. Co., 1580 kc, 500 w D.

KEOK Fort Dodge, Iowa—Fort Dodge Broadcasters Inc., 540 kc, 1 kw D.

WBOS Brookline, Mass.—Champion Bcstg. System Inc., 1600 kc, 5 kw unl. Change from WVOM.

KTOO Henderson, Nev.—Magowan, Jones & Harford, 1280 kc, 5 kw D.

KMUL Muleshoe, Tex.—David W. Ratliff, 1380 kc, 500 w D.

KDWA Tyler, Tex.—Dana W. Adams, 1330 kc, 500 w D.

WELD Fisher, W. Va.—Richard Field Lewis Jr., 690 kc, 500 w D.

KAIM Honolulu, T. H.—Christian Bcstg. Assn., 870 kc, 1 kw unl.

New Fm Stations . . .

APPLICATION

Seneca, S. C.—Blue Ridge Bcstg. Co., 98.1 mc, 9.2 kw unl. Post office address Box 443, Seneca. Not new construction; first year operating cost $6,000, revenue $6,000. Blue Ridge is licensee of **WSNW Seneca** and **WBAW Barnwell, both S. C.** Filed Jan. 30.

Existing Fm Stations . . .

APPLICATIONS

KCMS (FM) Manitou Springs, Colo.—Seeks mod. of cp to change frequency to 102.7 mc, ERP to 10 kw and make equipment changes. Filed Jan. 27.

WMBR-FM Jacksonville, Fla.—Seeks cp to change ERP to 50 kw, trans. location to 6548 S. Hampton, Jacksonville, height above average terrain to 850 ft. and make ant. system changes. Filed Feb. 1.

CALL LETTERS ASSIGNED

KAIM-FM Honolulu, T. H.—Christian Bcstg. Assn., 95.5 mc, 5.7 kw. Changed from KAIM (FM).

Ownership Changes . . .

ACTIONS BY FCC

KIVA (TV) Yuma, Ariz.—Granted relinquishment of control of permittee corporation by **G. Park Dunford** through inability to take up all of his subscribed stock. Voting trust agreement also instituted. No consideration. Granted Feb. 1.

KAMO Rogers, Ark.—Application for assignment of license to **KAMO Inc.** returned to applicant. Filed on wrong form. Returned Jan. 26.

WSTU Stuart, Fla.—Granted assignment of license to Blue Water Bcstg. Co. Change is corporate; principal stockholder **Lester M. Combs,** also is transferring 16% of his interest in station to his wife. No change in control. Granted Jan. 23; announced Jan. 31.

WKAN Kankakee, Ill.—Granted relinquishment of control by **Leslie C. Small** for $244,305. Mr. Small, 50.16% stockholder, will hold 25.445% while Mr. Small's two sons, other parties to transaction, will each hold 25.028%. Filed Feb. 1.

WCPM Cumberland, Ky.—Granted assignment of license to Tricity Bcstg. Co. for $18,000. Sole owner **Edward F. Shadburne** is manager of WCPM. Granted Feb. 1.

WAAB-AM-TV Worcester, Mass.—Granted assignment of license and cp to **Wilson Bcstg. Co.** Corporate change only; no change in control. Granted Jan. 23; announced Jan. 31.

WABY Albany, N. Y.—Granted acquisition of control by **David A. Kyle** who will control 54% of outstanding shares because of retirement of 39.9% of outstanding stock held by other parties. No consideration and no new stockholders are involved. Granted Jan. 26; announced Jan. 31.

WNEW New York, N. Y.—Granted assignment of license to **WNEW Bcstg. Inc.** wholly-owned subsidiary of licensee, WNEW Bcstg. Co. No change in control. Granted Jan. 27; announced Jan. 31.

KOMB Cottage Grove, Ore.—Granted assignment to **Radio Station KOMB.** Corporate change only; No change in control. Granted Feb. 1.

KEED Springfield, Ore.—Application for transfer of stock to **Helen N. Stadler** returned to applicant as unnecessary. Returned Jan. 26.

WSSC Sumter, S. C.—Granted acquisition of control by **J. A. Gallimore** for $25,000. Mr. Gallimore is presently 50% owner of station and will be sole owner. Granted Jan. 24; announced Jan 31.

WDXN Clarksville, Tenn.—Granted assignment of license to **Clarksville Bcstg. Co.** Corporate change only; no change in control. Granted Jan. 24; announced Jan. 31.

WCAW Charleston, W. Va.—Granted transfer of control to Pete Johnson Bcstg. Co. for $23,360 plus $17,200 in miscellaneous expenses. Sole owner **Earl Johnson** is former 33.3% owner of **WMID Atlantic City, N. J.,** and former vice pres. of MBS. Granted Feb. 1.

KASL Newcastle, Wyo.—Granted assignment of license to Northeast Wyoming Broadcasters Inc. for $30,000. Principals are: Pres. **Floyd L. Sparks** (48%), gen. manager-minority stockholder of KASL; Vice Pres. **Doris A. Sparks** (2%), no occupation listed in application; Secy-Treas. **William L. Fisher** (20%), attorney, and **Stella S. Parrott** (30%), feed and grain business. Granted Feb. 1.

APPLICATIONS

KAMO Rogers, Ark.—Resubmits application for assignment of license to **KAMO Inc.** Corporate change only; no change in control. Resubmitted Feb. 1.

KBTV (TV) Denver Colo.—Seeks transfer of negative control (50%) to **Webb & Knapp Inc.** for $850,000. W&K is 26.5% owned by **William Zec-**



kendorf, former ABC director. Filed Jan. 31.

WILM Wilmington, Del.—Seeks transfer of control to **Ewing B. Hawkins** as majority owner and trustee for $125,000. Purchased stock is to be used as treasury stock. Mr. Hawkins will hold 66.6% of outstanding stock himself and control remainder as trustee. Filed Jan. 27.

WNOG Naples, Fla.—Seeks assignment of license to **Radio Naples Inc.** Corporate change only; no change in control. Simultaneously filed, and contingent upon grant of first application, was request for transfer of control to **William J. Ryan** for $32,000. Mr. Ryan has no other business interests at present. Filed Jan. 30.

KVNI Coeur d'Alene, KSEI Pocatello, KTFI Twin Falls, all Idaho—Seek assignment of licenses to **Alan Pollock** (KVNI), and **Florence M. Gardner** (KSEI and KTFI) under will of **O. P. Soule**, deceased former owner. Filed Feb. 1.

WCVS Springfield, Ill.—Seeks acquisition of control by **Harold L. Dewing** through purchase of one share of outstanding stock for $1,250. Mr. Dewing will then own 26 of 51 shares. Filed Feb. 1.

WICS (TV) Springfield, Ill.—Seeks acquisition of negative control (50%) of permittee corp. by **Transcontinental Properties Inc.** and **H & E Balaban Corp.** for $20,000 in cash and assumption of liabilities. Transcontinental and H & E are each presently 32% owners of station; if transaction is approved each will retain 50% ownership. Filed Jan. 31.

WALM Albion, Mich.—Seeks transfer of control to **J. M. Moses** and **J. C. Bedient** for $17,500. Messrs. Moses and Bedient are presently minority WALM stockholders. Filed Jan. 27.

WJIM-AM-TV Lansing, Mich.—Seek transfer of **Harold F. Gross** and **Harold F. Gross** and **Charlotte I. Gross** as voting trustees. Corporate change only; no change in control. Filed Jan. 31.

KTCB Malden, Mo.—Seeks assignment of license to Tri-County Bcstg. Co. for $22,185. Principals are Pres. **C. W. Craft** auto dealer; Vice Pres. **J. D. Craft** auto dealer, and Secy.-Treas. **Harold Gregson**, broadcaster. Filed Jan. 30.

KSHO-TV Las Vegas, Nev.—Seeks assignment of cp to **Moritz Zenoff** and **Wilbur Clark.** Mr. Zenoff is present permittee. Mr. Clark becomes co-permittee for minimum of $50,000. Mr. Clark is owner of resort hotel. Filed Jan. 31.

WHVH Henderson, N. C.—Seeks assignment of license to **Vance County Bcstg. Co.** Corporate change only; no change in control. Filed Jan. 27.

WKBL Covington, Tenn.—Seeks assignment of license to **Tipton County Bcstg. Co.** Corporate change only; no change in control. Filed Jan. 31.

KFST Fort Stockton, Tex.—Seeks assignment of license to **George Baker** for $22,500. Mr. Baker, among other interests, is 80% owner of weekly *Fort Stockton Pioneer*. Filed Jan. 27.

APPLICATION AMENDED

WBOP Pensacola, Fla.—Application for assignment of cp to **Edwin V. Spencer, Rudolph K. Schurr, Medford W. Stacy,** and **Vern L. Bessler** amended to specify above stockholders as d/b as **WBOP Bcstg. Co.** Amended Feb. 1.

Hearing Cases . . .

FINAL DECISIONS

Alabama-Georgia—FCC granted applications for increased power of **WDMG Douglas, Ga.**, from 1 kw to 5 kw, continuing D operation on 860 kc and Dorsey Eugene Newman for new am to operate on 860 kc, 250 w in Hartselle, Ala., and denial of application to increase D power of **WERD Atlanta, Ga.**, on 860 kc, from 1 kw to 10 kw. Action Jan. 26.

KTVQ (TV) Oklahoma City, Okla.—Denied waiver of rules and returned request for STA to operate in Oklahoma City on ch. 11 which is assigned to Tulsa for non-commercial educational use. KTVQ (TV) is permittee on ch. 25 but is off air. Oklahoma Educational Television Authority has cp for KOED-TV on educational ch. 11 in Tulsa. Action of Feb. 1.

INITIAL DECISIONS

Clovis, N. M.—Hearing Examiner Hugh B. Hutchison issued initial decision looking toward grant of application of KICA Inc. for new tv to operate on ch. 12 in Clovis. Action Jan. 31.

Buffalo, N. Y.—Hearing Examiner H. Gifford Irion issued initial decision looking toward grant of application of Great Lakes Television Inc., for new tv station to operate on ch. 7 in Buffalo and denial of competing applications of Greater Erie Bcstg. Co. and WKBW-TV Inc. Action Feb. 1.

OTHER ACTIONS

WCHS-TV Charleston, W. Va.—Is being advised that application to change trans. site from .4 miles from city limits to about 11 miles west northwest of city limits, increase ant. from 670 ft. to 1,236 ft., and decrease vis. ERP from 316 kw to 158 kw, indicates necessity of hearing. Action Feb. 1.

Routine Roundup . . .

January 26 Decisions

ACTIONS ON MOTIONS

By Comr. Robert E. Lee

Massachusetts Bay Telecasters Inc., Boston, Mass.—Granted petition for extension of time to March 1 to file exceptions and briefs in support of said exceptions to initial decision in ch. 5 proceeding, Boston. Action Jan. 25.

NBC—Granted petition of Jan. 19, for withdrawal of its motion to dismiss and for other relief re application for assignment of cp for **WBUF-TV Buffalo, N. Y.**; motion is dismissed without prejudice to refiling of said motion for consideration on its merits and without objections as to its timeliness in event proceeding is reactivated. Action Jan. 23.

By Hearing Examiner James D. Cunningham

WTBF Troy, Ala.—Granted petition to reopen record of hearing re its am application for limited purpose of receiving in evidence "Corrected Figure 38 of its Engineering Hearing Exhibit 1"; record is closed. Action Jan. 24.

By Hearing Examiner Jay A. Kyle

Fort Lauderdale, Fla.—Gave notice of prehearing conference Feb. 6, re am application of Charles W. Stone, Fort Lauderdale. Action Jan. 25.

KSLM-TV Salem, Ore.—Gave notice prehearing conference scheduled for Jan. 13, and continued on motion, will be held Feb. 23, re application of **KSLM-TV Salem** for mod. of cp, and pursuant to agreement among parties, waiver of sec. 1.745 of Commission's rules shall prevail. Action Jan. 24.

By Hearing Examiner Annie Neal Huntting

Broadcast Bureau—Granted motion for extension of time to Feb. 8, to file proposed findings of fact and conclusions of law re am application of **WKPA New Kensington, Pa.** Action Jan. 24.

WYES Chateaugay, N. Y.—Gave notice of prehearing conference Feb. 3 re am application of **WYES Chateaugay.** Action Jan. 25.

By Hearing Examiner Basil P. Cooper

Arkansas-Mississippi-Tennessee—Issued order controlling conduct of hearing re am applications of **WSUH Oxford, Miss.**; East Arkansas Broadcasters Inc., Wynne, Ark.; Warren L. Moxley, Blytheville, Ark., and **WHER Memphis Tenn.** Formal hearing will begin March 1 at which time applicants may offer in evidence exhibits exchanged on or before Feb. 20; other exhibits and other oral testimony, if necessary, will be received or taken on or before March 15. Action Jan. 25.

By Hearing Examiner Elizabeth C. Smith

Florida—Issued statement and order governing hearing re am applications of Joseph M. Ripley Inc., Jacksonville; Raymac Inc., Palatka, and Radio Starke, Starke, and ordered informal exchange of preliminary drafts of engineering exhibits on or before Feb. 14 and direct cases of applicants will be exchanged Feb. 17. Action Jan. 25.

By Chief Hearing Examiner James D. Cunningham

Voice of Lake Tahoe, Zephyr Cove, Nev.—Granted petition insofar as it seeks dismissal of its am application and denied in all other respects. Application is dismissed with prejudice. Action Jan. 25.

January 26 Applications

Accepted for Filing

Modification of Cp

KTYL Mesa, Ariz.—Seeks mod. of cp (which authorized increased D power and make equipment changes) for extension of completion date.

KCHJ Delano, Calif.—Seeks mod. of cp (which authorized changed hours of operation, changed power and install DA-2) for extension of completion date.

Renewal of License

KGMC Englewood, Colo.; KIMN Denver, Colo.; KOA Denver, Colo.; KEXO Grand Junction, Colo.; WELY Ely, Minn.; KSUM Fairmont, Minn.; KDMA Montevideo, Minn.; KLGR Redwood Falls, Minn.; KROC Rochester, Minn.; KWIM Willmar, Minn.; KBGF Great Falls, Mont.; KGVO Missoula, Mont.; KNOX Grand Forks, N. D.; KSJB Jamestown, N. D.; KORN Mitchell, S. D.; KUSD Vermillion, S. D.

January 27 Applications

Accepted for Filing

Renewal of License

KOSI Aurora, Colo.; KRLN Canon City, Colo.; KFXJ Grand Junction, Colo.; KDZA Pueblo, Colo.; KWDM Des Moines, Iowa; KBUN Bemidji, Minn.; KDAL Duluth, Minn.; WDGY Minneapolis, Minn.; WSHB Stillwater, Minn.; WHLB Virginia, Minn.; KGHL Billings, Mont.; KBOW Butte, Mont.; KFBB Great Falls, Mont.; KMON Great Falls., Mont.; KLTZ Glasgow, Mont.; KGEZ Kalispell, Mont.; KGCX Sidney, Mont.; KFYR Bismarck, N. D.; KDLR Devils Lake, N. D.; KILO Grand Forks, N. D.; KCJB Minot, N. D.; KLPM Minot, N. D.; KELO Sioux Falls, S. D.; KSOO Sioux Falls, S. D.; KYNT Yankton, S. D.; KFGQ-FM Boone, Iowa; KGHF Pueblo, Colo.

Remote Control

WKTM-FM Mayfield, Ky.

Modification of Cp

WTOC-TV Savannah, Ga.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Aug. 26.

WKAQ-TV San Juan, P. R—Seeks mod. of cp (which authorized new tv station) to extend completion date to Aug. 15.

Modification of Cp Returned

WCBQ Sarasota, Fla.—Application for mod. of cp (which authorized new am station) for extension of completion date returned; filed on wrong form.

License to Cover Cp

WTVN-TV Columbus, Ohio—Seeks license to cover cp which authorized changes in facilities of existing tv station.

WTIQ (TV) Munford, Ala.—Seeks license to cover cp which authorized new non-commercial educational tv station.

January 30 Applications

Accepted for Filing

License to Cover Cp

KRFC Rocky Ford, Colo.—Seeks license to cover cp which authorized new am station.

KEVL White Castle, La.—Seeks license to cover cp with authorized new am station.

WEW St. Louis, Mo.—Seeks license to cover cp which authorized change of ant., trans., and studio location and operate trans. by remote control.

WKBN-TV Youngstown, Ohio—Seeks license to cover cp which authorized new tv station.

Remote Control

WMIQ Iron Mountain, Mich.; WWNY Watertown, N. Y.; WGNS Murfreesboro, Tenn.

Renewal of License

KBOL Boulder, Colo.; KWBY Colorado Springs, Colo.; KGEK Sterling, Colo.; KNUJ New Ulm, Minn.; KBRK Brooking, S. D.

January 31 Decisions

ACTIONS ON MOTIONS

By Comr. Robert E. Lee

WKNX-TV Saginaw, Mich., WWTV (TV) Cadil-

(Continues on page 100)

California Independent

$125,000.00

Relatively new station operating fulltime with all new equipment. Effective service on excellent frequency to 350,000 population. Area is noted for agriculture, military bases, tourists, fishing, and golf. Some financing available.

Negotiations • Financing • Appraisals

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SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 75,956* Readers
—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
* 1953 ARB Projected Readership Survey

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Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

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All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

Wanted: Assistant manager for 250 watt eastern Pennsylvania station . . . to work board plus other duties. Must have experience in programming or sales. Married with car. Good starting pay . . . wonderful opportunity with progressive company. Send tape, photo, plus letter with all details to Box 221F, B•T.

Dixie daytime killowatt needs commercial manager. Fine rural market. Will consider successful salesman ready to move up in responsibility. Tell everything including experience and earnings expected. Will return photos and tapes. Box 279F, B•T.

Sales manager—Five figure earnings and an exceptional future for a "front line" sales manager. Write fully. Box 313F, B•T.

Salesmen

Excellent opportunity for energetic and effective salesman of good character. Progressive network station in large Texas market. Box 209F, B•T.

Do You Know?

There are three roads that lead to station management:

1. Work your way up through the sales department by building a record of sales achievements while proving you are a "self-starter" with imagination and a sense of responsibility.

2. Buy a station.

3. Marry the Boss's daughter.

If you have a successful sales record and "roads" two and three are not open to you, we would like to get acquainted. A letter outlining your background, sales record, and present earnings can be the turning point in your career. You may be ready for a better sales position or management responsibility.

We are also looking for young men with imagination and character, who know programming and the techniques of successful radio or TV air selling. If the station with which you are now affiliated will not give you an opportunity to sell time, we may be able to start you on "road" one to management by placement in your first sales position.

WE ARE ALWAYS SEEKING WELL QUALIFIED PLACEMENT CLIENTS OF GOOD CHARACTER FOR ALL EXECUTIVE AND STAFF POSITIONS WITH TV AND RADIO STATIONS.

BROADCASTERS EXECUTIVE PLACEMENT SERVICE, INC.

333 Trans-Lux Bldg.
724 Fourteenth St., N. W.
Washington 5, D. C.

RADIO

Help Wanted—(Cont'd)

Top-rated eastern independent is replacing salesman moving to management in another city. Our men earn 15 to 20 thousand yearly. Send resume and late snapshot to Box 214F, B•T.

Southwestern thousand watt daytimer needs salesman with announcing experience. Fine opportunity for man who can produce. Box 280F, B•T.

Radio salesman—must be sober hard worker. State experience. Announcing helpful. Above average salary. KMHT, Marshall, Texas.

Salesman-announcer. Considerable past sales experience not necessary but desire to sell must be strong. Salary plus commission. Address all information first letter to Manager Radio Station KTNM, Post Office Box 668, Tucumcari, New Mexico.

Experienced salesman. Michigan man preferred. Contact WBCM, Bay City, Michigan.

Salesman—salary and commission, one station market, excellent coverage, exceptional possibilities for right man. WMRE, Monroe, Georgia.

Man or woman with first phone license. Must be anxious to advance in radio. Desire person with sales and/or announcing experience. Send photo, resume, etc. Box 7547, Orlando, Florida.

Salesman—DJ—20% sales. Plus 10% DJ-pop and C&W. Hurry, terrific opportunity! Chuck-Wagon Productions, 3007 N. Franklin, Flint, Michigan.

Announcers

Wanted: Actor-DJ-stage, tv, radio acting experience (soap opera). Narrative "story teller" delivery. Ohio. Box 944E, B•T.

DJ—"voice with a smile", just naturally jolly. Glib, humorous adlib. "Bright and breezy—voice like two-ton baker," good actor. Wanted by station in Penna., Michigan, upper N. Y., area. Box 199F, B•T.

Announcer with authoritative, persuasive voice; capable of programming "middle music", handling special events in large Texas city. Box 210F, B•T.

Wanted: Top negro disc jockey or show business personality for top negro station in large metropolitan city. Please send details and resume at once with tapes to follow if already in radio. Big job, big money for right person. Reply Box 227F, B•T.

Three announcers—to announce and sell. Learn and earn, salary and commission at good independent in large southern market. Prefer family man. Send tape and resume to Box 239F, B•T.

Wanted: Announcer, single, under 26. Send complete resume. No tapes returned. Experienced not essential. Write Box 241F, B•T.

Morning personality for Virginia network station. Must have good voice, personality, showmanship. Work board. Third or better license. Morning man-program director considered. Talent and ability appreciated and rewarded. Salary open for right man. Write in confidence to Box 273F, B•T.

Announcer-program director . . . experienced and able . . . prefer southerner for 1 kw in South Carolina . . . tell all. Box 277F, B•T.

500 w midwest indie needs following personnel immediately: Announcer-engineer, 1st class ticket (2), good pop-DJ, female continuity writer. Send full details and audition tape. Salary according to experience and ability. Box 281F, B•T.

Florida Mutual station needs competent staff announcer. Salary $75.00, more with first class license. Box 290F, B•T.

Morning man. Experience, above average, stable, initiative, dependable, hard worker, ability, common sense. 48 hour week. West Virginia-Ohio area. Resume. Box 294F, B•T.

RADIO

Help Wanted—(Cont'd)

A fast moving, top rated independent station in a metropolitan southeastern market needs combination night personality DJ and afternoon salesman. Guaranteed salary plus commission and talent. Earnings unlimited. Send tape, photo, resume. Box 331F, B•T.

Colorado kw wants announcer with first class ticket. Send tape and resume. Box 357F, B•T.

First phone combination, emphasis announcing. Attend college, if you desire. First opening two years. Contact immediately KARE, Atchison, Kansas.

Wanted between now and March 15th. Top announcer. Key staff man for station in small, pleasant city. Experience. Versatility. Animation. State present station and length of employment, present earning, expected earnings, previous radio employment with approximate dates. Send brief comprehensive audition tape. All replies confidential. No letters answered until tape received. All tapes returned. Address Manager, KATE, Albert Lea, Minnesota. No phone or wire pitches.

Immediate openings for experienced announcer-salesman, strong on sales; and morning man. 500 w daytimer, KCHE, Cherokee, Iowa.

Combo-first phone, 250 watter, swell climate, good pay. No drunks. KTRC, Santa Fe, N. M.

Need a really good, experienced staff announcer. Mostly night work. A man who does a good job in everything, run the board, read news, commercials, spin records. If you would like to work for one of Kansas' top radio stations and NBC stations, send us your audition, along with a letter telling us all about your experience, marital status, salary requirements and a list of references. This is a permanent position for the right man. Prefer man from Kansas or one of the adjacent states. Send full details to Jerry Fahrenbruch, Chief Announcer, KVGB, Great Bend, Kansas.

Versatile experienced DJ that can sell—himself and our clients, Must now live in New England. Contact Dave Mohr, PD, WARA, Attleboro, Mass.

Announcer—first phone, pronounce classical library names, titles. Good opening with fast-growing greater Boston radio. Tape with pronounciation, to WCRB, Boston 54, Mass.

1000 watt WFAR, Farrell, Pa., wants DJ. Send tape, resume.

WHOT wants experienced morning man—hard selling—pleasant personality—top market. Send tape to WHOT, Youngstown 8, Ohio.

Miami, Florida—WINZ, 50,000 watts music and news independent, needs staff DJ. Experienced making production spots desirable. Send resume and tape.

Wanted: Salesman-announcer—emphasis on announcing, $100.00 per week guarantee, rush picture, tape and experience to: Raymond Prescott, WJIG, Tullahoma, Tenn.

Deejay. With personality and selling ability. Must know music and news type operation. Good salary and working conditions. Send tape to: C. F. Walker, WKDA, Nashville, Tennessee.

Expanding staff. Announcers needed for WLEX-AM-TV, Lexington, Kentucky. Send tape, photo, resume and salary, first letter. Only experienced men need apply.

Announcer with some training and experience. Good salary and working conditions. WPNF, Brevard, North Carolina.

New construction WPVL, Painesville, Ohio, to begin operation early April. Will have most modern and attractive facilities in Ohio. Three experienced announcers and one copywriter needed. Mail complete resume, experience and education, salary required, and photo. Announcers send tape audition, 7½I.P.S. Copywriters send sample commercials. Address all to Radio Station WVSC, Somerset, Pa.

Northwest graduates working in radio and tv (including Northwest Broadcasting School graduates) we are forming a national alumni association and I have a special gift for you. Get in touch with me as soon as possible. Bill Sawyer, 1221 N. W. 21st Avenue, Portland 9, Oregon.

Technical

Engineer of good character, high technical qualifications for south Texas station. Box 212F, B•T.

1st class phone man immediately, northeast. Box 291F, B•T.

Combo man strong announcing who will be our chief. Midwest. Remote control. No floaters. Good pay. Write Box 296F, B•T.

Wanted: Combination chief engineer-bookkeeper for central Florida daytimer. Box 314F, B•T.

1st class engineer with announcing ability. permanent position. 250 watt Florida east coast. Box 333F, B•T.

RADIO

Help Wanted—(Cont'd)

Engineer-announcer. Combination position open. Contact Gene Ackerley, KCOW Radio, Alliance, Nebraska.

Wanted: Chief engineer-announcer. Permanent position. Rush resume to WAFC, Staunton, Virginia.

Wanted: Engineer-announcer. Attractive offer to engineer who is excellent announcer. Rush resume. WIRB, Enterprise, Alabama.

Wanted: Chief engineer, combo announcer. $100.00 week. Rush resume. WKNK, Muskegon, Mich.

Combination engineer-announcer wanted immediately. Good pay, permanent position. Excellent town to live in, 100 miles from the Gulf. Radio Station WMFC, Monroeville, Alabama.

Man or woman with first phone license. Must be anxious to advance in radio. Desire person with sale and/or announcing experience. Send photo, resume, etc. Box 7547, Orlando, Florida.

Engineer-announcer. Heavy engineering; capable announcing for am-fm outlet. Phone Waynesboro 538R3 or Chambersburg, Pa., Colony 4-4515.

Programming-Production, Others

Newsman—Announcer wanted by Texas station. Must be able to gather, write and voice news. Box 211F, B•T.

Program director-announcer for successful southeastern daytimer . . . tell all about yourself . . . Tape returned. Box 278F, B•T.

Sound, 15 year old Ohio network station needs female commercial continuity chief. Incentive increases, insurance plan, paid vacations, good future. Starting salary $60.00 per week. Send full information Box 319F, B•T.

Situations Wanted

Managerial

Managerial-ownership opportunity desired. Can invest. 12 years rounded experience. 35. Family. Best references. Box 125F, B•T.

Salesman with eleven years experience wants manager station that needs business. Prefer northern Minnesota, Wisconsin or Michigan. Presently employed. References. Box 293F, B•T.

Metropolitan area account executive earning $10,000 ready for $15,000 bracket as manager or sales manager. Ten years in sales, sales promotion, programming, merchandising, announcing, continuity. Current station 5 years. Late 30's family. Excellent references. Box 297F, B•T.

Thirty years old, ten years experience programming and sales. Seek job as manager in deep south, preferably Florida. Excellent references. Box 298F, B•T.

Manager, commerical manager: Twenty-two years experience, independent and network. Nine years station manager; seven years commercial manager. Age 42. Consider nominal salary with arrangement purchase interest from profit sharing. Box 302F, B•T.

Manager and sale director. Available immmediately. Twenty years experience. References. Box 303F, B•T.

Radio-television manager, coordinator, sales manager. Available soon. 25 years outstanding record. Personal interview will convince you. Presently located in west. Box 315F, B•T.

Attention Florida station owners . . . presently southern station manager, part owner, looking for location in Florida . . . Fourteen years experience. Constructed and managed present station successfully for 10 years . . . thoroughly experienced all phases . . . no reason to leave other than like your state, desire better climate. Dependable, family man, best references, 34 years of age, available approximately thirty days. If you have small or medium market station that needs a boost, let me hear from you. Box 320F, B•T.

Commercial manager or top sales position. Not a desk operator. Can organize and train personnel. Twenty years selling experience. Proven record in radio and tv sales. Prefer midwest or west. Available soon. Box 339F, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Attention Florida . . . ten year sports veteran in large metropolitan area looking for Florida position. Class A baseball, college high school basketball, football and boxing. Also solo, engineering, color, play-by-play. Family man, college graduate. Outstanding on sports, news, commercials, and ad-libs. Currently sponsored on 48 sportscasts per week. Same area ten years. Best references. Box 163F, B•T.

Congenial, trained, experienced announcer, desires permanent settlement. Small town northeast. Box 217F, B•T.

Family man wishes to relocate. Experienced. Top DJ. Programming music specialty. Top mike salesmanship. First ticket. Box 249F, B•T.

Experienced announcer—disc jockey, 25, veteran, single, 3rd ticket, pleasing personality, broad knowledge of records and artists, photo, tape, resume. Box 257F, B•T.

Sportscaster—heavy experience major sports, top staff, news, newspaper sports writing. Seek am-tv deal, Class B baseball or above, winter sports. Air-check tapes, references. Box 267F, B•T.

Recent broadcasting school graduate. Good DJ, news, sports, board, tape. Box 295F, B•T.

Described by leading magazine as outstanding deejay in his area. 6 years experience—including large competitive market, whether reading 'em straight—or adlibbing—proven success with sponsors and public. Seeking permanent position with good station in large city. Married, age 27—stage background. Box 299F, B•T.

Want position as announcer or combo. Married, 33, college, first-phone, three years experience. Presently national sales manager with international manufacturing concern. Box 300F, B•T.

California here I come! Arrive about middle March. 3 years top show in medium market. Want arrange personal interviews. Box 304F, B•T.

Top announcer, salesman. Nine years experience. First class license. Currently sales manager. All offers considered. Box 306F, B•T.

Sports announcer—nine years experience baseball play-by-play—AA. Same regional sponsor four years. Presently employed. Best references. Box 307F, B•T.

Early morning man or straight announcer. Married, children, reliable, experienced. Box 317F, B•T.

50,000 watt staff announcer, family-interested relocating permanent position. Prefer northeast, west or Florida. Size of town and station immaterial. Box 322F, B•T.

Gasp over the lowest in radio . . . hear my tape audition. Don't settle for a good announcer with mediocre voice when you can have a good announcer with an exceptional voice. Sure, I'm a nice guy, steady, sober, wife, 3 youngsters, responsible, 37, 13 years experience, presently employed radio and tv. But, if above all, you're looking for a sound 50kw sell announcer with an exceptional voice . . . hear me on tape or in person. Box 323F, B•T.

You looking . . . me too. 8 years radio—2 years tv news, sports, commercial—strong play-by-play baseball-basketball-football. Desire relocate before baseball. Location secondary to opportunity. Box 324F, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcer—7 years in radio. Authoritative delivery, strong on commercials. I believe in quality broadcasting. Sober, reliable, married; presently employed. Box 327F, B•T.

Stop - look, experienced announcer - salesman. Studying for 1st phone. Light copy. Looking for home for my family. Radio in my blood. Available March 1st. Box 332F, B•T.

Announcer—experienced in sports, newscasting, disc jockey, ad writing. Seeking job in Washington area or vicinity. Call North 7-3090. Box 336F, B•T.

Proven, experienced as announcer, program director and assistant manager seeking better opportunity. Young family man, hard-working, ambitious and aggressive. College graduate. Eastern location preferred but will consider any location for right position. Box 340F, B•T.

Top graduate broadcasting school seeks start in radio. Veteran, strong on news, commercials and play-by-play. Excellent appearance, eager, alert and energetic. Location unimportant. Box 342F, B•T.

Attention: Fla., Ga., and Dixie, versatile announcer, DJ, sports, experienced. Box 344F, B•T.

Experienced staff announcer desires permanent position. Prefers east, will accept others. Immediate availability. Strong news, commercials. No hotshot DJ. Box 346F, B•T.

Staff announcer. Recent broadcasting school grad. 3rd ticket. Knowledge all phases. Box 347, B•T.

Young man, aggressive, 3 years experience, radio and tv, presently employed major eastern market. Will consider all offers. Prefer California. Box 351F. B•T.

Deejay—hard worker, congenial, good voice. 3 years radio. Excellent references. Prefer Penna., Ohio or Florida. Box 355F, B•T.

2 years experience. Dependable. Desire permanent position in northeast. Charlie Doll, 907 Clinton Street, Hoboken, New Jersey.

Announcing. Excellent recommendation from former employer. 3½ months experience. Extremely eager! Single, 22 years. Very friendly! Location immaterial. Jack Edwards, 1821 Jackson Street, Two Rivers, Wisconsin.

Announcer trainee. College graduate. Excellent tenor, complete musical repertoire. Extensive knowledge of music and records. Fine speaking voice. Seeks apprenticeship as announcer. Conscientious worker. Single. Will relocate anywhere. Salary secondary. Steve Edwards, 83-77 Woodhaven Blvd., Woodhaven, N. Y. Apt. 2-C. Virginia 6-4550.

DJ, sports, versatile, experienced. Lively voice. Pete Franklin, 1007 Propp Ave., Franklin Square, L. I., N. Y. Floral Park 2-6236.

News-DJ and sports color. 3 years experience, all station equipment. Vet, 24, some show-biz, desires permanent staff position with opportunity for advancement. Write or call Ted Frost, 5325 Rising Sun Ave., Philadelphia, Pa. GL 5-5195.

(Continued on next page)

UNUSUAL OPPORTUNITY

for Technical Director and Chief Engineer. Due to illness, our Technical Director must give up responsibility of operating two radio stations and two VHF television stations in top midwest market. Top pay. Only experienced need apply. Send background, experience, salary requirements, availability and references first letter.

Box 337F, B. T.

RADIO

Situations Wanted—(Cont'd)

"Personality" DJ has all three: Character, ability, experience, young, single. Now! Is the time for all good men to come to the aid of Buddy Gibson, Yonkers 3-1021.

Small stations only. Staff announcer. Heavy commercials, news. James L. Moran, 1061 Mayfair Road, Union, New Jersey.

Announcer, well trained. Nice voice. Handle news, disc shows, board. Bud Orlando, 15 Clinton, Westfield, N. Y.

Young vet, 23, beginner, school graduate, 3rd class license. Position an announcer or leading to announcer. C. Michael Ruggiero, 1053 Flatbush Avenue, Brooklyn, N. Y.

Announcer-engineer. Good education-experience. Available now. Box 402, Sidney, Iowa.

Programming-Production, Others

Currently employed major midwestern market program director—DJ proven ability to build ratings. Programming ideas, interested in major midwestern and eastern markets. College, married, best of references. Box 255F, B•T.

News director: Head good-sized staff in midwestern market. Winner numerous national and regional awards for orginality and excellence. But no visionary. Can meet budget and turn profit with sponsor-selling ideas. Will consider any part of the country. Job's the thing. Box 258F, B•T.

Behind a typewriter or a mike—I can do a good job for you. Five years experience in continuity and announcing. Radio and tv background. A fellow with excellent references. Prefer Florida. Box 326F, B•T.

Program director—13½ years radio, 7 as PD, desires permanent position in Arizona, southern California or Florida coastal. $100.00 minimum. Box 328F, B•T.

Producer-director-writer-announcer wants job radio or television station, preferably where the fishing is good. Twenty-five years network radio experience, seven years television. References. Write Box 334F, B•T.

RADIO

Situations Wanted—(Cont'd)

Production, programming—sales minded, recent N.Y.U. Radio Department graduate, veteran, married, seeking job with future. Lawrence Walcoff, 10 Clendenny Avenue, Jersey City, N. J., Delaware 3-1406.

TELEVISION

Help Wanted

Salesmen

Aggressive, bright, dependable man or woman for position on sales staff of television station in expanding market. Send details own handwriting to P. O. Box 1747, York Pennsylvania, or telephone York 27-821 and ask for Mr. Burg.

Announcers

Vhf opening for tv announcer-director with varied background. Sports, news, staff work with knowledge of tv switching and directing. Give background, references, send tape and photo to T. W. Austin, WGEM-TV, Channel 10, Quincy, Illinois. Phone Baldwin 2-6840.

Technical

Immediate opening studio engineer—second or first class license. Can use man with am experience who wants start in tv or with tv training or experience. Give background and salary requirement. Box 318F, B•T.

Due to illness, necesary to relieve present Technical Director of duties. Need immediately, top technical director of chief engineer for two vhf tv stations and two radio stations. Standard of pay much higher than other similar positions in our area. Send full particulars to Box 338F, B•T.

Programming-Production, Others

Prominent tv film production firm looking for top tv program ideas. Will develop and promote. Write Box 345F, B•T.

TELEVISION

Help Wanted—(Cont'd)

Wanted: Executive program manager to completely re-build program department. Must be creative manager of personnel and have complete knowledge of all phases of programming and production. This is top vhf network affiliate in large western market. Replies confidential. Give complete background, photo and salary desired. Wire Box 349F, B•T.

Producer-director—experienced. Must be able to own "switching." Live programs, live commercials and fast-moving station breaks. DuMont "switcher" . . . contact Dick True, Program Director, KOAT-TV, Albuquerque, New Mexico.

Situations Wanted

Managerial

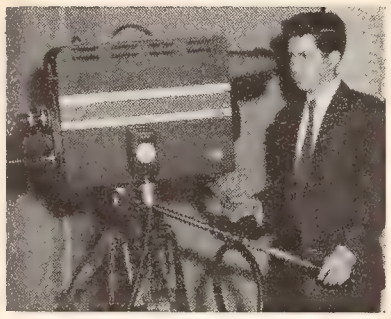
16 years broadcasting experience, 6 years television and 10 years of radio, available to station needing manager or sales manger. Thorough knowledge operations, promotion, programming, merchandising, market statistics. Excellent relationship with top media directors, time buyers and network station relation departments in New York. Box 348F, B•T.

Salesmen

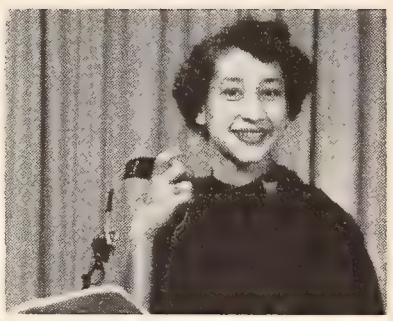
Top tv salesman, doubling in brass as national, regional, local sales manger, does programming, on-camera work. Writes, sells, produces own commercials and shows. Buys film and does promotion for small, understaffed station. Wants to lead normal life in larger market. Responsible family man. Box 250F, B•T.

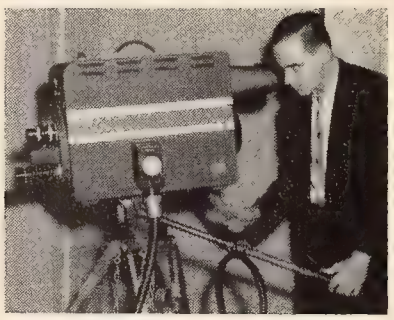
Announcers

Sportscaster—heavy experience major sports top staff, news, newspaper sports writing. Seeking am-tv deal, Class B baseball or above, winter sports. Air-check tape, references. Box 267F, B•T.


MORGAN GOODWIN

RECOMMENDED! TOPS FOR TV


ROCHELLE MUDD


ROGER WAGNER


ROBERTA SPRAGUE

These graduates all have had extensive individual instruction in our Washington or Chicago studios. Their individual abilities and qualifications include Radio-TV continuity, camera work-Directing, production assistant, announcing and news. In addition, they have been trained in all phases of TV production. There is a Northwest graduate especially tailored for your specific needs. Call Northwest FIRST. Wire or phone COLLECT, John Birrel, Employment Counselor.

NORTHWEST RADIO & TELEVISION SCHOOL HOME OFFICE: 1221 N. W. 21st Avenue Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822
CHICAGO, ILLINOIS. . . . . 540 N. Michigan Avenue DE 7-3836
WASHINGTON, D. C. . . . . 1627 K Street N. W. RE 7-0343

TELEVISION

Situations Wanted—(Cont'd)

Announcer, four years radio-tv seeks permanency northeast metropolitan market. B.A., married, veteran, employed. Prefer am-tv operation. $95.00 minimum. Box 321F, B•T.

Announcer: 2½ years, college graduate, veteran, free lance tv. 2 billion dollar market. Box 329F, B•T.

Announcer with two years of radio experience, two years college, and graduate of television school would like to break into television. Resonate voice with sales appeal. Tape and photo on request. Box 330F, B•T.

Technical

Engineer: Am-fm experience. Desire television opportunity southern California. Excellent references. Box 343F, B•T.

First class engineer, five years radio experience, desires opportunity in television. Box 354F, B•T.

Programming-Production, Others

Production assistant—former reporter, broadcasting school graduate. Knowledge administration and salesmanship. Capable, personable and aggressive. Available immediately. Box 132F, B•T.

News director: Head good-sized staff in midwestern market. Winner numerous national and regional awards for orginality and excellence. But no visionary. Can meet budget and turn profit with sponsor-selling ideas. Will consider any part of the country. Job's the thing. Box 258F, B•T.

Tv-director was announcing background, 5 years experience—best references. Permanent future more important than starting salary—personal interview acceptable. What job do you offer. Box 301F, B•T.

Tv merchandising, advertising, publicity, continuity—creative, experienced young woman with top references will relocate for right job. Box 305F, B•T.

Different, refreshing kitchen program. Clever, vivacious couple. Tape, brochure available. Box 308F, B•T.

Experienced tv-radio newsman, moderator, commercial announcer, interested in larger market. 31, married, employed. $125.00 minimum. Box 310F, B•T.

Big news ahead! How's your coverage? Experienced versatile broadcaster, former radio-television news director and announcer, presently public relations manager medium sized industry, desires return to broadcast field. Single, 30, best references. Active personality showman with executive experience and spark that sells. Your inquiry appreciated. Box 312F, B•T.

Program director and announcer experienced in all phases of radio looking for that tv break. Reliable, conscientious. College graduate. Box 341F, B•T.

Tv producer-director—5 years experience midwest station. Seeking greater opportunity. Age 37. Top references. Resume return mail. Box 352F, B•T.

FOR SALE

Stations

Rocky Mountain States—1 kw, population 145,000, market 160 million. Reason for sale health and other interests. Box 292F, B•T.

Fm—multiplexing station, sale or lease. Best equipment, 35,000 watts. Biggest market to sell background music and programs to Chicagolands 6.5 million people. Write Was Corvine, 2707 North Drake, Chicago 47, Illinois.

Located in one of the "New South's" industrial cities, this station has substantial history of gross earnings. The asking price on sale of assets is below cost figure. It requires party in position to make cash payment in six figures. Another interest, television, is the owner's reason for sale. Paul H. Chapman, 84 Peachtree, Atlanta.

Rocky-mountain single station market. Daytimer. Thriving trade center 9,000 people, per owner. Beautiful scenic area. Ralph Erwin. Broker, 1443 South Trenton, Tulsa.

We offer good radio and tv buys thoroughout the United States. Ask for our free bulletin. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, Calif.

Eastern buyers should contact me for good sound buys in radio and tv stations. John Hanly, 1739 Connecticut Ave., N. W., Washington, D. C.

FOR SALE—(Cont'd)

Equipment

Fairchild model 100, 15 inch per second. Full track, top quality, professional tape machine. New cost $2,750. Surplus from leading recording studio. Used but in excellent operating condition. Sacrifice $1,200. Box 311F, B•T.

3kw fm transmitter. AA1 condition. All associated transmitter equipment. 600 feet 1 5/8" coax. First good cash offer F.O.B. Temple, Texas. Contact Dale Phares, KTEM.

Equipment for sale—Grey telop 11R and 20 slide holders for direct projection into Ike $1,000. RCA TK-1A monoscope without camera tube, $1,000. All in excellent condition. Contact W. E. Neill, WFMY-TV, Greensboro, N. C.

Gates MO-2780 B 21-B antenna tuning unit. 2 Gates Model CB-10 transcription turntables adapted for 45 r.p.m. Harrington, Chief Engineer, WGAT, New Hartford, N. Y.

For Sale—1 RCA 700 megacycle color corrected relay system. $5,000. WHAM-TV Rochester, N. Y.

Turntables—two RCA 70C2's Two new, one used but perfect. Rek-O-Kut T-12H's. Two new C12H portable case and Fairchild arms, equalizers. Make offer. H. Edwin Kennedy, WILM, Wilmington, Delaware.

2—RCA TK-20-D inoscope film camera complete with camera pedestals, control chassis, beam metering panels, DC power units, edgelight projectors, inter-connecting cables, and TP-9C multiplexers with adjustable RCA slide-projector pedestals. Equipment is less power supplies and master monitors. Like-new condition. Will sell 1 or both. Make us an offer. WKBN-TV, Youngstown, Ohio. STerling 2-1145.

For sale Console. 5 positions. Western Electric. Sacrifice $485. 7401 Melrose Avenue, Los Angeles, California. Webester 8-2564.

Console. Studio control, meets am-fm broadcast specifications. Write for literature. U. S. Recording Co., 1121 Vermont Avenue, Washington 5, D. C.

Magnecord recording equipment—demonstrators. Perfect condition. Factory guarantee. Models PT63-AH, PT7-P, PT6-BAH (binaural), voyagers, portable Magnecordette, M-33. All 30% off list. U. S. Recording, 1121 Vermont Avenue, Washington 5, D. C.

WANTED TO BUY

Stations

Stable radio man with 8 to 10 thousand dollars cash wishes to invest in Georgia radio station. Highest qualifications. Give complete information. Box 245F, B•T.

Will trade 20 unit ultramodern motel located on the Ocean Highway in South Carolina for radio station. Box 309F, B•T.

Wanted to buy: Radio station within 200 miles from Chicago by qualified radio man. Box 353F, B•T.

WANTED TO BUY—(Cont'd)

Stations

Successful station manager interested in buying part or all of radio station in Florida, Alabama or Georgia. Have considerable amount of cash available to invest immediately. All replies confidential. Box 356F, B•T.

Metropolitan radio station. Have $50,000.Mortages. Stinett, 2119 East Roosevelt, Phoenix, Arizona.

Listings wanted. Stations in Virginia, Tennessee, Kentucky, West Virginia, Carolinas and adjoining states. Roy E. Giles, Broker, 2812 Cove Road, N. W., Roanoke, Va.

Equipment

Used GE studio chain. State approximate hours used and price. Box 164F, B•T.

Equipment—RCA remote truck or equivalent with 2 IO chains. Need microwave link also. Must be in top condition. Box 166F, B•T.

2—250 watt fm transmitters 90-100 mcs used, good condition or new. Send full particulars to Box 223F, B•T.

Wanted: Field strength measuring meter—am. RCA or equivalent preferred. Box 234F, B•T.

Wanted: Rear screen projector, with screen if available. 8 x 12 pattern Contact Jim Tumey, KROD-TV El Paso, Texas.

Wanted: Type 5541 transmitting tube in good condition. Contact Chief Engineer, WDNC, Durham, N. C.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 1-T, 821 19th Street, N.W., Washington, D.C.

FCC first phone license. **Start immediately.** Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W., 21st Street, Portland 9, Oregon.

FCC first class phone. After ten years successfully training men for their first class radiotelephone operators license, this same course is now available to you at home. Write the Don Martin School, Ext. Div., 1653 North Cherokee, Hollywood 28, California.

FCC license preparation; beginners, radio technicians, announcers. Evenings, Sat.—Monty Koffer, 743 Hendrix Street, Brooklyn 7, N. Y. CL 7-1366.

MISCELLANEOUS

Back Seat Driver's License . . . terriffic program and promotion peg! Colorful, funny, harmless. And cheap to use. Write for free samples and low quantity prices. Bob Menzel, Box 205, DeLeon, Texas.

FLORIDA CALLING NEED AT ONCE

Four combo announcer-control operators. No first ticket needed. Must be all-around commercial-news-DJ's. Also two traffic-steno-Gal Friday's. This is a major AM-TV network operation in Number One Southeast market. Will accept qualified beginner, graduates college and AM-TV schools. Airmail resume-photo-tapes immediately. Tapes will be returned. Must be single and willing to work all departments.

Reply Box 359F, B • T

RADIO

Help Wanted

Announcers

ANNOUNCERS WANTED

Auditions now being held for both radio and television announcers, for possible additions to staff.

Write for appointment to John Comas, WSJS, Winston-Salem, North Carolina.

PERSONALITY ANNOUNCER:

Are you a disc jockey who knows popular music thoroughly, today's tops as well as the standards? Are you a production-type disc jockey? Can you handle interviews and general audience participation shows in an intelligent and listenable manner? Have you a quality voice? Do you "know" radio? Are you looking for an opportunity to grow with a 1000 watt station 30 miles from Chicago that has been growing consistantly for six years?

If your answer to these questions is yea, you could well be the man we are looking for.

We are only interested in top quality applicants. Having a top-notch voice is important but you must also be versatile air-personality.

If this advertisement is of interest to you, forward a tape immediately, complete with air-checks with sample of your versatility. Also include a complete resume with expected starting salary. Mail all replies to Boyd W. Lawlor, Manager, Radio Station WWCA, Gary, Indiana.

Programming-Production, Others

TRAFFIC MANAGER

Experienced girl for responsible position California NBC Radio Station with TV affiliate. Opportunity for advancement with young aggressive management. Depends on you. Must have traffic experience and shorthand. Must fill position by March 1. Write

KCRA
Sacramento, California

OPPORTUNITY

We have openings for two: Research-Promotion man and retail copy writer for WINS Radio, 50kw, New York City. Salary open. Send resume to H. B. LaRue, General Sales Manager, WINS, 28 West 44th Street, N. Y. C.

FOR SALE

Equipment

FOR SALE

Unit 1

RCA TK-1B Synchronizing Generator consisting of:

1—MI 26100 Sync. Gen. pulseformer
1—MI 26110 Sync. Gen. pulse shaper
1—MI 26270 Filter panel
1—580D Regulated power supply
1—Steel equipment rack assembly with two doors

Unit 2

1—TK-1B Monoscope camera
1—580D Regulated power supply
1—TA-1A Distribution amplifier
1—580D Regulated power supply
1—Steel equipment rack assembly with one door

Box 335F, B·T

CARTRIDGES

RCA MI-11874-4 1.0 MIL fine groove; RCA MI-11874-5 2.5 MIL standard transcription. $35.00 each. Also pickering D-140S microgroove. $25.00 each. All in excellent condition. Several of each available; order by quantity and part number. Shipment C.O.D. Sale due to equipment changeover by professional recorder.

Box 358F, B•T

25 KW LOW BAND TV TRANSMITTER

Available for immediate delivery, one 25 KW Federal Communications Laboratories TV Transmitter complete. Used about one year on Channel 2. Factor condition. No reasonable offer refused. Terms to responsible party.

KREM-TV
4103 South Regal Street
Spokane, Washington

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

SELECTED ANNOUNCERS AVAILABLE

Trained, reliable men and women, graduates of the Paulin-Newhouse School of Announcing are interested in acquiring experience. Complete information including audition tapes sent on request. Let us help you find the right man for your staff. There is no charge for this service. Write . . .

PAULIN-NEWHOUSE
SCHOOL OF ANNOUNCING
5840 Second Blvd. Detroit, Mich.

FOR THE RECORD

(Continues from page 94)

lac, Mich.—Granted in part joint petition for extension of time to file exceptions to initial decision re application of **WJRT (TV) Flint, Mich.**, for mod. of cp; time extended to 15 days after date of Commission action on "Petition for Repudiation or Clarification" filed by **WKNX-TV Saginaw** and the "Joint Petition for Remand, Reopening of Record and Further Relief," filed by WKNX-TV and **WWTV (TV) Cadillac** but not later than Feb. 21; extended to 7 days after date on which exceptions are to be filed, but not later than Feb. 28 for filing replies to exceptions. Actions Jan. 25.

By Hearing Examiner J. D. Bond

Redding, Calif.—Upon informally reported agreement between Shasta Telecasters and Sacramento Bcstrs. Inc., applicants in tv ch. 7 proceeding, Redding, ordered conference on Feb. 1. Action of Jan. 27.

By Hearing Examiner Annie Neal Huntting

WSDR Sterling, Ill.—Ordered further hearing is scheduled for Feb. 6 re am application of **WSDR Sterling.** Action Jan. 27.

New Johnsonville, Tenn.—On examiner's own motion, ordered prehearing conference now scheduled for Jan. 31, re am application of Johnsonville Bcstg. Co., New Johnsonville, is continued without date, pending action upon motion to dismiss application without prejudice. Action Jan. 30.

By Hearing Examiner Basil P. Cooper

Midwestern Bcstg. Co., Cheboygan, Mich.—Granted petition for continuance of hearing in ch. 4 proceeding, Cheboygan; hearing continued from Jan. 30 to Feb. 6. Action Jan. 27.

By Hearing Examiner Jay A. Kyle

De Funiak Springs, Fla.—Ordered prehearing conference scheduled Jan. 27, re am application of **WDSP De Funiak Springs**, be continued indefinitely, pending action on petition by **WFNM De Funiak Springs**, to dismiss its protest. Action Jan. 26.

By Hearing Examiner Herbert Sharfman

AB-PT—Ordered prehearing conference for Feb. 7 re application of American Bcstg.-Paramount Theatres Inc. for permit to locate, use or maintain broadcast studio or other place or apparatus in United States for production of programs to be transmitted or delivered to **XETV (TV) Tijuana, Mex.** Action Jan. 26.

By Comr. Robert E. Lee

Broadcast Bureau—Granted petition for extension of time to Feb. 1 to file response to "Petition for Review of Ruling of Hearing Examiner" filed by Westinghouse Bcstg. Co. on Jan. 16, re applications of **KOB Albuquerque, N. M.**, for mod. of cp and for license to cover cp as mod. Action Jan. 31.

By Hearing Examiner Hugh B. Hutchison

Columbia-Savannah, Tenn.—Ordered both prehearing conference and hearing in re am applications of Columbia-Mt. Pleasant & Spring Hill Radio Corp., Columbia, and The Savannah Bcstg. Co., Savannah, be continued without date, pending action on Jan. 27 petition by Savannah requesting dismissal without prejudice of its application; dismissed Jan. 25 petition of Columbia-Mt. Pleasant & Spring Hill Radio Corp., requesting examiner to issue subpoenas to 12 individuals to appear as witnesses in deposition proceeding in Columbia on Feb. 2. Action Jan. 30.

BROADCAST ACTIONS
By the Broadcast Bureau
Actions of Jan. 27

WCBT Roanoke Rapids, N. C.—Granted license

INSTRUCTION

FCC 1st PHONE LICENSES IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes
Over 1700 Successful Students

EMPLOYMENT SERVICES

" "

QUOTE AND UNQUOTE

". . . as thorough and as easy to work with as though you were on our own payroll as our personnel director . . ."

Our confidential service often comes to the rescue of Radio and TV Stations and Program Producers anywhere.

Palmer-DeMeyer, Inc. (Agency)
50 E. 42nd Street, N.Y.C.
MU 2-7915
Paul Baron, Dir.: Radio-TV-Film-Adv.
Resumes welcome from qualified people

covering erection of new ant. (decrease in height and move ant. approximately 125 ft.).

WCHV Charlottesville, Va.—Granted license covering change in facilities, installation of DA-N.

WBZ-TV Boston, Mass.—Granted license covering changes in facilities.

WMT-TV Cedar Rapids, Iowa—Granted license covering changes in existing tv station.

WIS-TV Columbia, S. C.—Granted license for tv station.

WTOP-TV Washington, D. C.—Granted license covering changes in existing tv station.

WSVA-TV Harrisonburg, Va.—Granted license for tv station.

WDAN-TV Danville, Ill.—Granted license for tv station.

KALB-TV Alexandria, La.—Granted license for tv station.

KENS-TV San Antonio, Tex.—Granted license covering changes in facilities of existing tv station.

WKZO-TV Kalamazoo, Mich.—Granted license covering changes in facilities of existing tv station.

WMEG Eau Gallie, Fla.—Granted license for am station and specify studio location.

KFAR Fairbanks, Alaska—Granted license covering change in facilities.

KILO Grand Forks, N. D.—Granted cp to change ant.-trans. location and make changes in ant. system (increase height).

WPVL Painesville, Ohio—Granted mod. of cp to specify studio location and operate trans. by remote control.

Following were granted extensions of completion dates as shown: **KCOP Los Angeles, Calif.**, to 7-26-56; **KTYL Mesa, Ariz.**, to 5-1-56.

Following were granted authority to operate trans. by remote control: **WGNS Murfreesboro, Tenn.**; **WMIQ Iron Mountain, Mich.**

Actions of Jan. 26

KPAR-TV Sweetwater, Tex.—Granted STA to operate commercially on ch. 12 for period ending May 21.

Following were granted extension of completion dates as shown: **KBMT Beaumont, Tex.**, to 8-25-56; **WNDU-TV Notre Dame, Ind.**, to 8-1-56; **KID-TV Idaho Falls, Idaho**, to 8-25-56; **WCBI-TV Columbus, Miss.**, to 6-12-56.

Actions of Jan. 25

WSAV-TV Savannah, Ga.—Granted STA to operate commercially on ch. 3 for period ending April 20.

Granted change in corporate name from RKO Radio Pictures Inc. to RKO Teleradio Pictures Inc. of following: **WNAC-AM-FM-TV Boston; WOR-AM-FM-TV New York. N. Y.; KHJ-AM-FM Hollywood, KHJ-TV Los Angeles, Calif.; WHBQ-AM-TV Memphis; KFRC San Francisco, Calif.**

Granted change of corporate name from Trinity Bcstg. Corp. to McLendon Investment Corp. of following: **WRIT Milwaukee, Wis., KLIF Dallas, Tex., KELP El Paso, Tex.**

KFDA Amarillo, Tex.—Granted authority to operate trans. by remote control, while using non-DA.

KRNW (FM) Boulder, Colo.—Granted mod. of cp to change ERP of fm station from 5.9 kw to 2.0 kw; ant. height from minus 710 ft. to minus 730 ft., and make changes in ant. system.

Following were granted extensions of completion dates as shown: **WFRV-TV Green Bay, Wis.**, to 8-23-56; **WWLP (TV) Springfield, Mass.**, to 7-1-56.

Actions of Jan. 24

WGKA Atlanta, Ga.—Granted license for am station.

WPUV Pulaski, Va.—Granted license covering change in facilities.

WMRP Flint, Mich.—Granted license covering change in facilities.

KPFA (FM) Berkeley, Calif.—Granted license covering changes in licensed fm station—ERP 94.1 mc, 54 kw unl.

WHFS (FM) South Bend, Ind.—Granted license for fm station.

WKTM-FM Mayfield, Ky.—Granted authority to operate trans. by remote control.

Following were granted extension of completion dates as shown: **KTAG-TV Lake Charles, La.**, to 8-17-56; **KVOO-TV Tulsa, Okla.**, to 8-24-56; **KATV (TV) Pine Bluff, Ark.**, to 7-19-56; **KPOO San Francisco, Calif.**, to 8-31-56.

Actions of Jan. 23

WSAN-FM Allentown, Pa.—Granted request to cancel license of fm station; call letters to be deleted.

KTLV (TV) Portland, Ore.—Granted mod. of cp to change ERP to vis. 316 kw, aur. 191 kw, change trans. and studio location and make equipment changes; ant. 1550 ft. above average terrain.

Following were granted extensions of completion dates as shown: **WBIQ (TV) Birmingham, Ala.**, to 8-13-56; **KUTV (TV) Salt Lake City, Utah**, to 8-18-56; **KBST-TV Big Spring, Tex.**, to 5-5-56.

WKTM Mayfield, Ky.—Granted authority to operate trans. by remote control.

January 31 Applications

Accepted for Filing

License to Cover Cp

WTHI Terre Haute, Ind.—Seeks license to cover cp which authorized changes in DA system and change in studio location to 918 Ohio St., Terre Haute.

KYW Philadelphia, Pa.—Seeks license to cover cp which authorized DA system changes.

Renewal of License

KASM Albany, Minn.; KLTF Little Falls, Minn.; KRSD Rapid City, S. D.

Modification of Cp

WQXR New York—Seeks mod. of cp (which authorized increased power and equipment changes) for extension of completion date.

WAIU-FM Wabash, Ind.—Seeks mod. of cp (which authorized new fm station) for extension of completion date.

Remote Control

KFBK-FM Sacramento, Calif.

February 1 Applications

Accepted for Filing

License to Cover Cp

KFML Denver, Colo.—Seeks license to cover cp which authorized new am station.

KIUP Durango, Colo.—Seeks license to cover cp which authorized increased D power from 1 kw to 5 kw.

WTAY Robinson, Ill.—Seeks license to cover cp which authorized new am station.

WABL Amite, La.—Seeks license to cover cp which authorized new am station.

WEGA Newton, Miss.—Seeks license to cover cp which authorized new am station.

KDEX Dexter, Mo.—Seeks license to cover cp which authorized new am station.

WTVN Columbus, Ohio—Seeks license to cover cp which authorized mounting tv ant. on top of northwest tower (increased height).

Remote Control

KMAE McKinney, Tex.; KTLU Rusk, Tex.

Renewal of License

KGIW Alamosa, Colo.; KRDO Colorado Springs, Colo.; KFSC Denver, Colo.; KCOL Fort Collins, Colo.; KFTM Fort Morgan, Colo.; KLAK Lakewood, Colo.; KLMR Lamar, Colo.; KDHL Faribault, Minn.; WPBC Minneapolis, Minn.; KSTP St. Paul, Minn.; KEYD Minneapolis, Minn.; KYSM Mankato, Minn.; KVOK Moorhead, Minn.; KWNO Winona, Minn.

Renewal of License Returned

KOLR Sterling, Colo. (improperly signed); **KXLO Lewistown, Mont.** (name wrong).

Cp

WCAN-TV Milwaukee, Wis.—Seeks cp to replace expired cp which authorized new tv station.

Modification of Cp

WMYR Fort Myers, Fla.—Seeks mod. of cp (which authorized increased D power and change from DA-N to DA-2) for extension of completion date.

KAUS Austin, Minn.—Seeks mod. of cp (which authorized mounting tv ant. on east tower) for extension of completion date.

WGLV (TV) Easton, Pa.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Aug. 23.

UPCOMING

FEBRUARY

Feb. 6: Calif. Radio & Tv Broadcasters Assn., Hotel Roosevelt, Hollywood.
Feb. 6-13: Women's Adv. Club of Chicago "Distinction" Series Meetings, Chicago.
Feb. 7: Senate Interstate & Foreign Commerce Committee Resumes Hearings on Investigation of Tv Networks and Uhf-Vhf problems.
Feb. 7: House Interstate & Foreign Commerce Committee Resumes Hearings on Political Broadcast Bills.
Feb. 9-11: Annual Southwestern Regional Conference and Electronics Show, Institute of Radio Engineers, Oklahoma City.
Feb. 10-11: Annual Radio-Tv Short Course, School of Journalism, U. of Minnesota, Minneapolis.
Feb. 15-16: Senate Interstate & Foreign Commerce Committee Investigation Hearing on Anti-Alcoholic Advertising Bill.
Feb. 16-17: House Interstate & Foreign Commerce Committee Investigation Hearing on Anti-Alcoholic Advertising Bill.
Feb. 20: RAB Clinic, Roanoke, Va.
Feb. 21: RAB Clinic, Richmond, Va.
Feb. 23: RAB Clinic, Washington, D. C.
Feb. 24: RAB Clinic, Baltimore.
Feb. 27: RAB Clinic, Miami.
Feb. 28: RAB Clinic, Jacksonville, Fla.
Feb. 29: RAB Clinic, Columbia, S. C.

MARCH

March 1: RAB Clinic, Atlanta.
March 2: RAB Clinic, Birmingham, Ala.
March 2-3: Midwestern Adv. Agency Network, Business Meeting & Competitive Display, Drake Hotel, Chicago.
March 5: RAB Clinic, Nashville.
March 6: RAB Clinic, Memphis.
March 7: RAB Clinic, New Orleans.
March 8: RAB Clinic, Houston.
March 9: RAB Clinic, Dallas.
March 10: Michigan State U. Dept. of Speech 11th Annual Radio-Tv Conference, East Lansing.
March 12: RAB Clinic, Burlington, Vt.
March 13: RAB Clinic, Boston.
March 14: RAB Clinic, Pittsburgh.
March 14-16: Assn. of National Advertisers Spring Meeting, The Homestead, Hot Springs, Va.
March 15: RAB Clinic, Rochester, N. Y.
March 16: Connecticut Broadcasters Assn., Waverly Inn, Cheshire, Conn.
March 16: Ohio Assn. Radio & Tv Broadcasters, Hotel Statler, Cleveland.
March 16: RAB Clinic, Schenectady, N. Y.
March 19: RAB Clinic, Billings, Mont.
March 19-22: Institute of Radio Engineers National Convention and Radio Engineering Show, Waldorf-Astoria, New York.
March 20: RAB Clinic, Minneapolis.
March 21: RAB Clinic, Milwaukee.
March 22: RAB Clinic, Grand Rapids, Mich.
March 23: RAB Clinic, Detroit.
March 24-25: Arkansas Broadcasters Assn., Hotel Marion, Little Rock.
March 26: RAB Clinic, Tulsa, Okla.
March 26-28: Canadian Assn. of Radio & Tv Broadcasters, Royal York Hotel, Toronto.
March 27: RAB Clinic, Amarillo, Tex.
March 28: RAB Clinic, Albuquerque.
March 29: RAB Clinic, Los Angeles.

APRIL

April 2: RAB Clinic, Fresno, Calif.
April 3: RAB Clinic, San Francisco.
April 4: RAB Clinic, Portland, Ore.
April 5: RAB Clinic, Seattle.
April 6: RAB Clinic, Boise, Idaho.
April 6-7: Alabama Broadcasters Assn., Reich Hotel, Gadsden, Ala.
April 7-8: New Mexico Broadcasters Assn., Hotel La Fonda, Santa Fe.
April 9: RAB Clinic, Kansas City, Kan.
April 10: RAB Clinic, St. Louis.
April 11: RAB Clinic, Peoria, Ill.
April 11-13: Institute of Radio Engineers Seventh Region Technical Conference, Hotel Utah, Salt Lake City.

BROADCASTING • TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.

CHECK ONE

- ☐ 52 weekly issues of BROADCASTING • TELECASTING $7.00
- ☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

☐ Enclosed ☐ Bill

name *title/position*

company name

address

city *zone* *state*

Please send to home address ——

It Isn't True Love

UNTIL quite recently, the movie industry and television spent a lot of their time snarling at each other.

To be more precise, the movie industry spent a lot of its time snarling at television and complaining that tv was killing movies. Sometimes television snarled back. More often, however, it made cooing noises in the direction of Hollywood and yearned aloud to embrace some of the better products and personalities that were being held in seclusion by film interests.

The cooing, supported by such tangible tokens of affection as million-dollar contracts, has taken effect. Romance is blooming. Hollywood and tv are, as the columnists say, an item.

Like many of the romances which are reported in the gossip columns, this one is bound to go pffft.

Because so far it is a one-way romance.

Television is doing all the courting.

Television keeps rushing in with bundles of money which Hollywood takes with the calculated charm of a chorus girl fleecing a rich stage-door-Johnny from the sticks. Hollywood has discovered that television is harmless and not particularly demanding. The most television wants in return for a mink is a moment of footsy-footsy beneath a ringside table at El Morocco.

What has Hollywood given television in return for the millions of dollars in cash and free promotion that television has thrown at Hollywood's feet?

A few very good television programs including such series as *Disneyland*.

A reasonable number of desirable feature films (but the biggest block was freed for tv by Tom O'Neil, a broadcaster who bought into Hollywood).

A great many formularized television shows which are either slick but meaningless adaptations of movies or mere trailers which advertise movies that you must go to a theatre to see.

To summarize—let alone enumerate—the gifts which television has bestowed in order to get so meager a return would take pages and pages. It is enough to say that Hollywood would have gone broke if it had been obliged to buy the pro-movie propaganda which television has been providing for nothing or indeed providing in addition to the tremendous talent and production fees it has paid to Hollywood.

On Sunday, Jan. 29, for example, in the prime time of 7:30 to 9 p.m., television produced an hour and a half of solid promotion for Hollywood. *Inside Beverly Hills* was presumably designed as a sort of dressed-up documentary which would show the living habits of residents of that posh community. As an effort in journalism, the program was on a level no higher than that of the average article in a movie fan magazine.

The production costs of *Inside Beverly Hills* ran $150,000.

A fan magazine might pay 500 bucks top for a piece of that kind.

Toward the end of *Inside Beverly Hills* James Stewart and his family were shown leaving their home en route to attend the cinema. In an obviously rehearsed plug, Mr. Stewart said: "Movies are your best entertainment."

It was hard to disagree with him at that moment.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"In an election year never start your sales pitch by asking him to give you a little time!"

A Plan for New Orleans (and the U.S.A.)

IN ITS reappraisal of television allocations, the FCC should give particular attention to the possibility of releasing some, if not all, of the channels now reserved for non-commercial, educational use.

In a number of communities the release of these reservations would be of significant help in expanding television service. We shall use New Orleans as an example, but first we would like to explore other facets of the educational problem dispassionately and, we hope, realistically.

It should now be crystal clear that education never will fully utilize the channels allotted under the unique "reservation" plan made part of the Sixth and Final allocations report. There isn't enough money or program product to do the job. And there just isn't the public interest.

So why not let these channels go for commercial use, rather than allow them to lie fallow? When the educational people in a given communty find themselves ready, let them re-acquire part of the station's time (and use the station's facilities) under agreements that could be devised in advance. Actually, the FCC is flouting the Communications Act of 1934 by allowing educational channels to go unused after nearly four years.

The New Orleans example has its counterpart in dozens of communities where educational assignments have not been activated or are being used only part-time. Three vhf channels (4, 6 and *8) are allocated to that city. Only one—ch. 6—is being used. Ch. 4 was sought by three applicants, and a final choice of the winner is yet to be made. Ch. *8, as noted above, has an asterisk, the Commission's mark for an educational reservation.

Four uhf channels are allocated to New Orleans. One is occupied by an operating station. Another has been granted, but there is no indication as to when or if it will go on the air. The others are unclaimed.

It is now nearly four years since the FCC lifted the tv freeze, and New Orleans is still without really competitive tv service.

What about ch. *8? For more than three years it went begging. Finally, last July, the Greater New Orleans Educational Television Foundation Assn. applied for it. The association claims support and pledges of support from numerous sources, including the Ford Foundation, and proposes to spend $328,000 to build a station.

Sounds good, so far. Now how does the foundation propose to put its $328,000 station to use? Well, it promises to provide five hours of programming a day Monday through Friday. Weekends it will stay dark.

Is that a fair shake for the people of New Orleans? Is that enough programming to justify a franchise on a facility which, in business hands, would add a full program service to a community that is in desperate need of one? [Multiply that by 86, the number of vhfs reserved for education, and you get a notion of the kind of additional service the public really wants that could be supplied throughout the country, and without battling for new spectrum space and without converting sets.]

As a start, we suggest that the FCC, on its own motion, propose the erasure of the asterisk before ch. 8. This will benefit the New Orleans public, the city's television business and the advertisers. It will also benefit the educational foundation, which can arrange to use that $328,000 to build educational programs, rather than a wholly inadequate station with promised operation of 25 hours a week. And those programs could be placed on the ch. 8 station (and on other commercial stations throughout the state where extension education is really needed) by agreement.

We feel confident that most, if not all, of the 13 vhf non-commercial education stations now on the air, and struggling for money, programs and public acceptance, would quickly realize that this method would be the answer to their vexing problems. It can work, if only someone would take the initiative. And that someone should be the FCC.



KSTP is there when it happens...

. . . and within minutes, the entire Northwest knows the whole story! By their expert use of five 2-way-radio news cars, a news plane, tape and telephone recorders and other facilities, KSTP reporters and news-men consistently lead all competitors in fast, accurate presentation of the news.

One of the first full-time radio newsrooms in the nation, KSTP employs 19 experienced reporters, 100 "stringer" reporters in a 5-state area whose job is to report the news quickly, completely, impartially and in good taste.

Within the last few months, KSTP again scooped all competitors—including newspapers—with an exclusive story on a kidnap-murder victim which was carried on national news service wires. This, incidentally, is the *third* time that KSTP has scored a news beat of national importance. Several national and local awards for news coverage and presentation also attest to the excellence of this pioneering news operation.

In addition to its superior daily news programs, KSTP offers its listeners varied entertainment *24 hours a day!* The Northwest's favorite personalities offer the "best music in town," plus sports, weather news and other popular shows.

Why not put KSTP with its top personalities, balanced programming and unmatched news coverage to work for you? To *sell* the vital Northwest market, your best buy is KSTP . . . *priced* and *programmed* to serve *today's* radio needs!



KSTP Radio

50,000 WATTS

MINNEAPOLIS • ST. PAUL ***Basic NBC Affiliate***

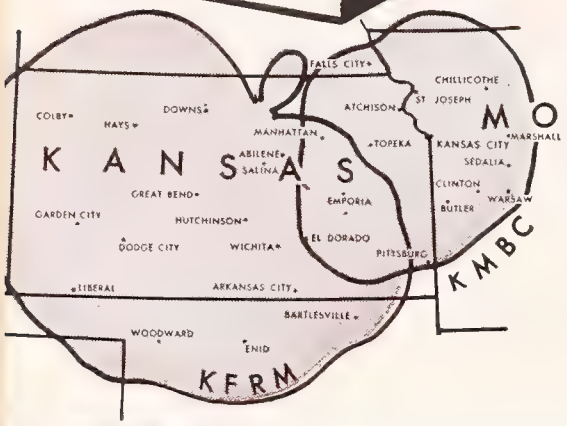
"PRICED and PROGRAMMED" to serve today's radio needs!

EDWARD PETRY & CO., INC. • NATIONAL REPRESENTATIVES

KMBC-KFRM

Farm Service Programming

1st in the Heart of America!



The KMBC-KFRM half-millivolt contours cover some of the richest, most productive farm land in the United States! Much of the total money spent for goods and services in this area comes directly from farm families—and many millions more are spent by people whose incomes are derived indirectly from agriculture.



PHIL EVANS



JIM LEATHERS

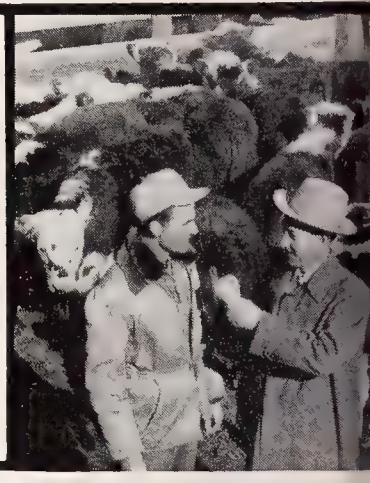
Because farming is so important to so many in the Heart of America, farm programming receives prime attention on KMBC-KFRM. Two full-time farm experts, Phil Evans and Jim Leathers, have built KMBC-KFRM rural listenership into one of the most responsive farm audience groups in the nation. Their 5:30 to 7:00 a.m. "RFD" Farm Service Program and their noontime market, livestock and farm news reports on "Dinnerbell Roundup" reach farmers during the top rural listening hours.

Evidence of KMBC-KFRM pulling power was dramatically demonstrated last fall when a major fertilizer manufacturer reported the following cost-per-inquiry breakdown on a free booklet offered regionally:

Medium	Cost Per Inquiry
KMBC-KFRM	$ .90
Radio Station A	1.12
Radio Station B	1.46
Radio Station C	3.77
Farm Paper A	4.15
Radio Station D	4.17
Farm Paper B	5.11
Farm Paper C	5.41
Farm Paper D	7.13
Farm Paper E	8.82
Farm Paper F	12.16



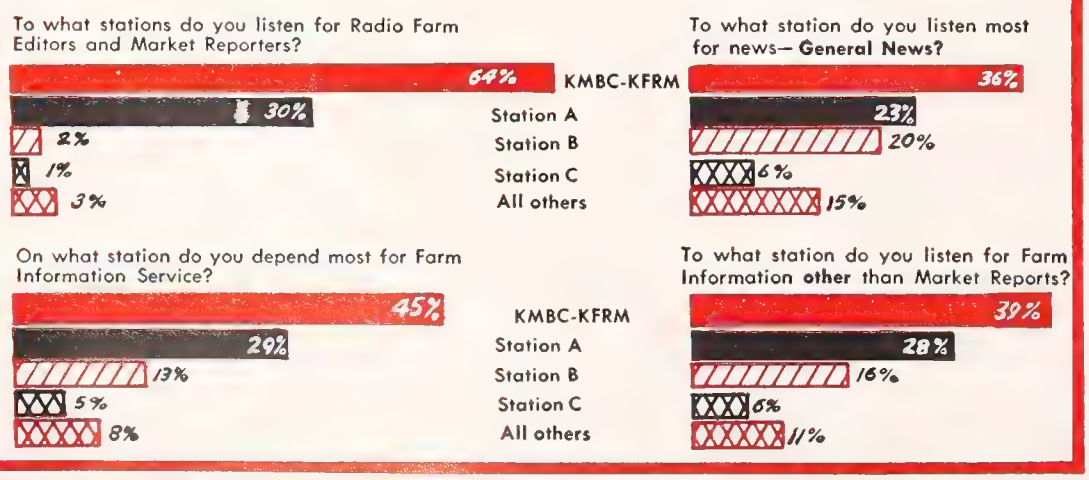
PHIL EVANS, KMBC-KFRM Farm Service Director, inspects his flock of prize White Leghorns at one of the KMBC-KFRM Service Farms near Stanley, Kansas. Phil, known as the Dean of Midwestern Farm Broadcasters, is a practical farmer as well as a shrewd agricultural analysist—a happy combination which makes for authoritative reporting to his thousands of rural listeners.



JIM LEATHERS, Associate Farm Service Director, tapes an on-the-scene interview for one of his popular daily broadcasts from the Kansas City Stockyards. Jim eats, sleeps and breathes farming. His keen insight into agricultural problems gives the Midwest farmer factual information heard only on KMBC-KFRM.

SURVEY-PROVED, FIRST IN FARM RADIO PREFERENCE!

Further proof of KMBC-KFRM farm market domination came during the nationally famous American Royal Livestock & Horse Show in Kansas City last October. To evaluate farm radio preferences, a special college-trained marketing unit interviewed more than 800 Royal visitors from farms in Western Missouri and the State of Kansas. The results, tabulated below, show KMBC-KFRM leads all competition in preferred farm service programming.



CONTRACT RENEWALS REFLECT SPONSOR SUCCESS

Account longevity is still another example of the effectiveness of KMBC-KFRM farm programming. Staley Milling Company has sponsored twice-daily broadcasts for 16 years—8,000 consecutive shows! Pioneer Hybrid Seed Corn has been on the air with more than 9 years of continuous broadcasts. Kansas City Livestock Interests have a five-year record of successful advertising on KMBC-KFRM. Other long-time farm advertisers could be added to this list—each one a powerful testimonial for the results farm advertisers get on KMBC-KFRM!

Remember, farm service is just one segment of the well-balanced, result-getting radio programming on KMBC-KFRM. For up-to-the-minute details on the "New Sound" of KMBC-KFRM, see your Free & Peters Colonel.

LISTEN to the New Sound of **KMBC of Kansas City**

KFRM for the State of Kansas

...and in television, the Swing is to **KMBC-TV**, Kansas City's Most Powerful TV Station!

DON DAVIS, First Vice Pres. & Commercial Mgr.
JOHN SCHILLING, Vice Pres. & Gen. Mgr.
GEORGE HIGGINS, Vice Pres. & Sales Mgr.
DICK SMITH, Director of Radio
MORI GREINER, Director of Television

FEBRUARY 13, 1956 35c PER COPY

BROADCASTING TELECASTING

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Page 86

25TH year

THE NEWSWEEKLY OF RADIO AND TV

BIG

is the word for the COVERAGE WDGY's
50,000 watts give you in MINNEAPOLIS-ST. PAUL



. . . . and WDGY has an almost perfect circle signal daytime. Watch what happens to radio listening when Mid-Continent programming, ideas, music and news fill the Twin Cities air. Call WDGY General Manager Stephen Labunski or Avery-Knodel.

WDGY
Minneapolis-St. Paul 50,000 watts

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

WDGY, Minneapolis-St. Paul
Represented by
Avery-Knodel

WHB, Kansas City
Represented by
John Blair & Co.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

KOWH, Omaha
Represented by
H-R Reps, Inc.



...NOT SEVENTEEN?

YES...WBRE-TV does have a 17 County Coverage

2,000,000 POPULATION... a Mecca for the TV merchandiser. For example the Wilkes-Barre - Scranton market alone accounts for $872,000,000 in buying income out of an estimated $2,000,000,000 for the 17 counties. These two metropolitan areas are equivalent to the nations 29th market. All this plus a million watts of power... finest engineering... higher program ratings... more audience... more set count... more, well, why not call us or the Headley-Reed representative for all the facts that make Channel 28 in Wilkes-Barre N. E. Pennsylvania's best TV buy.

AN NBC BASIC BUY : National Representative : The Headley-Reed Co.

Counties Covered: LUZERNE LACKAWANNA LYCOMING COLUMBIA SCHULYKILL NORTHUMBERLAND MONROE PIKE WAYNE WYOMING SULLIVAN SUSQUEHANNA BRADFORD UNION SNYDER MONTOUR CARBON

WBRE
TV Channel 28
WILKES-BARRE, PA.

If your dog surprised you with a family of 17, you might exclaim "IMPOSSIBLE"..But we've checked with good authority and it has happened.





"WOW!"

LOOK AT THE NEW RATINGS IN IOWA

ARB and PULSE AGREE:

KRNT-TV (CBS)

NOW DOMINATES
In Des Moines



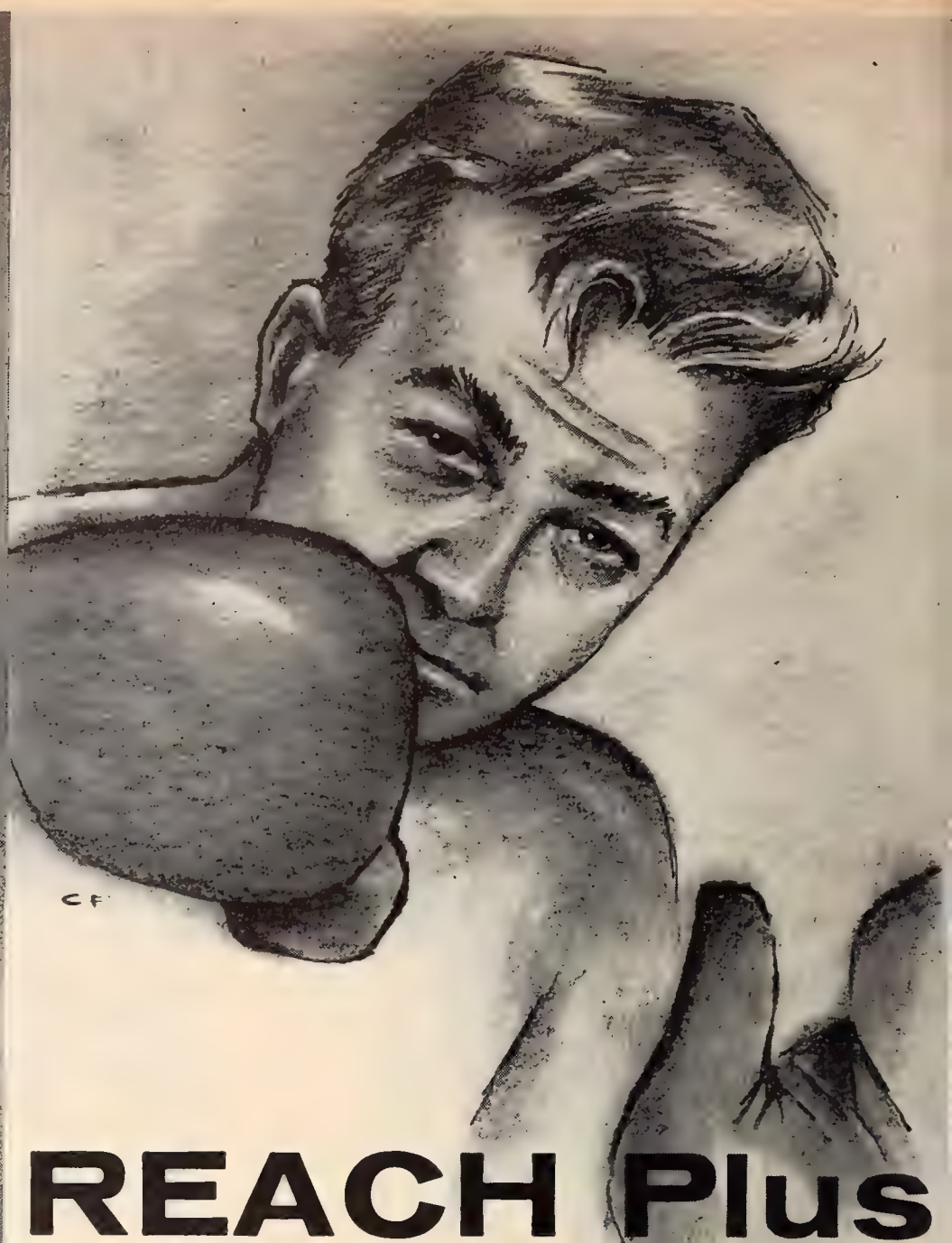
TO MENTION A FEW OF THE CHANNEL 8 LEADS IN ARB NOVEMBER SCOREBOARD:

- 7 of the top 10 once-a-week evening shows
- 9 of the top 10 multi-weekly quarter hours
- 10 to 10:30 P.M. News & Sports
- The 2 local afternoon kid shows
- Late evening movies

KATZ HAS ALL THE FACTS ON KRNT & KRNT-TV .... Cowles Operations

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.





REACH Plus PUNCH

REACH . . .

KRLD-TV's maximum-power Channel 4 signal is now beamed from atop Texas' tallest tower . . . 1,685 feet above average terrain . . . vastly increasing its coverage area.

PUNCH . . .

Telepulse, December, 1955, for the Dallas Metropolitan Area, showed KRLD-TV, in this 4-station market, with 15 out of the 16 top once-a-week programs . . . that KRLD-TV dominates, with more viewers, morning, afternoon and night, Monday through Friday.

No other medium sells the Top O' Texas Market like . . .

KRLD-TV

The BIGGEST buy in the BIGGEST market in the BIGGEST State

CBS

Channel 4, Dallas
MAXIMUM POWER

Owners and operators of KRLD, 50,000 Watts
The Times Herald Station . . . The Branham Co.,
Exclusive Representative.

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

closed circuit®

AUDITED AUDIENCES • "Guaranteed circulation"—long wanted from radio-tv by some agency executives [B•T, Jan. 23] —may make its entry this week. Mutual plans to unveil new sales concept that its officials describe as "revolutionary." They're mum on details, but it's good bet that some form of circulation guarantee will be involved..

B•T

IDEA of guaranteeing radio "circulation" was tried once before at network level. In November 1951 NBC Radio came out with "Guaranteed Advertising Attention Plan" involving three programs which were guaranteed to deliver—with A. C. Nielsen Co. retained as "auditor"—total 5.3 million advertising messages per week at $2.75 per thousand [B•T, Nov. 19, 26, 1951]. At that time there were no takers and plan was quietly dropped.

B•T

WIDER PLEASE • While Hollywood film vaults are opening wider to tv for pre-1948 features, closed door meetings between producers and various guilds are becoming more frequent as all groups eye extra income possible in selling post-1948 films to tv too. Talks with guilds concern extra pay formulas. Producers and guilds alike are concerned over impact on new production, but don't want to be left out if someone else makes break.

B•T

DESPITE NARTB frown at free movie plugs on tv [B•T, Feb. 6], United Artists has booked 66 stations to carry no-pay short promoting Frank Sinatra's forthcoming feature, "Johnnie Concho." UA reports 20 outlets promise multiple night showings. Short was produced specifically for tv.

B•T

SERIES PITCH • Indications that NBC will make strong bid for multi-million dollar radio-tv rights to World Series and All-Star Game (see story page 109) is pointed up in unannounced appointment of Paul Jonas to NBC's sports staff. Mr. Jonas, during long tenure at MBS, played major role in negotiating series rights for that network. Ford Frick, baseball commissioner, reportedly is asking for $3 million per year for rights to radio-tv package.

B•T

GAINING momentum is proposal that private broadcaster be made permanent member of Airspace Panel in Washington, on equal footing with representatives of private organizations representing air transport, pilots and other private aviation interests. Proposal was made to NARTB Tv Board at its meeting fortnight ago in Chandler, Ariz., by Ward L. Quaal, Crosley Broadcasting vice president, in light of efforts of private carriers and of military to rigidly limit heights of tv towers.

VACATION PENALTIES • Any television network advertisers thinking of taking summer hiatuses this year—and their number is dwindling annually—may find it desirable to think again. Their chances of going off for summer and being sure of getting their time periods back in fall are no better than slim. Both CBS-TV and ABC-TV have decided that, for first time, they won't protect vacationing sponsors' time periods. NBC-TV hasn't set policy, may handle each case individually if problem arises. Both NBC-TV and CBS-TV had only couple of hiatus-takers last year, see chance of solid lineups this summer, while ABC-TV looks for much smaller number of vacationers than in past.

B•T

PRACTICE of having principal of program do commercials, notably in news shows, is more suspect than ever because of experience of Drew Pearson in Texas. U. S. Trust & Guaranty Co., Waco., which sponsored Pearson over Texas stations, folded, precipitating recent Texas insurance scandals. Texans reportedly blame Pearson, although wrongly, along with company officials because of his close identity through commercials. Issue expected to become increasingly lively topic (see story, page 108).

B•T

MORE TVS, SMALLER COVERAGE • There's evidence that Senate Commerce Committee is listening more and more to intramural arguments favoring philosophy of multiple, competitive, local tv services as against concept of stations serving wide areas. Essence of argument is that more stations mean more competition, while big, powerful wide-ranging stations mean monopoly. Answer to those concerned with implications this leaning may have for farmer and other rural folk is summed up in these words by one source close to committee: Farmer has to pay premium for telephone and power services. Why must television allocations be tailored to bring tv to him at any less expense? Let him build tall receiving antennas, buy more sensitive receivers; after all he has to do that for other services.

B•T

FAST-MOVING NARTB President Hal Fellows leaves Feb. 24 on two-week European trip to inspect Radio Free Europe operations headquartered in Munich. He also will take look at other radio-tv operations on continent and broadcast behind the Iron Curtain. Mrs. Fellows will accompany him on what will be their first trip to continent.

B•T

ROSIER COLOR • Top executives at Motorola Inc., Chicago set manufacturer, expected to adopt more bullish attitude on color tv prospects after firm introduces its new 21-inch receiver (with RCA tube) with extensive merchandising program in June. Production will be geared to anticipated greater demand for tinted tv sets around September. Motorola executives are represented as feeling that while networks have done good programming job, further stimulus is vital in form of at least one hour of color every night to catch all viewers some time during week.

B•T

ENTHUSIASTIC response to address by Lee B. Wailes, executive vice president of Storer Broadcasting Co., Jan. 5 before New York Chapter of Society of Security Analysts, has resulted in additional bookings before other chapters. Address dealt with Storer operations from investment angle (stock is on New York Stock Exchange). He addresses Detroit Chapter Wednesday with subsequent tentative dates for Los Angeles and Chicago Chapters.

B•T

MONDAY MOVIES • ABC-TV's so pleased with audience rating reports and sponsorship progress with its two feature film "Festival" programs—*Famous Film* on Sunday nights and *Afternoon Film* on weekdays—that it's about to come up with another. New series, planned for spring and summer, would make its debut March 12 in Monday night, 90-minute slot, replacing three shows now programmed in 9-10:30 p.m. period: *Dotty Mack, Medical Horizons* and *Outside U. S. A.*

B•T

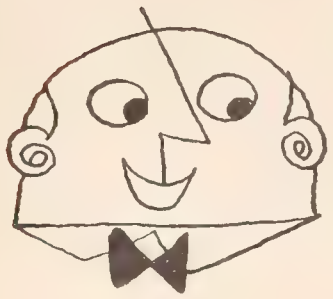
CBS-TV is planning to put Playhouse 90 *in Thursday, 9:30-11 p.m. period next fall and will offer current advertisers participations in that time. Bristol Myers and Singer Sewing Machine as alternate-week sponsors of* Four Star Playhouse, *General Foods with Johnny Carson, and American Home Products with* Quiz Kids *represent current Thursday night lineup in this period.*

B•T

DONKEY & DISNEY • Norman, Craig & Kummel, New York, newly-appointed agency for Democratic National Committee, has taken option on last five minutes of *Disneyland* on ABC-TV for Democratic sponsorship.

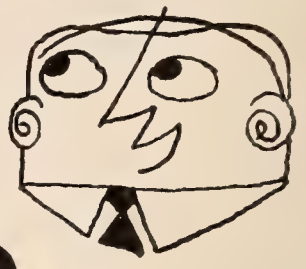
B•T

RAB is working in harness with Lever Bros. on research project designed to show radio's role in creating "awareness" of advertised products. With Lever blessings and active cooperation, bureau has earmarked $8-10,000 for research on rememberability of Lever's current Pepsodent ("You'll wonder where the yellow went") toothpaste jingle. Advertest Research is conducting studies for RAB in four major markets now, will repeat next month. If results are what RAB obviously expects, studies could lead to bigger radio budgets from other Lever products as well as Pepsodent and presumably provide valuable sales tool for radio in general.



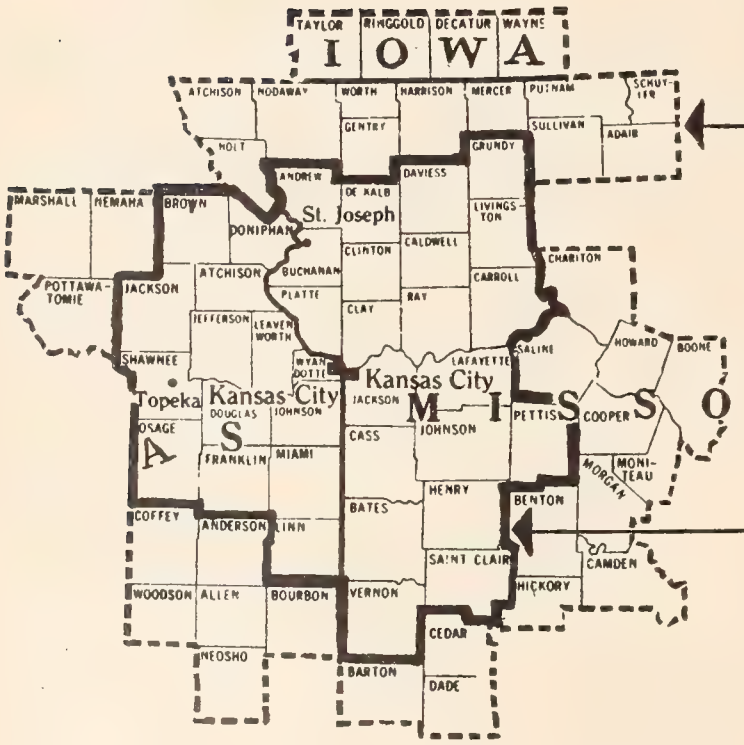
"What's the Kansas City area story?"

"Let's ask Pulse and Nielsen!"



of course! **WHB**

Dominates Its Area, Too!



70-County
AREA PULSE

620,400 radio homes
WHB is first in *every* time period!
Average share of audience 25% ahead of the second station!

N. S. I. AREA

542,700 radio homes
WHB all-day average: 42.9%
(second station: 16.6%)
WHB first by far in *every* time period!

Latest Kansas City Hooper gives WHB whopping first place with 47.7%. So WHB dominates the metropolitan area as it dominates the whole area. More reason than ever to talk to the man from **Blair,** or WHB General Manager **George W. Armstrong!**

WHB 10,000 watts—710 kc

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

WDGY, Minneapolis-St. Paul
Represented by
Avery-Knodel

KOWH, Omaha
Represented by
H-R Reps., Inc.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

WHB, Kansas City
Represented by
John Blair & Co.

at deadline

R&R Realigns Top Echelon; Beirn Named Executive V.P.

F. KENNETH BEIRN, former president of Biow-Beirn-Toigo (now Biow Co.), joins Ruthrauff & Ryan, New York, as executive vice president in charge of plans and creative services. Mr. Beirn's move prompted several major executive appointments at R & R:

Paul E. Watson, president of R & R, elected chairman of board, succeeding Barry Ryan, who becomes chairman of executive committee. H. B. Groseth and R. W. Metzger, R & R vice president in Chicago, elected executive vice presidents.

Prior to joining Biow, Mr. Beirn served as head of New York office of Dancer-Fitzgerald-Sample.

Mr. Watson joined agency in 1923 and served continually as head of western operations and vice president in charge of Chicago office. Mr. Groseth joined agency in 1939 as assistant account executive and rose to vice president. In 1954 he was made a member of executive committee of board. He will continue to serve as account supervisor on number of accounts. Mr. Metzger, who joined R & R in 1934 as radio director of Chicago office, has been director since 1948.

Networks Get Together For Advertising Week Program

TV'S SALUTE to advertising, 15-minute film titled *Advertising Benefits You,* is slated for showing on three tv networks as highlight of National Advertising Week, Feb. 19-25, Robert Sarnoff, NBC president and general chairman of Advertising Federation of America's planning committee for NAW, said Friday. Time slots assigned Friday include showings on CBS-TV on Feb. 19 at 1 p.m. EST; NBC-TV as far west as Rockies, same day at 2 p.m. EST, and ABC-TV's time to be announced. Film includes skits by Sid Caesar and Carl Reiner of NBC; Jackie Gleason and Audrey Meadows in *The Honeymooners* sequence, representing CBS, and ABC Vice President John Daly, who will introduce entertainers and speak on advertising's role in U. S. Producer is Hudson Faussett of NBC.

For film—parts of which were shot in "rival" studios to meet Feb. 19 deadline so that prints could be distributed for local use after network telecasts—cooperation was obtained from other members of Mr. Sarnoff's committee: J. L. Van Volkenburg, CBS-TV president; Robert E. Kintner, ABC-TV president, and Ted Cott, general manager of DuMont's WABD (TV) New York and WTTG (TV) Washington. Also working with the group was Roger Pryor, vice president, Foote, Cone & Belding, AFA's task force agency.

Looking for Monopoly

HOUSE Antitrust Subcommittee will hold exploratory hearings Feb. 27 to April 4 on monopolistic practices in regulated industries, including radio and tv. House group has indicated it will look into monopoly in radio-tv industry itself and National Collegiate Athletic Assn. control over televised college football.

GLEASON MOVES UP

P. LORILLARD Co., sponsor of *Two for the Money* on CBS-TV (Sat., 9-9:30 p.m. EST), has waived commitment that its program must follow Jackie Gleason's *The Honeymooners* (8:30-9 p.m. EST), thus triggering long-sought network desire to swap Gleason show's time period with *Stage Show* which fills preceding half-hour period [B•T, Feb. 6]. Move effective Feb. 18, is expected by network to buttress Mr. Gleason's show which has given way in rating strength to Perry Como's program on NBC-TV (8-9 p.m. EST).

WOAI-AM-TV Buys Stock; WNOS Sold for $62,200

REPURCHASE of 20% of its stock for $980,000 announced Friday by WOAI-AM-TV San Antonio. Stock bought by corporation from following stockholders, each owning 5%: Mrs. Jane Mayer, Mrs. Helen Rau, Mrs. Frances Russell and Mrs. Anna Stein.

Sale of WNOS High Point, N. C. (1 kw day on 1590 kc) by William H. Currie and associates to Statesville Broadcasting Co. (WSIC Statesville, N. C.) for $62,200 also announced Friday. Charles D. Melton is WSIC general manager.

Both transactions, negotiated by Blackburn-Hamilton Co., station brokers, subject to usual FCC approval.

Screen Gems Releases List

LIST of 104 Columbia Pictures' feature films to be distributed by Screen Gems, New York, was announced Friday by Robert H. Salk, sales director, at Screen Gems' first international sales convention. Among titles: "Doctor Takes a Wife," "Pennies from Heaven," "It Had to Be You," "Sahara," and "Once Upon a Time," featuring such stars as Ingrid Bergman, Brian Aherne, Ginger Rogers, Cary Grant, Bing Crosby, Humphrey Bogart, Rita Hayworth and Paul Muni.

NARTB By-Law Change Hit

SMALL STATIONS as well as medium, large and fm stations would lose their group representation on NARTB Radio Board if NARTB by-laws amendment now before membership on mail ballot is approved, according to Lester L. Gould, KFMA Davenport, Iowa, at-large director for small outlets. By-laws change would eliminate eight directors—two each for four at-large groups. Mr. Gould said next step, if amendment passes, will be move to change Radio Board to eight regional and four radio network directors, giving networks much stronger position on board.

Anderson Confirmed to FTC

NOMINATION of Sigurd Anderson, former Republican governor of South Dakota, to Federal Trade Commission was confirmed Friday by Senate.

• BUSINESS BRIEFLY

NEHI CAMPAIGNING • Nehi Corp. (soft drinks), Columbus, Ga., in bid to capture larger share of what promises to be biggest soft-drink market in years, will launch intensive, long-term radio-tv spot campaign in 90 markets across U. S. starting mid-March and running to mid-November. Agency is Compton Adv., N. Y.

RADIO BUY FOR KRAFT • Kraft Foods Co., Chicago, plans to announce within week purchase of substantial schedule of network radio time, with program format not yet decided. All radio networks have submitted presentations. Kraft currently sponsors five-minute newscasts (6:55-7 p.m., Mon.-Fri.), on MBS.

ACQUIRING • D'Arcy Adv., N. Y., which recently acquired new automotive account—Packard Clipper Div. of Studebaker-Packard—is expected to be named momentarily for large food account.

POLISHES PLACING • Two shoe polish manufacturers—Griffin (Boyle-Midway Div., American Home Products, N. Y.) and Kiwi Shoe Polish Co., Pottstown, Pa.—will be launching national radio-tv spot campaigns on flexible, indefinite basis starting early next month. While Griffin will range across U. S., Kiwi will concentrate in New England, Texas and Mountain States region. Agency for Griffin is Geyer Adv., N. Y., and for Kiwi, Street & Finney, N. Y. (Latter inherited account from Geyer which resigned it last year after appointment as Griffin's agency.)

SHOES FOR SPRING • National Shoes Inc., N. Y., will launch spring advertising campaign this week, using about 25 spot radio announcements on 20 stations in New York, New Jersey, Connecticut, Massachusetts and Maryland, and announcements on *Time for Adventure* show on WRCA-TV New York.

CONSIDERING • Chesebrough Mfg. Co. understood considering sponsoring *State Trooper* (Wed., 7:30-8 p.m.) on CBS-TV. Decision expected shortly.

MACRAE IN FOR MARTIN • Lever Bros., N. Y., will take over Monday 7:30-45 p.m. period on NBC-TV but will change show to feature vocalist Gordon MacRae instead of Tony Martin. Lever starts March 5. BBDO, N. Y., is agency.

'CROSSROADS' DEAD END? • Chevrolet Dealers, which sponsors *Crossroads* (Fri., 8:30-9 p.m.) on ABC-TV, understood shopping for new program for that time period. Agency: Campbell-Ewald Co., N. Y.

TAKER FOR 'MIGHTY MOUSE' • General Foods (cereal division), N. Y., expected to sign momentarily for sponsorship of CBS-TV's *Mighty Mouse,* which will be moved up from 11 a.m. to 10:30-11 a.m. Saturdays. Benton & Bowles, N. Y., is agency.

BAPTISM • In its first plunge into network television, Sperry & Hutchinson Co. (S&H green stamps), N. Y., set to invest more than $1 million on NBC-TV's *Today, Home* and *Tonight* programs to promote purchase of cash-discount stamps. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.



Whatever your standard of measurement, KPHO-TV delivers the most for your advertising dollar. Arizona advertisers know this . . . consistently spend the larger share of their TV money on Channel 5. National advertisers find it pays to follow suit!

When you buy KPHO-TV you buy the Phoenix retail trade area. 450,000 folks offer receptive eyes and ears to your sales story.

And KPHO-TV's Multi-Spot Discount Plan offers you the finest cost-per-thousand buy!

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO RADIO	KCMO TV	WHEN RADIO	WHEN TV	KPHO RADIO	KPHO TV	WOW RADIO	WOW TV
810 kc.	Channel 5	620 kc.	Channel 8	910 kc.	Channel 5	590 kc.	Channel 6
CBS	CBS	ABC	CBS	ABC		CBS	CBS

Represented by KATZ AGENCY INC. JOHN BLAIR & CO. BLAIR TV, INC.

MEREDITH *Radio and Television* STATIONS

affiliated with **Better Homes and Gardens** and **Successful Farming** magazines

at deadline

High Court Review Asked In Petersburg Ch. 8 Case

U. S. SUPREME COURT has been asked to review Petersburg, Va., ch. 8 case. Southside Virginia Telecasting Corp. (WSSV), losing applicant for vhf facility, petitioned for writ of *certiorari* Friday. It claimed that appeals court decision issued last December [B•T, Jan. 2], upholding FCC grant to what is now WXEX-TV Petersburg, is inconsistent with opinions of other circuits on questions of evidence.

Also filed Friday was petition to U. S. Court of Appeals for rehearing on Sacramento ch. 10 case. Appeals court last month upheld FCC grant of that vhf facility to Sacramento Telecasters Inc. (now KBET-TV) and denial of McClatchy Broadcasting Co. application [B•T, Jan. 30]. McClatchy, asking for full court to sit on rehearing, held that three-judge panel erred in refusing to rule on alleged discrimination against McClatchy because of newspaper and other broadcasting interests.

Multiple Ownership Hearing Set

NATION'S TOP COURT has scheduled argument on Storer Broadcasting Co. multiple ownership case for Feb. 28. Case (Docket No. 94) was appealed to Supreme Court by FCC when appeals court held that Commission's multiple ownership rules were illegal [B•T, Feb. 28, 1955]. Lower court held that FCC could not deny or refuse to accept application without hearing. Storer had applied for Miami ch. 10 in 1953, but because it held then maximum permissible number of tv stations (five), Commission refused to accept application. Since that time, FCC has revised its multiple ownership rules to permit single entity to own not more than seven stations in each of broadcast bands, am, fm or tv. In tv, however, not more than five may be in vhf band.

Station, Hit by Fire, On Air as Scheduled

RADIO'S ABILITY to provide news in time of crisis was demonstrated most dramatically Friday when even fire that completely destroyed five-story building housing studios of WPAC Patchogue, L. I., did not deter station from going on air in early morning as scheduled, and providing community with on-spot description of disaster and reports on water shortage and electricity failure.

Fire broke out about 4 a.m. Friday. By 6:45 a.m., WPAC had established temporary headquarters in department store across street, began broadcasting description of fire which was still in progress. Damage to building and adjacent shops was estimated at about $2 million. Stan Allan, WPAC station manager, said he could not provide estimate of station's loss, consisting of studios and associated equipment, which was insured.

WTBF Changes Favored

INITIAL DECISION issued Friday by Chief FCC Hearing Examiner James D. Cunningham favored facilities change for WTBF Troy, Ala., moving station from 1490 kc, 250 w unlimited to 970 kc, 5 kw day, 500 w night directional unlimited.

Niles Productions Inc. Fills Key Staff Posts

KEY APPOINTMENTS at newly-formed Fred A. Niles Productions Inc., covering offices in Chicago and Los Angeles, were to be announced today (Mon.) by Fred A. Niles, president of tv production firm. Company has engaged quarters at 22 W. Hubbard St., Chicago, also effective today, with two stages and production, creative, sound, editing and other facilities.

Appointments announced are those of Jerry Abbott, vice president and music director; Ed Katz, controller; Ruth L. Ratny, sales promotion and public relations chief, and Lloyd Berthune, director of photography, all Chicago. Chris Petersen Jr. will head west coast operations, headquartering at 1040 Las Palmas, Hollywood, with firm to be known as Fred A. Niles Films (division of Chicago-based organization). Staff includes James S. McGee on promotion and Robert Koenig on creative writing. Messrs. Niles, Petersen and Abbott and Miss Ratny formerly were with Kling Film Productions Inc., Chicago.

1955 Tv Receiver Sales Mark New Annual Record

SALES of tv sets by retailers totaled 7,421,084 in 1955, setting new annual record, according to Radio-Electronics-Tv Mfrs. Assn. Figure in 1954 was 7,317,034.

Sales of radios (excluding auto sets which seldom reach retail outlets) totaled 6,921,384 sets in 1955 compared to 6,430,743 in 1954. Factory production of auto radios totaled 7,229,594 in 1955, according to RETMA, with 864,261 made in December. December radio sales totaled 1,388,801 sets compared to 865,602 in November and 1,158,588 in December 1954.

December tv sales totaled 933,467 sets compared to 591,366 in November and 1,093,702 in December 1954.

Refused, but Just Barely

BROADCASTERS barely lost petition to provide live radio-tv coverage of "grand inquest" into Baltimore transit strike when legislative steering committee voted 7-6 Thursday night to uphold previous denial by Maryland House of Delegates. NARTB President Harold Fellows and Maryland-D. C. Radio & Television Broadcasters Assn. had protested house denial by vote of 85-17. Broadcasters felt narrow vote on appeal indicated their protest had at least swung considerable sentiment their way.

UPCOMING

Feb. 15-16: Senate Interstate & Foreign Commerce Committee investigation hearing on Anti-Alcoholic Advertising Bill.

Feb. 16-17: House Interstate & Foreign Commerce Committee investigation hearing on Anti-Alcoholic Advertising Bill.

Feb. 19-22: Texas Assn. of Broadcasters, Casa de Palmas Hotel, McAllen.

For other Upcomings see page 119

PEOPLE

TOM DUGGAN, controversial commentator at WBKB (TV) Chicago and principal in tv slander action pending before Illinois Supreme Court, has resigned. No future plans announced. (See early story page 109.)

LAWRENCE D. BENEDICT, account executive in New York office of Dancer-Fitzgerald-Sample, N. Y., appointed a vice president.

MARGUERITE HURTER SCHUMACHER, 58, former WINS New York program director during 1920's died Thursday at Bellevue Hospital, N. Y., of stroke.

WILLIAM L. SIEBERT, Biow Co., to Whitehall Pharmacal Co. as assistant advertising manager effective today (Mon.), succeeding **CHARLES BENESCH,** who is scheduled to move to Young & Rubicam, N. Y., Feb. 20.

FRANCIS E. ALMSTEAD, former member of education commissioner's advisory committee on educational tv in New York State, appointed special consultant on educational tv for New York State Education Dept. Mr. Almstead's post calls for pay of $1,000 per month.

KENNETH W. CONNOR, district sales manager for Georgia, Florida and Alabama, radio and television division, Sylvania Electric Products Inc., promoted to eastern regional sales manager with headquarters in New York.

AL RITTER, timebuyer, Compton Adv., N. Y., to sales staff, H-R Television Inc., national tv station representative, effective Feb. 27.

LARRY LESUEUR, CBS News correspondent at United Nations, awarded French Legion of Honor in New York ceremony. Mr. Lesueur, credited with being first broadcaster on Normandy beachhead in June 1944, first to report news of Paris' surrender by Germans and who was eye-witness at Rheims at official German surrender, also holds French Medal of Liberation.

RAYMOND F. GUY, director of radio frequency engineering for NBC, will be awarded Marconi Memorial Gold Medal of Achievement by Veterans Wireless Operators Assn. at anniversary banquet in New York Saturday.

Terrytoon Films Set for Tv

CBS-TV Film Sales has acquired from CBS exclusive syndication rights to 156 Terrytoon cartoons, effective today (Mon.) and will make them available to stations on two-year library basis. Disposition of about 500 additional Terrytoons in package, obtained by CBS for about $3 million in purchase of Terrytoons Inc. [B•T, Jan. 9], not decided.

KPIC (TV) Plans Start Tuesday

KPIC (TV) Roseburg, Ore., expects to begin commercial operation tomorrow (Tuesday), the ch. 4 station announced last week. KPIC is licensed to South West Tv Inc. and is owned jointly by KVAL-TV Eugene and KBES-TV Medford, both Oregon. South West is headed by C. H. Fisher, president.

New Hats at DuMont

NEW ALIGNMENT of government manufacturing, engineering and sales operations of Allen B. DuMont Labs reported Friday places Dr. Thomas T. Goldsmith Jr., vice president in charge of research, in new post of vice president and general manager of laboratories' new Government & Research Div. In another change, Irving G. Rosenberg, vice president of Labs since 1953, becomes vice president and general manager, Technical Products Div.

the week in brief

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$406 MILLION

was total gross billing for tv network time last year, Publishers Information Bureau reports, up 27.1% from 1954 gross *106*

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*Reg. U. S. Patent Office

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Pssssst

GOT A MINUTE?

Live or film, put your clients' minute to work on KENS-TV's high-rated, low-cost participating shows.

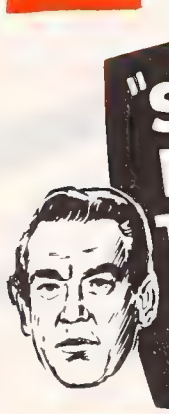
- Local Personality Tommy Reynolds on "Party Line" (12-12:30 PM)
- Gale Storm in "My Little Margie" (1:00-1:30 PM)
- Top notch series in "Mystery Theater" (10:50-11:20 PM)
- All Monday through Friday—offer a powerful selling combination.

Check with Free and Peters on these three participating shows. You'll find they are the best minutes your client can spend with his prospects.

KENS-TV
EXPRESS-NEWS STATION
5

SAN ANTONIO, TEXAS

THE HOT



"SCIENCE FICTION THEATRE"

All-star cast... Pat O'Brien, William Lundigan, Don DeFore, Ruth Hussey, Lynn Bari and others.

44.8
BAKERSFIELD
beats Ed Sullivan, I Love Lucy, Disneyland, Jackie Gleason and others.

Voted No. 1 New Syndicated Show for '55!

31.5
TULSA
beats Arthur Godfred, Perry Como, Jackie Gleason, Robert Montgomery and others.

46.5
BOISE
beats Groucho Marx, Arthur Godfrey, Jackie Gleason, Bob Hope and others.

42.1
JACKSONVILLE

ARB—Nov. '55

COMEFR

"I LED 3 LIVES"

STARRING
RICHARD CARLSON



Now 3rd Year in Production!

39.3
OMAHA
beats Jackie Gleason, Disneyland, George Gobel, Perry Como and others.

26.6
BOSTON

48.4
PITTSBURGH

RENEWED BY PHILLIPS IN 44 MARKETS!

ARB—Nov. '55 TELEPULSE—Dec. '55

"THE CISCO KID"

STARRING
DUNCAN RENALDO
as "CISCO"
LEO CARRILLO
as "PANCHO"



Now 6th Year in Production!

29.0
CINCINNATI
beats Perry Como, Loretta Young, Medic, Godfrey and His Friends and others.

21.0
BUFFALO

36.5
FT. WAYNE

RENEWED BY INTERSTATE BAKERIES FOR 6TH YEAR IN 39 MARKETS!

ARB—Nov., Dec. '55

NEW
CHI
CIN
H

SHOWS

"MR. DISTRICT ATTORNEY"

STARRING
DAVID BRIAN

Champion of the people!
Here's proof:

31.5
BOSTON
beats George Gobel, Dragnet, Sid Caesar, This Is Your Life and others.

37.6
OKLAHOMA CITY

56.6
CHARLOTTE

RENEWED BY CARTER'S IN 37 MARKETS!

ARB—Nov., Dec., '55



"HIGHWAY PATROL"

STARRING
BRODERICK CRAWFORD

Award-Winning Performance by Academy-Award Winning Star!

41.3
ROANOKE
beats I Love Lucy, Jackie Gleason, Robert Montgomery Presents and others.

29.8
SYRACUSE

34.4
DAYTON

SELLING FOR BALLANTINE'S IN 23 MARKETS!

ARB—Nov., Dec. '55

FROM ZIV!

Nothing turns on the heat like
ZIV
PRODUCTIONS!

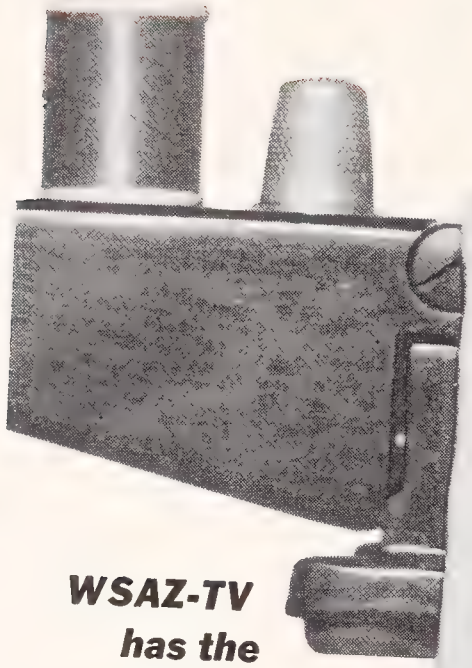


NEW! ZIV'S NEXT BIG RATING-GETTER!

"The Man Called X"

STARRING
BARRY SULLIVAN

Based on material from the files of one of
AMERICA'S FOREMOST INTELLIGENCE EXPERTS!



ALL SEWED UP!

WSAZ-TV has the audience sewed up in the Huntington-Charleston television market with 25 out of 27 top night-time shows*

1. Perry Como *WSAZ-TV*
2. Big Story *WSAZ-TV*
3. Fireside Theatre *WSAZ-TV*
4. Life of Reilly *WSAZ-TV*
5. Lassie *Station B*
6. Lux Video Theatre *WSAZ-TV*
7. Colgate Comedy Hour *WSAZ-TV*
8. Bob Hope *WSAZ-TV*
9. Saturday Night Jamboree *WSAZ-TV*
10. People Are Funny *WSAZ-TV*
11. Groucho Marx *WSAZ-TV*
12. Waterfront *WSAZ-TV*
13. Big Town *WSAZ-TV*
14. Big Surprise *WSAZ-TV*
15. Robert Montgomery *WSAZ-TV*
16. Grand Old Opry *WSAZ-TV*
17. Ford Theatre *WSAZ-TV*
18. Father Knows Best *WSAZ-TV*
19. Dragnet *WSAZ-TV*
20. I Love Lucy *Station B*
21. George Gobel *WSAZ-TV*
22. Producer's Showcase *WSAZ-TV*
23. Truth or Consequences *WSAZ-TV*
24. Loretta Young *WSAZ-TV*
25. Wild Bill Hickok *WSAZ-TV*
26. People's Choice *WSAZ-TV*
27. This Is Your Life *WSAZ-TV*

***and all the top cumulative daytime ratings, too, according to ARB, Nov. 1955.**

Huntington-Charleston, West Virginia
CHANNEL 3
Maximum Power
NBC BASIC NETWORK
affiliated ABC

WSAZ

TELEVISION

also affiliated with Radio Stations WSAZ, Huntington & WGKV, Charleston
Lawrence H. Rogers, Vice President and General Manager, WSAZ, Inc.
Represented nationally by The Katz Agency.

The California Story

EDITOR:

I have just finished the article in the Jan. 30 issue of B•T which reviewed California's fabulous economic development and market expansion, with emphasis on what has taken place in Los Angeles in the post-war years.

I congratulate Lawrence Christopher on "The California Story"; it is one of the best reports on our growth to come to my attention. Obviously, a great amount of painstaking research went into its preparation.

B•T deserves high praise for placing this information before the radio and television industry nationwide.

Norris Poulson, Mayor
Los Angeles

EDITOR:

Congratulations on the excellent California market story which I just completed reading in your edition of Jan. 30.

The Santa Rosa Chamber of Commerce has informed me that a letter is on the way to you in appreciation of your excellent analysis of our county. Will you please send 10 additional copies to me as soon as possible.

Frank W. McLaurin, Gen Mgr.
KSRO Santa Rosa, Calif.

EDITOR:

We wish to order 200 additional copies . . . We would appreciate your rushing this order. . . .

J. F. Brembeck, Prom.-Pub. Dir.
KABC-TV Los Angeles

[EDITOR'S NOTE: Reprints of "The California Story" are available at $15 per 100, plus shipping costs.]

Female Station Managers

EDITOR:

We, the staff members of WAPL in Appleton are curious, and we know of no better way of getting an answer to our question than through our industry's trade journal, B•T, and its many readers throughout the United States. Can *you* help us?

Our question: How many female radio station general managers are there in the United States, and where are they? (We don't mean owners or part owners with stock interest, but women who are solely in the capacity of completely managing a radio station for the owners.)

Our general manager, Miss Connie Forster, has been operating WAPL in that capacity for over two years—and if you're secretly wondering what it's like working with a woman manager, our unreserved answer is "it would be hard to find a happier staff or a more successful radio station!" . . .

To get back to our question . . . couldn't B•T help us in getting an answer? We'd certainly appreciate it!!

The Staff Members of WAPL
Appleton, Wis.

How Free the Time?

EDITOR:

Enclosed is a mat just distributed by the Boy Scouts—another of the many groups soliciting "free" time from the radio stations. You will note that the mat, sent to our station, is in the usual vein, providing space for "(Sponsor's Name Here)." Frankly, we are getting fed up with the Marines soliciting full page advertisements in the newspapers, then expecting free recruiting publicity programs; the Boy Scouts asking for both time and spots, then directly soliciting advertising space for the newspapers.

We have been diligent in affording free access to our facilities, but it costs us out-of-the-pocket dollars for each sustaining fifteen minutes we give some group. This is contrasted to their adding-to-the-profits program of paying in the papers, which already enjoy postal subsidies and advertising and subscriber incomes.

Isn't it about time that radio united and said: "Ample time for free public service . . . but in all media." . . . The air is not free. Let's dignify the industry and clean up the "charity money racket" some of our older media brethren have thrived on for so long. If it's in the public interest, impress people of its worth—and keep it free in all media, or in none.

E. H. Munn Jr., Sta. Dir.
WTVB Coldwater, Mich.

Oops, Sorry

EDITOR:

Rep. John W. Heselton isn't really "the Maine Republican" that your Jan. 30 editorial says he is. (Maybe he'd like the tv ads better if he were!)

Can you move him back to Massachusetts? We don't need him here.

Murray Carpenter, Pres.
WTWO (TV) Bangor, Me.

Mail Pull

EDITOR:

We at KJAN feel exceedingly grateful to you for the feature article you ran regarding our "Eat an Extra Pound of Meat" promotion. Within a week after B•T publication we sent letters to over 200 stations which had requested details of the promotion. Every one of them mentioned reading about it in B•T, though our story appeared in 17 newspapers that we know about, so as usual B•T brought us what we needed. Thanks. . . .

Robin A. Morrow, Prog. Dir.
KJAN Atlantic, Iowa

Perfect Answer

EDITOR:

B•T has been helpful to me many times in the past, but the two issues containing articles on the future of radio [B•T, Jan. 16-23] are priceless. They provide the perfect answer to an advertiser who protests that "everybody's watching television." Congratulations for helping to reinstate radio. . . .

Jean Shuha
WCTC New Brunswick, N. J.

[EDITOR'S NOTE: Reprints of "Radio And The Fight For Time" and "Broadcast Evolution: From Radio To Radio" taken from the Columbia U. report for NBC, *Futures for Radio*, are available at $15 per 100 copies.]

Who's on Saturday?

EDITOR:

Your Comparative Network Am Showsheet —pages 64-65, Feb. 6 issue—errs on the program title for ABC, Saturday, 7:45 p.m.

This Week in Washington is the National Chamber of Commerce program broadcast on alternate 13-week periods. The current period is used by National Assn. of Manufacturers for a show called *It's Your Business.* ABC willing, we'll be back in that slot (or the quarter-hour before) starting March 31. Our last show of the last series (12 weeks because of the holidays) was on Dec. 17, 1955.

Jack H. Hamilton, Asst. Mgr.
Audio-Visual Services Dept.
Chamber of Commerce of the U. S.

[EDITOR'S NOTE: B•T regrets publishing the wrong program title provided by ABC.]

This Personality

SELLS

To The People Who

BUY

In The

Textile Center of the World



'Uncle Dudley'

On WAKE UP CAROLINA . . . Part 1 . . . 6:45 to 7:45 AM daily, this personality entertains the TEXTILE CENTER OF THE WORLD.

Dudley's wonderfully developed sense of humor and his knowledge of country music makes this morning program the liveliest AM feature in WESC's 27 PRIMARY COUNTY coverage.

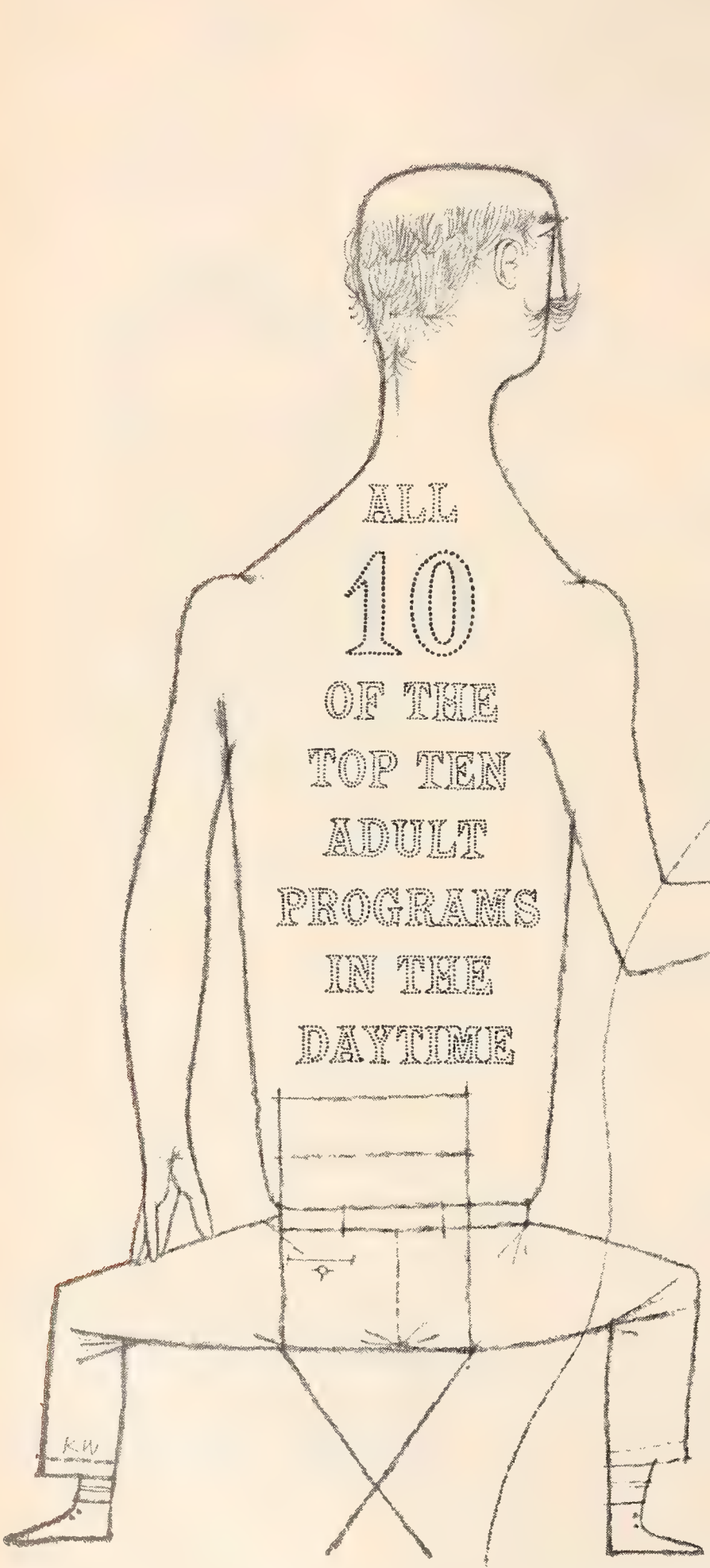
"Uncle Dudley" turns radio audiences into LOYAL CUSTOMERS.

RADIO WESC
"660 IN DIXIE"
FIRST IN GREENVILLE, S.C.

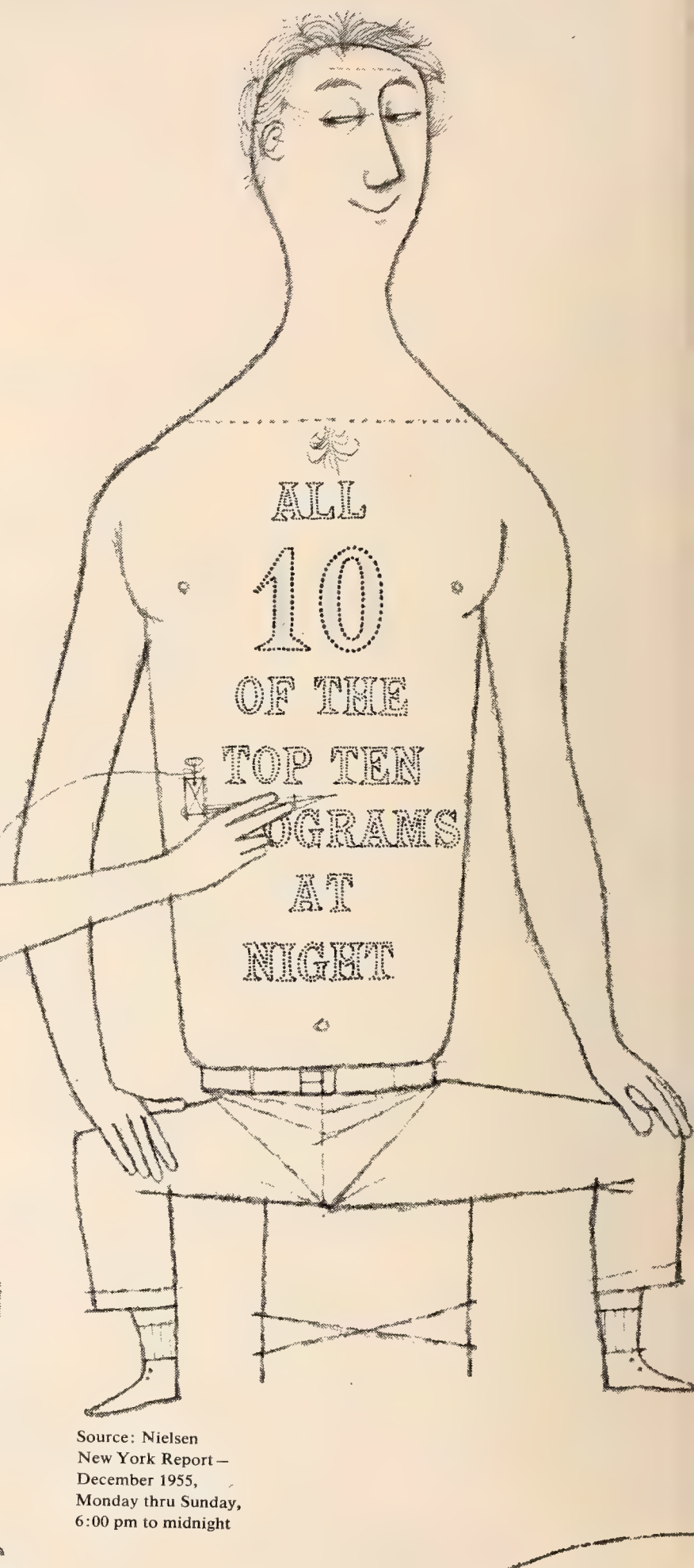
REPRESENTED BY RAMBEAU SOUTHERN - CLARKE BROWN

5000 WATTS

THE CLEAR CHANNEL VOICE OF GREENVILLE



Source: Nielsen
New York Report—
December 1955,
Monday thru Friday,
7:00 am to 6:00 pm



Source: Nielsen
New York Report—
December 1955,
Monday thru Sunday,
6:00 pm to midnight

WCBS-TV

CBS Owned
Represented by
CBS Television
Spot Sales

ONE
will get you...
FIVE



WTAR-TV
is the only "V" Station
for not one but five
lusty Markets, all
within its Grade "A"
signal . . . reaches an
area with effective
buying income
of over $2,241,000,000.*

*Effective Buying Income**

NORFOLK	$675,950,000
PORTSMOUTH	$129,976,000
NEWPORT NEWS	$63,641,000
WARWICK	$81,116,000
HAMPTON	$197,962,000



WTAR-TV CHANNEL 3 NORFOLK, VA.

Represented by Edward PETRY & Co., Inc.
**(Sales Management Survey of Buying Power, May 10, 1955)*

What's so unusual about 6000 Sunset Boulevard?

This: at Song Ad Film-Radio Productions the four principals are not "gentlemen farmers"—farming out music, lyrics, animation. No, sir! Bob, Don, Del and Larry are themselves musicians, ad men, sales experts, and head up all key departments. All Song Ad creative work is done at 6000 Sunset Boulevard. *Your* radio or TV commercial campaign gets the *best* thought of the *top* men at Song Ads. Just incidentally, they're also *top* men in the film-radio business!

Production is booming at 6000 Sunset. Call us about your upcoming campaigns!

SONG AD
FILM-RADIO PRODUCTIONS
6000 Sunset Blvd. • HO 5-6181
Hollywood 28, California

IN REVIEW

GOOD OLD CHARLEY FAYE

NETWORK EXECUTIVES sitting before their home tv screens last Wednesday night must have either quietly cheered or hissed the all-too-human "hero" of "Good Old Charley Faye" on the *Kraft Television Theatre*.

Certainly, the portrait of Charley was more contemporary art than old master: a tight-lipped, iron-clad, fanatical perfectionist of a showman who would sacrifice favorable personal publicity ("I can't afford to second-guess my audience") for his Trendex. Just as Charley's picture was dramatically appealing, so were the marginal sketches: an insecure vice president in charge of publicity who in turn would rather toss Charley to the wolves than lose network good will; a widely-read and feared tv critic—one of the wolves; a hapless ex-vaudevillian trying for his big comeback and a stable of mild-mannered, polished yes-men.

Marred only by one tired line ("You're a petty tyrant with all the humanity of a cockroach"), David Karp's tense, acrid, fast-paced and absorbing story of life behind the Video Curtain was perhaps the best of the current rash of tv plays *about* tv. As the protagonist, Lee Tracy was nothing short of superb; moreover, he was backed by an extremely competent cast including James Daly, Gene Raymond, Paul Hartman and Claudia Morgan.

Production costs: Approximately $30,000.
Sponsored by the Kraft Foods Co., Chicago, through J. Walter Thompson Co., N. Y., Wed., 9-10 p.m. EST, on NBC-TV.
Writer: David Karp; producer: Maurice Holland; director: George Roy Hill.

INDICTMENT

HOW FAR is the law justified to go in its job of securing evidence to use in convicting the perpetrators of a crime? Specifically, is the D.A.'s office justified in bringing to the witness chair a woman, not herself guilty of any crime except her refusal to testify, when this may result in her death by putting too much pressure on a weak heart?

Such questions as those, posed and resolved, if not completely answered by the opening installment of *Indictment,* started out this new Sunday afternoon series on CBS Radio with a novel twist to its cops-and-robbers genre, without losing any of the excitement of the chase in the process. Credit for the innovation goes to attorney-mystery writer Eleazear Lipsky, former assistant district attorney of New York County, whose own experiences form the basis for the series, presented in documentary-dramatic form.

Writer Robert Corcoran turned out a workmanlike script, which was well handled by producer Nathan Kroll and director Walter Gorman. Nat Polen got the most out of his role as assistant district attorney Ed McCormick, and Jack Arthur was an excellent straight man for the hero in the role of detective Tom Russo. Acting honors of the first program of the new series, however, were stolen by Harold Huber as the blustering strong-arm man, Julius Burkhardt.

Production costs: Approximately $1,500.
Broadcast on CBS Radio, Sun., 5:05-5:30 p.m. EST, sustaining.
Producer: Nathan Kroll; director: Ira Ashley; writer: Robert Corcoran. Cast: Nat Polen, Jack Arthur, Harold Huber, Santos Ortega, Vicki Viola, Daniel Ocko.

EYE ON NEW YORK

THE EYE that was on New York Jan. 29 scanned some intriguing subject matter which unfortunately was not, in considerable measure, looking its best at the time.

A feature on CBS-owned WCBS-TV New

Moving ahead!

TELENEWS faster... greater... better than ever

Telenews—the undisputed leader in newsfilm services for television since 1948—has embarked on a major expansion program in facilities and personnel to provide even better and faster newsfilm coverage for its growing number of prestige clients.

First step in this "moving ahead" program was the inauguration on February 12th of Sunday night processing and shipping to clients.

This is being followed by the addition of processing and shipping from Chicago and Los Angeles of the daily newsfilm service.

To our TV clients from coast-to-coast and abroad this means faster delivery of Telenews' famous newsfilm services, which are already without peer for scope and speed and quality.

And to television generally, this is a reminder that the superior Telenews newsfilm services, produced by Hearst Metrotone News, Inc., are still the best buy by far in the TV news field.

THE TELENEWS FILM SERVICES FOR TELEVISION

TELENEWS DAILY NEWSFILM—Superb daily coverage of world events. Twelve to fifteen minutes per day, available from one to five days per week. Multiple shipments to meet newscast schedules.

THIS WEEK IN SPORTS—An action-packed, 15-minute program of current sports. Completely voiced and scored. Shipped from New York Tuesdays for immediate release. Exclusive in each market.

TELENEWS WEEKLY NEWS REVIEW—A comprehensive, fast-paced, 15-minute digest of the week's top news events. Completely voiced and scored. Shipped from New York Fridays for immediate release. Exclusive in each market.

INTERNATIONAL NEWS SERVICE

Exclusive distributors of Telenews Newsfilm Services

Robert H. Reid, TV Sales Manager • 235 East 45th St., New York 17, N. Y.

. . . He Says You Should



FREE & PETERS, INC.

Pioneer Station Representatives Since 1932

NEW YORK
250 Park Avenue
PLaza 1-2700

CHICAGO
230 N. Michigan Ave.
Franklin 2-6373

DETROIT
Penobscot Bldg.
Woodward 1-4255

ATLANTA
Glenn Bldg.
Murray 8-5667

FT. WORTH
406 W. Seventh St.
Fortune 3349

HOLLYWOOD
6331 Hollywood Blvd.
Hollywood 9-2151

SAN FRANCISCO
Russ Building
Sutter 1-3798

LIVE With The Lady!

THE lady who selects cartons and cans and bottles from the shelves of her Favorite Store has an unbelievable number of suitors . . . and every one of them tries every trick in the book to persuade her to pick up *his* package.

The Colonel has observed that one of the best tricks of all is to practically live with the lady at home . . . to call on her again and again and again at times when she's in the mood to think about soap or soup, or whatever you sell that she buys regularly. Moreover, the Colonel has a carefully worked out selection of Plans designed to turn that trick through daytime television — where rates are low and feminine interest is high.

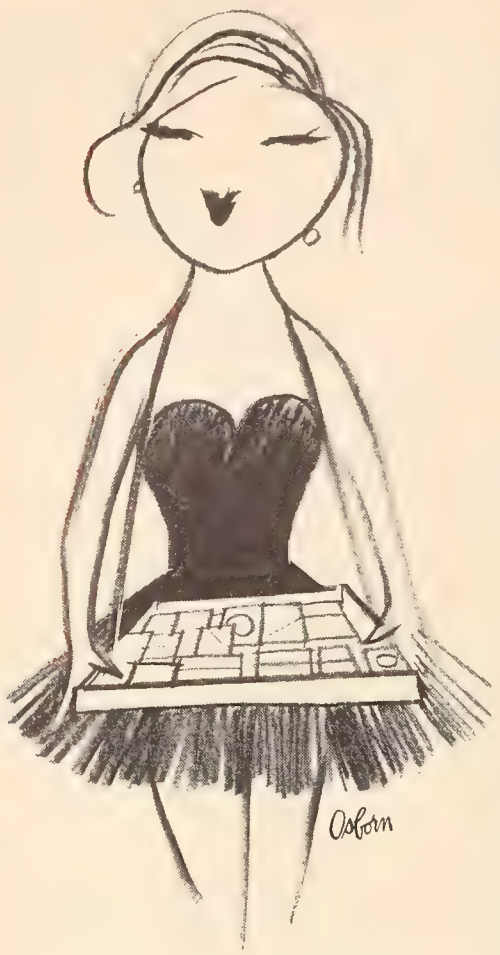
These Plans are neither difficult to achieve nor expensive to buy, *and it costs absolutely nothing to find out how they work.* Your Free & Peters Colonel would like to drop his hat in *your* office and show them to you.



Representing VHF Television Stations:

		VHF CHANNEL	PRIMARY
EAST — SOUTHEAST			
WBZ-TV	Boston	4	NBC
WGR-TV	Buffalo	2	NBC
KYW-TV	Cleveland	3	NBC
WWJ-TV	Detroit	4	NBC
WPIX	New York	11	IND
KDKA-TV	Pittsburgh	2	NBC
WCSC-TV	Charleston, S. C.	5	CBS
WIS-TV	Columbia, S. C.	10	NBC
WDBJ-TV	Roanoke	7	CBS
WTVJ	Miami	4	CBS
MIDWEST — SOUTHWEST			
WHO-TV	Des Moines	13	NBC
WOC-TV	Davenport	6	NBC
WDSM-TV	Duluth-Superior	6	NBC
WDAY-TV	Fargo	6	NBC-ABC
WCCO-TV	Minneapolis-St. Paul	4	CBS
KMBC-TV	Kansas City	9	ABC
WBAP-TV	Fort Worth-Dallas	5	ABC-NBC
KFDM-TV	Beaumont	6	CBS
KENS-TV	San Antonio	5	CBS
WEST			
KBOI-TV	Boise	2	CBS
KBTV	Denver	9	ABC
KGMB-TV KMAU—KHBC-TV	Honolulu Hawaii	9	CBS
KRON-TV	San Francisco	4	NBC

CAPITAL TYPES #21



HAT CHICK

Has vetoed more gratuitous proposals than any congressman alive. Adept at switching loyal brand-smokers from whatever-they-ask-for to whatever-she-has-handy. Studying for her Masters in biology; once wrote term paper on the praying mantis. Devoted to the music of Hindemith. Wears contact lenses, sensible shoes, and takes long walks in the country.

And Washington advertisers who use WTOP Radio are winning in a walk. WTOP Radio gives them (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's most popular personalities and (4) ten times the power of any other radio station in the Washington area.

WTOP RADIO
Operated by The Washington Post Broadcast Division • Represented by CBS Radio Spot Sales

York for a year before it went network a fortnight ago, *Eye on New York,* featuring CBS newsman Bill Leonard, prowls around Manhattan and comes up with live and film reports on people, places and activities that range from the stock exchange to the games that children play in streets, vacant lots, and alleyways. Its Jan. 29 subjects were (1) how slum area residents are relocated while their substandard housing is being replaced, (2) the diver who stopped the flooding of the third Lincoln Tunnel tube under the Hudson river four days earlier and (3) a New York City Youth Board project in the prediction of juvenile delinquency.

Like most of those Mr. Leonard chooses, these are not provincial subjects of interest to New Yorkers alone. Only in the case of the juvenile delinquency project, however, did this program seem to get really good mileage from its possibilities. The diver and the principals in the housing project, although obviously experts, were stiff and to a great extent inarticulate, and Mr. Leonard, able reporter and adroit questioner though he is, just couldn't quite pull their stories out of them.

Production costs: Approximately $5,000.
Broadcast sustaining on CBS-TV, Sun., 11-11:30 a.m. EST.
Producer-interviewer: Bill Leonard; assistant producer: Lee Hanna; director: Lewis Freedman; production supervision under WCBS-TV New York Public Affairs Dept., Clarence Worden, director.

THE BOB HOPE SHOW

BOB HOPE is no family entertainer. (That is, children might profitably be put to bed before a Hope show.) But entertainer he most assuredly is. While in London he gathered a few elements that New Worlders don't often see and spliced them into a creditable film spectacle for Chevrolet Feb. 7. The elements: British and Continental glamour girls, a few ooh-la-la fashions, Ted Heath's band and the evening's co-star, beloved comic Fernandel, all of them bowing in and out in a sort of 1956 vaudeville program. Fernandel and Hope kicked over language barriers and with their colleagues provided a show of old-fashioned variety on a grand international scale.

Production Costs: Approximately $200,000.
Sponsored by Chevrolet Motors Div., General Motors Corp., through Campbell-Ewald Co., on NBC-TV, Tues., Feb. 7, 8-9 p.m. EST.
Producer: Jack Hope; writers: Les White, John Rapp, Mort Lachman, Bill Larkin and Charles Lee; consultant: Norman Sullivan.

CBS RADIO WORKSHOP

FOR THOSE who remember the departures from conventional radio fare taken by *CBS Radio Workshop* during the late 30's and early 40's, the return to the air of this off-beat experimental series is very good news, even though the choice of "Brave New World" as the opening vehicle was more indicative of courage than of judgment. For Aldous Huxley's novel of a "negative Utopia" is something to digest slowly; its details of life as it may be 600 years hence are far more interesting than its somewhat melodramatic plot.

Director - producer - adapter William Froug deserves full marks for his use of a guided laboratory tour to introduce his characters and a lot of information as dramatically as possible, with extra credit for getting author Huxley to act as narrator for the two-part program, but the best thing the broadcasts can do is to send listeners to their bookshelves to read the book.
Production costs: Approximately $1,700.
Sustaining on CBS Radio, Fri., 8:30-9 p.m. EST.
Producer-director: William Froug; writer: William Froug, who adapted the Aldous Huxley novel, with advice from author; sound effects: Bill James, Tom Hanley, Ray Kemper; music: composed and conducted by Bernard Herrmann; narrator: Aldous Huxley.
Cast: Joseph Kearns, Bill Idleson, Gloria Henry, Charlotte Lawrence, Byron Kane, Sam Edwards, Jack Kruschen, Bill Conrad, Vic Perrin, Lurene Tuttle.

BOOKS

THE GOLDEN KAZOO, by John G. Schneider. Rinehart & Co., 232 Madison Ave., New York 16, N. Y. 246 pp. $3.50.

A HILARIOUS preview of the 1960 political campaign is presented in *The Golden Kazoo,* which foresees it not as a battle between two candidates nor two parties but as one in which the real opposing forces are two advertising agencies, each trying to sell his candidate, renamed The Product, to the voting public. Advertising, called on to aid the politicians in 1952, had by 1960 taken over and was running the show according to the rules of Madison Avenue, with speeches on foreign policy replaced by the candidate's bit parts in spectacular tv shows and his wife's recipes in the newspapers.

"Soap opera was 1952's greatest and, I should judge, most lasting contribution to political tv," muses R&B's radio-tv vice president, during a Thinktime session in planning the 1960 campaign. "Who can forget that offstage cocker spaniel which starred in the first soaper?"

Trying to top that, Blade Reade comes up with Baby; his opponents at DS&J counter with the 10-Cent Loaf; he comes back with the Monster Giveaway and so it goes hammer-and-tongs right up to Election Eve, when the electronic computer explodes under the strain.

Any resemblance to real advertising—and probably to real politics, too—is strictly coincidental, but the book will insure an evening of chuckles and guffaws for anyone with any acquaintance with either field of endeavor. The author, whose first novel it is, was once an agency man himself.

TELEVISION, HOW IT WORKS, by J. Richard Johnson. John F. Rider Publisher Inc., 480 Canal St., New York 13, N. Y. 352 pp. $4.60.

HOW and why a tv receiver operates are explained in this book, written for the service technician, tv student or anyone who is interested in the workings of tv. Simply written and including scores of photographs and diagrams, this book can be read by anyone with a rudimentary working knowledge of electricity and radio circuits.

"SCIENCE IN ACTION" TV LIBRARY, Volume One, edited by Benjamin Draper. California Academy of Sciences, Merlin Press Inc., 250 W. 57th St., New York 19, N. Y. 157 pp. $3.50.

FOR six years *Science in Action* has been telecast live in San Francisco under the sponsorship of the American Trust Co. Now it is recorded on film and nationally syndicated as well. A steady demand for copies of the scripts from students, teachers and school libraries has led to the creation of *Science in Action* TV Library. The first volume contains the scripts of six programs—Bee Behavior, Feathers and Fur, Solar Energy, Glaciers, Oxygen, Sharks—together with many photographs and diagrams. Mr. Draper, editor of the book and executive producer of the tv series, also includes a chapter on the program's production. Volume II is to be issued April 15.

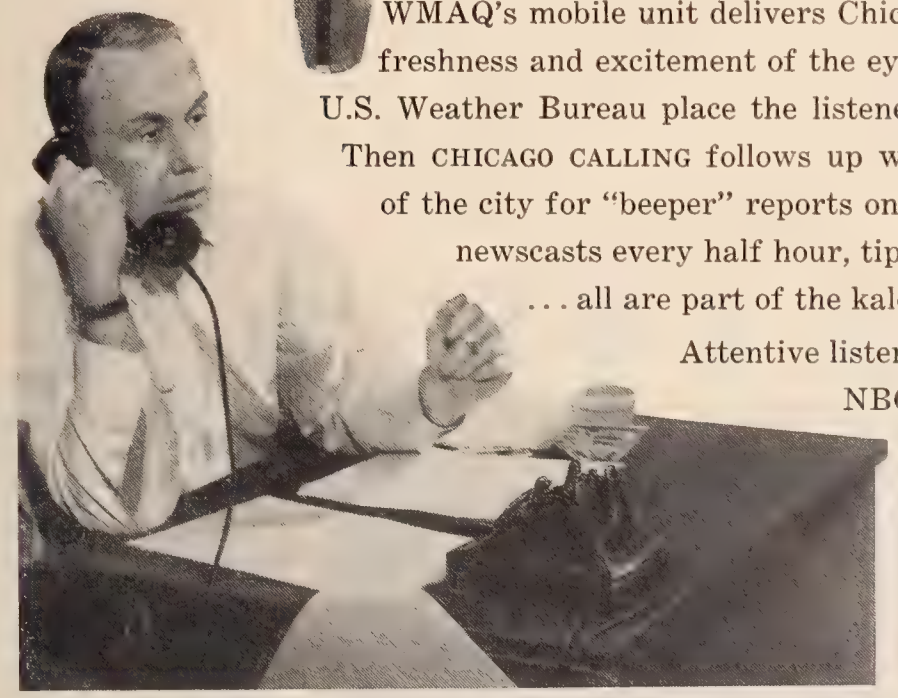


. . . WITH HENRY COOKE ON THE WIRE



It's Chicago's all-around morning show . . . keeping your customers in mid-America on a humming party line. Every morning from 5:30 to 8:45, Chicagoans enjoy 195 minutes of news, music and service information . . . the kind of WMAQ programming activity that guarantees attention for your sales message.

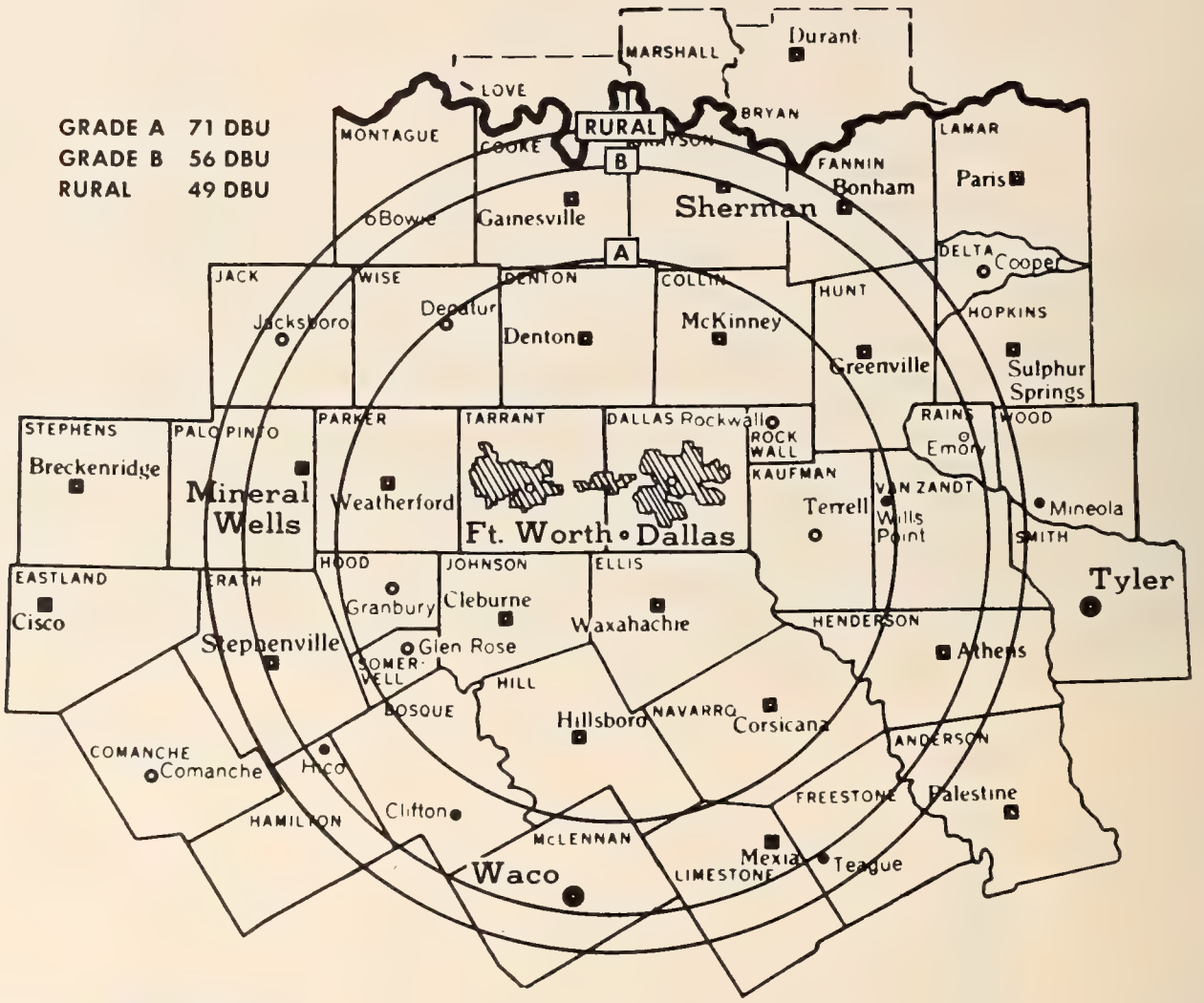
WMAQ's mobile unit delivers Chicago news directly while it's happening, with all the freshness and excitement of the eye-witness report. "Beeper" phone contacts with the U.S. Weather Bureau place the listener nearest the men who know the weather. Then CHICAGO CALLING follows up with phone calls to the traffic nerve centers of the city for "beeper" reports on driving and street conditions. Time checks, newscasts every half hour, tips on top food buys, school information, good music . . . all are part of the kaleidoscope of fun and fact that is CHICAGO CALLING.



Attentive listeners make attentive prospects. Call your WMAQ or NBC Spot Sales representative for full details on how CHICAGO CALLING can sell your product in America's second-largest market.

WMAQ NBC RADIO IN CHICAGO
represented by NBC *Spot Sales*

316,000



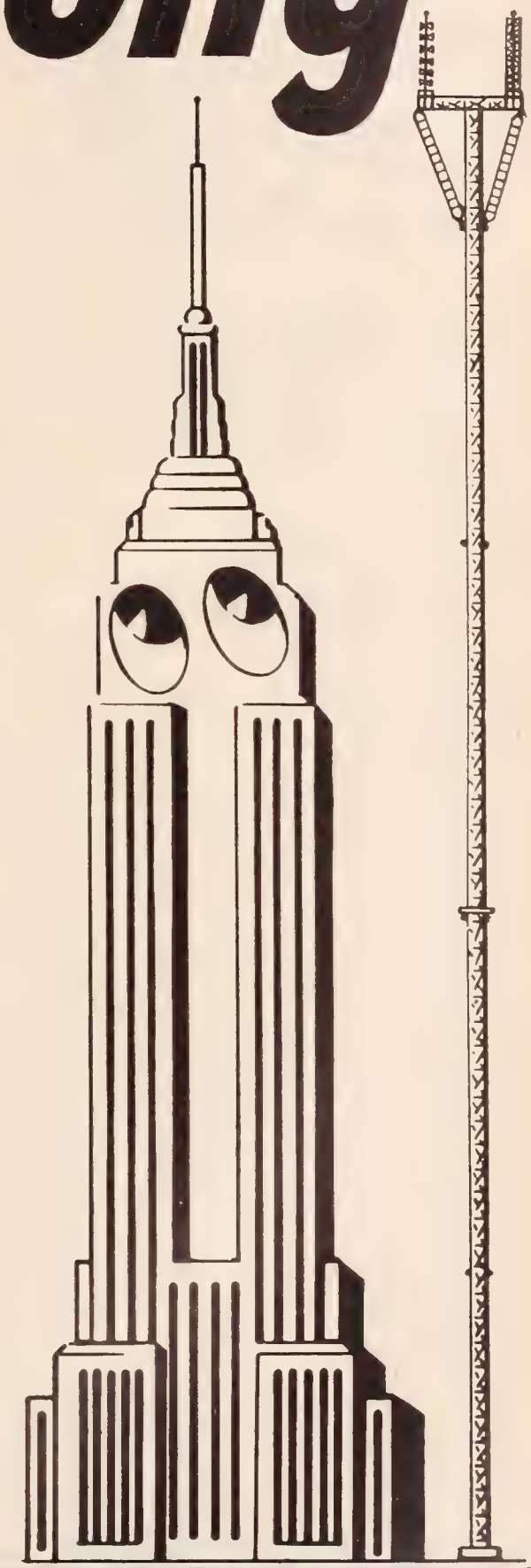
DALLAS-FT. WORTH
NORTH TEXAS MARKET

CHANNEL 8

WFAA-TV

watts strong

1,521 feet above ground
(1685 feet above average terrain)



Check These Fabulous Facts:

Population (39 Texas and 3 Oklahoma Counties)	2,272,600
Urban	1,603,900
Rural	668,700
Effective Buying Income	$3,477,072,000
Retail Sales	$2,582,192,000

(Source: Sales Management Survey of Buying Power, May 10, 1955)

SET COUNT 552,740

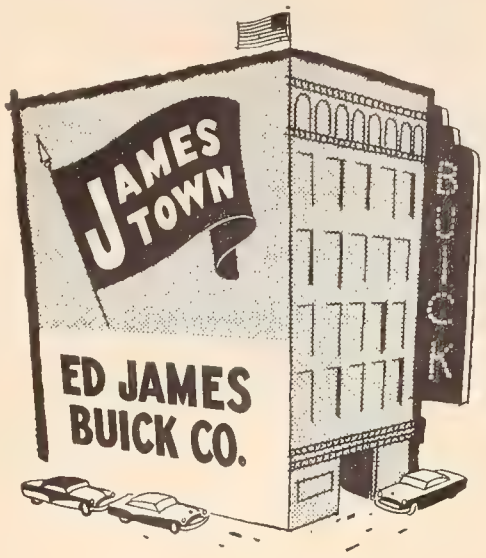
A Television Service of
The Dallas Morning News
Ralph Nimmons, Station Manager
Edward Petry & Co., National Representatives

Your NBC-ABC Station

DALLAS

51 Ft. Taller than the EMPIRE STATE BLDG.

CASE HISTORY—AUTOMOTIVE



Los Angeles Radio Saturation Builds World's Biggest Buick Agency

In business three years—today the biggest Buick dealer in the world.

First month in business, 57 new car sales —today, monthly average 10 times that.

That's the short but stirring saga of Ed James and his 11-acre "Jamestown" in downtown Los Angeles.

There's one constant element in James' success story: He saturates Los Angeles area car-buyers by saturating independent radio.

Ed James' sparkling jingles are on KBIG every day . . . have been for the past three years, telling listeners why volume sales, volume savings make "Jamestown-Buicktown best place to buy your Buick."

Huge, sprawling, rich Southern California can be reached best by radio . . . KBIG plus other stations if, like Ed James, you want 100% dominance; KBIG alone, if you want the greatest coverage at lowest cost-per-thousand listeners.

Any KBIG sales representative will be glad to give you the complete published story of Ed James' radio success.



JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Hollywood 28, California
Telephone: HOllywood 3-3205

our respects

to JAMES THOMAS AUBREY JR.



TELEVISION SUCCESS doesn't come easy in a seven-station market.

Each station must work just that much harder to win its share of viewers. In Los Angeles, these viewers are the millions who also listen to the radio, go to the movies, beach or mountains whenever their sophisticated entertainment appetites are not fully titillated by the rich variety of program fare offered on tv through many hours of the day and night.

This is the kind of challenge faced daily by a television executive like Jim Aubrey, general manager of CBS-owned KNXT (TV) Los Angeles and the CBS Television Pacific Network, embracing 37 affiliates. His business associates believe he has met the challenge well. KNXT business has quadrupled in less than four years under his youthful but veteran hand while numerous civic and national awards attest the public acceptance of his bold program policies.

"I believe in spending just as much money and time in developing good public service programs as any good commercial show," Mr. Aubrey says. "Not that I'm being hypocritical, just because it pays off in the long run. But as a network outlet, every local show we put on the air must match the production quality of the network programs.

"Another way of looking at it, since available local time is not as great as on an independent operation, we have to make the very best of each program period that we can," he explains. "This is why we feel it is good management to develop and create stars even in our educational type shows, people like Dr. Frank Baxter, whose college credit courses about Shakespeare on television have won national recognition."

Mr. Aubrey is credited with making CTPN a working entity, patterned after the older Columbia Pacific Radio Network. Key shows which he sparked and which KNXT originates are the Thursday 10-10:30 p.m. *Harry Owens Show* sponsored by Regal Beer and the Monday-through-Friday 7-9 a.m. *Panorama Pacific*, participating, a West Coast pioneer in early morning tv.

James Thomas Aubrey Jr. was born Dec. 14, 1918, in LaSalle, Ill. His father was a veteran Chicago agency executive, partner in Aubrey, Moore & Wallace, and today is chairman of the board of the successor Aubrey, Finlay, Marley & Hodgson Inc. there. A lot of it rubbed off on James Jr. at an early age.

The young Mr. Aubrey attended public school in Chicago and later went to Lake Forest Academy there. He transferred to Phillips Exeter School in New Hampshire when his parents moved to New York for a period. In 1941 he received his B.A. *cum laude* in English literature from Princeton U. But he was no typical bookworm. Always an all-sports letterman in high school, he played both football and basketball at Princeton.

Enrolled in ROTC at college, he was commissioned a second lieutenant in the Army field artillery and called to active duty upon his graduation. Shortly after Pearl Harbor he signed for pilot training in the Air Force and took bombardment training on the West Coast. In 1943 he was sent to Alaska with a cold weather test detachment and later was assigned as test pilot at Wright Field in Ohio and Eglin Field in Florida. "I guess I flew just about everything with wings," he says.

In early 1945, still anxious for more action, he transferred to Mitchell Field, New York, where a fighter squadron was being trained for the Pacific, but the war ended before it was finished. Sent back to Santa Ana, Calif., for reassignment, he was released on points. But his "freedom" was short lived. He married M-G-M actress Phyllis Thaxter, who had just finished "30 Seconds Over Tokyo" and who decided to end her film career to devote fulltime to being Mrs. Aubrey. It had been a difficult courtship begun while he was in Alaska. He saw her only briefly when he occasionally flew south to pick up new equipment for the Far North experiments.

Mr. Aubrey and his bride returned to Chicago in the fall of 1945 where he became account executive for Street & Smith Publications. Two years later he transferred to the firm's newly opened Los Angeles office and in 1948 switched to Conde Nast Publications. But he soon became conscious of radio's dominant position in providing economic coverage of the scattered Southern California communities which newspapers or magazines could not match.

The decision was simple. In the fall of 1948 he joined CBS-owned KNX Los Angeles as account executive. Quite unlike space selling, he quickly learned that radio is basically a creative sales job, involving quality of programming to suit an advertiser's need as much as mere selling of time. It was experience which prepared him for tv.

In 1950 Mr. Aubrey changed to KTSL (TV) there, newly acquired by CBS, and later the same year moved to independent KTTV (TV), which formerly had been the CBS-TV affiliate in Los Angeles. But the next year he was called back to KTSL (now renamed KNXT) as general sales manager. In 1952 he was promoted to general manager of KNXT and CTPN.

The Aubreys have their own home in suburban Brentwood. They have two children, Susan, 10, and James Watson, 3. The family's favorite spot is the barbeque pit and patio, but father doesn't profess to be much of a chef.

Advertisement

TELEVISION HELPS STATION SET RECORD

"We could never have done it without a transmitter," says station executive.

IN A REFRESHING burst of candor, modesty and good spirits, the general manager of a television station gave credit to his equipment while acknowledging that there doesn't seem anyplace else to go, now that the ratings are here.

"How do you expect me to feel after such a clean sweep?" he asked a B•T reporter. "When all of the top 15 once-a-week shows are on your station, and all the top 10 multi-weekly shows are on your station, and you attract more viewers in a 25-county area than all other stations combined, what do you want me to do? Go out and shoot myself an Alexander because there aren't any more worlds to conquer?"

"Shut," the B•T reporter interrupted, "up a moment, I want to catch this show on WMT-TV."

Monkey's Uncle

"Impossible," said a certain skeptic, when told that one station could monopolize a market to the extent that it could consistently attract more viewers than all other stations in its area combined. "I'll be a monkey's uncle if you can show me a survey proving it." Then he was shown WMT-TV's latest TelePulse. The rest is history.



LATEST RATINGS

PULSE

Top 15 Once a Week Tv Shows

		Rating
$64,000 Question (CBS)	WMT	49.0
I Love Lucy (CBS)	WMT	43.9
Ed Sullivan (CBS)	WMT	43.0
I've Got A Secret (CBS)	WMT	29.9
Person To Person (CBS)	WMT	39.0
Godfrey and His Friends (CBS)	WMT	38.3
What's My Line (CBS)	WMT	37.9
Lineup	WMT	37.7
Millionaire (CBS)	WMT	36.7
Ford Theatre	WMT	36.5
You'll Never Get Rich	WMT	36.5
Private Secretary, Jack Benny (CBS)	WMT	35.9
Honeymooners (CBS)	WMT	35.5
Meet Millie (CBS)	WMT	35.5
Playhouse of Stars (CBS)	WMT	35.5

Top 10 Multi-Weekly Tv Shows

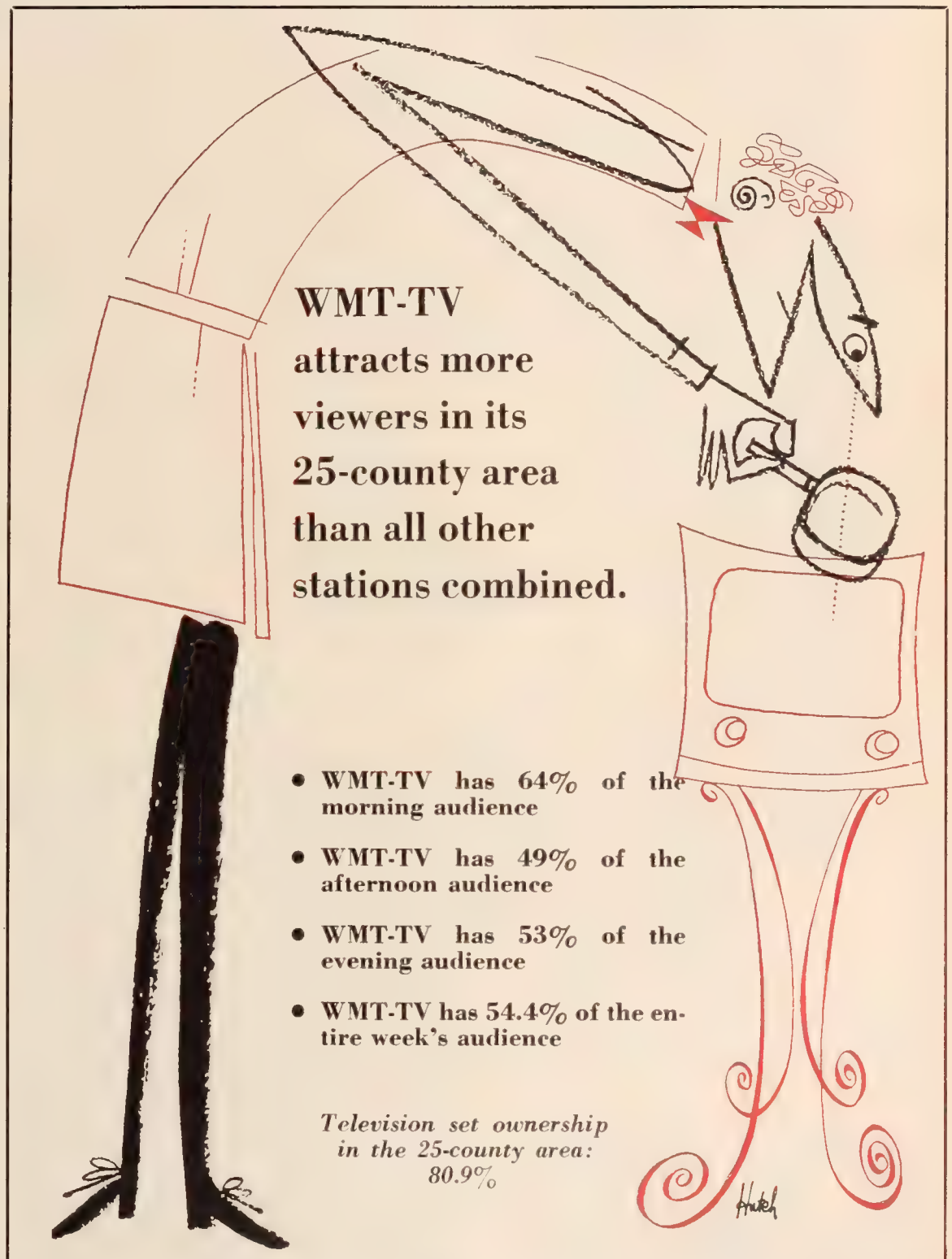
CBS News	WMT	25.1
Dateline Iowa, Misc.	WMT	23.9
Ten P.M. News	WMT	20.4
Love of Life	WMT	13.2
Valiant Lady	WMT	13.1
Guiding Light	WMT	13.0
Search For Tomorrow	WMT	12 7
Tower Theatre, Misc.	WMT	12.3
Strike It Rich	WMT	12.2
Little Rascals, Misc.	WMT	11.7
News, Weather, Markets (Noon)	WMT	11.7

Channel Selector Knobs Redundant in Eastern Iowa

"All you need is Channel 2," says one of the area's most experienced servicemen.

IN AN EXCLUSIVE INTERVIEW with a reporter from WMT-TV, Mr. Ray ("Cathode") Probe declared, "I been chasing rasters, man and boy, for fifty years in Eastern Iowa, and I swear I don't know why set makers put variable tuners they ship here. All they need is Channel 2."

(Ed. Note: Mr. Probe is indeed an old timer, and he should know whereof he speaks; his brother-in-law is a WMT-TV engineer. The reference, however, to fifty years of raster-chasing is believed to be an exaggeration.)



WMT-TV's primary service area includes three of the six largest cities in the state—Cedar Rapids, Waterloo and Dubuque.

The new TelePulse (like the one last year) gives WMT-TV all of the top fifteen once-a-week shows, and all of the top ten multi-weekly shows.

Any questions? Ask the Katz Agency man.

WMT-TV

Mail Address: Cedar Rapids

CBS

National Representatives: The Katz Agency

FIRST IN A SERIES

WHAT makes a radio station GREAT?

Ask the listener. He'll say: good listening.

Ask the advertiser. He'll say: *results.*

The radio station that provides good listening and resultful advertising has achieved the hallmark of greatness by the standards of America's system of radio broadcasting.

On WFAA, the great radio station of North Texas, *results* mean a tremendous volume of sales, year after year. Advertisers use WFAA to sell successfully everything from bacon to automobiles . . . flour to shaving cream.

That's because more people in 111 counties listen to WFAA than to any other radio station.* They like old favorites like the Early Birds. They like WFAA's fresh new ideas in programming So they keep listening . . . and *buying.*

See your Petry man.

*Source: 1955 Whan Study — A. C. Nielsen N. S. I.



* Now completing its 26th consecutive year. Oldest live talent breakfast hour show in the U. S.

WFAA
820 • 570
50,000 WATTS 5000 WATTS
DALLAS
NBC • ABC • TQN

a GREAT American radio station
Edward Petry & Co., Inc., Representative

MILESTONES

► WEJL Scranton, Pa., *Times News Roundup* marked its 33d anniversary last month.

► ULMER TURNER, newscaster, WBKB (TV) Chicago, is beginning his 30th year in broadcasting in that city.

► EVERETT MITCHELL, m.c. of NBC Radio's *National Farm & Home Hour,* celebrated his 30th year in broadcasting and 25th year with NBC Feb. 1.

► B. GEORGE BARBER Jr., commercial manager, WGBG Greensboro, N. C., celebrated his 25th anniversary in broadcasting Jan. 19.

► WEAV Plattsburg, N. Y., marked its 21st anniversary Feb. 3.

► EARL GODWIN, news commentator, WRC Washington, D. C., marked his 20th anniversary in broadcasting last month.

► WEFM (FM) Chicago is beginning its 17th year on the air.

► CBS Radio's *House Party* celebrated its 11th anniversary last month.

►JOSEPH GALLICCHIE, music director at NBC Central Div., celebrated his 10th anniversary in that post Jan. 25.

► ABC Radio's *The Greatest Story Ever Told* (5:30-6 p.m. EST) celebrated its ninth anniversary last month.

► CBS-TV's *What's My Line?* (Sun., 10:30-11 p.m. EST) began its seventh consecutive year on the air Feb. 5.

► WFIL-TV Philadelphia *University of the Air* observed its sixth anniversary Jan. 30.

► NBC-TV's *Today* (7-9 a.m. EST, Mon-Fri.) celebrated its fifth anniversary Jan. 14.

► CBS-TV's *Private Secretary* starring Ann Sothern, and alternating on the network with *The Jack Benny Program* began its fourth year Feb. 5.



GUSTAV FLEXNER (l), executive vice president, secretary and a founder of the Greater Louisville First Federal Savings & Loan Assn., receives an executive radio and pen set from George W. Norton Jr., president, WAVE Inc., commemorating his firm's 30th anniversary as an advertiser in the broadcast media. In special programs on WAVE-AM-TV Louisville, Mr. Flexner also was presented a scroll for radio advertising since 1925 and on tv since 1948, the year WAVE-TV went on the air.

have you seen the latest telepulse report?

WWLP Channel 22

first ... and foremost in the springfield, holyoke mass. metropolitan area

a tribute to NBC PROGRAMMING

Hollingbery
National Representative
Kettell-Carter
BOSTON
Channel 22 Sales


Socony Mobil Oil Company
Socony Mobil Oil Company
Socony Mobil Oil Company



KWKH SHREVEPORT

EVEN GETS INTO *FOREST!*

KWKH really beats the bushes to bring you this area's best daytime audience. And *does* it, too—reaching thousands of farms, hundreds of towns and settlements like Forest (La.) in our 80-county SAMS area.

But all these "trees" don't keep us from seeing the *main stem*. Latest Hoopers for Metropolitan Shreveport show KWKH preferred over the second station *morning, noon* and *night*—up to 104%!

In *listeners-per-dollar,* KWKH tops the second-best station by 89.4%. Get all the facts from The Branham Company.



Nearly 2 million people live within the KWKH daytime SAMS area. (Area includes additional counties in Texas, Oklahoma and New Mexico not shown in map.)

KWKH

A Shreveport Times Station

TEXAS
SHREVEPORT, LOUISIANA
ARKANSAS

50,000 Watts • CBS Radio

The Branham Co. Representatives

Henry Clay General Manager

Fred Watkins Commercial Manager

BROADCASTING TELECASTING

February 13, 1956 Vol. 50, No. 7

DENVER COURT TEST SHOWS RADIO-TV NEWS CAPABILITIES

Broadcasting association officials, NARTB legal advisor Judge Justin Miller, and working station newsmen present industry's case to Colorado Supreme Court Judge O. Otto Moore. Unobtrusive coverage, live and filmed, illustrates contention that radio-tv can cover forthcoming sabotage trial without turning it into 'circus.'

BROADCASTERS hid their audio and visual equipment in a Denver courtroom last week, proving their ability to report what goes on before the bench without disturbing legal procedure.

Having shown Judge O. Otto Moore of the Colorado Supreme Court, in a two-day hearing of the radio-tv arguments on behalf of the right to cover trials, that cameras and microphones can work silently out-of-sight and without bright lights, broadcasters concluded their historic presentation with a plea for an overhauling of the American Bar Assn.'s Canon 35.

This canon stigmatizes radio and tv as courtroom nuisances and barriers to justice. A joint presentation of oral arguments and a demonstration of modern electronic gear was opened Monday morning, second week of the Colorado court's Canon 35 hearing, by Judge Justin Miller, NARTB legal advisor and ex-board chairman (see excerpts from his testimony, page 94).

The argument closed Tuesday afternoon after six members of the court had spent 1½ hours watching a closed-circuit monitor that showed what was going on in their courtroom. NARTB, the Denver Area Radio & Tv Assn., and Colorado Broadcasters & Telecasters Assn. were flanked by broadcasters from other states. The visiting witnesses described how court trials are successfully covered by radio and tv almost as a matter of course.

Judge Moore said at the conclusion of testimony that he will issue his opinion within a fortnight. This opinion will be reviewed by the full court which then will hand down the court's decision. Prior to last week's testimony the court had heard witnesses representing newspaper groups who asked for still camera and newsreel rights [B•T, Feb. 6].

The media and legal worlds watched with interest as Canon 35 was laid bare by Judge Miller and other witnesses as an antique device protected by jurists who fail to recognize progress of the electronic arts and their ability to serve as reportorial devices for the public.

This unprecedented trial was put on the court's docket after Hugh B. Terry, KLZ-AM-TV Denver president, broadcast a strong editorial protesting a court ban against reporting arraignment of the defendant in the alleged sabotaging of a United Airlines plane [B•T, Dec. 19, 1955]. Mr. Terry had protested the radio-tv discrimination as a violation of guarantees of free speech.

Judge Moore observed last week that he had tuned in the editorial and had then decided the whole question of court coverage and Canon 35 should be reviewed.

In his opening testimony for radio-tv, Judge Miller reviewed the history of ABA's stand and inquiries into its impact. He tied the canon's history to constitutional law and basic freedoms and answered point-by-point some of the arguments against any change in the language. Finally he proposed an amendment which would give the court discretion to permit broadcasting and to control any possible annoyance to the court.

After Judge Miller had been questioned at length, Judge Moore thanked him for his presentation and commented favorably about the way the issues had been presented.

Others appearing for radio-tv included Rex Howell, KFXJ-AM-TV Grand Junction, Colo.; P. A. (Buddy) Sugg, WKY-AM-TV Oklahoma City, where radio-tv pickups are now routine; Bill Stinson, news director of KWTX-TV Waco, Tex.; Joseph Herold, KBTV (TV) Denver, and Richard Schmidt, attorney for Denver area stations.

The six judges who watched the demonstrations of the way radio and tv operate were given filmed and taped as well as live closed-circuit video coverage. A tv monitor with audio turned down was placed at one end of the bench. KLZ-TV and KBTV each supplied a live tv camera. The live and film cameras were located in a cloakroom, with two slits at the top of a door panel giving courtroom occupants a barely discernible glimpse of their existence (see photo). One Auricon Pro film camera and two Auricon CineVoice models supplied recorded video-audio coverage. Three tiny RCA microphones were concealed in the courtroom.

When a microphone attached to a lamp in front of the bench was shown Judge Moore, he was unable to see it until given more directions. Film recordings taken in the morning were shown to the court in the afternoon and permis-

(Continues on page 92)

ON TRIAL: RADIO-TELEVISION V. CANON 35



WHILE FIVE Colorado Supreme Court judges watched, Denver area broadcasters showed how they could telecast a court trial with no apparent distraction to the court or participants. Presiding Judge O. Otto Moore invited his fellow judges to watch the demonstration during the Denver hearing on the merits of the pre-tv Canon 35 of American Bar Assn.

Closed-circuit pickup was watched by judges on monitor (l) beside P. A. (Buddy) Sugg, WKY-TV Oklahoma City, who was testifying on his station's experience in pioneering court coverage. Judges are (l to r): Francis Knauss, E. V. Holland, Judge Moore, Henry Lindsley and George Bradfield. Like all other still, film and live pickups, photography was done with normal courtroom lighting. Chief Justice Wilbur M. Alter watched from the rear of the courtroom.

FORD MOTOR PARKS ITS NEW CAR AT FC&B; FIVE OTHER ACCOUNTS IN AGENCY SHIFTS

Another active moving week along agency row finds Jacob Ruppert Brewery, L&M's, Tetley Tea, MM&M's Scotch Brand Tape and Kraft's confectionary line winding up in new shops.

SIX choice advertising plums were plucked by agencies last week, capped by the acquisition of Ford's forthcoming new car account by Foote, Cone & Belding. In the other five placements:

- Dancer-Fitzgerald-Sample was named for Liggett & Myers' L&M cigarette brand.
- Warwick & Legler was selected for Jacob Ruppert Brewery.
- J. Walter Thompson Co. was appointed to handle Standard Brand's Tetley Tea.
- McManus, John & Adams received the Minnesota Mining & Mfg. Co.'s Scotch Tape Div. account.
- Foote, Cone & Belding scored a second time in getting the confectionary line of Kraft Foods.

The Chicago office of Foote, Cone & Belding in dipping into the automotive and confection lines last week came up with a billing potential of over $15 million for the two new accounts.

FC&B emerged victorious in the bid for $15 million in new Ford business after a protracted review of agency presentations which had narrowed down to Leo Burnett Co. and itself [CLOSED CIRCUIT, Feb. 6]. The appointment of Foote, Cone & Belding by Ford is being announced today (Monday) by J. C. (Larry) Doyle, general sales and marketing manager of its Special Products Div. The major or parent Ford account is handled by J. Walter Thompson Co., which also figured in the FC&B bonanza last week.



EXECUTIVES of Ford's new Special Products Div., R. F. G. Copeland (l), and J. C. (Larry) Doyle (c), discuss the new automobile with Fairfax Cone, president, Foote, Cone & Belding.

Possibility of Nearly $15 Million

Potential advertising for the new Ford car, expected to be unveiled late in 1957, is placed "somewhat over" $12 million. Total probably will approach $15 million with the addition of monies tabbed for "other advertising sponsored jointly by the division and dealer organizations [co-op] that will be recruited to handle the sale of the new car."

Foote, Cone & Belding also is expected to offer its services to individual dealer groups in various cities throughout the country, thus accounting for perhaps another couple of million dollars, according to best estimates.

Ford's Special Products Div. authorities felt it reasonable to assume that, once advertising plans are formulated, radio and television will command a substantial share of the estimated $15 million, because of broadcast media's acknowledged impact on buyers and, of course, depending on competitive conditions and other factors sometime during the second half of 1957.

It was understood that the new Ford account will be handled at FC&B in Chicago, headquarters for servicing, by Charles S. Winston Jr., vice president, who has been handling the Johnson Wax account, and that the agency would utilize the services of its New York and other major offices.

In Ford's own special products division, the top executives are and will be Mr. Doyle and Robert F. G. Copeland, newly-appointed assistant general sales manager in charge of advertising, sales promotion and training.

Mr. Copeland formerly was office manager of BBDO and Kudner Inc. and, previous to his recent Ford appointment, director of product advertising and sales promotion for Ford Motor Co. overall.

Mr. Doyle did not indicate when the appointment is effective, but with 1957 as the kickoff year for the "Car E" project and the model still on the drawing boards, this appeared premature, save in terms of 1956 billings. It was learned that "detailed arrangements" were being worked out among Ford and agency executives last week and would continue at a series of meetings through all this week.

Taking part in negotiations were Fairfax Cone, FC&B president, and Mr. Doyle, along with legal representatives.

When it materializes, the new automobile will compete with General Motors' Buick, Oldsmobile and Pontiac models and with Chrysler's DeSoto and Dodge cars. Spokesmen said it would not be introduced before mid-1957, apparently tabbing it for fall showing as a 1958 model.

The Doyle announcement also noted that selection of Foote, Cone & Belding "culminated a four-month study of over 20 national firms not presently handling automotive accounts." Twenty-four agencies were invited to submit presentations and 12 others not asked also placed bids, it was understood. A good many of them withdrew on the well-premised belief they could not service the account. J. Walter Thompson Co., which services the parent Ford Motor Co. business, employs hundreds of employes on that account.

Mr. Winston, of FC&B in Chicago, has had previous automotive associations before joining that agency. A realignment of the agency's top-level working media executives is foreseen in the wake of the Ford announcement.

The Kraft Acquisition

The appointment capped a banner week for Foote, Cone & Belding, which also inherited the Kraft confectionary account from J. Walter Thompson Co.

While not known primarily as a candy-maker, the Chicago-headquartered Kraft Foods Co. maintains a respectable advertising budget (reportedly about $1.5 million) for its confectionary line of marshmallows, caramels, malted milk and other products, some of them in the planning stage.

FC&B was in the Kraft picture months ago when the food company planned to introduce a new dog food, but the product never got on the market and the agency was relinquished.

J. Walter Thompson Co. handles the bulk of Kraft products, mostly in cheese and variations, and Needham, Louis & Brorby Inc. services Parkay margarine, Kraft oil, mustards and related products.

Toward week's end, there was an indication that Foote, Cone & Belding had landed still another product yet to be introduced—one by General Foods.

Liggett & Myers Tobacco Co., New York, switches its L&M cigarette brand, with an approximate $5 million advertising budget, to Dancer-Fitzgerald-Sample Inc., effective immediately. The brand had been serviced by Cunningham & Walsh, New York, since the product was introduced. The latter agency will continue to handle Chesterfield cigarettes, L&M's institutional advertising and its other tobacco products.

Cunningham & Walsh has been the agency for Liggett & Myers for more than 35 years. (Also see related story, opposite page.)

The tobacco firm had been listening to presentations from several agencies for the past few weeks [AT DEADLINE, Jan. 30]. This marks the second major agency switch for a tobacco firm within the past 10 days, with Philip Morris naming N. W. Ayer & Son after a long-term association with The Biow Co. [B•T, Feb. 6].

L&M cigarettes is currently a participating sponsor of *Dragnet* on NBC-TV, *Gunsmoke* on CBS-TV and *Warner Brothers Presents* on ABC-TV, as well as regional sports programs on radio and television.

Jacob Ruppert Brewery named Warwick & Legler, New York, as its agency, effective March 1. Firm had been serviced by Biow-Beirn-Toigo, New York (now The Biow Co.), which resigned to take over the Schlitz account. B-B-T shortly afterwards dropped Schlitz [B•T, Jan. 30].

The Ruppert Brewery, whose advertising budget is approximately $1.2 million, had been screening agencies for the past six weeks. The appointment of Warwick & Legler came as no surprise.

W&L had handled the Pabst Blue Ribbon account for more than two decades before it left for Leo Burnett & Co.

Standard Brands (Tender Leaf Tea), New York, named J. Walter Thompson, New York, to handle its advertising budget of approximately $1 million, effective May 1. The account has been with Compton Adv., New York, for the past eight years. Standard Brands, however, will continue with Compton for its regular and instant coffee.

Minnesota Mining & Mfg. Co., St. Paul, in naming McManus, John & Adams, New York, to handle its advertising for the Scotch Tape Div., switches the account from BBDO, New York. The advertising budget for Scotch Tape is approximately $500,000. Scotch Tape is a participating sponsor on *Mickey Mouse Club* on ABC-TV and runs a spot campaign.

Seth Moves to MJ&A

BILL SETH, vice president in charge of radio and television, Lewin, Williams & Saylor, New York, has been appointed tv account executive at McManus, John & Adams, New York, on Minnesota Mining & Mfg. Co. and Dow Chemical Co. James M. Ellers, account executive, Lewin, Williams & Saylor, succeeds Mr. Seth temporarily.

B&B Resigns Cigar Institute

BENTON & BOWLES Inc., New York, will resign the Cigar Institute of America account effective Wednesday, the agency announced "with regret" last week. Presentations by other agencies began Thursday, it was understood.

STATION BALKS AT L&M MERCHANDISING OUTLINE

WFTC Kinston, N. C., tells Cunningham & Walsh that promotional suggestions for cigarette puts unfair workload on station. Agency decides not to 'dignify' letter with an answer.

HOW much merchandising should an agency expect from a broadcast station?

Sometimes they want too much, in the opinion of J. Harold Vester, general manager of WFTC Kinston, N. C., and he raises a loud protest to promotion devices suggested by Cunningham & Walsh in its current campaign on behalf of L&M filter cigarettes.

Writing to Jerome Feniger, of Cunningham & Walsh, Mr. Vester said, "Your letter of Jan. 20, 1956, has reached me, but for the life of me, I can't quite figure it out. You bought a schedule of announcements on our station and now, it seems, you're asking us to give all the remuneration back to you in the form of merchandising."

Neither Cunningham & Walsh nor Liggett & Myers Tobacco Co., contacted by B•T, would comment officially on the WFTC letter. It was understood they decided, after a Wednesday conference, not to "dignify" the letter with an answer.

Seventy-five Stations Agree

B•T learned that 75 of the 200 stations contacted by the agency have answered the merchandising letter and offered cooperation. The agency, it was understood, felt its proposal suggested nothing beyond standard practice in merchandising and promotion.

Mr. Vester's letter to C&W continued, "All you need do to get positive results on this station is run your spot commercials as directed and actually that's all you're entitled to at the price you are paying. However, if you want all of this done, we'll be glad to do it for you on an actual cost basis, plus $3 per hour for our merchandising manager while calling on your dealers.

"Unless things have changed considerably, Liggett & Myers used to have merchandising men in the field with a panel truck constantly calling on the dealers. Is the company now expecting radio station personnel to take over this phase of the business and expense for placing advertising on radio stations?"

The C&W merchandising letter, explaining the station has been given a 13-week schedule, asks cooperation "in a plan that we believe will enable you to deliver positive results for us in the sale of L&M filters."

The plan covers live commercial copy tags and transcriptions for use by station personalities; L&M displays featuring personalities and station, with request for number of displays desired and lists of stores cooperating; other promotion including letter to dealers (sample attached), proposed news story for local newspaper (sample attached), tie-in newspaper advertising with grocery and drug outlets with which station has co-op arrangements, paid or trade space in newspapers.

These items are listed in order of importance, the letter explains. Stations are asked to submit a complete report on merchandising activities by the end of March. C&W representatives will be on tour during the promotion, it is explained.

A sample publicity story, according to the appendix, opens this way, "WXXX announced an important new sponsor today. Liggett & Myers Tobacco Co. has purchased multi-weekly announcements for L&M filters, the company's popular filter-tip brand, one of the top-selling cigarettes today. . . ." A note at the bottom adds, "You or one of your staff can call one of your friends at the newspaper and ask him to run your version of this story on the business or radio page."

Brand Names Week Dinner Will Feature Nixon Address

MORE THAN 1,700 business executives are expected to hear Vice President Richard M. Nixon address the annual Brand Names Week dinner April 18 at the Waldorf-Astoria Hotel, New York, Palmer Hoyt, publisher of *The Denver Post* and chairman, planning committee, Brand Names Week, said last week.

The dinner will highlight a week (April 15-21) planned to promote brand name themes nationally under auspices of the Brand Names Foundation Inc. Manufacturers, media, retailers, advertising clubs, trade associations and Chambers of Commerce will work with the foundation to focus public attention on the benefits of brands and brand advertising. The foundation's eight annual Brand Name Retailer of the Year awards will be presented at the dinner.

Plough, Owner of Two Ams, Plans Merger With Two Firms

A MERGER of Plough Inc. (owner of WJJD Chicago and WMPS Memphis, Tenn.), the Musterole Co., and the E. W. Rose Co., all patent medicine producers, was approved by the boards of directors of the three firms and will be submitted for stockholder appproval within the next two months, Plough Inc., which will be the surviving company, has announced.

Plough, which markets Penetro cold products, St. Joseph aspirin, Nujol mineral oil, Mistol nose drops and mist, and a variety of other medical and beauty products, advertises in all major media, but a figure on its advertising budget was not available. Total Plough Inc. sales in 1955 were $21 million. The company estimates with its new lines it will increase sales by about $2 million per year.

Of its $575,000 1955 ad budget Musterole liniment spent $220,000 in radio and $192,000 in television. E. W. Rose Co., producer of Zemo liquid and salve for skin ailments, spent $10,000 of its $250,000 1955 advertising outlay in radio. It did not advertise in tv.

The combination of the three companies will represent total assets, exclusive of trade marks, brand names and good will, in excess of $14 million, Plough said.

Sinclair Sets Spot Campaign

SINCLAIR REFINING CO., New York, is launching a 36-state safe driving radio spot campaign, following a four-month test run in the New York area. The promotion, consisting of one 12-word message ("Driving Today? Remember to drive with care and buy Sinclair Power-X Gasoline."), is being placed through Morey, Humm & Johnstone Inc., New York, on a 52-week basis in markets served by Sinclair.

Manischewitz Expands Spots

MONARCH WINE Co. (Manischewitz wines), Brooklyn, has expanded its spot announcement schedules on about 200 radio and 125 television stations as part of its pre-holiday campaign for Kosher wines. Agency: Emil Mogul Co., N. Y.

ABC RADIO BRINGS FOUR INTO NETWORK

ENTRY OF FOUR new advertisers into network radio highlights new business on ABC Radio reported by George Comtois, national sales manager.

The advertisers: Cameo Curtains Inc., New York, which the network said previously confined its major advertising to tv; Renuzit Home Products Co. (dry cleaner and spot remover), Philadelphia; JelSert Co. (Aunt Wick's instant mixes and Fla-Vor-Aid), Chicago, and Rust Craft Publishers (greeting cards), Boston. Other purchases also were reported by ABC Radio, with most of the new buys—including the four new to network radio—involving *Breakfast Club,* which ABC Radio programs Mon.-Fri. at 9-10 a.m. EST.

Cameo, through Friend-Reiss Adv., New York, will sponsor three five-minute segments per week of the program, beginning March 26; Renuzit, through Arndt, Preston, Chapin, Lamb & Keen, Philadelphia, will take two segments weekly, starting at various dates this month and in March; JelSert, through L. W. Ramsey Co., Chicago, will sponsor a segment weekly starting May 25, and Rust Craft, via Chambers & Wiswell, Boston, has signed for a five minute segment weekly, starting March 15, with an additional weekly segment starting May 24.

Also buying in *Breakfast Club:*

Park & Tilford of New York Inc., for Tintex,



GEORGE COMTOIS, ABC Radio national sales manager (l), and Bernard Rosenberg, president of Cameo Curtains, close deal for Cameo's sponsorship of the *Breakfast Club* on ABC Radio. Looking on are Lee Friend, principal of Friend, Reiss Adv., agency for Cameo (second, l) and Leslie Harris, ABC Radio account executive on Cameo account.

Mon., 9:15-9:20 a.m., beginning March 5 and Wed. 9:20-9:25 a.m., beginning March 28, through Emil Mogul Co., New York. (P&T is also buying into *Whispering Streets,* Tues., 10:50-10:55 a.m., beginning April 3; *My True Story,* Thurs., 10:15-10:20 a.m., starting March 8, and *When a Girl Marries,* Fri., 10:40-10:45 a.m., effective March 23.) Sleep-Eze Co., East Anaheim, Calif., this Thursday will being adding that day's 9:10-9:15 a.m. segment to its already sponsored Tues., 9:15-9:20 a.m. slot, through M. B. Scott Co., W. Hollywood, and the Dracket Co., Cincinnati, will renew its sponsorship of the Thurs., 9:35-9:40 a.m. segment, through Ralph H. Jones Co., Cincinnati.

Effective Feb. 2, the Foster-Milburn Co. (Doan's Pills), Buffalo, began a 52-week sponsorship of several unspecified participations in *When a Girl Marries* and *Whispering Streets,* through Street & Finney, New York.

MAN ON A GRAY

THIS IS a penetrating, lucid, unrestrained analysis by an advertising agency executive—Charles Harrell (at right), supervisor of radio and tv production for Lennen & Newell—on manners and mores of Madison Ave. It was excerpted from a talk he made Feb. 3 at the opening session of the New York U.-Guild Films' forum series on Careers in Radio & Television (see story, page 46).



YOU HAVE to face the fact that television is basically ridiculous. In the first place we are confronted with the fact that there is a screen in all homes and that if we don't have it we are lost and if we have it we are often bored. But there it is. Big, big brother is not watching you, you are watching it. This is a fantastic notion.

Imagine being without a television screen. It is ridiculous to be without it; it is fantastic to be with it. It is the phenomenon of our age and our generation. It is so comprehensive and it is so appalling in the problems that it presents that it cannot really be evaluated as a here tonight or anywhere else within a few weeks, months or years.

What does it really mean? I am a man of 40. It means that I look at pictures in my home being transmitted from another area. It is so dreadful a thought—and I mean dreadful in its kindest sense—because it means that I am doing something that is precisely unique. You have never experienced this; you will never experience a like phenomenon again. We have had two great climaxes in our lives . . . the atom bomb and television. These are precise points, neither is measurable. We do not know the implications of the atom bomb . . . we do not know the implications of the hydrogen bomb . . . we do not know our fantastic capacity to destroy ourselves. But television is concrete. It is there. It is in your living room. The screen stares at you to the same degree that you stare at it. And stare at it you do. So, it is ridiculous. It sits there and you look at it an unconscionable number of hours every day. Idiots that you are you do it . . . and so do I and so does our country.

Now, staring at it you become our pigeon . . . our device. What do you do as people? You bathe, I hope often. You wash your hair, you brush your teeth, you buy clothing, you smoke cigarettes, you put on shoes, you do all of the mundane things that are necessary to keep you pleasurably alive. And it is my job to have you brush your teeth with my product, smoke my cigarette, wear my shoes, put on my hat, think my thoughts, if necessary. And how dangerous a position I have. It is terribly dangerous because if I were evil I could use the same device for non-constructive ends.

So you say to me, "How can you be such a louse?" and I say, "It's easy," because the basic position of the advertising man is: does my product do the job better than another product? I am engaged in doing commercials. Why? I believe in those commercials. You say to me, "Do you smoke Old Golds?" Oh, yes. Do I use Bromo-Seltzer? Oh, yes. Do I wash my hair with Lustre Cream Shampoo? Oh, yes.

Now you say, "Now come on, Harrell, this is the guy that's paying you the freight. Is it a good product?" And I have to think whether it is a good product or not and this is where the will to tell the delightful lie takes hold. You say, "I don't know whether it is better than any other product, but I do know its virtues." And you cling to those.

What is it that makes a Gillette Blade better than Pal or Gem or another blade? Maxon does. Why is this a better blade? Because they think in positive terms about a positive thing, and the positive thing is this single razor blade. You do not lie about it. You say that it is super honed. You say that it is sharpened in such a way. You say that it will last so long, that the price is so attractive. This is what every advertising man does.

I've been engaged for the last two years in merchandising, on television, the merits of a beer. I happen to think that this beer is a very good one, and one month ago they told us that they thought that we didn't tell their story too well and they deserted us. Now, whether or not we lied I think can be answered in the simple fact that we are interested only in telling the truth about a product. And, this is the kind of intellectual gymnastics that an advertising man does. You concentrate on the virtues of your product. Sure, you can do all sorts of philosophical thinking about other products and eventual aims, what it may be. But we are practitioners . . . we are professionals . . . and we are hired and paid to merchandise the merits . . . the merits of a product. And I think this is rather good. I don't think it is bad because it is through such activity that we do make progress—whatever that may mean—but we do make progress in the accepted sense in the improvement of the ease of living.

EVOLUTION OF A SMOKER

I think I can demonstrate it in rather commonplace ways. No one ever heard of a filter cigarette 20 years ago. We all smoke cigarettes. I remember as a boy I used to smoke 111's. I'd steal them from the drug store in Murick, Mo. Then finally when I got caught I used to go around and borrow dimes to buy a 111 cigarette. This was its name. And, I can remember it now with the Indian head on it. I don't think it was good that I should smoke at 7 but 7 it was that I started to smoke. I don't think it's particularly good that a person smokes at all, but smoke we do.

So, as the years progressed and I went to high school, I learned all at once that there were other tobaccos with greater virtues. There were Lucky Strikes, Camels, Chesterfields, and I switched over to a particular brand. Lucky Strike it was at the time. This is the cigarette I remember particularly because I learned to inhale with that one. It was considered a big thing if you could inhale before you were a sophomore in high school. And I did. There were other things that were considered important, too, but I can't discuss them now.

So I learned to smoke a Lucky Strike. Then I switched to Camels, and I smoked Camels for a number of years. Then I switched to Old Golds, which is a product I represent now.

FLANNEL COUCH

I switched actually before I went to work for them, by accident.

We are not concerned as advertising men with the basic values, and I mean this in the real sense, the basic values of human endeavor. But, we are concerned with the basic values of the products which we represent. Where the degree begins and ends I don't know. But there it is and we are confronted with the realities that I have smoked seven different brands of cigarettes since the time I started smoking and I am now engaged in telling you about the merits of one particular brand. Smoke I probably shouldn't but smoke I do. And since I do and the product is there, it must be sold if it is to be manufactured and since it is being manufactured it is my job to sell it . . . and it is just that simple.

Now, where do you draw the line? Do you draw the line at moral values, political values, social values? Not at all. I happen to be by political persuasion a left-wing New Deal Democrat. And I have made a great amount of money from the National Assn. of Manufacturers and I did all of the broadcasts of Dewey for President—and contributed the money to the radio fund for FDR.

Does it mean that I don't do my job well? Not at all. I think I sold Tom Dewey better than he sold himself at the time that I did the broadcasts. Was I a liar? Not at all. I did a helluva job with him. Did I agree with him? Not at all. Now, I could never bring myself to vote for anyone who is not a Democrat. This is my personal political persuasion. But I am open to take over the Eisenhower campaign should he accede to run. And I think I could do a helluva job for him, better than the other hucksters have done.

I am a professional salesman. And this is the thing you must remember is the guts of television as it now stands today. Sure, the programs stink. There are some of them that are dreadful and there are some of them that are deliriously delightful. But there they are solely as instruments of salesmanship. I will reject the job only when the product is evil. And, being a left-wing New Deal Democrat, the product of Dewey for President is not evil in my opinion.

So, this is where you draw the line of compromise. And, this is where you say, "I am a pro. I will sell the virtues of my product and I will avoid mentioning the more distinguished shortcomings of the product." This is what we do. It is a very complicated persuasive thing that we do to ourselves. It's rewarding in money, except that all of us who make so much money are continuously in debt. But, it is rewarding in its kind of excitement.

A television program's basic premise is simple. It is to create an atmosphere in which you will look at what we have to sell. This is foolish in many instances and foolishly exhibited by advertisers. It is like trying to sell a cigarette in a church. You don't do it. It's the wrong area. So, first of all there must be the marriage of program and product. One of the happiest marriages of program and product I know is the Gillette product and the fights that appeal to men, the capturing the audience for a particular product.

I can give you a brilliant example of the *$64,000 Question*. Most popular program on the air today selling Futurama. And this lovely Barbara Britton says, "Ah, Futurama." I still don't know what Futurama is. I think it has something to do with a cream or whatever it is, but I don't see the marriage of program and product here. Now you say, "Well, if you're so smart why are they emptying the stores?" And this is what they're doing. But in the long run . . . the long haul . . . my professional opinion will have to stand up there.

Now, this comes down to very basic things. Children's programs sell products that children want to have purchased or will purchase. Programs that appeal to women should sell products that women do purchase. In the beer business, for example, we know that 60% of all the beer in the U. S. is bought by women. We know that only 25% of the total beer business comes across a bar—that it comes out of the grocery store. We know that the male, however, determines the brand. He says, "Gertrude, buy me a case of . . ." and names the brand.

What do you do? The woman buys the product, but you sell the male. You have to.

Now, these are all fundamental rules that every beer company knows. It isn't confined to any one, all the research is the same, it tells the same story up and down the line, but still you will find beer companies buying programs that drop off large areas of their audience because they're entranced with the conception of the program, personally pleased with the method in which it will be done, they obviate everything that has been done.

THE AIRY FAIRY PITCH

This our basic problem, that having bought the program, having sold the program to the client, how now do we sell the product? How often have you seen on television a realistic, tight-knit, really blatantly efficiently realistic show come on with a fantastic airy fairy kind of commercial that didn't mean a thing . . . it had no relationship to the program at all. All it wanted to do was say, "Oh, you liked it. Now you're going to buy our product." It was ridiculous. It happens all the time.

I'm particularly amused by one product that having bought a program that appeals only to men then sells the program to women. I've seen this happen before. I've seen a program involving a nail polish, not Revlon, which bought the fights locally in Providence. Why, I don't know. But here's a guy beating the daylights out of a guy on his nose, you know, and you see him down and the guy is saying, "nine . . . ten" and you fade . . . you go to black and you come up on a guy, "Girls have you ever seen what can happen to a lady" . . . you know. This is ridiculous, but it does happen.

The advertising business is fantastically large. It involves not millions of dollars, it involves billions. The errors are colossal. The meat-heads are innumerable . . . I am one of them. I am only trying to be less of a meat-head than my employers and this is a part of my job.

FIVE-CITY BLITZ STARTED BY DODGE

AS PART of its "heaviest" advertising campaign ever undertaken in five metropolitan areas, the Dodge Div., Chrysler Corp., last Saturday launched an extensive six-week radio-tv spot announcement effort in New York, Philadelphia, Baltimore, Washington and Chicago. The agency is Grant Adv., New York.

Details of the campaign were outlined in New York last Wednesday by J. W. Minor, Dodge sales manager, who also is in charge of advertising and merchandising. Called the "Sell-A-Thon," the promotion also will utilize newspapers and direct mail in an effort to double the normal volume of Dodge car sales for the six-week period.

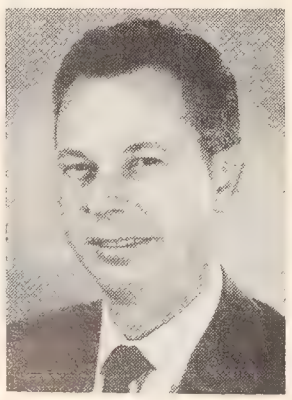
Though Mr. Minor said he could not pinpoint the total cost of the campaign nor provide a breakdown of radio and television participation, he said that some 25 stations would be used in the New York area in support of dealers in New York City, northern New Jersey, Long Island and southern Connecticut. The television participation, he said, will be in the form of local cut-ins on three Dodge sponsored television shows over ABC-TV—*Lawrence Welk Show, Make Room for Daddy,* and *Break The Bank.* Heavy schedules of radio spot announcements also will be used in the four other markets, Mr. Minor said.

The company also has set a "Sell-A-Thon" celebration to be held at Madison Square Garden on March 26, which will be attended by Bert Parks, quizmaster of *Break The Bank;* Danny Thomas of *Make Room For Daddy,* and Mr. Welk. Similar events are being planned for the Philadelphia and Chicago areas, according to Mr. Minor. Tickets for the "Sell-A-Thon" show are available through Dodge dealers.

Mr. Minor said that if the six-week advertising and sales campaign proves successful, Dodge plans to repeat the effort shortly thereafter.

Kelly Advertising Manager Of Philco Radio, Tv Divs.

JOHN E. KELLY has been named advertising manager of the Radio and Television Divs. of the Philco Corp., it was announced last week by Raymond B. George, Philco vice president in charge of merchandising.



MR. KELLY

Mr. Kelly, with Philco for seven years, was advertising and sales promotion manager for Philco Distributors Inc. in Los Angeles prior to his new appointment.

'We Goofed,' Tyler Explains In 'Clooney' Promotion Hints

USE of the term "minimum acceptable" merchandising support by Guild, Bascom & Bonfigli, San Francisco agency, in a station letter covering the Foremost Dairies *Rosemary Clooney* tv program [B•T, Feb. 6] was misleading, according to a Feb. 3 letter sent stations by Richard F. Tyler, media director.

"We goofed," Mr. Tyler wrote. "Somehow in the business of sending you our Jan. 27 letter about the *Rosemary Clooney* show, we managed to suggest that there would be 'minimum acceptable' merchandising support expected from the stations.

"Not so. We are, of course, anxious to have the fullest merchandising cooperation of the stations airing our client's show. The check list was prepared with the cooperation of a number of stations now carrying our programs, and we didn't mean that it was necessary to offer service on all 10 items on the check list.

"Our thought was that we'd be best able to work with the promotion if we knew what types of merchandising each station would provide. Our intention was not to suggest, as a couple of our friends pointed out, that merchandising would *determine* station selection. We all know the value of the time spot is the most important thing.

"We've been gratified at the large number of stations which have responded quickly with fine promotion plans. We hope that you'll all forgive our little goof and that you'll let us have your response as soon as possible, if you haven't done so already."

Census Bureau Reports Retail Sales Summary

A SUMMARY of 1954 retail sales for the United States, broken down by states and regions, has been published by the U. S. Census Bureau. State-county-city preliminary reports have been coming out since last autumn, giving data by major retail lines.

The bureau has completed similar reports covering wholesale trade for two-thirds of the states, counties and cities. A new series of state-county-city breakdowns covering selected services has started to flow from the bureau, with three states already covered. Starting this week, these releases will come out at the rate of four to six a week.

In mid-March the bureau will start releasing final reports covering retail, wholesale and selected services for states and counties as well as cities with over 2,500 population. State-county-city breakdowns will show sales in 80 types of retail business, 120 types of wholesale merchandising and 100 kinds of services. These series will be concluded in July or August.

A few reports from the separate 1954 manufacturers' census have been released, including a summary of the cigarette industry. These figures are preliminary. The manufacturing data will appear in two forms—industrywide figures and state-county-city area breakdowns.

Census reports are available at the bureau's 33 field offices and at the Bureau of Census headquarters, Washington 25, D. C.

Shaler Plans Network Tv

SHALER Co., Waupun, Wis., has announced plans for a $1 million advertising campaign, including use of network television, to promote the sale of Rislone (oil alloy). No estimate on expenditures from broadcast and printed media were available, but Shaler will become a participating sponsor of Steve Allen's *Tonight* on NBC-TV starting Feb. 23. Account is handled by Walker B. Sheriff Inc., Chicago.

Gemex Campaign on 'Tonight'

GEMEX CORP. (watchbands), Union, N. J., announced last week it will use NBC-TV's *Tonight* to launch the company's "most ambitious" advertising campaign in its 35-year history. Through Fairfax Inc., New York, Gemex will invest about $90,000 gross for 13 participations on *Tonight* on a once-a-week basis, starting in late February.

COLORCASTING

Advance Schedule Of Network Color Shows

(All times EST)

CBS-TV

Feb. 16 (8:30-9:30 p.m.) *Shower of Stars,* "Golden Records," Chrysler Corp. through McCann-Erickson.

Feb. 18 (7-7:30 p.m.) *Gene Autry Show,* William Wrigley Jr. Co. through Ruthraff & Ryan (also Feb. 25, March 3, 10, 17, 24, 31).

Feb. 21 (9:30-10 p.m.) *Red Skelton Show,* S. C. Johnson & Son through Needham, Louis & Brorby, and Pet Milk Co. through Gardner Adv. on alternate weeks.

NBC-TV

Feb. 13-17 (3-4 p.m.) *Matinee,* participating sponsors (also Feb. 23-24, 27-March 2, 5-9, 12-16).

Feb. 13-17 (5:30-6 p.m.) *Howdy Doody,* participating sponsors (also Feb. 20-24, 27-March 2, 5-9, 12-16). 12-16).

Feb. 19 (3:30-4 p.m.) *Zoo Parade,* American Chicle Co. through Ted Bates.

Feb. 21 (8-9 p.m.) *Milton Berle Show,* Sunbeam Corp. through Perrin-Paus, and RCA and Whirlpool Corp. through Kenyon & Eckhardt.

Feb. 21 (9:30-10 p.m.) *Armstrong Circle Theatre,* "Terror at My Heels," Armstrong Cork Co. through BBDO.

Feb. 26 (4-5 p.m.) "The Third World," sustaining.

Feb. 26 (7:30-9 p.m.) *Sunday Spectacular,* "Panorama" participating sponsors.

Mar. 5 (8-9:30 p.m.) *Producers Showcase,* "Caesar and Cleopatra," Ford Motor Co. through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey.

Mar. 11 (2:30-5:30 p.m. EST and PST) "Richard the Third"—General Motors divisions as participating sponsors.

Mar. 13 (8-9 p.m.) *Milton Berle Show,* Sunbeam Corp. through Perrin-Paus, and RCA and Whirlpool Corp. through Kenyon & Eckhardt.

[Note: This schedule will be corrected to press time of each issue of B•T]

Ted Bates Names V.P.'s

ROBERT S. CONGDON and George A. Huhn, Ted Bates & Co., New York, last week were elected vice presidents of the agency and Farrell Gilmore and Stanley De Nisco were named assistant vice presidents. Mr. Congdon, former vice president with the now defunct Ward Wheelock Inc., Philadelphia, joined Bates last year. Mr. Huhn, prior to joining Bates in 1954, was a vice president at Ruthrauff & Ryan Inc., New York.



In the rich market of

RICHMOND

Petersburg and Central Virginia

WXEX-TV has

1 Basic NBC-TV Network

2 Maximum power—316 K.W.

3 Maximum tower height—1049 ft. above sea level 943 ft. above average terrain . . . more than 100 ft. higher than any station in this market.

4 415,835 TV families in coverage area

5 Channel 8

Ask your Forjoe man for full details about

WXEX-TV

Tom Tinsley, President **Irvin G. Abeloff, Vice President**



We knew we had listeners

but we had no idea that PRACTICALLY EVERYONE IN W.GTO-LAND

LISTENS TO...

W.GTO — 10,000 WATTS — 540 KILOCYCLES
Once an hour — on the hour — six days a week — W.GTO listeners hear a name announced — their name or perhaps a friend or a neighbor! That lucky person has 60 minutes to call W.GTO — RECALL a tune and WIN!

The response stands at a staggering 78% — incredible when we realize that only one name out of the approximately one and a half million names in the area is called out every hour, and that person has only 60 minutes to answer the call!

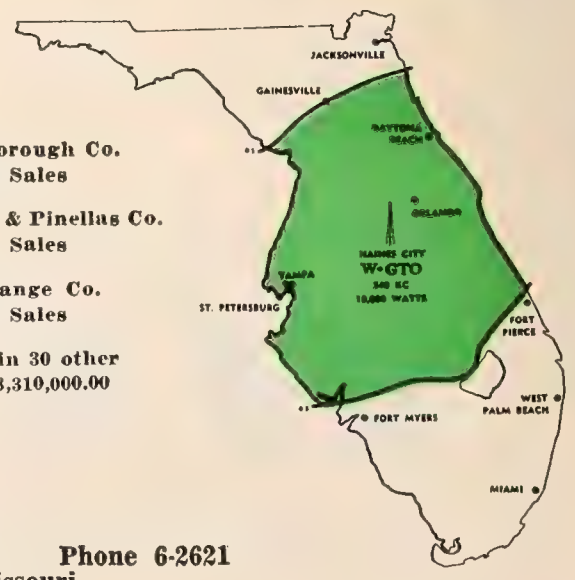
Typical comment made by a recent winner, "I've had trouble calling you back since you announced my name because people kept calling me telling me my name had been called out!" Listener penetration? YOU BET! And participations on this wildfire once-an-hour feature are available.

1½ BILLION $ MARKET

Floridians — PLUS — 5,000,000 winter vacationers with places to go and money to spend! Do they spend? A billion and a half dollars a year!

W·GTO

10,000 WATTS 540 KILOCYCLES



- TAMPA and Hillsborough Co. $321,214,000.00 Retail Sales
- ST. PETERSBURG & Pinellas Co. $286,731,000.00 Retail Sales
- ORLANDO and Orange Co. $213,294,000.00 Retail Sales
- PLUS Retail Sales in 30 other W.GTO Land — $773,310,000.00

W.GTO Haines City, Florida Eugene D. Hill, Gen. Mgr. Phone 6-2621
Owned and operated by KWK, St. Louis, Missouri
Represented by Weed & Company

Firm Established in New York To Aid Out-of-City Agencies

FORMATION of Agency Representatives Inc., New York, to supervise New York broadcast of tv commercials for accounts represented by out-of-town advertising agencies, was announced last week.

Signing of Clinton E. Frank Inc., Chicago, as its first agency account was reported. The new firm said it will supervise for Frank the commercials on the Arthur Godfrey *Talent Scouts* and *Friends* shows, the *Perry Como* and *Gary Moore* shows and *Valiant Lady*.

Agency Representatives was formed by Lee Javis, formerly of ABC; Jack Miller of Keeshan-Miller enterprises and Marvin Josephson, formerly of CBS' legal staff and now head of Broadcast Management Inc. The company, with offices at 113 W. 57th St., New York, will supervise and check the broadcasting of filmed commercials as well as perform "on the spot" representation of agencies for live commercials, and will coordinate production activities on client commercials filmed in New York.

Fielden Added to Name Of Miami Adv. Agency

BISHOPRIC/GREEN & Assoc., Miami advertising agency, changed its name to Bishopric/Green/Fielden Inc., effective Feb. 2, according to President Karl Bishopric. The new principal, W. Arthur Fielden, has been with the agency since 1952 and is a vice president-director.

Norman Swetman, with the agency since 1953, has succeeded Mr. Fielden as radio-tv director. Space Buyer Natalie Guerra was appointed media director at the same time.

Originally known as Houck & Co. of Florida Inc., the agency has serviced clients in Miami since 1946. The firm has clients in 16 Florida cities.

Grant Adv. Names Cather V. P.

APPOINTMENT of Myers B. Cather as vice president of Grant Adv. Inc. was announced Wednesday by Lawrence R. McIntosh, executive vice president and manager of the agency's Detroit office. Mr. Cather, formerly vice president and co-owner of McHugh-Cather Adv. Agency Inc., Los Angeles, will be account executive in Detroit.

SPOT NEW BUSINESS

Studebaker-Packard, through Ruthrauff & Ryan, N. Y., adding about 10 markets for five-week radio spot announcement campaign appealing to male audience.

Casco Product Corp. (Perfection heating pads), Bridgeport, Conn., through Dowd, Redfield & Johnstone, N. Y., buying television spot announcement campaign for one week only in about 30 markets. Effective date not yet specified but probably will be this month.

Charbonneau Packing Corp. (Tree Top apple juice, cider), Selah, Wash., starting tv schedules on daytime shows in L. A. and Seattle. Agency: Miller, Mackay, Hoeck & Hartung, Seattle.

The Merchants' Assn. at Princeton Shopping Center, Princeton, N. J., is taping weekly show, *Princeton Kaffee Klatsch,* for rebroadcast on WTTM Trenton, N. J., and WCTC New Brunswick, N. J. Audience show, carrying merchant spots, takes place at Sun Ray Drug Store of center. Fulweier & Slaughter, N. Y., is agency for center.

NETWORK BUSINESS

Mary Ellen's Distributors (jams, jellies) renewing contract with CBS Radio covering 11 Western states for *Harry Babbitt* program.

Parker Brothers Inc. (games), Salem, Mass., has launched a two-month spot schedule on NBC-TV's *Today* and CBS-TV's *Morning Show* for new parlor "Game of Politics." Campaign, scheduled to end the last week in March, ties in with 1956 election interest. Agency: Badger, Browning & Parcher Inc., Boston.

The Borden Co., N. Y., has renewed NBC-TV's *Date With Life* (Mon.-Fri., 4 p.m. EST) effective April 2, and NBC-TV's *The People's Choice* (Thurs., 9-9:30 p.m. EST) starring Jackie Cooper, starting April 5. Agency is Young & Rubicam, N. Y.

AGENCY APPOINTMENTS

General Ice Cream Corp. (Sealtest ice cream, dairy products), N. Y., to Baldwin, Bowers & Strachan Inc., Buffalo, N. Y., effective March 1.

Zion Industries Inc. (fig bars, cookies), Zion, Ill., appoints Olian & Bronner Inc., Chicago. Tv will be used in selected markets.

Milko Candy Co., Chicago, names Bozell & Jacobs Inc., that city, for new Caranuts candy-coated popcorn.

Kiebhaefer Corp. (outboard motors), Fond du Lac, Wis., appoints McCann-Erickson Inc., Chicago office, advertising and public relations counsel.

Forstmann Woolen Co., Passaic, N. J., appoints BBDO, N. Y., for women's wear fabrics, and men's and women's knitwear effective Feb. 15. Agency also will handle men's wear fabrics effective April 1.

Revlon Inc., pharmacal division (medicated Silicare lotion), N. Y., appoints Dowd, Redfield & Johnstone, N. Y., effective Feb. 8. Agency also will handle two new products to be marketed shortly.

Bulova Watch Co. of Canada, Toronto, Ont., placing its tv advertising through McCann-Erickson, that city, effective April 27. MacLaren Adv. Co., Toronto, which has had account for past quarter-century, continues to handle radio and other Bulova advertising. *Bulova Show Time,* half-hour film program, starts on Canadian television stations late in March.

Aitchison Labs (proprietaries), Philadelphia, appoints Roy S. Durstine Inc., N. Y.

S&W Fine Foods, S. F., names Honig-Cooper Co., that city, effective May 1.

Milko Candy Co., Chicago, appoints Bozell & Jacobs Inc., same city.

Chicago Chevrolet Dealers Assn. appoints Clinton E. Frank Inc., Chicago, for combined dealer group advertising.

Comstock Foods Inc. (pie mixes, apple sauce), Newark, N. J., appoints Bryan Houston Inc., N. Y., effective immediately. Account was formerly serviced by Leo Burnett Inc., Chicago.

Simoniz Co. Commercial Div. (cleaners, polishes), Chicago, appoints The Buchen Co., same city.

Lombardo Wine Co., Chicago, names Walker B. Sheriff Inc., Chicago.

LATEST RATINGS

NIELSEN

Top Radio Programs
Two Weeks Ending Jan. 7, 1956
Nielsen-Total in-Home Audience

Rank	Program	Homes (000)
Evening, Once-a-Week (Average for all Programs)		(655)
1.	Dragnet (NBC)	1,732
2.	You Bet Your Life (NBC)	1,685
3.	Great Gildersleeve (NBC)	1,591
4.	Edgar Bergen-Zenith (CBS)	1,451
5.	Our Miss Brooks (CBS)	1,404
6.	Edgar Bergen-CBS Columbia (CBS)	1,357
7.	Two for the Money (CBS)	1,357
8.	Gunsmoke (CBS)	1,357
9.	News & Gene Autry (CBS)	1,310
10.	Edgar Bergen-P. Morris (CBS)	1,217
Evening, Multi-Weekly (Average for all Programs)		(796)
1.	News of the World (NBC)	1,591
2.	One Man's Family (NBC)	1,591
3.	Lowell Thomas (CBS)	1,544
Weekday (Average for all Programs)		(1,404)
1.	Rose Bowl Football Game (NBC)	3,463
2.	A. Godfrey-Minn. Min.-Fri. (CBS)	2,246
3.	Pro Football Champ. Game (NBC)	2,246
4.	Arthur Godfrey-Kellogg (CBS)	2,200
5.	A. Godfrey-Staley-11:00 (CBS)	2,153
6.	Young Dr. Malone-T. & Th. (CBS)	2,106
7.	A. Godfrey-Minn. Min.-Tues (CBS)	2,012
8.	This Is Nora Drake-B. Myer (CBS)	2,012
9.	Guiding Light (CBS)	2,012
10.	A. Godfrey-L. Howe-10:00 (CBS)	1,966
Day, Sunday (Average for all Programs)		(468)
1.	Woolworth Hour (CBS)	983
2.	Galen Drake-Sun. 8:55 (CBS)	842
3.	Robert Trout-News-10:00 (CBS)	702
Day, Saturday (Average for all Programs)		(842)
1.	Gunsmoke (CBS)	1,685
2.	Robert Q. Lewis-Milner (CBS)	1,591
3.	Galen Drake-Sat. 10:05 (CBS)	1,544

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Calif. Long White Potato Advisory Board, L. A., reappoints The McCarty Co., that city, for 1956 advertising and sales promotion. McCarty has had account since board's inception two years ago. Program for 1956 has been expanded to national scope and plans include radio.

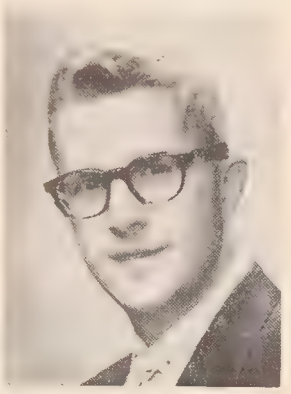
Michigan Bank, Detroit, names Zimmer, Keller & Calvert Inc., Detroit.

William Casual Furniture Co., Oak Park, Ill., appoints Rudio Productions, Chicago.

Gold Bell Gift Stamps Cooperative Inc. (trading stamps), Detroit, names Simons-Michelson Co., Detroit.

A&A PEOPLE

Jack C. Byrum, assistant account supervisor in charge of national advertising, Biow-Beirn-Toigo, N. Y., (now Biow Co.) to Kenyon & Eckhardt, N. Y., as vice president and senior account executive for field operations.

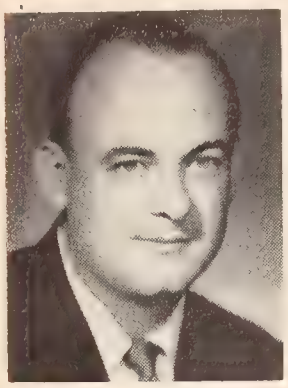


MR. BYRUM

Edgar R. Emery, copy chief, John C. Dowd Inc., Boston agency, appointed vice president and account executive in food and beverage division. **Gerald D. Roscoe** also appointed vice president.

Gerald F. Selinger, vice president, Lee Ramsdell & Co., Philadelphia, appointed to new position of executive vice president.

William W. Cook, for six years account executive WMBR - TV Jacksonville, Fla., to Hugh Dennis & Assoc., Jacksonville agency, as vice president.


MR. COOK

Richard C. Christian, secretary and research director, Marsteller, Richard, Gebhardt & Reed Inc., Chicago, promoted to executive vice president and general manager of agency's Chicago office.

Lynn Bickett, formerly executive vice president-manager, KLIK Jefferson City, Mo., named manager of Jefferson City office of Jackson, Haerr, Peterson & Hall Inc., Peoria, Ill., succeeding **Richard A. Hall,** named account activities supervisor for agency's three offices in Peoria, Jefferson City and Minneapolis.

Arch MacDonald, vice president and creative director, John W. Shaw Adv. Inc., Chicago, to Campbell-Mithun Inc., same city, in similar creative capacity.

William F. Stalker, sales promotional manager-public relations director, and **Fred Grossman,** grocery buyer, Century Food Markets Co., Youngstown, Ohio, resigned to form advertising-promotional agency. New firm, Stalker-Grossman Adv. Agency is in room 218, Pick Ohio Hotel, Youngstown.

Kenneth S. Loring, director of product analysis, Ross Roy Inc., Detroit, elected vice president of agency. He has been with Ross Roy since 1938. In addition to product analysis duties, Mr. Loring will also head special projects department for Detroit and Windsor clients.


MR. LORING

John Riedell, chief accountant and office manager, Morse International Inc., N. Y., elected comptroller-treasurer.

Elmer D. Free, formerly operator of Free agency in Baltimore, to Joseph Katz Co., that city, in charge of new business.

Alfred N. Miller, head of his own agency, has disbanded organization to take charge of all advertising activities of Jacques Kreisler Mfg. Corp. (watchbands), N. Bergen, N. J.

Jack Doran, director of advertising and sales promotion, Simoniz Co., Chicago, resigning.

Robert J. Hooper, assistant to senior vice president and production director, Lennen & Newell Inc., N. Y., to Geyer Adv., N. Y., as assistant account executive.

William J. Lyons, assistant to vice president, radio-tv department, Bozell & Jacobs, N. Y., to Dowd, Redfield & Johnstone, N. Y., as director of radio-tv production.

W. B. Kroske, radio and tv timebuyer, Pittsburgh radio and tv department of Ketchum, MacLeod & Grove Inc., Pittsburgh and N. Y., promoted to producer.

OFFICIAL ABSORBS TWO 4-STAR COMPANIES

Four Star Productions and Four Star Television Inc. acquired under contract. Four Star Films Inc., production company, is not involved in negotiations.

ACQUISITION by Official Films Inc., New York, of the assets of Four Star Productions and Four Star Television Inc., both Hollywood, was announced last week by Harold L. Hackett, president of Official, and William A. Cruikshank Jr., president of Four Star Productions.

The move was accomplished by the transfer of the stock of the two Hollywood companies for 695,000 shares of Official Films stock, worth about $1.5 million on the market. It was stressed that Official does not acquire Four Star Films Inc., a company that produces *Four Star Playhouse, Du Pont Cavalcade Theatre* and *Stage 7.*

Under the contract terms, Official acquires 192 television films consisting of 129 *Four Star Playhouse* programs, 39 *The Star and The Story* programs, 24 *Stage 7* programs and a 25% profit participation in *Sheena, Queen of The Jungle,* which is not produced by Four Star Films Inc., but by Don Sharpe and the Nassour Bros. and is distributed by ABC Film Syndication. Official also obtains all national and films, syndication sales rights on *Du Pont's Cavalcade Theatre,* and all tv rights to the W. Somerset Maugham literary properties.

The trio of Four Star companies is owned by Dick Powell, Charles Boyer, David Niven and Ida Lupino. Four Star Productions Inc. and Four Star Television Inc. are predecessor companies to Four Star Films Inc., which was established earlier this year as a tv film production company. Official, therefore, does not acquire an operating production company out of the transaction, as Four Star Films Inc. will remain intact and produce such filmed series as *Four Star Playhouse, Du Pont Cavalcade Theatre* and *Stage 7.* The latter company will continue to operate independently.

Television Programs of America, which owns 50% of *Stage 7,* retains distribution rights to part of that series.

The transaction is subject to the approval of Official stockholders, who will consider the proposal in early March.


WILLIAM A. CRUIKSHANK (l), president of Four Star Productions, and Harold L. Hackett, president of Official Films, sign the transfer contract.

Public Service Division Established by Guild Films

ESTABLISHMENT by Guild Films Co., New York, of a public service division to handle the distribution of its tv film program series for private, non-television screening was announced last week by Reub Kaufman, Guild Films president.

The new department, which will be headed by Curtis Kaufman, director of client relations, initially will make available for private showings such Guild films as *Confidential File, Florian ZaBach* and *It's Fun to Reduce.* It is planned to add other programs to the list at a later date. Guild Films will remove all commercials and commercial lead-ins, Mr. Kaufman said, and the only charge to groups will be for handling expenses.

The department was established, Mr. Kaufman said, because of "a flood of unsolicited requests" from various organizations for episodes of *Confidential File.* He added that requests also had been received from schools for *Florian ZaBach.*

Cities Service Buys 'X' On Multi-Market Basis

SIGNING of Cities Service Oil Co., New York, to sponsor Ziv Television Programs' *Man Called X* series on a multi-market basis was announced last week by M. J. Rifkin, vice president in charge of sales for Ziv Tv. Total sales on the series now stand at 137.

Cities Service markets definitely set, Mr. Rifkin said, are Washington and Baltimore, where the oil company will assume co-sponsorship with Plymouth autos and National Brewing Co., respectively. He added that time periods in other eastern cities currently are being cleared by Ellington & Co., New York, Cities Service agency, for Cities Service sponsorship of *X.*

Movies U. S. A. Joins Sterling

CONSOLIDATION of Industrial Film Div. of Sterling Television Co., New York, with Movies, U. S. A., New York, has been announced by Saul J. Turrell, Sterling president. The new division will be called Sterling-Movies U. S. A., and will be headed by Charles Dolan.

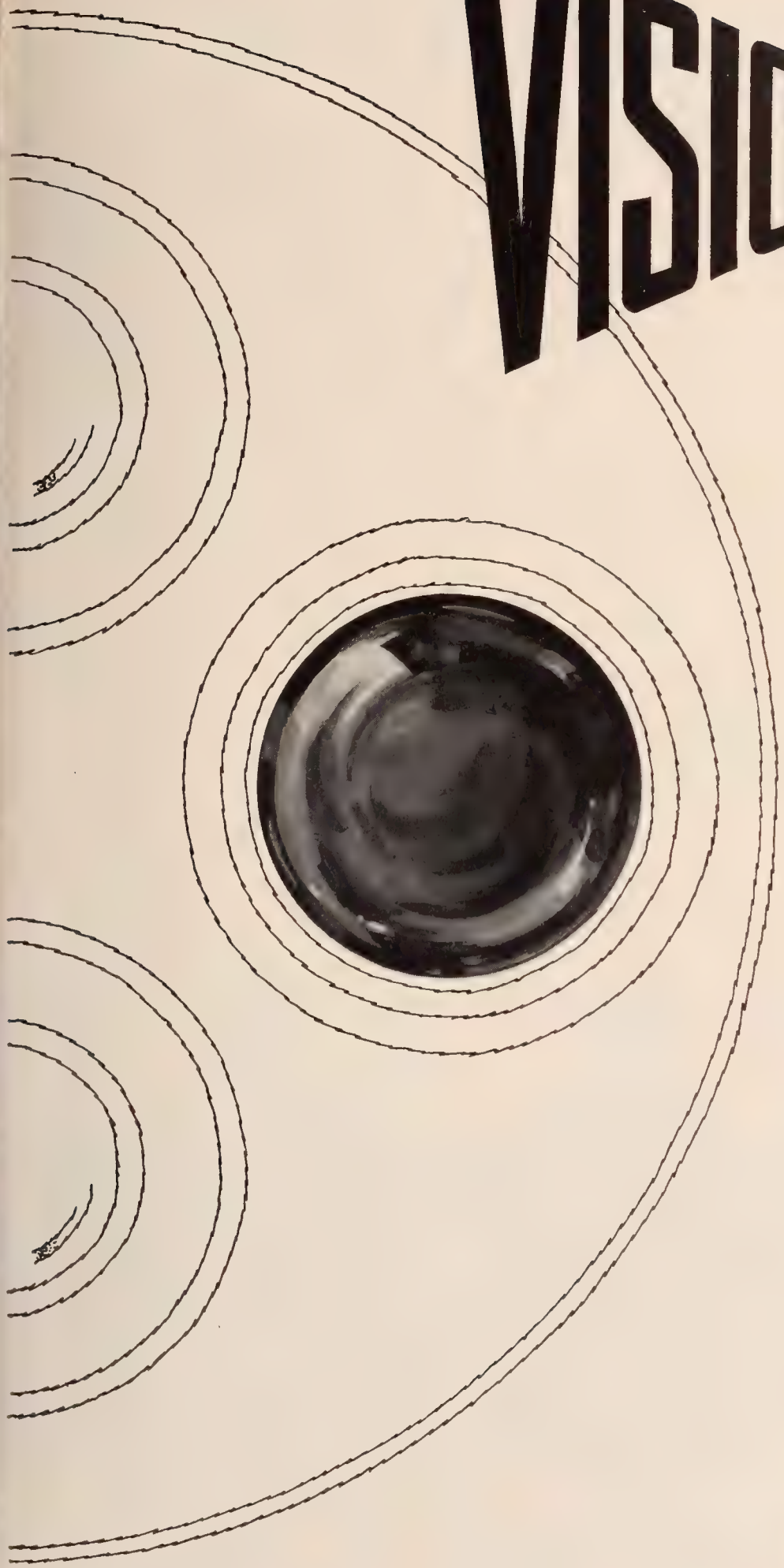
Under the agreement, Sophie Hohne, founder and director of Movies, U. S. A., will join the new division and will direct activities of both non-theatrical and television distribution of films. Movies, U. S. A. was organized by Miss Hohne in 1950 as a distribution company for films of industrial, commercial and travel organizations.

Moore, Jacobson Join RKO

RKO RADIO PICTURES announced last week that two television executives, Don Moore and Benn Jacobson, will join the motion picture firm as head of the eastern story department and eastern casting and talent representative, respectively.

Mr. Moore, for the past three years manager of the story and script department, CBS-TV, New York, will join RKO March 1, and Mr. Jacobson, who formerly operated his own tv and theatrical agency in Miami Beach, Fla., assumes his new duties today (Monday).

VISION



in the carolinas

Pioneer of television in the Carolinas, Top-Power WBTV has reached new heights in serving an ever-growing coverage area of more than 500,000 families.

Jefferson Standard vision recently saw completion of a $1½ Million facility. Operating from these kingsize facilities, WBTV originated a "local live" program in full color on New Year's Eve, becoming the first station in the Southeast to be completely equipped for color telecasting.

Years of leadership has projected this vision into programming, engineering, promotion, merchandising, and research. The vast Carolina television market has been cultivated by such vision resulting in more sales for advertisers!

Advertisers with vision rate WBTV the finest in the Carolinas for "cost per thousand" and immediate sales results. The whole story of "Vision in the Carolinas" can be yours by calling: CBS Television Spot Sales or WBTV.

WBTV
CHARLOTTE
Channel 3 Top Power

JEFFERSON STANDARD BROADCASTING COMPANY
"VISION IN THE CAROLINAS"

WELCOME PHILADELPHIA! WELCOME BUFFALO!

The family of NBC Owned Stations now includes WRCV-TV, Channel 3 (formerly WPTZ), and WRCV, 1060 kc. (formerly KYW), in Philadelphia and WBUF-TV, Channel 17, in Buffalo.

NBC's parent company, the Radio Corporation of America, has been closely associated with the Philadelphia-Camden area for over a quarter of a century. We are happy to have this new opportunity to be of neighborly service to our friends in this market, with the finest Radio and Television entertainment on WRCV and WRCV-TV. These new call letters stand for RCA Victor.



Welcome to the family!

In Buffalo, NBC will place its full resources behind WBUF-TV to make it one of the nation's great stations. WBUF-TV will carry the finest in local programming and, next August, the full roster of great NBC Television Network shows. Only on Channel 17 will Buffalo-Niagara Frontier area families see the trail-blazing NBC Spectaculars and the NBC Opera Theatre, the top sports events, the brightest drama, the funniest comedy.

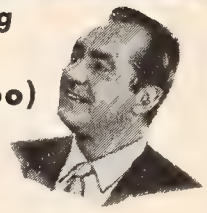
NBC proudly welcomes WRCV, WRCV-TV and WBUF-TV to the family.

NBC OWNED STATIONS *represented by NBC Spot Sales*





co-starring
JIM
(Mr. Magoo)
BACKUS



You can tell a girl
by the company she keeps...
and for the past two years Joan
kept one of the nation's biggest
companies dizzy with sales.
We've just pried her off the
network to make I MARRIED JOAN
available to regional and
local advertisers. No other
syndicated film series goes to
work for you so unquestionably
pre-sold. When you attach your
product message to Joan Davis in
I MARRIED JOAN, you hold
the attention of all age groups,
all economic levels, all the time.

98 HALF HOURS
The happiest, high-rated
network show...now tv's
smash hit syndicated series.

Interstate
TELEVISION CORPORATION
NEW YORK 445 Park Ave. MUrray Hill 8-2545
CHICAGO 1250 S. Wabash WAbash 2-7937
HOLLYWOOD 4376 Sunset Drive NOrmandy 2-9181

FLAMINGO ACQUIRES EROS FILM RIGHTS

Large British company to provide 26 new features a year for Flamingo for initial distribution to tv and subsequently for theatre use.

COOPERATIVE arrangement completed last week by Flamingo Films, New York, and Eros Films, London, is designed to provide U. S. television stations with a continuous supply of 26 new feature films a year, it was reported last week by Sy Weintraub, executive vice president of Flamingo.

Under terms of a contract signed last Monday by Joseph Harris, Flamingo president, and Michael Hyams, representing Eros Films, the companies will establish a $4 million fund for the production of feature films at the rate of 26 a year for distribution initially to tv and subsequently to theatres. Flamingo also acquires distribution rights for television and theatres in the Western Hemisphere to all upcoming Eros feature films.

More immediately, according to Mr. Weintraub, Flamingo will obtain more than 100 feature films made by Eros within the past two years for syndication to stations and advertisers. One sale device to be used by Flamingo, Mr. Weintraub said, is to offer stations buying the package of more than 100 films the first refusal rights on the upcoming feature films.

The new films will feature American talent and will utilize the services of American writers, producers and directors. Mr. Weintraub said. He voiced the belief that this move by Flamingo is the first one to make available to stations a continuous flow of new feature film product.

Mr. Weintraub pointed out that the new film will be "exposed" initially on tv in the U. S. and released theatrically abroad. Flamingo will set up a theatrical distribution unit to service the U. S. and the rest of the Western Hemisphere. He estimated that 18 new feature films will be ready by the end of this year.

Eros Film is considered one of the larger British film production companies. Co-owners are Sidney and Philip Hyams.

The package of more than 100 films Flamingo has acquired contains many British suspense films, featuring such personalities as Michael Wilding, Michael Redgrave, Valerie Hobson, James Mason, John Mills, and Margaret Rutherford.

Harris Directs TPA Adv.

APPOINTMENT of Elihu E. Harris as director of advertising for Television Programs of America, New York, was announced last week by Milton A. Gordon, TPA president. Mr. Gordon said that Peter Wanphir Adv., New York, will continue to serve as TPA's advertising agency. Mr. Harris served most recently as director of advertising and promotion for Screen Gems Inc. He had been head of promotion and public relations for the savings bond division of the U. S. Treasury for seven years.

MCA-TV Opens in Milwaukee

MCA-TV LTD., announced Thursday the opening in Milwaukee of its 31st office in the U. S. Buck Long has been named to head the new office, reporting directly to John Rohrs, vice president in charge of the midwest region.

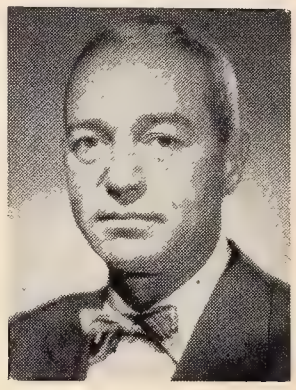
UPA Gross Passes $1 Million, Larger N. Y. Quarters Planned

UPA PICTURES Inc., Burbank, Calif., reported gross production totaling $1,137,313.39 during 1955. A total $15.46 per share, net, was earned and a $1 dividend per share on outstanding common stock was declared, with President Stephen Bosustow predicting 1956 gross production for UPA at more than $2 million. All company officers were reelected for another term.

UPA's New York studio will move to larger quarters at 60 E. 56th St. in early March, in line with plans for that branch to produce 50-60% of the firm's tv commercial announcements.

Levitt to Screen Gems Sales

APPOINTMENT of Robert D. Levitt as director of national sales of Screen Gems Inc., New York, was announced last week by John H. Mitchell, vice president in charge of sales.



MR. LEVITT

He comes to Screen Gems after five years with *The American Weekly* and *Puck The Comic Weekly*, first as associate publisher and later as publisher. From 1946 to 1951, Mr. Levitt was director of Hearst Promotion Enterprises, where he coordinated the promotion activities of the magazines, newspapers, syndicates and other units in the Hearst organization. During this period, he played an active role in putting INS into the television newsreel business.

Atlas Films Names Anderson

APPOINTMENT of James Anderson as television director of Atlas Film Corp., Chicago and Oak Park (Ill.) tv production firm, was announced last Monday. He succeeds Norman Lindquist, who resigned to join Wilding Picture Productions [AT DEADLINE, Dec. 26, 1955].

Mr. Anderson has been with Anderson & Anderson Inc., tv production company, for the past three years and has been identified with television production and advertising for 30 years.

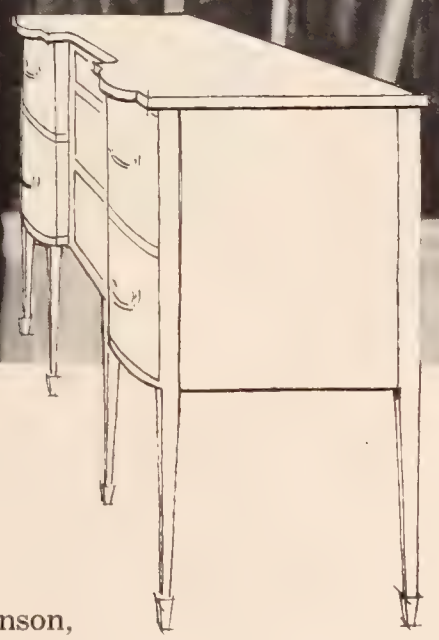
Airways Offers Tv Film

PAN AMERICAN World Airways, N. Y., has produced a 27-minute film, "Wings to Austria," which is being made available for television through any of Pan American sales offices. Produced in full color and sound, the film includes scenes from a tiny Alpine village, close-ups of Viennese cafes and a visit to the Lake Country.

It's Raymond Nelson at NTA

RAYMOND E. NELSON was erroneously referred to as James E. Nelson in a B•T article Feb. 6, which reported his appointment to the staff of National Telefilm Assoc., New York. Mr. Nelson, formerly with Television Bureau of Advertising, has been named to a top-level position with NTA, reporting directly to Ely Landau, president, and Oliver A. Unger, executive vice president.





Mass Production...

SOUTHERN STYLE!

Names such as Drexel, Kent Coffey, Heritage-Henredon, Tomlinson, Globe Parlor and many others make the Prosperous Piedmont section of North Carolina and southwest Virginia the world's largest producer of wood furniture. Here in North Carolina alone there are more than 350 plants producing every conceivable type of furniture for homes and offices around the world.

Furniture production in combination with other booming industries and diversified agriculture make the 46 counties of the Prosperous Piedmont one of the top TV markets in the nation. And the *only* way to get complete coverage of this $2.3 billion market is with WFMY-TV.

With *basic* CBS programming and full 100,000 watts power, WFMY-TV *completely* dominates the buying habits of the 2 million customers in the area.

To get "mass production" sales here for your product, call your H-R-P man today.

wfmy-tv
Channel 2
GREENSBORO, N. C.

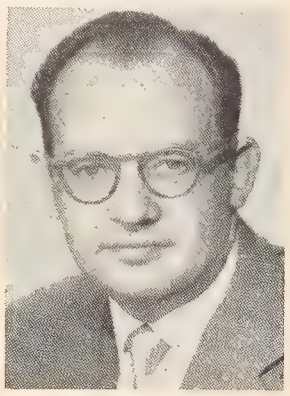
Represented by
Harrington, Righter & Parsons, Inc.
New York — Chicago — San Francisco

CBS
Now In Our Seventh Year

TV'S FILMED COMMERCIALS SEEN AS BIG CAREER FIELD

Guild Films' David Savage, addressing opening session of forum series in New York, says $18 million was spent last year in production, which ranks up among the top U. S. industries.

DURING 1955 "some $60 million was spent for the production of tv filmed programs [and] some $18 million on the production of tv filmed commercials," David Savage, assistant to the president of Guild Films, reported Feb. 3 at the opening session of a series of forums on Careers in Radio & Television at New York U., New York, at which the major talk was given by Charles Harrell of Lennen & Newell. (See text page 34.) Mr. Savage, who also is a member of the NYU faculty, conceived the series with Wally Gould, co-director of Guild Films commercials division.



MR. SAVAGE

"Ranking up among the top U. S. industries, the tv filmed commercial field . . . is a field of tremendous potential for career development," Mr. Savage stated. The first forum was devoted to "Filmed Commercials." Other sessions of the series will deal with sales, programming, technology, production and sales promotion.

Whereas radio programs are traditionally written and directed and produced right in the agency, "as television came along this thing got a great deal more complicated," Paul De Fir, vice president in charge of television at Maxon Inc., told the forum. "The agencies couldn't afford to sustain the tremendous staff necessary to produce programs. So program production passed into the hands of the networks and independent packagers . . . and agencies have gotten now to the point where one of their principal functions is the production of commercials.

"If the commercials are not good, no matter how good the program is, your account is in jeopardy," he declared, stressing the need for dealing with a dependable film producer to handle the job.

The complexities of a commercial film director's job were outlined by Mr. Gould. "You've got to be a combination diplomat, salesman and theatrical technican," with the ability to satisfy the agency and its clients, and "besides, we have our own company producers, the people who control budgets and expect us to bring in these commercials at a profit . . . we work with union crews and large studios with very expensive equipment . . . and the net result is a film which is exactly one minute of time [whose making] involves at least 60 people from start to finish."

Mr. Gould introduced Hank Aldrich, scenic designer, under contract to Guild, who described some of the problems of creating sets for commercials, using the "red letter day" series for L&M as an example.

L. A. Court Decision Fails To Settle 'Tarzan' Dispute

ALTHOUGH Los Angeles Superior Court Judge William J. Palmer refused to dissolve a 1950 contract between Edgar Rice Burroughs Inc. and Commodore Productions & Artists Inc., the dispute over who owns television rights to *Tarzan* continues to rage.

Walter White Jr., president of Commodore, said that the court's memorandum of judgment denied all declaratory relief sought by Burroughs in its suit filed last August [B•T, Aug. 29, 1955] and ruled that the 1950 agreement between Commodore and Burroughs still is in full effect. The pact gave exclusive radio rights on *Tarzan* to Commodore and first refusal to exclusive rights in television.

Meanwhile, Norman Freeman, vice president of Sol Lesser Productions, said that while the court found the contract valid, the ruling "does not change our position as it concerns *Tarzan* on television." Lesser made the movie version on the jungle character and is planning a tv series.

"While that contract gives Commodore Productions certain radio rights to *Tarzan,* the only television provisions concern a right of first refusal, which Commodore failed to exercise," Mr. Freeman said, "thereby giving Edgar Rice Burroughs Inc. the right to make a contract with Sol Lesser Productions for the television series. Such a contract has been entered into."

Mr. White parried Mr. Freeman's statement that Commodore failed to exercise its first refusal right with the comment, "there's a skeleton in the closet somewhere." Mr. White said his firm lawfully exercised the tv option last July and plans tv production as soon as litigation ends.

FILM SALES

CBS-TV Film Sales Inc., N. Y., announces sale of three properties to two Australian firms, which will be operating commercial tv stations beginning late this year. Film series sold to The Herald & Weekly Times Ltd., Melbourne, and Australian Consolidated Press Ltd., Sydney, are *Annie Oakley, San Francisco Beat* and *Life With Father.*

INS-Telenews, N. Y., has sold *Daily Newsreel* to KTVK (TV) Phoenix, KFSD-TV San Diego, and WTTG (TV) Washington. Other sales were *Weekly News Review* to KID-TV Boise and *This Week in Sports* to WAPA-TV San Juan, P. R.

Ziv Television Programs, N. Y., reports sales of *Man Called X* film series now total 117, with latest sales to 11 regional and local advertisers and six tv stations. Advertiser purchases include Ariz. Brewing Co., for Tucson and Phoenix; Birnbaum Furniture, for New Britain, Conn.; Marine Bank & Trust Co. and Elkes Pontiac for Tampa-St. Petersburg and Safeway Stores and Feld Chevrolet for Kansas City.

FILM PRODUCTION

Steve Cochran and **Harry Ackerman,** L. A., have started production of *The Trailblazer,* based on life of John Fremont, aiming at fall debut on CBS-TV network.

Inter-Tv Films Ltd., Montreal, announces it has signed Errol Flynn to three-year contract to host and appear in new half-hour tv film series, *Errol Flynn Theatre.* Production will begin in March in England with first 26 episodes expected to be available for distribution in fall.

East Coast Television Inc., N. Y., new tv film commercial production firm, has completed three color-tv spots for RCA Victor television sets, two black-and-white spots for American Tobacco Co. (Pall Mall cigarettes) and eight black-and-white spots for Molson's beer and ale.

UPA Pictures Inc., has begun production in its N. Y. studio on new series of 20-, 30- and 60-second commercials for Piel's beer, said to be the largest campaign for one client that UPA has scheduled at one time for animated production. Company could not specify number of announcements to be produced. Agency is Young & Rubicam, N. Y.

Albert C. Gannaway Productions, L. A., says production starts Feb. 27 for series of 39 *Jungle Girl* tv films. Series, to be shot in Acapulco, Mexico, is being made in association with Magazine Management, syndicate which owns comic books from which story is taken.

FILM RANDOM SHOTS

UM&M Tv Corp., N. Y., which recently acquired world distribution rights to 1,600 short subjects from Paramount Pictures Corp. for estimated $3 million, appoints Robert W. Orr & Assoc., N. Y., as advertising agency.

National Assn. of Tv Film Directors has mailed first issue of organization "Newsletter" to all U. S. stations. Additional copies go to agency film departments.

Jack Gross and **Phillip Krasne** of California Studios, Hollywood, have purchased interest of Roland Reed in *Test Pilot,* new half-hour film series starring Preston Foster.

Ziv Television Programs, N. Y., is launching public service campaign for new tv film series, *The Man Called X,* explaining U. S. security operations and intelligence services. Booklets and folders tied to general theme of security will be made available by advertisers to civic organizations, patriotic societies, schools and other community groups.

Associated Artists Productions, N. Y., announces "Abraham Lincoln," one of 11 classic features being distributed by AAP, has been selected by N. Y. Historical Society for special screening in its series of "Great Film Classics on the American Scene."

Cellomatic Corp., N. Y., announces development of new carbon arc projector, designed to "permit greater use" of rear screen animated scenes in production of tv programs and commercials.

Paul Coates, L. A., columnist who stars in *Confidential File* film series, and Guild Films, N. Y., have arranged to lend program films to Baltimore civic groups. Guild reports more than 250 requests from civic organizations in markets where series is seen.

FILM PEOPLE

Bosh Pritchard, Tel Ra Productions, Philadelphia, promoted to head firm's syndication sales department.

Edward W. Rinker, sales representative, Sarra Inc., Chicago, tv production firm, to Kling Film Productions Inc., same city, in similar capacity.

Murray Benson, account executive and former public relations director, Kagran Corp., N. Y., to Stone Assoc., N. Y., production-merchandising firm, as merchandising executive.

Alfred B. Berry, administrative assistant, CBS Inc., N. Y., named executive in charge of studio relations for RKO Radio Pictures studio, Hollywood. **Don Moore,** manager of story and script department, CBS-TV New York, named head of RKO Radio Pictures' new eastern story department. **Benn Jacobson** appointed RKO eastern casting and talent representative.

Norman Alperin, formerly with sales staff of Charles Basch Productions, N. Y., appointed account executive in New York office of Guild Films Co.

Charles Whipple, sales staff of MCA-TV Ltd., Chicago, to Screen Gems Inc., same city, in similar capacity.

CHAMP WINS AGAIN

by 5 to 1 margin



WHEN IT COMES TO SALES PUNCH in the important Baton Rouge area, WAFB-TV has proved its supremacy by a country mile!

In the latest Telepulse (Nov. 1955), WAFB-TV was first in 347 quarter hours per week, compared to 78 quarter hours on station B... giving WAFB-TV a leadership of nearly five to one.

MONDAY TO FRIDAY

Stations	7 am-12 noon	12 noon-6 pm	6 pm-12 pm
WAFB-TV	**62**	**51**	**54**
Sta. B	35	44	41
Sta. C	3	5	5

	SATURDAY		**SUNDAY**	
Stations	1 pm-6 pm	6 pm-12 pm	12 noon-6 pm	6 pm-12 pm
WAFB-TV	**32 a**	**53**	**61**	**56**
Sta. B	**61 a	41	35 a	41
Sta. C	7	6	4	3

***Special Alternate-Week Seasonal Broadcast*
a Does Not Broadcast Complete Period. Share Unadjusted.

ALL THIS AND MERCHANDISING TOO! Take overwhelming viewer preference, as demonstrated by this survey, and add a merchandising record that's second to none; (1) **First place winner in recent "Lucy Show" competition with a double first prize for special merchandising job, (2) First place in Screen Gems, Inc. contest on program promotion, (3) Among top four in "Frank Leahy and His Football Forecasts"** The result is a sales potential that can't be beat. Wouldn't you like to put "The Champ" to work for you?

Call, write or wire:
National Representative—Young Television Corp.
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WAFB-TV

CBS—ABC 200,000 WATTS

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350 REPLY COMMENTS FILED ON TV ALLOCATIONS PROBLEM

Most filings reiterate stand taken in December with a larger proportion of vhf stations objecting to actions which might decrease present or future coverage. Three uhf stations submit plan to reduce vhf power maximums to one-tenth that presently authorized.

A MAJOR PLAN—cutting back the power maximums of vhf television stations to one-tenth existing maximums—was among the almost 350 reply comments filed last week with the FCC in its current tv allocations proceedings.

The radical proposal was submitted by former FCC Commissioner Robert F. Jones in behalf of uhf stations WHIZ-TV Zanesville, Ohio; WTAP (TV) Parkersburg, W. Va., and WICA-TV Ashtabula, Ohio. It called on the Commission to restrict ch. 2-6 stations to 10 kw, ch. 7-13 to 31.6 kw maximum power.

The bulk of the reply comments followed in general the positions taken by pleaders in their comments filed last December. A larger proportion of vhf stations, however, entered objections to any moves that would imperil their present or prospective coverage.

Uhf outlets again heavily favored revision of television allocation principles to "protect" them from the effects of vhf competition. This followed the pattern of asking for deintermixture and/or additional vhf outlets.

Fm stations made their opposition known to suggestions that additional vhf channels be secured from varying portions of the fm band. Educators continued to stand opposed to any move to delete the educational reservations.

Comments by ABC, CBS, RCA-NBC, Hometown Television Inc., A. Earl Cullum Jr. and Zenith Radio Corp. were restatements of prior declarations.

Running throughout many comments by major entities was the attitude that Comdr. T. A. M. Craven's proposals establishing television assignment areas (based on economics as well a engineering) should be seriously considered. However, some considered this too long-range to meet immediate uhf needs.

The voluminous pleading will now come under intensive study by the Commission's Rules & Standards Div., Broadcast Bureau. This group of five men will be augmented by other Commission personnel, and the results of their deliberations will be submitted to the FCC. Whether an oral hearing will be required is unknown at this time. However, before any major changes in tv allocations fundamentals can take place, it is presumed the FCC will issue another rule-making order—which will permit further discussion by stations and others.

Reply comments filed last week are reported below in digested form:

A strong plea that vhf stations be limited in power to 10 kw for chs. 2-6 and 31.6 kw for chs. 7-13, with antennas at 1,000 ft., was proposed by ch. 18 WHIZ-TV Zanesville, Ohio; ch. 15 WTAP (TV) Parkersburg, W. Va., and ch. 15 WICA-TV Ashtabula, Ohio.

This would permit additional 24 vhf channels to be allocated to the Ohio-Indiana-Western Pennsylvania area, the uhf stations said, and would permit a substantial addition of vhf stations throughout the country.

The reply comments, submitted by former FCC Commissioner Robert F. Jones, who was one of the two dissenters to the Sixth Report,

Timetable

TRYING to determine when the FCC will complete the current allocations proceeding, Sen. Magnuson polled all FCC commissioners on their estimates at Senate Commerce Committee hearing last week. Each commissioner qualified his prediction in one form or another, but the net result was as follows (Comrs. Doerfer and Mack did not hazard specific guesses):

Chairman McConnaughey—April-May is his hope, not longer than July in any event.

Comr. Hyde—July, if Commission decides just to make some adjustments in present allocations principles; "years" if it decides to reexamine entire fundamentals of tv allocations.

Comr. Webster—November.

Comr. Lee—March.

Comr. Bartley—June 1.



LEADERS IN SEVEN MARKETS

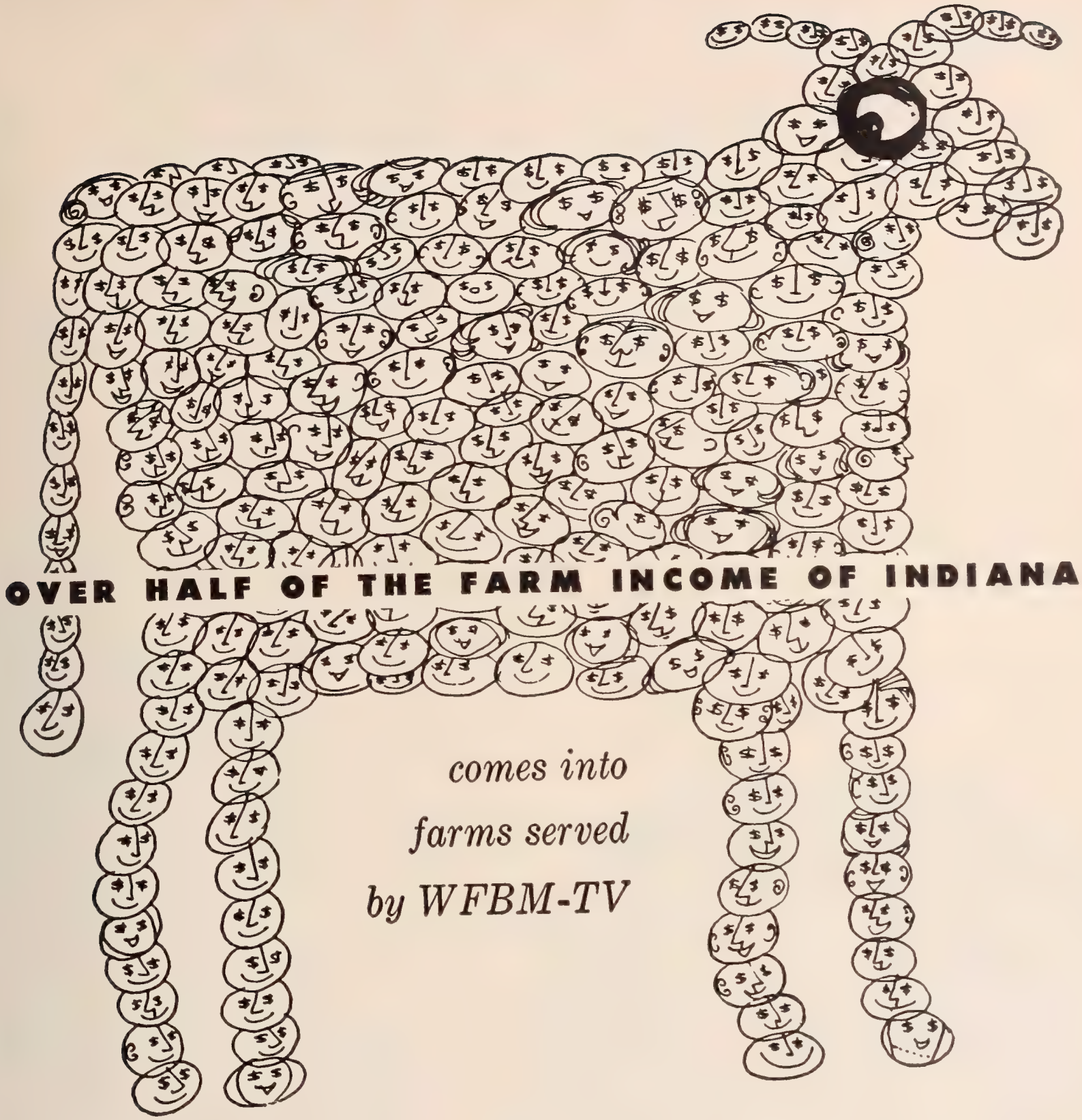
coverage All Bahakel Stations are regional outlets, with 6 of them offering 5000 watt coverage, and utilizing the newest technical equipment throughout from transmitter plant to studio equipment.

acceptance Overwhelming Acceptance by Local Advertisers in every retail category, Year after Year tells a success story which comes only from a job well done.

programming that pleases With an eye on the needs and interests of each Community, local popularity of program service has won a wide and continuously loyal audience in every locality served by a Cy N. Bahakel Station.

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WKOZ 5,000 WATTS KOSCIUSKO, MISS.
WPLH 5,000 WATTS HUNTINGTON, W. VA.
WWOD 5,000 WATTS LYNCHBURG, VA.
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KYW
RADIO 1100

KYW 3 T

LOOK WHO HAS A CRUSH ON CLEVELAND!





IT'S WBC'S BIG NEW SIGHT AND . . . SOUND!

No wonder there's excitement in the air in Cleveland—and half of Ohio! Now, two members of the big WBC family have come to town. Now station KYW at 1100 on the dial replaces Station WTAM. And KYW-TV, Channel 3, replaces WNBK-TV.

This means great things to Cleveland, and *you*. It means that Cleveland becomes one of the major WBC markets, serving one-sixth of the population of the United States. It means that now Clevelanders can enjoy the topnotch entertainment, top news coverage and technical perfection typical of every Westinghouse Broadcasting Company station.

Outstanding local shows! Popular NBC network shows! Color spectaculars! Drama, sports, comedy—the best of everything they want to see and hear on KYW-radio, and KYW-TV. Plus public-spirited programming that echoes the WBC creed—"Broadcasting is most effective on stations which have earned the respect and confidence of the communities they serve."

To you, this means audience action in America's seventh market. Put Cleveland's entertaining new pair on *your* sales staff. A call to WBC does the trick. Call MUrray Hill 7-0808, New York. Ask for Eldon Campbell, WBC National Sales Manager.

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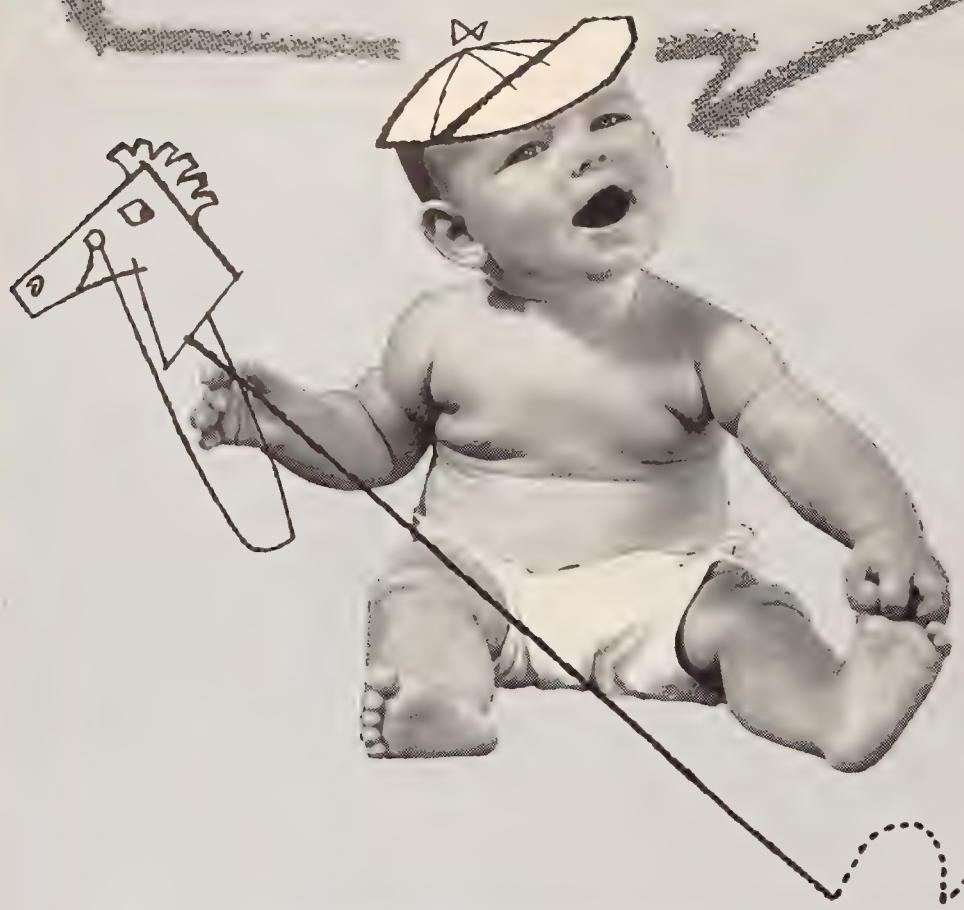
WBC

RADIO	TELEVISION
BOSTON—WBZ+WBZA	BOSTON—WBZ-TV
PITTSBURGH—KDKA	PITTSBURGH—KDKA-TV
CLEVELAND—KYW	CLEVELAND—KYW-TV
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That's something that could be said for a lot of products and services Milwaukee buys, because in this case, the tipster we're referring to is a WEMP Disc Jockey! These boys are strong personalities around here with a loyal gang of fans. The audience they've built over the years is your market, and whether they lend their own inimitable styles to a "live" announcement you send them or play your transcribed message, you will sell on WEMP.

We suggest that you slap a harness on Milwaukee's vast buying market and do it at a right handsome cost per thousand. Give our reps a call and let them give you the complete picture.

Milwaukee's Best Buy **WEMP**

5000 Watts at 1250

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included an extensive "critique" of the Commission's Sixth Report and Order and the results of these principles after three years of experience.

Mr. Jones, who acted as Republican television counsel for the Senate Commerce Committee 1954-55, made a number of critical comments in his review. Among them were the following:

(1) That the 108 pre-freeze tv stations forced the Commission to permit wider co-channel separations than necessary; (2) that the belief that the 12 vhf channels will not provide a nationwide competitive television service "is an unintended but unfortunate canard founded only upon inefficient utilization of the vhf spectrum; (3) that the increase in powers and heights established to permit reception of vhf signals without receiving antennas or [with] inexpensive simple installations in the worst locations in the largest cities, when combined with excessive separations . . . resulted in the literal shrinkage of the vhf spectrum through its great inefficiency, and eliminated an equitable distribution of Grade A service to all parts of the United States including substantial rural areas and populations."

The Commission, Mr. Jones wrote, "persists to this day in an archaic city-to-city concept of vhf assignments long after the characteristics of the vhf channels changed to 'area' characteristics." He referred to certain moves by vhf stations to locate transmitters so that the station covers two or more contiguous markets as "market-bagging."

The problem, he said, is not one of uhf or vhf. It is that of "small market stations versus large market wide area (more efficient) vhf stations."

Deintermixture will not work, Mr. Jones stated. For not only are uhf stations actually small-market stations at the mercy of big-city, wide-area stations, but they are the stations "with the built-in disadvantages." Uhf is inferior to vhf, due to propagation characteristics, cost of equipment and power to attempt to match vhf coverage, lack of all-channel receivers and low-cost converters, he said. Networks seek wide area coverage and thus bypass uhf outlets, he said.

". . . asking uhf to compete against vhf is like asking it to flog an elephant with a whiskbroom," the former commissioner and former congressman (R-Ohio) said.

With this attitude, Mr. Jones opposed such recommended palliatives as deintermixture, addition of more vhf channels, addition of extra vhf assignments in the top 100 markets to ensure three equal outlets for network programs, squeeze ins (Mullaney plan).

He favored Hometown Television Inc.'s plea for the creation of local outlets. He found Comdr. Craven's plan "worthy of very serious consideration by the Commission."

In discussing the plan to reduce vhf powers by one-tenth, the joint reply submitted that the following would be accomplished:

- Existing vhf channels would more nearly cover normal trading areas.
- Integrity of small-market stations would be improved.
- More equitable distribution of Grade A service is obtained.
- Requirements of the Communications Act for equitable distribution of facilities are fully met.

The engineering exhibit was prepared by the Washington consulting engineering firm of Vandivere, Cohen & Wearn.

ABC called on the Commission for "vigorous and decisive" action immediately to relieve the "economy of scarcity" in competitive

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For

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WTOV-TV has six one-half hour religious shows weekly featuring six different religions revolving around 20 different churches. We offer sponsorship of all these programs for $425.00 per week, or $270.00 weekly for three of these programs. We guarantee the results of this sponsorship to be better than any network show in Norfolk or we will refund your money. Prefer appliance, food or home type of advertising.

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5. WTOV-TV is in a market that has more multi-million dollar contracts than all the rest of Virginia combined. $130,000,000 since January 1st, this year.

See Smiling Joe McGillvra's Boys

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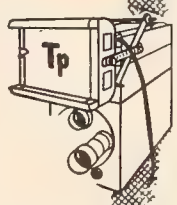
Year's
biggest storm,
Coming this way,

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The devil's to pay!

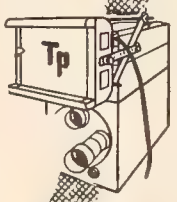
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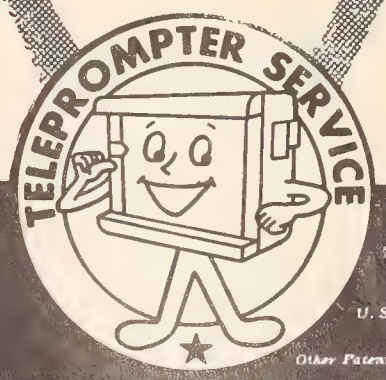
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facilties in major markets. It claimed, as recited in CBS' comments, that the 100 top markets can support 398 competitive stations—but pointed out that there are only 263 competitive stations assigned to those markets.

"Thus the public is now being deprived of the services of over 130 competitive stations for which there is now unquestionably adequate economic support," ABC said.

The network asked that first consideration be given to the objective of multiple services in as many communities as possible. This can be accomplished by (1) deintermixture, (2) assignment of additional vhf channels on reduced mileage separation, (3) release of unused educational channels, and (4) moving, in some instances, vhf channels from one market to another.

It listed almost 30 cities which it suggested be deintermixed, one way or the other. Among the cities specified were Miami (all uhf), Hartford-Providence (all uhf), Syracuse, N. Y. (all vhf), Duluth-Superior (all vhf), Albany-Schenectady-Troy, N. Y. (all uhf or all vhf).

Opposition was expressed to the Mullaney-Welch, Mott & Morgan, CBS, Zenith-Skiatron, and other proposals. It referred to the GE proposal to move all tv to uhf as having "theoretical merit" but impracticable due to dislocation and also as having no possibilities for immediate results.

It also termed Comdr. Craven's proposals as having "considerable merit", but said they provided no immediate solution. The Joint Committee on Educational Tv comments, ABC said, seeking to maintain educational reservations, were short-sighted.

CBS declared that some of the proposals would have a seriously detrimental effect on tv. It opposed abandonment of the table of assignments and the suggested adoption of case by case consideration of applications; reduction of service areas, moving all tv to uhf, and continuance of intermixture where uhf stations strive to compete with a single vhf station.

It also termed "extraneous" such issues as subscription tv.

Reduction in separations should be permitted, CBS said, only in individual cases where such moves are urgently required.

Reduction in service areas, the network declared, would not only mean an "inevitable loss of service to the public" but also a degradation in technical signal quality.

As an example, CBS said that if it were possible to limit New York's tv signals to the New York trading area (as proposed by Hometown Television Inc.), the residents of Bridgeport, Conn., would be deprived of seven program choices in favor of perhaps one or two local services.

"The price is too high," the network stated, "not to the networks, not to some of the large market stations, not necessarily to many other stations, but certainly to millions of viewers who would be deprived of television service."

CBS plumped again for its basic premise: at least three network services in the top 100 markets.

In an analysis of proposals that vhf stations have their powers cut down to constrict coverage areas, CBS economist Sidney S. Alexander estimated that from 3 million to 5.3 million families would lose service.

RCA and NBC, in reply, declared that the comments, taken as a whole, "reflect a broad awareness of the important public reasons for preserving the 70 uhf channels, as well as the 12 vhf." This is a "long range and statesmanlike view," it said. It follows, RCA-NBC stated, that "an allocation plan based on 12 or 15 channels, with or without lowered standards, is of doubtful utility as a long-range policy of allocation."

Expressing doubt that the proposals for drop-ins, specified contours, or other means of confining a tv station's signal to its market can be accepted since this would leave rural and small town residents without service or with a degraded service, RCA-NBC added:

"This is one of the major policy questions for resolution by the Commission and cannot be dismissed . . . by characterization of rural service as 'fringe'."

Commission's proposals for boosters and 5 megawatt power for uhf stations are desirable objectives, RCA-NBC said.

The Storer Stand

Storer Broadcasting Co., advocating selective deintermixture, claimed allies in its approach in RCA-NBC, ABC and Comdr. T. A. M. Craven. Even CBS, Storer pointed out, required 39 uhf stations in 22 of the top 100 markets in order to achieve its three outlets per top market objective under its Plan I. Warning that unless uhf band is established on a "sound economic basis" in a substantial number of markets, existing uhf stations will be unable to survive.

Opposing such "unrealistic" proposals as squeeze-ins, lower power, and other drop-in techniques, Storer termed them "milk stop stations" which would derogate the service of existing vhf stations.

Storer also revealed that its ch. 23 WGBS-TV Miami showed its first operating profits in November and December 1955 after months of losses. There is an 85% conversion of tv receivers for uhf reception in the Miami area, Storer said.

Storer thought technical advances, such as the recently proposed "translator" stations, would help overcome shadow area effects in irregular terrain, a problem which has plagued uhf stations in rough, hilly and mountainous country.

It called the suggestions that additional vhf channels might be secured from other services "highly problematical and speculative." It opposed all proposals suggesting the use of 72-78 mc and 2 mc from fm to establish a vhf tv channel, which would also require shifting chs. 5 and 6 upward. It also opposed ABC's suggestion that mileage separations be reduced; called the Mullaney-Welch, Mott & Morgan proposal "completely unworkable and unrealistic." It also objected to any suggestion seeking to dissolve the table of assignments.

In discussing proposals to drop-in vhf channels through the use of low power, low tower stations with limited service areas, Storer declared:

"It is incredible that the Commission will give serious consideration to proposals which constitute a back-tracking to the conditions that existed in 1945 to 1948 and lead to the 'freeze'."

Submitted again was Storer's detailed recommendations for national selective deintermixture.

Hometown Television Inc., a group of small city tv stations mostly in the New England area and predominantly uhf, stressed again that the top priority for the FCC should be to provide each community with at least one tv station.

"The time is at hand," Hometown said, "when the Commission must take immediate, forthright, meaningful and effective action to preserve and foster uhf and Hometown Television and to rid the industry of the monopolistic albatross which the networks have fastened around the industry's neck and which in these proceedings they seek to engraft even more securely."

To accomplish this, Hometown urged that

"tower for two!"

Two RCA Superturnstile high-power high-gain antennas, Candelabra-mounted on Ideco Tower soar 1521 feet into the sky to serve two Dallas stations—WFAA-TV and KRLD-TV.

(SEE NEXT PAGE)

World's most unique TV antenna installation!

PROVIDES SAVINGS UPWARDS OF $500,000

This unique antenna installation was developed by RCA and Ideco to meet the special needs of Stations WFAA-TV and KRLD-TV which have relocated transmitter sites and increased power in order to deliver greater coverage to the rich Dallas-Fort Worth, North Texas market area.

MULTIPLE ADVANTAGES

The RCA "Candelabra" represents a radical approach to TV antenna design. It promises broadcasters who desire the same antenna location such advantages as equal height and simplified transmission line installation combined with the economies of a common tower and single-site erection and construction costs. Through it, maximum height allowable under aeronautical regulation may be achieved for both antennas.

$250,000 SAVINGS PER STATION

The cost of the complete Hill Tower installation, including tower, antennas, transmission lines and erection was close to one million dollars. Actual saving to each station is estimated at $250,000—a total of a half million for the two. The tower was purchased and is operated by Hill Tower Corporation, which is owned jointly by the two stations.

WORLD'S SECOND TALLEST MAN-MADE STRUCTURE

The height of the tower from base to top of antenna is 1521 feet. This two-in-one antenna installation is the second tallest man-made structure in the world.

Atop the tower is mounted the antenna platform, 80 feet across and 12 feet high. It is triangular in shape to fit the tower's cross-section pattern. The RCA antennas occupy two of the corners . . . with a counterweight on the third corner.

ASK YOUR RCA BROADCAST SALES REPRESENTATIVE . . .

Your Broadcast Sales Representative will be glad to answer your questions about television antennas and show you how RCA can provide you with the kind you need. In Canada, write RCA VICTOR Company, Ltd., Montreal.



Tower structure nearing half-way mark.

OTHER INTERESTING FACTS ABOUT "HILL TOWER"

WFAA-TV ANTENNA. RCA Type TF-12AH for effective radiated power of 316 kw. Height 82′ 9″. Channel 8.

KRLD-TV ANTENNA. RCA Type TF-6BM for effective radiated power of 100 kw. Height 82′ 9″. Channel 4.

Both antennas are designed to withstand winds anticipated at high altitudes.

ELEVATOR for carrying personnel up the tower to the 1435-foot level. Operated by new electronic control system.

CATWALKS run out from elevator landing in center of platform to three corners of platform, for necessary maintenance.

LINE-OF-SIGHT DISTANCE, tower top to horizon, approximately 60 miles.

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the signal coverage of each station be conformed to the retail trading area of its community with interference protection geared to this area. It also advocated deintermixture to establish uhf islands.

Hometown opposed proposals to permit maximum power for vhf stations in Zone I where antennas are higher than 1,000 feet, and uhf stations to radiate more than 1 million watts. The use of satellites to extend a big city's coverage also must be stopped, Hometown said.

Zenith Radio Corp. stated that all comments either fall into "destructive or futile" category, or propose remedies that are insufficient to the national "crisis." This is basically "the economic stagnation of the industry," Zenith said. The Chicago radio-tv manufacturer again called on the FCC to authorize subscription television. Calling on the FCC to decide the question of pay tv immediately, Zenith said: "Procrastination in the face of the present economic crisis can only lead to the loss of one of subscription television's greatest potential contributions, namely, economic aid to those broadcasters now facing bankruptcy."

Joint Committee on Toll Tv opposes Zenith's comments regarding use of subscription tv. Subscription tv is a separate proceeding, JCTT said, and does not belong in the allocations proceeding.

KFJZ-TV Fort Worth, Tex. (ch. 11), favors subscription tv.

A. Earl Cullum Jr., Dallas (consulting engineer), urges addition of three vhf channels from fm band; greater channel utilization through higher antennas, high gain receiving antennas, cross polarization; opposes deintermixture.

Group of 11 vhf stations, represented by Washington attorneys Dow, Lohnes & Albertson, filed a joint reply comment which opposed any proposal which would limit tv to the existing 12 vhf channels; degrade existing services through reduced separations or the employment of various engineering techniques to accomplish closer spacing.

Terming these proposals "stop-gap" and "short range," the group said acceptance would "sentence television perhaps forever to a very limited number of channels without any significant promise of growth and expansion; . . . fail to provide immediately an improved nationwide television service, nor do they offer any future expectation of the fulfillment of such an objective." These proposals are unsound technically, the group said, and offer "insignificant compensation" for the resulting degradation of existing tv service.

Supporting Comdr. T. A. M. Craven's plan to establish tv assignment areas, the vhf group also paid tribute to the effectiveness of the FCC's Sixth Report and Order. "The tremendous growth and development of the television industry, encompassed within approximately one decade, attest to the basic soundness of the Commission's regulatory policies and the general excellence of the service rendered thereunder," the document stated.

Uhf has had less than four years of trial, these stations pointed out. Because of some uhf operators' problems, "exaggerated and captious criticism" of the basic allocations principles have resulted, they said.

Stations signing this document were: WSB-TV Atlanta, Ga., ch. 2; WSYR-TV Syracuse, N. Y., ch. 3; KOLN-TV Lincoln, Neb., ch. 6; WKZO-TV Kalamazoo, Mich., ch. 3; WFMY-TV Greensboro, N. C., ch. 2; WGAN-TV Portland, Me., ch. 13; WHIO-TV Dayton, Ohio, ch. 7; KOIN-TV Portland, Ore., ch. 6; WJAR-TV Providence, R. I., ch. 10; WCSC-TV Charleston, S. C., ch. 5, and WIS-TV Columbia, S. C., ch. 10.

One group of 15 stations, represented by Loucks, Zias, Young & Jansky, said the FCC, in considering the initial stage of its proceeding has discouraged proposals limited to action in only individual communities or a limited area, leaving to a later stage comments on specific channel assignments in individual communities. These stations said that until the FCC has "determined the general nature of any revisions to the present allocation scheme which it would be desirable to adopt," they are unable to determine their interest in the proceeding, but said they may or may not file comments later, depending on their interest. They were: WWEZ New Orleans; WFAA-TV Dallas (ch. 8); WABI-TV Bangor, Me. (ch. 5); WDBC Escanaba, Mich.; WTVE (TV) Elmira, N. Y. (ch. 24); KENS-TV San Antonio (ch. 5); WHTN-TV Huntington, W. Va. (ch. 13); KRCA-TV Sacramento, Calif. (ch. 3); KWTX-TV Waco, Tex. (ch. 10); WENE Binghamton, N. Y.; KTSM-TV El Paso, Tex. (ch. 9); WARM-TV Scranton, Pa. (ch. 16); WKBN-TV Youngstown, Ohio (ch. 27); KROC-TV Rochester, Minn. (ch. 10), and KVAL-TV Eugene, Ore. (ch. 13).

Group of vhf stations, represented by Washington attorneys Kirkland, Fleming, Green, Martin & Ellis, reserved the right to participate in any future proceeding considering specific changes in tv standards or allocations. Opposes any recommendations that would result in abridgment of service areas of existing stations, or encroach upon future service potential of vhf stations using high power and antennas to provide service to rural areas. Also opposes such plans as reducing separations, drop-ins, directional antennas, reduced power, etc. Calls on FCC to encourage development of uhf. States belief that present difficulties are result of economic pressures not of permanent character. Stations in this group are: WGN-TV Chicago, ch. 9; WJTV (TV) Jackson, Miss., ch. 12; WBTV (TV) Charlotte, N. C., ch. 3; WBTW (TV) Florence, S. C., ch. 8 ; WDAF-TV Kansas City, ch. 4; WSM-TV Nashville, Tenn., ch. 4; KALB-TV Alexandria, La., ch. 5; KVEC-TV San Luis Obispo, Calif., ch. 6; WALB-TV Albany, Ga., ch. 10.

VHF COMMENTS

WVET-TV Rochester, N. Y. (ch. 10), opposes drop-ins, deintermixture, or other arrangements which would tend to curtail existing tv services.

WTVD (TV) Durham, N. C. (ch. 11), opposes variations of proposals advocating drop-ins, deintermixture, or arrangements to curtail existing services.

KSTP-TV St. Paul-Minneapolis, Minn. (ch. 5), opposes drop-ins, deintermixture, or other arrangements to curtail existing services.

KATV (TV) Pine Bluff, Ark. (ch. 7) opposes drop-ins, deintermixture, or other arrangements to curtail existing services.

WBEN-TV Buffalo, N. Y. (ch. 4), opposes drop-ins, deintermixture or other arrangements which would curtail existing services.

KARK-TV Little Rock, Ark. (ch. 4), opposes drop-ins, deintermixture, or other proposals which would curtail existing services.

KTEN (TV) Ada, Okla. (ch. 10), opposes drop-ins, deintermixture, and other proposals advanced which would curtail existing services.

KWTV (TV) Oklahoma City, Okla. (ch. 9), opposes drop-ins, deintermixture, and other proposals which would tend to curtail existing tv services.

WREC-TV Memphis, Tenn. (ch. 3), opposes drop-ins, deintermixture, and other arrangements which would curtail existing services.

WCIA (TV) Champaign, Ill. (ch. 3), opposes mixture of uhf and vhf, and advocates maintenance of *status quo* in regard to mileage separations.



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140,000—and this figure is already outdated.



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National Broadcasting Company interconnected affiliate.



POPULATION
496,800 in grade A area. 766,600 in grade B. Total of 1,116,700 people in entire WITNland. 256,700 families within antenna range.



EFFECTIVE BUYING INCOME
$652,651,000 in grade B area alone.
$945,914,000 in entire WITNland.



RETAIL SALES
$488,026,000 in grade B area alone.
$688,162,000 in entire WITNland.

COVERAGE
The entire farm-rich, industrially-booming Eastern North Carolina market.

REPRESENTATIVES
Headley-Reed Company, New York, Chicago, Detroit, Atlanta, San Francisco, Hollywood.

*SOURCES—Sales Management and the owner's brother-in-law.

witn channel 7 NBC

serving eastern north carolina
transmitter at grifton, n. c.
studios & offices at washington, n. c.
316,000 watts
headley-reed co., rep.

KGUL-TV Galveston, Tex. (ch. 11) opposed Mullaney plan.

WISC-TV Madison, Wis. (ch. 3), opposes deintermixture.

WSPA-TV Spartanburg, S. C. (ch. 7) opposes drop-ins, deintermixture, and other mechanical procedures which would result in "deterioration or curtailment of service by existing tv stations." City Council, Spartanburg, S. C., opposes suggestions that ch. 7 be moved from Spartanburg.

WTCN-TV Minneapolis, Minn. (ch. 11), opposes drop-ins, deintermixture, and other proposals which would tend to curtail existing services.

KBES-TV Medford, Ore. (ch. 5) opposes drop-ins, deintermixture, and other proposals which would tend to curtail existing services.

KIEM-TV Eureka, Calif. (ch. 3), opposes drop-ins, deintermixture, and other proposals which would curtail existing services.

KTHV (TV) Little Rock, Ark. (ch. 11), opposes drop-ins, deintermixture, and other proposals which would curtail existing services.

WEWS (TV) Cleveland, Ohio (ch. 5), opposes drop-ins, deintermixture, and other proposals which would curtail existing services.

WOOD-TV Grand Rapids, Mich. (ch. 8), opposes drop-ins, deintermixture, and other proposals which would curtail existing services.

KWK-TV St. Louis, Mo. (ch. 4) opposes drop-ins, deintermixture, and other proposals which would tend to curtail existing services.

WCIA (TV) Champaign, Ill., (ch. 3) objects to CBS plan to include Champaign-Urbana in Terre Haute market.

WBNS-TV Columbus, Ohio (ch. 10), opposes comments proposing limiting tv to 12 vhf channels, reduced separations, "various engineering techniques" to accomplish closer spacing; drop-ins, etc.

KRLD-TV Dallas, Tex. (ch. 4) opposes Mullaney-Welch, Mott & Morgan plan for "dropping in" additional vhf channels, resulting in degrading present vhf service.

WAAM (TV) Baltimore, Md. (ch. 13) opposes comments by CBS and others proposing allocation of ch. 13 to Norfolk-Portsmouth-Newport News area.

KFSD-TV San Diego, Calif. (ch. 10) opposes KXLY-TV Spokane, Wash., comment that all stations in Zone II be permitted to operate with maximum power regardless of antenna height. Recommends that Southern Calif. be classified as Zone I (limiting vhf antenna heights to 1,000 ft. for maximum power) or that power cutbacks be instituted for Zone II stations where towers are above 2,000 ft.

KFMB-TV San Diego, Calif. (ch. 8) opposes proposal by KXLY-TV Spokane, Wash., to permit stations in Zone II to operate at maximum power regardless of antenna height.

WCHS-TV Portland, Me. (ch. 6), opposes proposal of WNET (TV) Providence, R. I. (ch. 16), to move ch. 6 to Providence.

WCPO-TV Cincinnati, O. (ch. 9), opposes any action that would curtail or deteriorate its present service. Also **WMCT (TV) Memphis, Tenn.** (ch. 5); **WISH-TV Indianapolis, Ind.** (ch. 8).

WPIX (TV) New York (ch. 11), opposes any change in minimum mileage requirements. Also **KHQ-TV Spokane, Wash.** (ch. 6).

WJRT (TV) Flint, Mich. (ch. 12), opposes any change in present allocations which would curtail service areas of tv stations.

WCCO-TV Minneapolis, Minn. (ch. 4), supports proposals for preserving extended coverage for the benefit of relatively underserved rural areas, either by establishing a class of Rural Service Stations or otherwise.

WSJS-TV Winston-Salem, N. C. (ch. 12) opposes adding more vhf stations by reducing facility separations which would also reduce overall service, especially to rural areas.

Suncoast Cities Bcstg. Corp. asks for affirmative action on its petition to deintermix the Tampa-St. Petersburg, Fla., area by dropping in ch. 10 at New Port Richey, Fla.

WABT (TV) Birmingham, Ala. (ch. 11), opposes "shoehorning" of more vhf stations into areas where they would curtail rural service of existing stations.

KAKE-TV Wichita, Kan., (ch. 10) opposes the request of WINT Waterloo, Ind. (ch. 15) which seeks to identify itself as a Fort Wayne station.

WJAC-TV Johnstown, Pa., (ch. 6) objects to proposal of WIP-FM Philadelphia (ch. 227) allocating 88-94 mc band, now assigned to fm, to television. WJAC-TV claims that the move would create a new television channel, designated as 6-A, and that it would be required to change operation from its present ch. 6 to ch. 6-A.

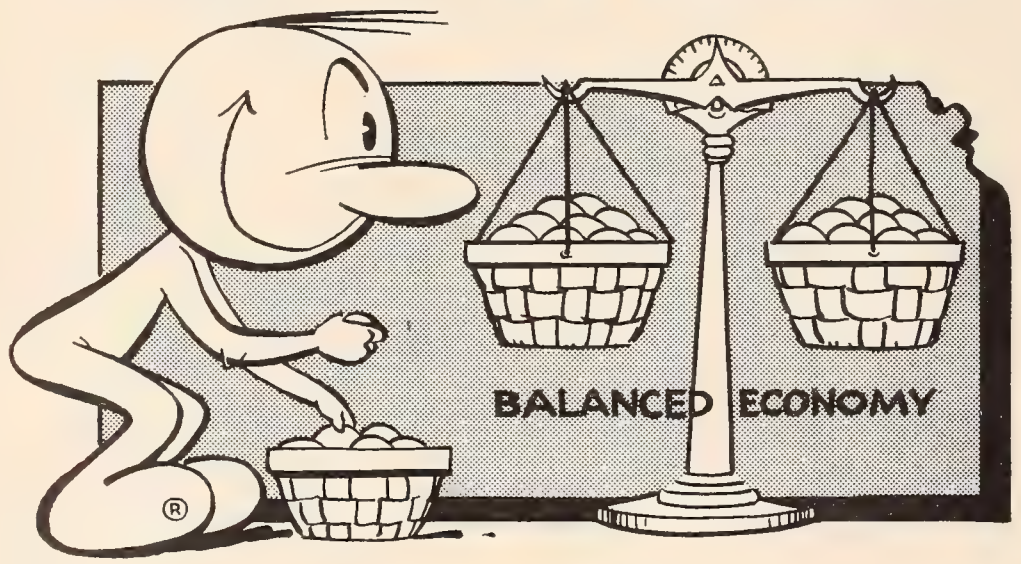
WKAT (TV) Miami, Fla. (ch. 10), entered its appearance to preserve its rights and right to appear and participate further in any decisions affecting it.

WNEM-TV Bay City, Mich. (ch. 5), objects to WKNX-TV Saginaw, Mich., proposal to deintermix Bay City-Saginaw-Flint area and withholding action on WNEM-TV application for increase in antenna height and change in transmitter location.

WNHC-TV New Haven, Conn. (ch. 8), entered appearance to preserve its rights and right to appear and participate further in any decisions affecting it.

WXEX-TV Petersburg, Va. (ch. 18) entered appearance to preserve its rights and right to

ALL THE EGGS IN KANSAS AREN'T IN ONE BASKET!



CHANGING $ IN KANSAS*

1946	Major Income Sources	1954
9.3	Manufacturing	16.6
24.9	Farm	11.9
17.1	Government Pay	6.6
23.3	Trade and Service	14.9
25.4	All Others, such as: Mining, Construction, Transportation, Property, Public Utilities, etc.	50
Total Income $2,012,000,000		Total Income $3,417,000,000

*U. S. Dept. of Commerce Survey of Current Business.



Changes in Kansas farm income are constantly replaced and supplemented by progressively increasing income from diversified sources. For the Kansas Dollar, advertise on KTVH.

KTVH HUTCHINSON KANSAS

VHF 240,000 WATTS

CBS BASIC

CHANNEL 12

Represented Nationally by H-R Representatives, Inc.

KTVH, pioneer station in rich Central Kansas, serves more than 14 important communities besides Wichita. Main office and studios in Hutchinson; office and studio in Wichita (Hotel Lassen). Howard O. Peterson, *General Manager.*

Tailored . . .

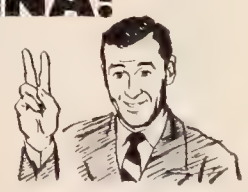
TO DELIVER
TOP COVERAGE
OF THE GREAT
MEMPHIS and
MID-SOUTH MARKET



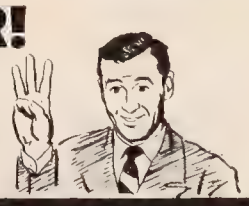
TOP SHOWS!



HIGHEST ANTENNA!
(1349 Feet Above Mean Sea Level)



FULL POWER!



No wonder in Memphis they say "There's more to see on Channel 3." To a full basic affiliation with CBS, WREC-TV adds top local programming, and delivers the *finest* picture to a *greater* audience. Yes, Channel 3 is "tailored" to do the best selling job for you!

WREC-TV
CHANNEL 3 MEMPHIS

CBS TELEVISION

Represented Nationally by The Katz Agency

appear and participate further in any decisions affecting it.

Queen City Broadcasting Co., Seattle (ch. 7), entered appearance to preserve its rights and right to appear and participate in any decisions affecting it.

Portsmouth Radio Corp., Portsmouth, Va. (ch. 10), opposes comments filed by Storer Broadcasting Co., Greylock Broadcasting Co. and other parties urging deintermixture of the Norfolk market.

WTWO (TV) Bangor, Me. (ch. 2), suggests that any drop-ins be made on a case-by-case basis; that no such assignments will be made if the interference to an existing station would exceed the maximum (to be fixed by the Commission), and that assignments involving a lesser degree of interference be made only upon a showing that the public need for the proposed service outweighs the service which would be lost by an existing station.

KREM-TV Spokane, Wash. (ch. 2), entered appearance to preserve its rights and right to appear and participate in any decisions affecting it.

WWJ-TV Detroit (ch. 4), opposes all proposals for reduction of minimum mileage separations; reduction in maximum permissable effective radiated power and antenna heights, and agrees with WTWO (TV) proposal regarding authorization of any drop-ins.

WOI-TV Ames, Iowa (ch. 5), opposes proposal of WINT (TV) Waterloo, Ind. (ch. 15), which would permit stations in small communities to identify themselves with nearby larger communities.

WSAZ-TV Huntington, W. Va. (ch. 3), favors modification of Section 3.614(b) pertaining to maximum power and antenna heights in Zone 1; opposes any allocations plan which would destroy interference-free service.

KGGM-TV Albuquerque, N. M., (ch. 13) said it was against any action modifying any present authorization for the station or causing deterioration or curtailment of its tv service, and that parties proposing a change of the present allocations plan be required to show data on any adverse effect on existing stations.

KOTV (TV) Tulsa, Okla. (ch. 6), opposes the Mullaney plan for establishing "secondary" stations which could limit the coverage areas of vhf stations and the shifting of ch. 5 and ch. 6 suggested by T. A. M. Craven and the coverage limitations suggested by Committee for Hometown Television, and favors the CBS plan for making available three vhf stations in the 100 major population centers of the country.

KBET-TV Sacramento, Cal. (ch. 10) opposes the proposal of KCCC-TV Sacramento (ch. 40), that any vhf channel allocated for non-commercial educational use but not in use by an educational station be made available for commercial use.

WABD (TV) New York (ch. 5) and **WTTG (TV) Washington** (ch. 5) oppose the proposal of WIP Philadelphia for a new channel, 6A, to be taken from the fm band and allocated to Philadephia by changing the assignment of WFIL-TV Philadelphia from ch. 6 to ch. 5 and moving other stations, including WABD and WTTG from ch. 5 to ch. 6. Also WASH (FM) Washington.

WFBM-TV Indianapolis, Ind. (ch. 6), opposes any change which would diminish its service and also opposes the petition of WINT (TV) Waterloo, Ind. (ch. 15), for modification of identification and location rules to permit stations assigned to smaller communities to move their main studios into larger adjoining cities.

WISN-TV Milwaukee, Wis. (ch. 12), opposes any action which would deteriorate or curtail its service. Also WBAL-TV Baltimore, Md. (ch. 11).

WTVR (TV) Richmond, Va. (ch. 6), objects to Mullaney plan for all vhf, proposals for reduced mileage separations between vhf stations, maximum power with antenna heights over 1,000 ft. in Zone I, Crosley proposal to displace chs. 5 and 6 upward by two mc to accommodate intermediate channel and Pennsylvania Broadcasting Co. plan to remove 88-94 mc segment of fm band, which would result in substitution at Richmond of ch. 6A for ch. 6.

WDSU-TV New Orleans, La. (ch. 6), opposes any proposals to reduce permissible antenna heights and effective radiated powers, any reduction of minimum co-channel or adjacent channel mileage separations, and any drop-in vhf assignments in communities located at distances less than the presently authorized minimum mileage separations. Also KOB-TV Albuqurque, N. M. (ch. 4) and KLZ-TV Denver, Col. (ch. 7).

KTLA (TV) Los Angeles (ch. 5) opposes any change detrimental to the station's existing or proposed service.

WGAL-TV Lancaster, Pa. (ch. 8), opposes any change which would bring about restrictions on existing coverage, whether from reduction of present separation requirements, reduction of standards of maximum permissible effective radiated power and height, or any other means.

WTMJ-TV Milwaukee, Wis. (ch. 4), opposes any change in allocations accomplished by methods in derogation of existing services.

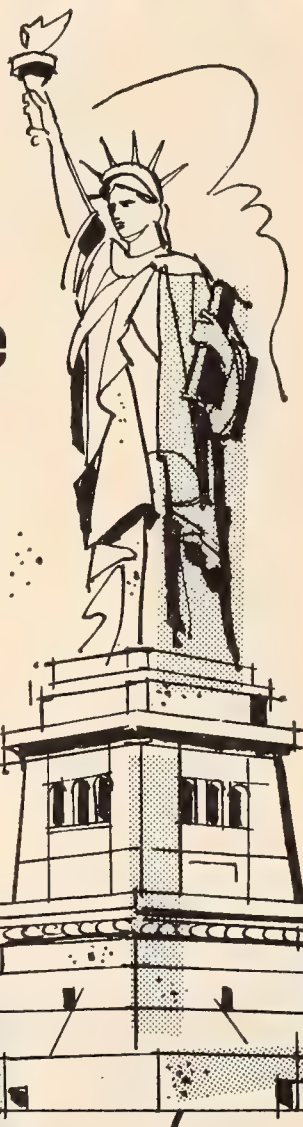
KFJZ-TV Fort Worth, Texas (ch. 11), opposes any action which would reduce mileage separations, powers and antenna heights of existing services, or in any way limit existing service areas.

HIGHER THAN

THE

Statue of Liberty

for greater coverage with a perfect picture



Statue of Liberty . . . 306 feet high
WISN-TV Tower . . . 1105 feet high
WISN-TV Power . . . 316,000 watts

Here is the tallest structure in Wisconsin . . . taller than the giant Statue of Liberty (more than 3 times as tall . . . pedestal and all). That means top coverage for TV advertisers! So, put your sales messages on WISN-TV. You'll blanket Milwaukee County and 23 rich surrounding counties.





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WISN-TV 12

CHANNEL MILWAUKEE

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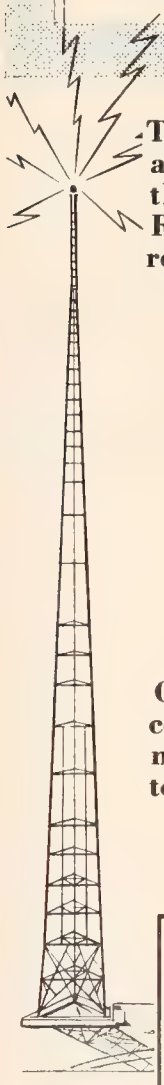
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Congratulations CBS!

. . . FOR GIVING SOUTH BEND-ELKHART TELEVISION VIEWERS THE TYPE OF PROGRAMS THEY PREFER. THE TOP 26 NETWORK TV PROGRAMS IN THIS AREA ARE CBS SHOWS—WSBT-TV CARRIES THEM ALL, EXCLUSIVELY.



The television audience surveys of the South Bend Market all tell about the same story. WSBT-TV DOMINATES the market. The latest survey, made by the American Research Bureau (Nov., 1955) gives further proof. It reveals that in the South Bend-Elkhart market . . .

- **The top 26 network TV programs in this area are CBS shows — carried by WSBT-TV exclusively!**
- **The 31 most popular TV programs, both local and network—(37 of the top 40, and 42 of the top-rated 50!) are carried by WSBT-TV.**
- **During the prime evening viewing hours (6:00 to 10:30) almost 3 times as many people watch WSBT-TV as any other single station—the WSBT-TV audience is greater than the combined total of all other stations which can be seen in this area!**
- **When the same program was carried by all three local stations at the same time (President Eisenhower, Nov. 11), WSBT-TV enjoyed a viewing audience 14 times greater than the next closest station.**

Get all the facts on WSBT-TV and its prosperous 14-county coverage area. Learn more about this remarkable market where 95% of the TV homes are UHF equipped to receive WSBT-TV. Write for free market data book.

FIVE TOP-RATED SHOWS OF EACH OF THE SOUTH BEND-ELKHART STATIONS—AND THE RATINGS OF EACH SHOW

WSBT-TV		STATION "A"		STATION "B"	
Program	Rating	Program	Rating	Program	Rating
1. $64,000 Question	57.0	Lux Theatre	24.2	Pro Football	21.4
2. I Love Lucy	56.6	Hit Parade	23.5	Disney land	19.6
3. Ed Sullivan	51.8	Perry Como	20.2	Lawrence Welk	18.0
4. I've Got A Secret	48.1	Roy Rogers	18.1	Rin Tin Tin	13.7
5. Climax	47.9	George Gobel	18.0	Dollar A Second	10.9

WSBT-TV SOUTH BEND, IND. CHANNEL 34

CBS... A CBS BASIC OPTIONAL STATION

ASK PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVES

KPRC-TV Houston, Texas (ch. 2), opposes any lessening of mileage separations or reduction of tower heights which would degrade present tv service and substitute multiple urban service for rural service in many areas. Also WHAS-TV Louisville, Ky. (ch. 11).

WTTV (TV) Bloomington, Ind. (ch. 10), asks that ch. 4 be assigned to Indianapolis-Bloomington or, if possible, to Indianapolis, as contemplated in CBS Plan I, which WTTV supports. WTTV recommends that higher antenna heights be permitted for vhf stations in Zone I and opposses any reduction in separation between stations which it believes would result in a loss of service in rural areas.

WGAN-TV Portland, Me. (ch. 13) objected to comments by WTAO-TV Cambridge, Mass. (ch. 36), proposing to move ch. 13 to Cambridge.

WFIL-TV Philadelphia (ch. 6) and **WNBF-TV Binghamton, N. Y.** (ch. 12) (Triangle Publications), opposed a proposal by WIP Philadelphia to "create a new tv ch. 6A and the reallocation of chs. 5 and 6 in more than eight cities, including Boston, New York, Schenectady, Philadelphia and Richmond." Triangle reasserted its opposition to increase of antenna heights and maximum powers in Zone I.

KFBC-TV Cheyenne, Wyo. (ch. 5) (also permittee of KSTF [TV] Scottsbluff, Neb., on ch. 10), said only vhf is feasible in its Rocky Mountain area and opposed any deintermixture or vhf drop-ins. It approved satellite stations as a "first service" in an area and asked FCC consideration of applications for private intercity relays.

KCSJ-TV Pueblo, Colo. (ch. 5), said only vhf service is feasible in its Rocky Mountain area and that it opposes any reduction of vhf service, both in allocations and quality. The station would support use of satellite stations, but only in areas not now receiving service from any regular tv station.

KTTS-TV Springfield, Mo. (ch. 10), said it opposed disturbance of any existing service and that anyone proposing a change in the allocations plan should be required to submit data showing how the proposed plan affects existing service.

WPRO-TV Providence, R. I. (ch. 12), adopts Dow, Lohnes & Albertson group filing opposing proposals for "Limited and Degraded Channel Utilization" (see above).

WKY-TV Oklahoma City (ch. 4) and **WSFA-TV Montgomery, Ala.** (ch. 12), oppose all proposals which would reduce the maximum permissable antenna height and effective radiated power, minimum separation requirements or changes which would permit drop-in assignments at less than the minimum mileage seperation in their zones. Also WCAU-TV Philadelphia (ch. 10); WDEF-TV Chattanooga, Tenn. (ch. 12); KTVT (TV) Salt Lake City (ch. 4).

WMAL-TV Washington, D. C. (ch. 7), opposes all suggestions . . . "which would have the present capacity or future potentiality of bringing about restrictions on existing areas of coverage provided for by present rules. . . ." Also WBIQ (TV) Birmingham, Ala., (ch. 13); WTIQ (TV) Munford, Ala., (ch. 7); WAIQ (TV) Andalusia, Ala., (ch. 2); WKTV (TV) Utica, N. Y., (ch. 13); KEYT (TV) Santa Barbara, Calif., (ch. 3); KFYR-TV Bismarck, N. D., (ch. 5); WMAR-TV Baltimore, Md., (ch. 2); KMOT-TV Minot, N. D., (ch. 10); WOAI-TV San Antonio, Tex., (ch. 4); KGHL-TV Billings, Mont., (ch. 8); WBAY-TV Green Bay, Wis., (ch. 2); WDMJ-TV Marquette, Mich., (ch. 6); WIBW-TV Topeka, Kan., (ch. 13).

WMUR-TV Manchester, N. H. (ch. 9), declares that the Commission should not take any



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Only WWJ in Detroit presents NBC'S "Weekday" and "Monitor", bringing listeners the wealth of entertainment and information for which these network innovations are so justly famous.

"Stay all day with WWJ." That's good advice for listeners, sound business for advertisers.

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AM-FM
Associate Television Station WWJ-TV
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FM—CHANNEL 246—97.1 MEGACYCLES

WORLD'S FIRST RADIO STATION • *Owned and Operated by* THE DETROIT NEWS *National Representatives:* FREE & PETERS, INC.

action which would result in reduction of mileage separations, powers and antenna heights of existing services, or in any manner limit or reduce existing service areas. Also KTIV (TV) Sioux City, Iowa, (ch. 4); WTVY (TV) Dothan, Ala., (ch. 9).

KRCG (TV) Jefferson City, Mo. (ch. 13), opposes reduction in mileage separation between tv stations and objects to GE proposal to move all tv to uhf. Also KOMO-TV Seattle, Wash. (ch. 4); Mountain City Tv Inc., Chattanooga, Tenn. (ch. 3); KOTA-TV Rapid City, S. D. (ch. 3); WATE-TV Knoxville, Tenn. (ch. 6); KOOK-TV Billings, Mont. (ch. 2); WRVA-TV Richmond, Va. (ch. 12).

KOMA-TV Pittsburg, Kan. (ch. 7), says that until the FCC has "more quantitative information as to the present service that is available and determines what channels are to be used for television service, it will be dangerous, indeed, to adopt any of the basic changes which have so far been submitted." Also KFVS-TV Cape Girardeau, Mo., (ch. 12); KRDO-TV Colorado Springs, Colo., (ch. 13); WAZL-TV Hazleton, Pa., (ch. 63); WDBJ-TV Roanoke, Va., (ch. 7); WBDO-TV Orlando, Fla., (ch. 6); WFBG-TV Altoona, Pa., (ch. 10).

WKRC-TV (ch. 12) and **WTVN-TV** (ch. 6), both Cincinnati, declare that "rule making should not be adopted which will permanently limit television to the vhf band. This means that the CBS plan and similar proposals should be rejected."

WJAC-TV Johnstown, Pa. (ch. 6), and **WBNS-TV Columbus, Ohio** (ch. 10), oppose recommendations filed which either directly propose or would by their effectuation result in limited television channel utilization to exactly or substantially the presently allocated 12 vhf channels; radical "adjustments" in the allocation of the 12 vhf channels, i.e., the carving out of multiple additional vhf assignments degrading existing service.

VHF APPLICANTS

Maumee Valley Broadcasting Co. (applicant for ch. 11 in Toledo) asked dismissal of comments by WKNX-TV Saginaw, Mich. (ch. 57), that the FCC withhold final action on awarding ch. 11 in Toledo. Maumee deprecated an expressed fear by WKNX-TV that ch. 11 might be moved to Midland by reducing mileage separations and thus serve Saginaw. Maumee said that applicants for ch. 11 in Toledo have proposed sites on the other side of the city away from Saginaw and Midland, but that if the permittee proposed moving toward the Michigan cities the proposal could be taken by the FCC on its own merits.

WVJS Owensboro, Ky. (applicant for ch. 9 at nearby Hatfield, Ind.), asked dismissal of comments by three firms asking that a uhf channel be substituted at Hatfield for the purpose of deintermixing Evansville, Ind., and Louisville, Ky., and to add one uhf channel at Bowling Green, Ky. WVJS said ch. 9 had been assigned at Hatfield at WVJS' request, after lengthy hearings, and that the public interest and rights of the ch. 9 applicants require the channel be unchanged.

WIBC Indianapolis, applicant for ch. 13 there (for which an examiner has favored Mid-West Tv Corp., Indianapolis), objected to a proposal by WKLO-TV Louisville, Ky. (ch. 21), to move co-channel 13 at Bowling Green, Ky. (for which no application is pending), to Louisville.

WPTF Raleigh, N. C. (applicant for ch. 5 there) opposed a request (made before the present proceeding) by WNAO-TV Raleigh (ch. 28) that vhf ch. 5 be deleted from Raleigh and an unspecified uhf channel substituted.

WJAX Jacksonville, Fla., applicant for ch. 12 there, opposed comments by WOBS-TV Jacksonville (permittee for ch. 30 there) asking deintermixture insofar as affects the ungranted ch. 12 there.

WCAE Pittsburgh, applicant for ch. 4 Irwin, Pa., opposes any change which would result in deterioration of curtailment of service and asks that if any substitution of a new vhf channel for ch. 4 is made WCAE be given an opportunity to amend its present application without losing any rights with regard to ch. 4.

WIRL Peoria, Ill., applicant for ch. 8, opposes deintermixture proposals and CBS plan for substitution of supplemental vhf chs. 6-A, 6-B and 6-C for present allocations in Peoria.

WMBD Peoria, Ill., applicant for ch. 8, opposes deintermixture, generally and selectively, particularly with reference to Peoria; result of deintermixture would be to contract market size to immediate community served by uhf stations and would be "unwarranted interference with economic structure of this country."

Triad Tv Corp., applicant for ch. 10 at Parma-Onondaga, Mich., objects to proposal of ch. 57 WKNX-TV Saginaw, Mich., that FCC withhold final action on applications for ch. 10 Parma-Onondaga pending determination of rule making proceedings on overall allocations; asks early decision by FCC.

KPAC Port Arthur, Tex., applicant for ch. 4, opposes comments by Storer Broadcasting Co., Southern Radio & Equipment Co., GE and others which seek deletion of ch. 4 from Beaumont-Port Arthur; KPAC says area is already served by outside vhf's so predominant uhf operation is unworkable.

Allen B. DuMont Labs, applicant for ch. 5 Boston, opposes the request of WNET (TV)

NEWS

. . . the TopekAREA audience prefers to view it on WIBW-TV, and also SPORTS, WEATHER, and FARM SERVICE, according to Dr. Forest Whan's TV Study of the TopekAREA, a free copy of which is yours for the asking.

TOPEKA, KANSAS
Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV in Topeka
KCKN in Kansas City
Rep: Capper Publications, Inc.
CBS • ABC

WIBW-TV
SEE YOUR Channel 13 CAPPER MAN
VHF
The Kansas View Point



You Might Cycle Coast to Coast in 14½ Days—*

BUT . . . YOU NEED WKZO-TV TO PEDDLE GOODS IN WESTERN MICHIGAN!

AMERICAN RESEARCH BUREAU FEBRUARY, 1955, REPORT GRAND RAPIDS-KALAMAZOO		
	Number of Quarter Hours With Higher Rating	
MONDAY THRU FRIDAY	WKZO-TV	Station B
7 a.m.—5 p.m.	144	56
5 p.m.—11 p.m.	83	37
SATURDAY & SUNDAY 10 a.m.—11 p.m.	80	24

NOTE: Survey based on sampling in the following proportions—Grand Rapids (45%), Kalamazoo (19%), Battle Creek (19%), Muskegon (17%).

The American Research Bureau Report, left, proves that WKZO-TV is the overwhelming favorite—*morning, afternoon and night*—not only in Kalamazoo and Grand Rapids, but in Muskegon and Battle Creek, as well!

WKZO-TV is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. Telecasting with 100,000 watts from a 1000′ tower, WKZO-TV delivers its excellent picture to over 590,000 television homes in 29 Western Michigan and Northern Indiana counties—one of America's top-20 TV markets!

100,000 WATTS • CHANNEL 3 • 1000′ TOWER

WKZO-TV

Kalamazoo-Grand Rapids and Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives

AM—TV—FM

The Fetzer Stations

WKZO-TV—GRAND RAPIDS-KALAMAZOO
WKZO RADIO—KALAMAZOO-BATTLE CREEK
WJEF RADIO—GRAND RAPIDS
WJEF-FM—GRAND RAPIDS-KALAMAZOO
KOLN-TV—LINCOLN, NEBRASKA

Associated with
WMBD RADIO—PEORIA, ILLINOIS

**Donald Mainland did it (Santa Monica to New York) in May, 1953.*

Providence, R. I. (ch. 16), that the grant of ch. 5 to Boston be withheld because it might be necessary to require a ch. 5 transmitter location that would make possible use of ch. 6 in Providence with the most suitable adjacent channel separation.

The Times-Picayune Publishing Co., New Orleans (WTPS), favored by an examiner for ch. 4, said it was against disturbance of the service area of existing services and pending applicants; that the firm should retain its present favored status for any new vhf channel substituted for ch. 4; and that New Orleans should not be made all-uhf, as a Baton Rouge group has proposed.

Jacksonville Broadcasting Corp. (applicant for ch. 12, Jacksonville, Fla.), opposes any suggestion to make Jacksonville all uhf.

WMAY-TV Springfield, Ill. (applicant for ch. 2), opposes proposals of Plains Television Corp., Prairie Television Co. and Signal Hill Telecasting Corp. to delete ch. 2 from Springfield.

San Francisco-Oakland Tv Inc., Oakland, Calif. (applicant for ch. 2), opposes any and all proposals for the lowering of present allocation standards for Zone II.

Sangamon Valley Television Corp., applicant for ch. 2 in Springfield, Ill., declares "deintermixture in the Springfield market would result not only in gross inequities to the parties affected, but would be a distinct disservice to the residents of the area. . . ."

WCYB Bristol, Va.-Tenn., applicant for ch. 5, opposes any action which might reduce the station's service area in advance.

Anthony Wayne Tv Corp., one of seven mutually exclusive applicants for ch. 11, Toledo, O., opposes (1) request of Lake Huron Bcstg. Corp. that final action be withheld, (2) any proposal for reduced service, (3) any proposal to move ch. 11 from Toledo.

WKHM Jackson, Mich., applicant for ch. 10, opposes (1) proposal of Lake Huron Bcstg. Corp. that final action on the Jackson application for ch. 10, Parma-Onondaga, Mich., be withheld, (2) any proposals to reduce the service area, (3) any proposal to delete ch. 10 from the Jackson, Mich., area.

WTIC Hartford, Conn., applicant for ch. 3, opposes proposals of WGTH-TV Hartford (ch. 18), WKNB-TV New Britain, Conn. (ch. 30), WHYN-TV and WWLP (TV) Springfield, Mass. (ch. 55 and ch. 22), WNET (TV) Providence, R. I. (ch. 16), to deintermix Hartford by deleting ch. 3.

WFDF Flint, Mich., applicant for ch. 12, opposes drop-ins, deintermixture, and other proposals which would tend to curtail ch. 12 services if and when it is granted.

WHDH Boston, Mass., applicant for ch. 5, opposes drop-ins, deintermixture, and other proposals which would curtail the service which would be rendered under the present allocation table if the station is granted channel.

WRAL Raleigh, N. C., applicant for ch. 5, opposes drop-ins, deintermixture, or other proposals which would curtail existing services or deprive the Raleigh area of the service which would be rendered it under the existing ch. 5 allocation.

WOMI Owensboro, Ky., applicant for ch. 9 in Hatfield, Ind., opposes drop-ins, deintermixture, or other arrangements which would curtail existing services or those services soon to come into existence.

WITV (TV) Ft. Lauderdale, Fla. (ch. 17), opposes any proposals to eliminate uhf and favors deintermixture as the only step which would ensure the preservation of uhf. Also WOBS-TV Jacksonville, Fla. (ch. 30); WGTH-TV Hartford, Conn. (ch. 18); WKNB-TV New Britain, Conn. (ch. 30); WHYN-TV Springfield, Mass. (ch. 55); WWLP (TV) Springfield, Mass. (ch. 22); WICS (TV) Springfield, Ill. (ch. 20), and WMGT (TV) Adams, Mass. (ch. 19).

WPFA-TV Pensacola, Fla. (ch. 15), and **KTAG (TV) Lake Charles, La.** (ch. 25) favor treating each problem on a case-to-case basis. Also WTVO (TV) Rockford, Ill. (ch. 39).

WMGT (TV) Adams, Mass. (ch. 19); **WWLP (TV) Springfield, Mass.** (ch. 20); **WICS (TV) Springfield, Ill.** (ch. 20); **WNOW-TV York. Pa.** (ch. 49); **WCMB-TV Harrisburg, Pa.** (ch. 27), and **WICC-TV Bridgeport, Conn.** (ch. 43), oppose relaxation of existing power-antenna height restrictions of vhf stations.

WNOW-TV (ch. 49), **WSBA-TV** (ch. 43), both **York, WCMB-TV** (ch. 27), **WHP-TV** (ch. 55), and **WTPA (TV)** (ch. 71), **Harrisburg,** all **Pennsylvania,** favor deintermixture of south-central Pennsylvania by deleting vhf ch. 8 (WGAL-TV Lancaster).

WIMA-TV Lima, Ohio (ch. 35), opposes any FCC action to amend allocations or degrade tv engineering standards without first issuing further notice of proposed rule making, giving full details. Also KPLC-TV Lake Charles, La. (ch. 7); WMT-TV Cedar Rapids, Iowa (ch. 2); WSVA-TV Harrisburg, Va. (ch. 3).

WNOK-TV Columbia, S. C. (ch. 67), urges the FCC to analyze and evaluate the various allocation proposals that have been made and then issue a tentative proposal of its own, giving the industry opportunity to comment specifically on the proposal. Also WGBH-TV, noncommercial educational station, Boston (ch. 2); WMBR-TV Jacksonville, Fla. (ch. 4).

WLEX-TV Lexington, Ky. (ch. 18), does not advocate change in allocation table which would put vhf channel in nearby Richmond, Ky., but wants first crack at such a channel if it is authorized by the Commission.

KBIC-TV Los Angeles, Calif. (ch. 22), calls for legislation to force production of all-channel television receivers; or deintermixture in Los Angeles so that city will have 10 vhf channels; or, if above are not acceptable, permission for tv stations to broadcast subscription television.

WGLV (TV) Easton, Pa. (ch. 57), supports CBS proposal to allocate a vhf channel in the Easton-Allentown-Bethlehem area.

WANE-TV Fort Wayne, Ind. (ch. 69), opposes proposal of WINT (TV) Waterloo, Ind. (ch. 15), to move to Fort Wayne.

WAKR-TV Akron, Ohio (ch. 49), opposes plans to cover Akron by Cleveland tv stations; urges that if another vhf channel can be allocated to east Ohio it be given to WAKR-TV.

WKOW-TV and WMTV (TV) Madison, Wis. (ch. 27 and ch. 33), reaffirm their opposition to the introduction of a vhf station into Madison; urge deintermixture for the market.

WTOH Toledo, Ohio (ch. 79), and **WBID Detroit, Mich.** (ch. 50), resubmit proposal for channel changes which would deintermix both cities, making all commercial tv stations in Detroit vhf and in Toledo uhf.

WHUM-TV Reading, Pa. (ch. 61), opposes any proposal whose effect might be detrimental to WHUM-TV's existing service.

KTVI (TV) St. Louis, Mo. (ch. 36), requests the Commission deny all comments and proposals that would directly or indirectly preclude the relief of major metropolitan areas; that ch. 2 be immediately reallocated from Springfield, Ill., to St. Louis, Mo., or to St. Louis and Terre Haute, Ind., and that pursuant to amended Section 309(c) of the Communications Act, that ch. 2 be assigned to Signal Hill Telecasting Corp. [permittee of KTVI (TV)].

KEDD (TV) Wichita, Kan. (ch. 16), reiterated a prior petition (denied) looking toward the assignment of vhf ch. 8 to Hutchinson, Kan. The proposal suggested a method of overcoming the vhf-uhf intermixture problem in the Wichita-Hutchinson area.

WLEV-TV Bethlehem, Pa. (ch. 51), submitted an affidavit by an engineer which says that "the proponents of change in allocation plan, in general, have failed to produce engineering data which would assure consideration on the basis of up-to-date technical information."

WITH-TV Baltimore (ch. 72), opposes any proposal that is detrimental to it; asserts its right to full evidentiary hearing under Section 316 of the Communications Act of 1934.

WKJG-TV Ft. Wayne, Ind. (ch. 33), opposes proposal made by WINT (TV) Waterloo, Ind. (ch. 15), permitting a station licensed to a community of under 50,000 to be identified as located in an adjacent larger community.

KTVQ (TV) Oklahoma City (ch. 25), favors treating each problem on a case-to-case basis and in markets where additional vhf channels must be allocated, existing uhf permittees and licensees should be assigned the new channels.

WBGR (AM) Jesup, Ga., favors proposal submitted by WOBS-TV Jacksonville, Fla. (ch. 30), recommending reallocation of tv channels in southeast Georgia and northeast Florida.

WICC-TV Bridgeport, Conn. (ch. 43), opposes proposal to increase power of uhf stations to 5 megawatts. Also WWLP (TV) Springfield, Mass. (ch. 22).

KVDO-TV Corpus Christi, Tex. (ch. 22), opposes Mullaney and CBS plans and all others which would curtail uhf.

WJHP-TV Jacksonville, Fla. (ch. 46), said it was against any modification or curtailment of its existing service, asked for "at least three fully competitive tv channels" in Jacksonville and for no new vhf channels which would require conversion.

WNDU-TV South Bend, Ind. (ch. 46), said it was against any modification of any present authorization for the station or that deterioration or curtailment of its service be caused. It asked that if the South Bend-Elkhardt and Ft. Wayne markets are made vhf, as proposed by CBS, that there be no intermixture between new and old vhf channels and that only existing uhf stations be allowed to compete for them.

WLBC-TV Muncie, Ind. (ch. 49), opposes proposals for tower height increases with maximum power for vhf stations in Zone I.

KCCC-TV Sacramento, Calif. (ch. 40), suggests utilization by commercial interests of educational vhf reservations not in use, shifting educators to uhf, with particular reference to Sacramento, allowing KCCC-TV to switch to ch. 6; opposes additional vhf allocations.

WLAP-TV Lexington, Ky. (ch. 27), asks reconsideration of its proposal to amend FCC rules to include northern Kentucky in Zone I and assign ch. 4 to Lexington.

WSBT-TV South Bend, Ind. (ch. 34), calling itself typical of uhf stations operating in so-called "island" situations, asks that it either be protected in its present operations or afforded adequate relief in event of changes in the allocation practices under which it was brought into being. Also WBEE-TV and WILK-TV Wilkes-Barre, Pa. (chs. 28 and 34, respectively).

WTVK (TV) Knoxville, Tenn. (ch. 26), asked for assignment of a third commercial vhf channel in Knoxville or in the alternative to make ch. 10 there (awarded to WBIR Knoxville Jan. 13) educational, substituting for it educational ch. 20, thus giving Knoxville one vhf and two uhf commercial outlets and one educational v.

WHK-TV Cleveland, Ohio (ch. 19), asked the FCC to provide at least one more vhf channel in Cleveland in addition to the three vhf assignments already made there.

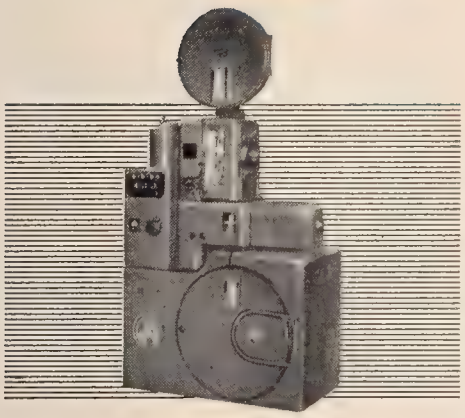
FM COMMENTS

WHOM-FM New York City claims that any shift in frequency "is bound to cause great con-

GPL leadership . . .

. . . for years has been supplying professional television equipment that's doing a first class job, day in and day out, in many of the best-equipped studios in the country. Station owners enjoy years of satisfaction in the high-quality performance, reasonable price and low maintenance of GPL equipment.

6 outstanding examples



GPL 35mm. Telecast Projector gives superior color transmission. Projects equally fine black and white film, and permits still-frame operation. To produce this new leader in the 35 mm. field, GPL engineering skill adapted to television the famous Simplex XL mechanism and sound head made by International Projector Corporation, an affiliated GPE Company.

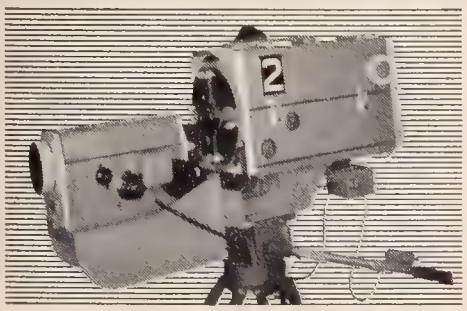


GPL Three-Vidicon Color Film Chain provides color picture of unmatched quality. Typical GPL performance superiority has been achieved with a highly advanced color filter system, precise registration, precision-engineered GPL components, and factory-adjusted optical and mechanical alignment. Compact, easily fitted into your present monochrome film layout.

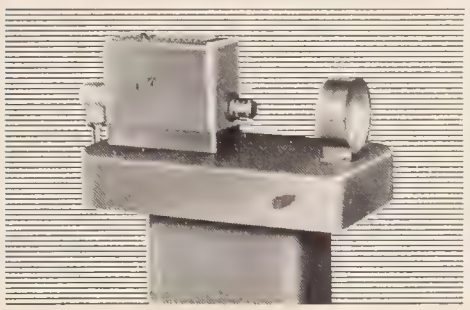


GPL 16mm. Telecast Projector provides bright, clean-cut, crisp pictures, and high fidelity sound reproduction. It is designed for use with all film chains, monochrome or color. 4,000-ft. film magazine delivers two hours of continuous operation. Separate motor drive for film feed and take-up. Trouble-free start and stop operation, local or remote.

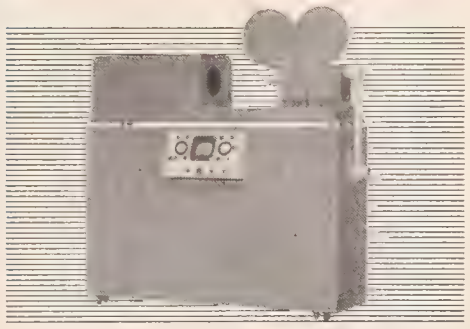
GPL-Watson Vari-Focal Lens gives high definition equal to that of fixed-focus cameras. 3" to 30' focal length range makes lens equally useful in studio and field. Will perform most work requiring 2 chains. Fits all monochrome and color image orthicon cameras. Fully color-corrected, has flat field over entire range. Simply operated from camera or control room.



GPL Vidicon Film Chain provides improved picture sharpness and contrast, and better film transmission. Operates unattended. It is the most advanced black and white equipment available for new stations. In existing stations, can replace iconoscope overnight; using same projectors, master and utility monitors, racks. Long-life vidicon tube; stable black level; easy to multiplex.



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1956 METROPOLITAN ARE

Surveyed Jan. 10 thru Feb. 5 and to be issued February 20, 1956

. . . presenting reception and tune-in preference data for 225 key TV-served mark

Now, for the second year, ARB makes available to the broadcast industry the results of comprehensive and significant research into coverage and viewing habits in TV's problem areas. This new 1956 study is an enlargement of ARB's now well-known "Abilene to Zanesville" survey released early in 1955. The first "A-to-Z" report proved to be one of the most widely accepted and valuable broadcast measurement studies ever produced, and the bigger 1956 study will be even more useful to broadcast buyers and sellers.

Many key markets reported in the 1956 study are served *only* by TV stations located *outside* their own area, providing an excellent cross-reference to station coverage and viewer acceptance.

For each of the 225 markets (see list), these facts will be reported: 1) Percent homes having TV (including UHF saturation); 2) Stations operating in the area with percent of TV homes able to receive; 3) Stations viewed most (with 1st and 2nd preference) for daytime and evening.

ALABAMA
- Decatur
- Dothan
- Florence-Sheffield
- Gadsden
- Selma

ARKANSAS
- El Dorado
- Fayetteville
- Fort Smith
- Texarkana

CALIFORNIA
- Chico
- El Centro
- Merced
- Salinas-Monterey
- San Luis Obispo
- Santa Barbara
- Santa Cruz
- Tulare

CONNECTICUT
- Middletown
- New London
- Torrington
- Waterbury
- Willimantic

FLORIDA
- Daytona Beach
- Fort Myers
- Gainesville
- Ocala
- Panama City

GEORGIA
- Albany
- Athens
- Brunswick
- Columbus
- La Grange
- Macon
- Rome
- Savannah
- Thomasville-Tallahassee, Fla.
- Valdosta
- Waycross

IDAHO
- Idaho Falls
- Twin Falls

ILLINOIS
- Bloomington
- Centralia
- Danville
- Dixon
- Freeport
- Harrisburg
- Jacksonville

La Salle-Peru
Mattoon

DIANA
Anderson
Bloomington
Lafayette
La Porte
Logansport
Marion
Richmond
Terre Haute
Vincennes

WA
Burlington
Carroll
Cedar Rapids
Dubuque
Fort Dodge
Iowa City
Mason City
Ottumwa
Waterloo

ANSAS
Atchison
Coffeyville
Dodge City
Emporia
Manhattan
Salina
Topeka

North Adams-Pittsfield
Worcester

MICHIGAN
Battle Creek
Cadillac
Flint
Ironwood
Lansing
Port Huron
Traverse City

MINNESOTA
Bemidji
Brainerd
Duluth, Minn.-Superior, Wis.
Winona

MISSISSIPPI
Columbus
Greenville
Greenwood
Hattiesburg-Laurel
Natchez
Tupelo

MISSOURI
Cape Girardeau
Joplin
Kirksville
Poplar Bluff
St. Joseph
Sedalia

Massena
Ogdensburg
Oneonta
Plattsburg
Poughkeepsie
Watertown

NORTH CAROLINA
Asheville
Burlington
Elizabeth City
Fayetteville
Hickory
New Bern
Rocky Mount
Salisbury

NORTH DAKOTA
Grand Forks
Jamestown

OHIO
Ashtabula
Canton
Chillicothe
Coshocton
Findlay
Lima
Portsmouth
Sandusky
Warren
Zanesville

Sunbury
Uniontown
Williamsport
York

SOUTH CAROLINA
Anderson
Florence
Greenville
Greenwood
Myrtle Beach

SOUTH DAKOTA
Aberdeen

TENNESSEE
Jackson

TEXAS
Alice
Beaumont-Port Arthur
Brownwood
Bryan
Corpus Christi
Longview
Midland
Nacogdoches
Palestine
Paris
Victoria
Waco

VERMONT
Montpelier
Rutland

VIRGINIA
Bristol, Va.-Tenn.
Charlottesville
Danville
Lynchburg
Winchester

WASHINGTON
Walla Walla
Wenatchee

WEST VIRGINIA
Beckley
Bluefield
Clarksburg
Fairmont
Parkersburg

WISCONSIN
Eau Claire
Fond du Lac
Green Bay
Janesville
Kenosha
Manitowoc
Marinette
Oshkosh

WYOMING
Cheyenne

CANADA
Hamilton
Toronto

COVERAGE STUDY

ENTUCKY
Frankfort
Hazard
Lexington
Madisonville
Owensboro
Paducah

OUISIANA
Lafayette
Lake Charles
Monroe
Natchitoches

AINE
Augusta
Bangor

ARYLAND
Cumberland
Salisbury

ASSACHUSETTS
Lawrence
Lowell

MONTANA
Helena

NEBRASKA
Beatrice
Grand Island
Lincoln
Norfolk

NEW HAMPSHIRE
Concord
Keene
Portsmouth

NEW MEXICO
Carlsbad
Clovis
Hobbs

NEW YORK
Elmira
Gloversville
Hornell
Ithaca
Jamestown
Kingston

OKLAHOMA
Ada
Ardmore
Enid
McAlester
Ponca City
Stillwater

OREGON
Eugene
Pendleton
Roseburg
Salem

PENNSYLVANIA
Bethlehem-Allentown
Easton
Erie
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New Castle
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fusion and to affect our operation seriously."

WVKO-FM Columbus, Ohio, opposes any suggestion that any portion of the fm band be reallocated for use by television.

WMMW-FM Meriden, Conn., opposes any suggestion that any portion of the fm band be reallocated for use by television.

WEOL-FM Elyria, Ohio, opposes any suggestion that any portion of the fm band be reallocated for use by television.

WHCU-FM Ithaca, N. Y., opposes all proposals seeking allocation of new vhf tv frequencies from that portion of the spectrum now allocated to fm broadcasting. Also **WEAW-FM Evanston, Ill.**

EDUCATIONAL COMMENTS

National Association of Educational Broadcasters (NAEB) opposes any allocation of the fm band that would cause "non-commercial educational stations to undergo great expense and hardship in changing frequencies."

KQED (TV) San Francisco, Calif. (ch. 9), opposes comments of KSAN-TV San Francisco proposing, in alternative, that educational channels be used commercially, except for three or four hours a day.

WIPR-TV San Juan, P. R. (ch. 6), opposes any proposal detrimental to WIPR-TV or educational tv in general.

MISCELLANEOUS

WVOK Birmingham, Ala. (am station), opposes suggestions regarding reduced mileage separations, drop-ins. Recommends tall towers. Also **WBAM Montgomery, Ala.,** and **William E. Benns Jr.,** Washington consulting engineer.

Barrow's Committee Makes Second Round

FCC's network investigating committee and special staff visited ABC, Mutual and station representatives last week, plans stops at AAAA and JWT today (Monday) and a talent agency tomorrow.

FCC's network investigating committee and its special staff late last week launched its second round of information-gathering visits in New York, which this time was to include station representatives and advertising and talent agencies as well as networks.

FCC Chairman George C. McConnaughey, Comrs. Rosel H. Hyde, Robert T. Bartley and John C. Doerfer, and Dean Roscoe Barrow of the U. of Cincinnati Law School, head of the special investigating staff, headed the delegation as it opened a five-day schedule with sessions with ABC President Robert E. Kintner and other ABC officials on Thursday. They held similar sessions with CBS and NBC early in January [B•T, Jan. 9].

The group moved to Mutual on Friday and was slated to meet with station representatives convened by Station Representatives Assn. Saturday. Its agenda for the rest of the visit included a meeting Monday with officials of a group of advertising agencies, arranged through American Assn. of Advertising Agencies, and conferences with talent agency executives on Tuesday.

The meeting with advertising agencies is scheduled to start at the AAAA headquarters and includes a tour of the offices of J. Walter Thompson Co. The talent agency meeting, to be held at FCC quarters at 90 Church St., is expected to include representatives of William Morris Agency, MCA, and others. Dean Barrow has made it plain that the group does not intend to confine its talks to either the New York area or the larger firms and organizations. It also plans to meet subsequently with smaller agencies, network affiliates and independent stations, and with film producers and distributors. A meeting with film people had been sought as part of the current visit but had to be deferred for lack of time.

Purpose of the sessions, like those with CBS and NBC last month, are primarily to acquaint the committee and its staff with the fundamentals of radio and tv operations.

In the ABC meeting Thursday, the group also heard a reiteration of that network's views on the need for additional tv stations in important markets in order that ABC-TV may operate on a more equal competitive footing with the other tv networks.

ABC participants in the session, in addition to President Kintner, included Harold L. Morgan Jr., vice president and controller; Ernest Lee Jahncke Jr., vice president and assistant to the president; Frank Marx, vice president for engineering and general services; Robert Lewine, vice president for television programming and talent; John Daly, vice president for news, special events, sports and public affairs; Slocum Chapin, vice president for tv network sales; Mrs. Geraldine B. Zorbaugh, secretary



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Talk about *COVERAGE!* WKHM has it! Our recent mail poll proved beyond the least shadow of doubt that WKHM not only covers Jackson thoroughly, but reaches a tremendous audience in cities and towns as much as 120 miles from here. Our mail bag is always full because we've got the power to reach untold thousands of homes for many miles around . . . and programming that reaches millions of hearts. No wonder WKHM advertisers are enjoying the big pay-off!

Save up to 15%
By buying 2 or more of these Powerful Stations

BUY ALL 4 STATIONS . . . **SAVE 15%**
BUY ANY 3 STATIONS . . . **SAVE 10%**
BUY ANY 2 STATIONS . . . **SAVE 5%**

WKMH Dearborn-Detroit
WKMF Flint, Mich.
WKHM Jackson, Mich.
WSAM Saginaw, Mich.
Jackson Broadcasting & Television Corp.

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Get the Jack out of Jackson on
WKHM
JACKSON, MICHIGAN
Fred A. Knorr, *President*
John O. Gilbert, *Managing Director*
Jackson Broadcasting & Television Corp.
KNORR Broadcasting Corp. Affiliate

No matter how you figure it...



Famous Film Festival is TV's best participation buy!

Marshal the facts . . . study the figures . . . total the costs. You'll agree that ABC-TV's Sunday-night Famous Film Festival is the finest participation buy of all.

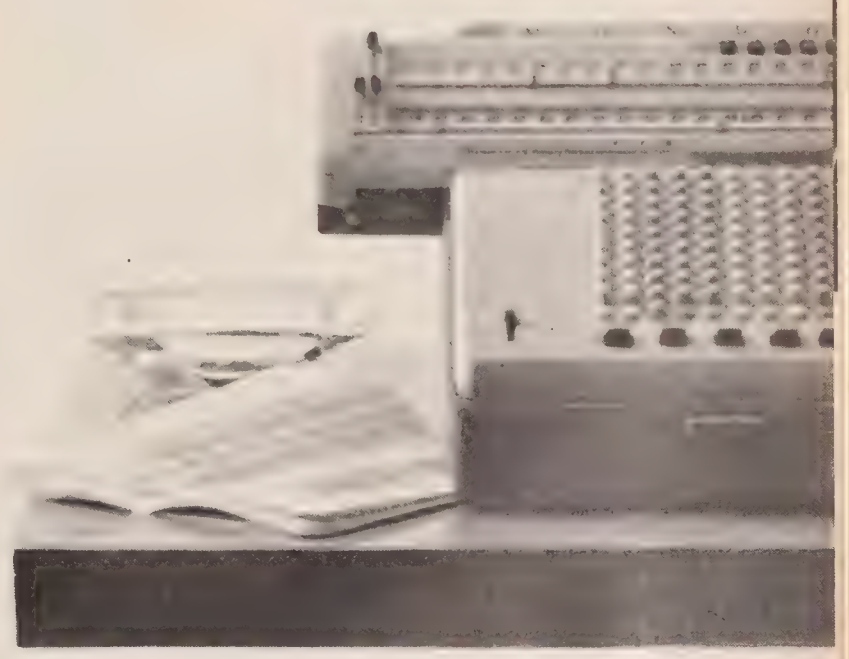
What TV show consistently gives you top stars like *Deborah Kerr, James Mason, Jean Simmons, Stewart Granger*? Which show always offers smash films like *The Lavender Hill Mob, Odd Man Out, The Red Shoes?*

What participation show outrates* all others? What participation show has a cost per thousand viewers per commercial minute of $1.25? What participation show owns the prime Sunday-night time slot 7:30 to 9 EST?

The answer to all these questions is ABC-TV's Famous Film Festival. Very likely, it's just the answer you're looking for.

*Nielsen Dec. I & II, Jan. I

ABC Television Network



and general counsel, and Gene Accas, director of sales development and research, who was making one of his last official appearances for ABC before moving to Television Bureau of Advertising this week [B•T, Jan. 23].

The Mutual group will be headed by Executive Vice President John B. Poor and is slated to include George Ruppel, vice president and treasurer; Harry Trenner, vice president in charge of sales; Robert A. Schmid, vice president in charge of advertising and public relations; Robert Monroe, vice president in charge of programs; Richard Puff, director of research and planning; and Robert Carpenter, director of station relations and co-op programming.

In addition to an appraisal of industry operations from the station representative's viewpoint, the SRA meeting Saturday—to be held at the Ambassador Hotel—was expected to encompass questions as to the right of networks to represent affiliates for the sale of spot advertising. Representatives have traditionally opposed network operation in this field and SRA's predecessor organization carried the battle before the FCC in the late 1940's in a proceeding that was never finally decided.

The representatives' group at the session with FCC was to be headed by SRA President Adam Young, of the radio and tv representation firms bearing his name, and Larry Webb, SRA managing director. Other scheduled participants included Lewis H. Avery, Avery-Knodel; Frank M. Headley and Frank Pellegrin, H-R Representatives; Ed Fitzsimmons, Weed & Co.; Eugene Katz and Dan Denenholtz, Katz Agency; Robert Meeker, Robert Meeker Assoc.; John Blair, John Blair & Co.; William H. Weldon, Blair-Tv; Lloyd Griffin and George Castleman, Free & Peters, and John Pearson and Russ Walker, John E. Pearson Co.

The meeting at AAAA will be divided into three sessions, one in the morning on media evaluation and timebuying, one in the afternoon on programming and administration, and one in late afternoon on management. President Frederic R. Gamble will head the AAAA delegation.

Participants at the media meeting are slated to include Kenneth Godfrey, AAAA vice president and secretary to the committee on broadcast media; Frank Silvernail, BBDO, chairman of the AAAA committee on broadcast media; Ned Midgeley, Ted Bates & Co.; Sidney W. Dean Jr., McCann-Erickson, and Leonard Matthews, Leo Burnett Co., Chicago.

At the programming and administration session will be Richard Scheidker, AAAA vice president and secretary to the committee on tv and radio administration; John F. Devine, J. Walter Thompson Co., chairman of the AAAA tv and radio administration committee; Rodney W. Erickson, Young & Rubicam; Lewis Titterton, Compton Adv., and T. J. McDermott, Benton & Bowles.

The list of participants for the management session had not been completed last Friday, but it is expected to include William B. Lewis, president of Kenyon & Eckhardt, and Clifford L. Fitzgerald, president of Dancer-Fitzgerald-Sample, among others. AAAA staff executive will be Richard Turnbull, vice president and secretary to the committee on agency administration.

Miller Resignation Accepted

PRESIDENT Eisenhower accepted Thursday the resignation of Justin Miller as a member of the U. S. Advisory Commission on Information. Judge Miller is NARTB legal consultant and ex-board chairman.

REPS. BEAMER, HESELTON FIRE ON FCC

'We were a little too trusting,' Beamer, author of bill regarding 'discrimination' against newspaper applicants for radio-tv facilities, says of FCC actions. Heselton charges FCC comments are 'evasive' and ambiguous.

TWO congressmen last week were on the receiving end of a House subcommittee's questions—after being on the giving end the week before—concerning a bill which would prohibit "discrimination" against a radio or tv license applicant who already holds interests in newspapers or other media "primarily engaged in the gathering and dissemination of information."

Rep. John V. Beamer (R-Ind.), author of one of two identical anti-discrimination bills (HR 6968, HR 6977), was the first to testify before the House Commerce Committee's Transportation & Communications Subcommittee headed by Rep. Oren Harris (D-Ark.).

He was followed by Rep. John W. Heselton (R-Mass.). Both are members of the parent committee, but not of the subcommittee.

Rep. Beamer told fellow congressmen he thought "we were a little too trusting" in accepting the FCC's word that it would not discriminate against newspapers in granting radio and tv licenses in comparative proceedings. He referred to a Senate-House conference committee's deletion of essentially the same provisions as now proposed from the McFarland Act, which amended the Communications Act in 1952.



REP. BEAMER

Rep. Heselton called the FCC's comments, adopted on the twin bills last Nov. 9, "one of the most evasive specimens of ambiguity that I have ever read." The FCC comments opposed the two bills.

Referring to the FCC's denial of licenses to two newspaper groups in Ft. Wayne, Ind., Rep. Beamer said the losing newspaper applicants felt they were discriminated against. One, the *Journal-Gazette,* has its case in the U. S. Court of Appeals, he said.

The other, the *News-Sentinel,* did not appeal because the newspaper thought an appeal was useless on account of the FCC's attitude toward newspaper applicants, he said.

A third applicant, the Bitner interests (WEOA), was denied a tv channel at Evansville, Ind., because of multiple ownership of other radio-tv facilities (WFBM-AM-TV Indianapolis, WFDF Flint, Mich., WOOD-AM-TV Grand Rapids, Mich.), he said. He said Bitner also was denied tv at Flint, and because of these denials has sold WEOA.

Referring to a B•T article dated Nov. 1, 1954, on FCC's diversification practices and policies, Rep. Beamer said this "piece prompted me more or less to take action" by introducing the anti-discrimination bill.

He said the FCC has made grants to non-newspaper applicants in 10 of 12 cases processed since the lifting of the freeze. He quoted a statement by former FCC Chairman Wayne Coy in the Hearst Radio case that the FCC should prefer the non-newspaper applicant unless there are "overriding considerations."

Rep. Harris said the Senate had passed the McFarland Act without the antidiscrimination amendment in 1952, but that the House version included it. He said it was thought at the time that if the amendment was included, the FCC would be mandated to prefer the newspaper.

Mr. Beamer submitted a brief on the 12 cases where newspaper interests have competed with non-newspaper interests. He said he felt Congress had indicated sufficiently in 1952 its intent that newspapers should not be discriminated against. The same applies to multiple ownership applicants, he said.

Asked by Rep. Walter Rogers (D-Tex.) if he thought an applicant's ownership of newspapers or other media should not be considered "for any purpose" by the FCC in making a grant, Rep. Beamer said he did except as it affects the public interest. He told Rep. James I. Dolliver (R-Iowa) he would not eliminate the factor entirely—only when it has been a "deterrent" where newspapers or existing other media have tried to get tv channels.

He said in the two cases of the 12 in which the FCC had found in favor of newspaper groups, there was "very little competition."

Rep. Carl Hinshaw (R-Calif.) said he felt the FCC diversification policy has been "spotty" in California's San Joaquin Valley, where he said, the McClatchy interests have "practically a monopoly" of newspapers and radio and tv.

Rep. Hinshaw said that although the late Mr. McClatchy's will recorded him as favoring public ownership in production of electric power, there are no other media spokesmen except the McClatchy properties in the San Joaquin Valley.

Rep. Beamer asked if this did not speak for "spelling out" legislation against monopolistic conditions.

Rep. Hinshaw said it depended on the size of the community. Complete control of newspapers would not be the same in cities like Los Angeles, Chicago and New York, as ownership of a newspaper in a community so small it could support but one newspaper. He said he didn't know where to draw the line and added "You'll have difficulty in directing the FCC by law or policy" against discrimination.

Rep. Harris commented that if the FCC reached such an impasse as not to have the authority to consider newspaper ownership in making grants, then the FCC would have to "drum up" other reasons for making its decisions.

Rep. Beamer said such decisions might be made in "the public interest."

Rep. Harris said FCC has promulgated no rules on diversification.

"Except by precedent," Rep. Beamer replied.

Rep. Joseph P. O'Hara (R-Minn.) expressed concern over ownership by one interest of the newspapers, a radio station and a tv station in one community.

Rep. Beamer said the FCC claims newspaper ownership is not the sole factor it considers in making a competitive grant, but he thought a study would indicate this factor is the "principal" one if not the "sole" one.

Rep. Heselton, in making his statement, said he is not interested in any applicant. He said

now for 1956 . . .

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america's no. 1 distributor of television film programs



serving you
with . . . **30** offices . . .

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every product,
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Thrill-packed dramas based on actual cases from the files of the U. S. Treasury Department. First-run off the network after a sensational 5 year national sponsorship by The Borden Company and Chevrolet. Now it can sell for you!

39 half hours



Western Features Starring

GENE AUTRY

Hottest program category on the air — lowest cost per thousand homes in syndication! Top-budget Republic Pictures Corporation features starring Gene Autry and a cast of top supporting players.

56 hour-long features

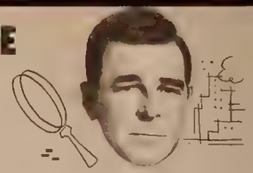


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Year's greatest syndicated film hit. #1 rating in myriad markets. Preston Foster turns in his greatest performance in these dockside dramas with a family background. Realistically filmed in picturesque Los Angeles harbor.

78 half hours



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A spellbinding series of metropolitan mystery and adventure starring the inimitable Rod Cameron. In its fourth year of successful selling . . . City Detective's popularity continues unabated in market after market.

65 half hours



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America's No. 1 Musical Favorite hits the TV top! Each film features a famous airs vard st guest stars and the entire Lombardo aggrega tion with "the sweetest music this side of heaven."

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THE

RAY MILLAND

SHOW

Oscar-winner Ray Milland at his funniest as a witty, girl-bedevilled professor of dramatics. Situation comedy that tickled millions for two straight years on the CBS network, with General Electric sponsoring.

76 half hours



CHARLES BICKFORD

MAN BEHIND THE BADGE

As host and narrator, Charles Bickford takes viewers on true-life cases with courageous law-enforcement officers. Taut first-run dramas filmed expressly for syndication following a tremendous network stint.

39 half hours



THOMAS MITCHELL

MAYOR OF THE TOWN

Drama full of the warmth and humor of America's grassroots. "Mayor" Thomas Mitchell gives a twinkling performance worthy of his Oscar award. No. 1 syndicated series in Chicago month after wonderful month. Huge ready-made audience.

39 half hours



JOHN HOWARD

DR. HUDSON'S SECRET JOURNAL

The first TV dramatic series taken from the inspired writings of Lloyd C. Douglas, best-selling author of The Robe. John Howard as famed ate hit as the [illegible] doctor endowed with strange power.

39 half hours



LOUIS HAYWARD

THE LONE WOLF

Louis Hayward stars as the world's most famous adventurer, fighting evil and intrigue. No expense has been spared in this pulse-quickening series filmed round-the-world.

39 half hours



Western Features Starring

ROY ROGERS

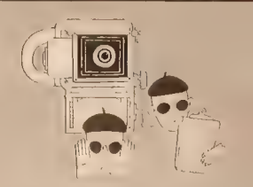
Hottest program category on the air — lowest cost per thousand homes in syndication! Top-budget Republic Pictures Corporation features starring Roy Rogers and a cast of top supporting players.

67 hour-long features

FAMOUS PLAYHOUSE

Syndication's most popular anthology of comedy, mystery, drama and adventure. Studded with famous Hollywood stars. New films added continually. "Famous Playhouse" is highly rated wherever shown!

Over **250** half hours



BILL WILLIAMS

ADVENTURES OF KIT CARSON

The #1 Western [illegible] Sponsored [illegible] for four years [illegible] as the [illegible] these true-[illegible] run in a [illegible]

104 half





HEART OF THE CITY

One of the most popular newspaper series to hit TV! Captures all the action and drama behind the headlines. Pat McVey, Jane Nigh star. (Also known as "City Assignment.")

91 half hours



CURTAIN CALL

Big stars win big ratings in this prestige anthology of great dramas. Lew Ayres, Joan Bennett, Miriam Hopkins, Thomas Mitchell, Gloria Swanson, Ann Sheridan, Claude Dauphin, Laraine Day, many others.

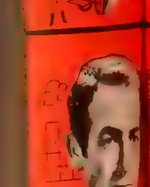
39 half hours

ALAN HALE, JR. RANDY STUART

BIFF BAKER, U.S.A.

Suspenseful, intriguing dramas filmed in the romantic cities of the world. Alan Hale, Jr. and Randy Stuart play a typical American couple who run the gauntlet of thrills and danger.

26 half hours



MARK STEVENS

HEADLINE

Mark Steven[illegible] editor Ste[illegible] players [illegible] High [illegible] shows [illegible] Angele[illegible]

39 ha[illegible]



PAUL HARTMAN

PRIDE OF THE FAMILY

A hilarious comedy series to amuse the entire family. Stars Paul Hartman, the incomparable zany loved by millions. Try an audition, and laugh your head off!

40 half hours



ROCKY JONES

SPACE RANGER

For the kids! — breathtaking rocketship adventures with Rocky and his young "Space Ranger" pal, Bobby. The first and foremost of all space shows. Ask your MCA TV salesman to show you its full success story!

39 half hours

PLAYHOUSE "15"

Unique quarter-hour dramas running the gamut of adventure, mystery, comedy. Surprise endings with a terrific wallop. Perfect for strip scheduling! Filmed by the renowned Bernard Prockter, it spells "hard sell."

78 quarter hours



the FCC operates on the theory that "an irrefutable presumption is raised when newspaper ownership enters a case."

He asked what recourse the newpaper group had in the McClatchy case, in which the appeals court, in its decision backing the FCC's reversal of an examiner, said that although the examiner's decision "is strongly supported by proof," it saw no capriciousness or lack of substantial evidence in the FCC's reversal.

He said the FCC's disavowment that it discriminates against newspapers is "just a pious principle, and the sheer fact is that there is discrimination and there will continue to be discrimination unless Congress sees fit to speak."

Rep. Harris said Cranston Williams, general manager of American Newspaper Publishers Assn., has indicated he will testify on the bill later.

Patent Study Needed, Senate Group Reports

FURTHER investigation is necessary of the patent picture and the enforcement of the antitrust laws affecting patents in the "growing" electronics industry, according to a report by the Senate Patents, Trademarks & Copyrights Subcommittee headed by Sen. Joseph C. O'Mahoney (D-Wyo.).

The report called attention to antitrust actions of "major significance" and consent decrees involving electronics in the "past few years" and listed proposed legislation which will be submitted by Chairman O'Mahoney.

The subcommittee report noted that a government action has been filed against RCA charging an illegal patent pool in the electronics industry on patents acquired by RCA from GE, Westinghouse, AT&T and Western Electric.

Proposals for Action

The Senate group indicated it intends to submit the following legislative proposals for action by Congress:

(1) A statement of congressional intent that patents shall be issued only in accordance with the public interest, but shall not subsequently be held invalid except in clearly proved cases of fraud.

(2) Creation in the Dept. of Commerce of an agency to help inventors make their inventions more readily available to industry.

(3) The so-called 20-year bill to limit the term of a patent to 20 years from the date of filing of application and to not more than 17 years from the date of issuance.

(4) A bill to compel recording of license agreements.

(5) A bill permitting revocation of patents on motion of the Patent Office, interested persons or the attorney general.

(6) A bill to create so-called short-term or minor patents and patents of addition found in the laws of foreign countries.

(7) A bill for filing evidence of invention.

(8) A bill to simplify review of Patent Office decisions by eliminating one of the two alternative appeals now open to applicants.

(9) A bill requiring publication of interference counts after termination of the motion period and before taking of testimony so as to give warning to manufacturers of the possibility of delayed issuance of patents involved in interference between two applicants.

(10) A bill to establish a single court of patent appeals.

BUTLER ASKS EQUAL TIME EXEMPTIONS, BIPARTISAN SUPPORT OF STANTON PLAN

Democratic chairman, testifying before Harris subcommittee, endorses proposal for 'Lincoln-Douglas' debates with minor amendments to guarantee equal time to candidates of major parties and to make allowances for candidates of other parties that develop following.

DEMOCRATIC National Chairman Paul M. Butler told a congressional subcommttee last week he is in favor of CBS President Frank Stanton's proposal to exempt stations and networks from the "equal time" provisions of the Communications Act for certain programs in which political candidates appear.

The following day (Wednesday) he wrote Republican National Chairman Leonard Hall asking the latter's support in pushing for bipartisan support of the proposal (HR 6810 in the House, S 2306 in the Senate), and asked Mr. Hall to join him in a request to the networks for "several" hours simulcast time, if the bill is enacted.

Mr. Hall declined to take any immediate action on Mr. Butler's proposal, saying that the GOP Convention still is six months away and "I would not presume to speak for or commit the candidate of that convention on such a matter." He said Mr. Butler's letter apparently reached news media before it reached GOP headquarters.

In testimony Tuesday before the House Commerce Committee's Transportation & Communications Subcommittee headed by Rep. Oren Harris (D-Ark.), the Democratic national chairman said he favored the Stanton plan with these reservations: That the bill be amended to (1) guarantee equal treatment to candidates of the major political parties and (2) provide similar treatment of the candidate of any third party that develops a significant following.

Mr. Butler submitted a prepared statement [AT DEADLINE, Feb. 6], afterward answering questions from congressmen on the Stanton proposal to allow networks and stations to present a qualified political candidate on a news, interview, forum, debate or similar program without being required to furnish equal time to all his opponents as provided by the present law.

CBS has said the Stanton proposal will allow the network to present the leading presidential candidates in a series of "Lincoln-Douglas" debates without being required to give "equal time" to candidates of small splinter and minority parties. CBS Vice President Richard Salant, testifying before the House group [B•T, Feb. 6], said networks and stations will be constrained from favoring the candidate of one party over another by the public interest mandate of the Communications Act and by public reaction to any biased treatment.

Southern members of the subcommittee asked Mr. Butler's views on what sort of treatment a third party, such as the States Rights Party in the 1948 presidential elections, might receive. Mr. Butler said this would depend on how large the party became.

He said the bill might be amended to provide that a party becomes entitled to "equal time" benefits based on its showing at the polls at the last election, with Congress setting a minimum percentage of total votes to qualify a party for equal time. Or, if the party is a new movement, it might be judged by the number of names it can get on a petition. He mentioned the figure of 500,000 petitioners. These methods have been suggested by the *Washington Post* (WTOP-AM-TV) [B•T, June 20, 1955], except that the *Post* mentioned a petition of 200,000-300,000 names.

Rep. Carl Hinshaw (R-Calif.) thought the difficulty and expense of circulating such a large petition list would be a drawback and might be as costly as the free time to be received. He indicated he did not believe petitions are reliable, anyway.

Rep. Peter F. Mack Jr. (R-Ill.) brought up the question of sale to a congressional candidate of time by some stations at national spot rates, while other stations sell time at the lower local rates.

Rep. Joseph P. O'Hara (R-Minn.) said this situation happened to him in the 1954 elections but that the "radio people" corrected the situation. He didn't know about the "tv people."

Rep. Robert Hale (R-Mass.) suggested that the proposed amendment might be amended to apply to presidential candidates only, because "there is where we feel an injustice in the present situation." He indicated that, except in primaries, elections on the state level have little trouble from a large field of candidates of varying parties. He said perhaps these groups within a state might be required to qualify for equal time by a percentage of past votes or by petition.

Rep. Walter Rogers (D-Tex.) said he didn't



DEMOCRAT BUTLER

He favors the Stanton plan.

feel that a party should be treated unequally because of being small. Mr. Butler said the bill would not affect the rights of a minority party candidate to campaign, but would only give stations and networks the right to refuse him.

Asked by Rep. James I. Dolliver (R-Iowa) if he was in favor of time for political candidates at lower than commercial rates, Mr. Butler said he was, but that the broadcaster should get a "fair revenue" for his expenses.

Rep. John Bell Williams (D-Miss.) said there should be some sort of equal treatment for political issues, as well as candidates, but Mr. Butler said the Democratic National Committee is concerned only with candidates in regards to the present proposal.

In his letter to GOP National Chairman Hall, Mr. Butler asked Mr. Hall to join him, if the bill is enacted, in "urging all the networks to provide several hours during the campaign for a series of national 'town meetings' to place the presidential candidates of both parties before

the electorate in a debate to be simulcast by all of the networks."

This would enable voters to evaluate the candidates' personalities and the parties' programs without the distractions of commercial programs and free from the "partisan fervors" of broadcast and telecast campaign rallies, he wrote.

He said he felt that with Mr. Hall's help, the networks would agree to provide the requested time. He told Mr. Hall that "we must act promptly . . . in order that . . . this great project will be passed with bipartisan support in this busy session of the Congress."

Mr. Butler's statement said the present Sec. 315 (a) is intended to provide fair and equal political discussion on the air, but if anything, it has tended to inhibit such discussion because the equal time concept "has been imposed so literally as to defeat itself."

The radio-tv industry is provided no discretion or flexibility and not only must provide equal time for members of the two major parties, but also for all other candidates, "no matter how frivolous they may be." Thus, he said, the industry finds itself in an impossible position, since it is impractical to put all the candidates on the air. The end result is to put none on, which is against the public interest, he said.

He said approval of the proposed amendment would be an incentive for most radio-tv stations to expand their election year activities. He added he felt confident most network programs would "objectively and honestly" present leading candidates and issues of the major parties.

But what of the minority, he asked—the sponsor of a network news or forum program with "an axe to grind" or a local station owner who sees in the amendment "an out" to "load" such programs with guests from one party?

Referring to Mr. Salant's testimony the previous week, citing public reaction as a safeguard to one-sided programming, Mr. Butler agreed that "such justice would *eventually* result."

But a campaign is short, he said, and the persons misusing the amendment would be shrewd. This one-sidedness might at first go unnoticed and public furor over such "stacking" of programs might not mount to remedial action until the campaign had ended and it was too late.

Mr. Butler said he believed that if Sec. 315 (a) is to be amended, provisions "must also be included to make certain there is no abuse, in any area, of this proposed amendment." Such safeguards also could come from the industry itself, he said, in "a strongly-worded, dedicated code," with enforcement among members and others guaranteed by such an organization as NARTB.

Or better still, he said, there might be included in the amendment a guarantee of equal time for all candidates of the *major* political parties. He felt sure this could be done "with reasonable protection for established minority parties and also for new parties which may emerge on the national scene." In later testimony, he offered to draft such a provision.

He suggested some such system as that proposed last summer by the *Washington Post*. The *Post* suggested that a party might be given standing for equal time if its candidate polled 1 million votes at the last election or mustered 200,000-300,000 signatures on a petition. Mr. Butler also suggested this might be achieved by a party through a minimum percentage of the last presidential vote.

NARTB Chief Attorney Robert Heald, testifying Wednesday before the same congressional group (see page 86), said the organization is not taking a stand on the Stanton proposal because of differences among its board members.

All Stations Not in Position To Rule on Red Ties—Heald

NARTB last week objected to a bill (HR 3789) which would deny members of the Communist Party or those determined as subversives or members of subversive groups the "equal time" provided to political candidates under Sec. 315 (a) of the Communications Act.

NARTB Chief Attorney Robert L. Heald, testifying Wednesday before the House Commerce Committee's Transportation & Communications Subcommittee headed by Rep. Oren Harris (D-Ark.), said the "average licensee," particularly the smaller station, might have to have "a lawyer and a trained investigator" to prove a person is a member of such an organization and, in addition, would be asked to assume a judicial role. If he makes an erroneous determination, he also is open to liability for defamation, he said, and if he denies time erroneously, he would have to answer to the FCC for a violation of the equal time provisions of Sec. 315 (a).

He said that broadcasters would like to keep subversives off the air, but that the burden of determining their identities could better be placed on "some body better qualified to make these findings."



UAW COURT EDICT STIRS CAPITOL HILL

DECISION of a federal court in Detroit, dismissing an indictment charging United Auto Workers with illegal spending of union funds to support Democratic candidates in Michigan's 1954 election, drew repercussions on Capitol Hill last week.

Sen. Charles E. Potter (R-Mich.) said Congress will have to rewrite the Corrupt Practices Act if the ruling is sustained on appeal. "If unions can use their dues to make political contributions there is no reason why corporations can't use their stockholders' money for the same purpose," he said. "In my judgment, neither should be permitted to use money collected from members or stockholders against the will of some of the people from whom the money came."

Sen. Barry Goldwater (R-Ariz.) told the Senate the decision "opens the door for the influencing of federal elections by special interest groups which can make the wide-open corruption developed 50 years ago by the use of corporate funds seem trifling by comparison." He called for an immediate review of the law pertaining to federal elections to protect rights of citizens and to insure that members of unions will not be compelled, as the price of holding a job, to support, through their union dues, candidates or parties which they personally would oppose.

In his Feb. 3 decision Judge Frank A. Picard ruled the union did not violate the law when it sponsored a series of tv shows urging election of Patrick McNamara to the U. S. Senate and other Democrats to the House. The union was indicted July 20 by a federal grand jury, which charged the sponsorship violated the section banning political expenditures or contributions by banks, corporations or unions. While not ruling on constitutionality of the law, Judge Picard upheld the union position that sponsorship of the broadcasts did not constitute expenditures under the law.

Judge Picard said to call the acts illegal "would jeopardize not only the right of every newspaper to print any political editorial . . . advocating one adversary over another . . . but it also may make remarks or speeches of any delegate or representative to a convention or gathering (other than a political meeting) subject to this act, where the expenses of that delegate are being paid for by a union or corporation."

Hagaman, N. Y., Satellite Granted to Albany Uhf

WROW-TV Albany, N. Y., for which sale approval to Lowell Thomas and associates is still pending before the FCC, was granted a construction permit for a satellite operation on ch. 29 in Hagaman, N. Y. At the same time, the FCC authorized the ch. 41 station to increase its power from 269 kw to 513 kw.

The satellite, on a channel assigned to Gloversville, N. Y., will use 251 kw effective radiated power with an antenna 700 ft. above average terrain. WROW-TV programming will be aired in its entirety. It was estimated that construction cost and first year operating cost would total $158,000.

Both grants were made with the proviso that they not prejudice such action as the Commission might take in connection with the pending sale approval.



KTRK-TV's family tree

The happiest Kitty you e'er did see
With a dog and a mouse in her family tree

Houston's big families — buying families are making KiTiRiK's family of ABC shows their first choice. Not only first in Houston — but well ahead of national average! Mickey Mouse Club is up 51% and Rin Tin Tin 15% greater than national ratings.

This didn't just happen! KTRK-TV has become the *family station* in Houston with better shows and better showmanship for all the family. For Houston's best availabilities, Houston's best buy — call us or Blair-TV.

THE CHRONICLE STATION, CHANNEL 13
P. O. Box 12, Houston 1, Texas — ABC BASIC
HOUSTON CONSOLIDATED TELEVISION CO.
General Manager, Willard E. Walbridge
Commercial Manager, Bill Bennett
NATIONAL REPRESENTATIVES:
BLAIR-TV, 150 E. 43rd St., New York 17, N. Y.

SENATE QUESTIONS RADIO COMMERCIALS

Excessive commercialization and 'false or fraudulent' advertising criticized in Senate Commerce Committee hearing on television. Tv inquiry to resume Feb. 20 with FCC commissioners still testifying.

RADIO ADVERTISING—its content and its length—came under fire on Capitol Hill last week.

Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, revealed that he had asked the Federal Trade Commission what it was doing about "false or fraudulent" radio advertising.

Sen. A. S. Mike Monroney (D-Okla.) chided radio operators for "excessive" commercialization. He said that it was his experience driving across his state that broadcasters were giving "three minutes of entertainment in every 15 minute program."

Joined by Sen. John O. Pastore (D-R. I.), the three Democratic senators peppered FCC Chairman George C. McConnaughey with caustic remarks about alleged commercial abuses on the radio.

The subject led off the second open hearing last Tuesday in the Senate Commerce Committee's investigation of television. The two-and-a-half-hour session, conducted before a standing room only audience of Washington and out-of-town broadcasting representatives, was the resumption of the public hearing phase of the committee's inquiry in the vhf-uhf problem. The first was held three weeks ago [B•T, Jan. 30].

The hearing will resume Feb. 20 with FCC commissioners still on the witness stand. It is expected to continue through Feb. 21. Sen. Magnuson said he had 40 pages of questions collected from all members of his committee and staff to ask the FCC. He said he also hoped to take up the question of political broadcasting and to discuss the equal time provisions of the Communications Act.

Political broadcasting is one of the subjects on which a subcommittee of the House Commerce Committee has been holding hearings (see story, page 81).

Bulk of last week's session was devoted to completion of the prepared testimony by Mr. McConnaughey on what the FCC is doing to ameliorate the plight of uhf.

Sen. Magnuson called on the FCC to speed up its decision in the current allocations proceedings (see separate story, page 48). He repeatedly called on the commission to "vote."

In announcing that he had asked the FTC about radio commercials, the Washington senator said he was getting a little irritated about what he hears on the radio. "Call Sterling 3-6700," he intoned, mimicking a radio announcer amid laughter from the audience, "and get a tv set free of charge. Use it for 10 days. There is no obligation!" He then added: "I'd like to see the average person try and do it. The public is being bilked by these fantastic offers. Gimmicks, that's all they are, gimmicks."

A spokesman for the FTC acknowledged that it had received Sen. Magnuson's letter. He indicated that a reply had been sent.

The FTC regularly receives from individuals, business firms and others, complaints about false advertising. The federal agency checks on the validity of such charges, and if violations are found, moves against the advertiser.

Every three months, the FTC requests from all stations transcripts of commercial continuity for a selected 24-hour period. The FTC selects this date. Networks send copies of all their continuities for a selected eight day period once a month to the FTC. These are studied for possible violations.

Film and recorded advertising are checked by the FTC by having stations submit a list of advertisers. The agency checks these groups for advertising records, legitimacy of product.

The material submitted by the broadcasting medium is checked by FTC attorneys. The agency does no monitoring on a regular basis.

Sen. Monroney's concern was more on the length of commercials. Sen. Monroney observed that he had noted advertising excesses on radio since the advent of television. He said radio today seems to be 50% commercial and 50% entertainment. He asked Chairman McConnaughey whether the FCC had any rule regarding the length of commercials. Mr. McConnaughey said the FCC could only judge program balance at renewal time every three years. In answer to Sen. Monroney, Mr. McConnaughey said that he thought three minutes of commercials in every 15 minute program might be a good rule of thumb. The FCC chairman said NARTB has a code which spelled out such times.

The hearing was enlivened by Sen. Pastore's repeated statements that all he wanted was to see three vhf channels assigned to Rhode Island. At one point, the Rhode Island Democrat bluntly stated: "That's right, you cooperate with us and we'll cooperate with you."

The peppery Rhode Islander urged that all localities, large and small, have at least three outlets for network programs, and one local station. He asked whether additional vhf channels could not be procured by cutting back present vhf stations' power. "Too much power in some cities means no service in neighboring communities," he declared.

Sen. Pastore quizzed Mr. McConnaughey on tv time rates. He figuratively threw up his hands when it was observed that a 15-minute program on some stations might cost as much as $800-$900. This forecloses the corner grocery store from advertising, he observed. At the same time, those who do spend that much on time might only be interested in a particular community, not a whole area, he added.

Mr. McConnaughey said that there were 37.5 million tv sets in use. Of these, he estimated 7 million were equipped for uhf. Asked why manufacturers were not making all purpose receivers, Mr. McConnaughey said he presumed it was because of the competitive position in receiver sales. It cost about $30 additional to make an all-channel set compared with a vhf-only receiver, he explained.

The conversion problem brought a suggestion from Sen. Monroney that perhaps Congress ought to appropriate funds so that the FCC could develop a low cost converter. This was answered by FCC Chief Engineer Edward W. Allen Jr., who stated he thought the idea impracticable. Converter development is keyed to tube development, Mr. Allen told the Senators, and would require a major investment in complicated equipment. Mr. Allen, in answer to Sen. Monroney, said he had no evidence that manufacturers were dragging their heels in the development of uhf.

In answer to suggestions that the FCC get busy and make decisions on pending hearing cases, Mr. McConnaughey declared that that problem would be over in another 12 months. He pointed out that the FCC had already gotten tv to more than 90% of the people. Only 35-40 cases were left, he said, and then the whole problem would be over. "This is all much ado about nothing," he said.

Mr. McConnaughey's comment came after Sen. Magnuson had repeatedly called on the Commission to "act," and Sen. Monroney had attacked the Commission as "muscle-bound."

It was Congress that made the FCC muscle-bound, Mr. McConnaughey retorted. He referred to the protest provisions of Sec. 309 (c) of the Communications Act, passed by Congress in 1952. This was amended last month to give the FCC greater discretion in passing on protests.

The Senators expressed surprise when Mr. McConnaughey said he did not think that one vhf outlet in a uhf market would "kill" the uhf stations.

Doerfer's Views

Strong stand was taken by Comr. John C. Doerfer in his discussion of the principles of the 1952 Sixth Report and Order which established the basis for television allocations.

The two top priorities—that there should be service to all people and that there should be multiple local services—are "antithetical," Mr. Doerfer stated. Today, the problem is one of economics, he said.

Basically, he said, his concern is with the people in the perimeters of a city's station. The key question, he declared, is whether the Commission must encourage local competition, disregarding rural and country service, or plump for wide area coverage even if it means lessened competition in the market.

Deintermixture is not the answer, the Wisconsin commissioner declared. Deintermixture will only subtract intermixed markets, give manufacturers less incentive to make all-channel sets. "A year ago," he said, "the problem was conversions; now it's programs."

If boldness is required, Comr. Doerfer stated, then some of the vhf channels could be taken out of the larger cities. "Let's go all the way," he said.

Last year Comr. Doerfer proposed that the FCC deintermix major metropolises (like New York, Chicago and Los Angeles) by making them all uhf [B•T, July 25, 1955].

There was general assent when Mr. McConnaughey expressed the hope of the FCC that it will be possible to retain both vhf and uhf.

Among other features of last week's hearing:

• Sen. Magnuson said he expects an allocation plan from Dr. Edward Bowles and his "engineering" committee [B•T, Jan. 30, Feb. 6] sometime in May. Sen. Magnuson said that he hopes to submit it to the FCC as a "guide" in its own deliberations on tv allocations.

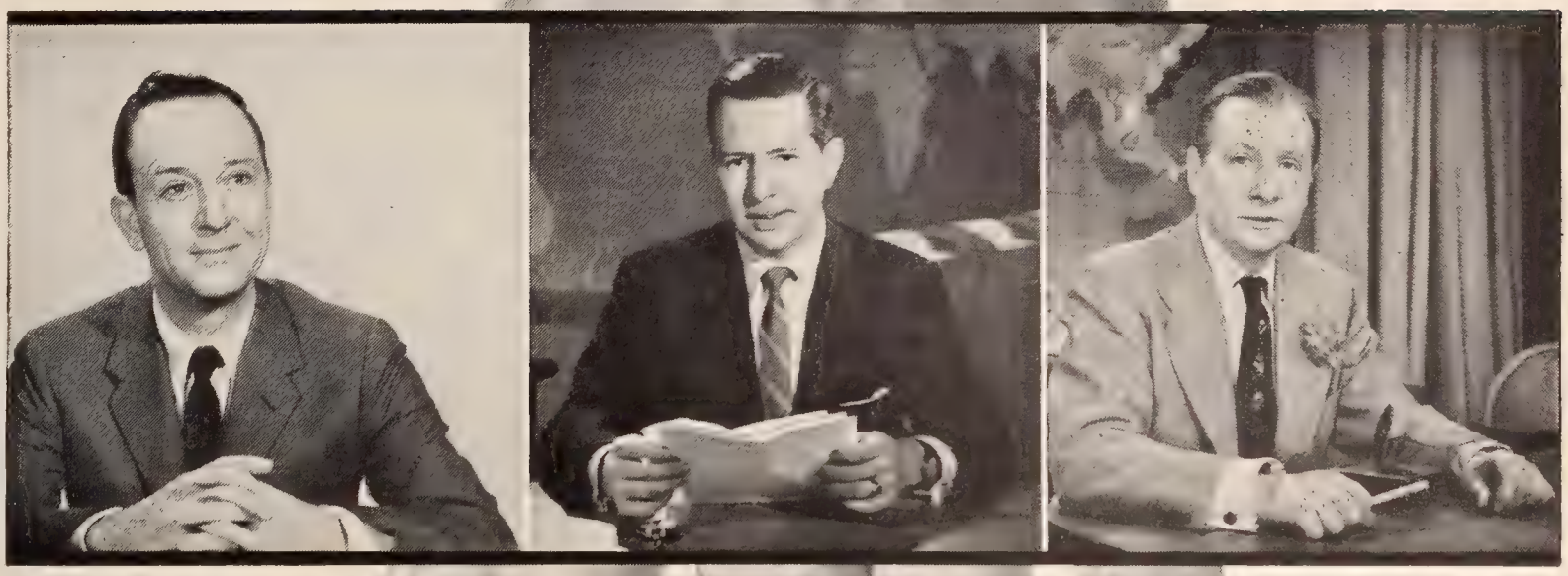
• Maybe its time to take another look at AT&T's wire charges, Sen. Magnuson observed, after Chairman McConnaughey finished dis-

Resumes Feb. 20

FOLLOWING the resumption of its open hearings on television Feb. 20, the Senate Commerce Committee will pick up again with four days of all-day sessions the week of Feb. 27, Chairman Warren G. Magnuson (D-Wash.) said Thursday.

At that time, representatives of the industry and the general public will be scheduled to appear, Sen. Magnuson said. He issued an invitation to individuals and organizations wishing to present views to write to him.

Among the subjects to be taken up, the senator said, would be uhf-vhf problems, allocations, subscription tv, network practices, service to smaller communities and FCC procedures.



(Left) John Daly
American Broadcasting Company

(Center) Douglas Edwards
Columbia Broadcasting System

(Right) John Cameron Swayze
National Broadcasting Company

"We now switch you to..."

In the split second after one of these famous commentators completes this sentence, you and millions of other viewers are whisked to Washington or Los Angeles or anywhere else news is popping. The electronic miracle of television has given you a center aisle seat on the passing scene.

But behind this miracle are the skills of Bell System and network technicians. These highly trained craftsmen blend the technical ability of an engineer with an actor's unerring ear for cues.

Precisely on cue, push buttons are operated to make the connections that switch the television scene from one city to another. And Bell System technicians are receiving cues from several networks at once.

To help them, the Bell System receives operating instructions from the networks which give all the necessary information on switches. This information is sped to 130 Bell System television operating centers throughout the nation by private line telephone and teletypewriter systems.

This co-operation between network and telephone company . . . and the teamwork along the Bell System lines . . . assure the American viewing public the smoothest programming and the best television transmission it is possible to provide.

BELL TELEPHONE SYSTEM

Providing transmission channels for intercity television today and tomorrow

Uhfs Get Extension

SIX MONTH's dispensation for all uhf stations with outstanding construction permits, was granted by the FCC last week. This moves up from Jan. 16 to July 16, 1956, the deadline for uhf stations to commence construction. After July 16, in order to have their permits extended, stations will have to show clear indication that they intend to build.

cussing the question of privately owned radio relays for interconnection.

• Resolutions asking for more vhf channels in their states were submitted by Congressional delegations from Connecticut and Massachusetts. They also requested that if additional vhf assignments were impossible that the FCC do all it can to "minimize vhf competition to uhf stations."

• Discussion of FCC's proposed "translator" service [B•T, Jan. 16] brought estimates from Chairman McConnaughey that a final decision should be out early in April. Manufacturers will have equipment on the market shortly thereafter, it was explained, with costs running about $1,000 for equipment. It was also explained that translators would be cheaper than boosters in the aggregate, because they would not have to be engineered as tightly. Translators are satellites which pick up a big city station's signal, amplify it, convert it to a uhf channel, and rebroadcast it with low power. A booster takes the mother station's signal and rebroadcasts it after amplification. This would require more careful engineering to prevent interference, it was explained.

STATIONS' LIABILITY FOR DEFAMATION NEEDS REMEDY OF FEDERAL LAW—HEALD

NARTB's chief attorney testifies before congressional subcommittee on vulnerability of stations handling political candidate speeches, citing conflict between Communications Act and state laws.

SUPPORT for a bill to relieve broadcasters of liability for defamatory statements made on their facilities by political candidates was registered last week by NARTB Chief Attorney Robert L. Heald in testimony before a congressional subcommittee.

Testifying Wednesday on HR 4814, which would relieve the broadcaster from liability except in cases where he or his employes "participate in such broadcast wilfully, knowingly and with intent to defame," Mr. Heald said broadcasters now are on the horns of a dilemma.

He told the House Commerce Committee's Transportation & Communications Subcommittee, headed by Rep. Oren Harris (D-Ark.), that on the one hand the broadcaster is prohibited from censoring a political candidate's speech at the risk of losing his license; on the other, he may be subject to liability under state law if he permits broadcast of defamatory matter by a political candidate.

Although the FCC has held that the Sec. 315 prohibition against censorship relieves the broadcaster of liability, the Nebraska Supreme Court and a New Hampshire lower court have held that the censorship provision is concerned only with words as to their "political and partisan trend" and not with censorship of defamatory material, Mr. Heald said.

Mr. Heald said federal legislation is the only "practical" means of removing the broadcaster's dilemma.

He said 36 states have enacted legislation which lessens liability, but some of the statutes do not completely solve the problem. He said state remedial action is slow and never will be effective until identical legislation is adopted by all 48 states.

Rep. Carl Hinshaw (R-Calif.) said that in view of a broadcaster's responsibility in the public interest, he should have the right to refuse to broadcast defamatory statements by candidates. He said that despite the no-censorship provision, there "is a fine line and we ought to try to draw it" so as to give the licensee "the right to shut off" defamatory remarks.

Mr. Heald said it is station practice for a licensee to read the candidate's speech and suggest changes where defamation is indicated, but if the candidate refuses to change his remarks the station is powerless.

The only loophole for the licensee is when a candidate is first to use station facilities among those running for the same office, he said. In that case, the station can deny him the facilities, but must also deny all other candidates the same privileges, regardless of the contents of their speeches, under the "equal time" provisions of Sec. 315 (a) of the Communications Act.

Rep. Walter Rogers (D-Tex.) said there is some question that state courts, which have jurisdiction in all libel and slander cases, might have this jurisdiction mitigated if a federal law were passed relieving broadcasters from defamatory statements in such cases.

Mr. Heald told Rep. Harris that the 36 states which have enacted exemption laws for stations have adopted, in varying forms, some or all of a model statute drafted by the NARTB. He said he would furnish resumes of each state's version to the subcommittee. He told Rep. James I. Dolliver (R-Iowa) that, since state laws vary and some broadcasts go into several states, the injured party or prosecutor could "choose his own forum" for redress.

Asked by Rep. Dolliver how a complainant could prove that the candidate had colluded with the broadcaster wilfully and with intent to defame, Mr. Heald said the errant political candidate usually would be glad to share liability with the broadcaster and that a "complete record" must be kept of the transaction.

Rep. Hinshaw said the fact the broadcaster reads the candidate's speech may constitute collusion, if he does not warn the candidate of the defamatory nature of the speech.

Mr. Heald said he knew of no license revocations or denials of renewal because of refusal to allow a candidate to broadcast defamatory remarks, but that the FCC has held in the Port Huron case that a station's license is subject to revocation if he censors or rejects the candidate's speech in deleting defamatory matter. He said he knew of few slander suits brought because of political speeches; that broadcasters usually are able to persuade candidates to revise their remarks.

Rep. Flynt said he felt that the fact a station shares responsibility for defamatory statements might make the broadcaster more careful in exercising every power to prevent defamation;

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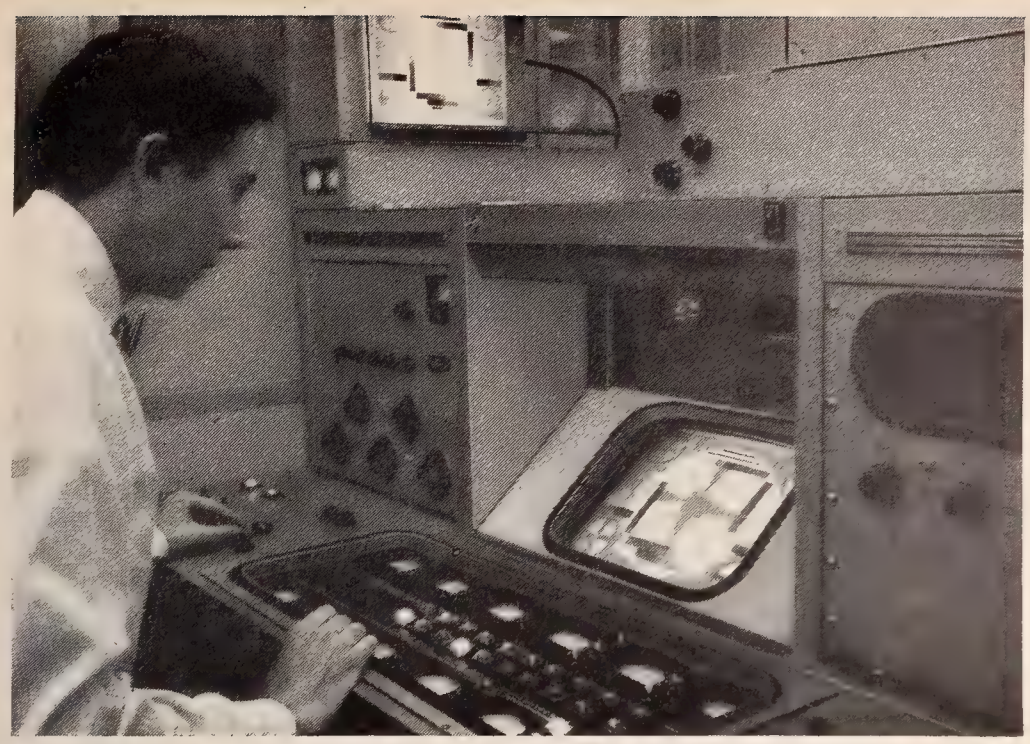
Take El Paso (5th largest city in Texas) ... add to it Southern New Mexico and Juarez, Mexico ... and you have one of the nation's largest trading areas. In 1954, residents of this area had $1,619,523,000 *after taxes* to spend on consumer goods. AND 1955 was even greater!
These are BUYING DOLLARS ... dollars that buy Homes, Automobiles, Clothing, Appliances, Food, Drugs — dollars that could buy your product.
You can only get your full share of this vast, rich market by using KROD-TV ... because KROD-TV is the only El Paso television station that effectively covers this entire market.

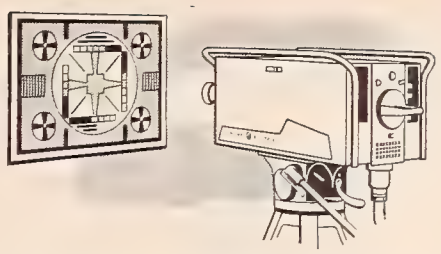
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buy KROD-TV

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Dorrance D. Roderick, Pres.; Val Lawrence, V.-Pres. and Gen. Mgr.; Dick Watts, Gen. Sales Mgr.





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More hours of efficient tube life: this is target of effort backed by General Electric's full resources and facilities!

IMAGE-ORTHICON improvement by General Electric is a threefold program. The aim: a bonus to you of better performance with every G-E camera tube you purchase!

First comes basic research at the General Electric Research Laboratory, directed toward fundamental tube advancements. Second, G-E tube engineers translate these into design improvements in the product. Third, an extensive test program, with TV stations actively participating, keeps check on G-E image-orthicon performance, and pinpoints those phases where research and development will further extend efficient tube life.

In connection with G.E.'s test program, the valuable help received from TV-station engineers in reporting how they cycle camera tubes, what target voltages and studio lighting they use, will pay dividends to broadcasters later in the form of operating recommendations from General Electric. Stations will be kept posted on ways to achieve top image quality and realize maximum efficient camera-tube life.

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General Electric Research Laboratory, Schenectady, N. Y., constantly studies new concepts, methods, and materials that will mean better image orthicons and longer efficient tube life.

that the present law causes the licensee to take an "additional" interest in the subject. He said he believes this helps safeguard the public interest to a great degree.

Mr. Heald conceded that this might be true, but that a station must exercise every care to maintain its goodwill in the community. He said it is possible for a candidate, who loses all sense of restraint, to "practically ruin" a station.

At Mr. Harris' request, Mr. Heald agreed to furnish congressmen with a schedule of rates for station insurance against defamatory statements broadcast on a station.

Contempt Finding on FCC Denied by Appeals Court

THE FCC is not going to be cited for contempt of court.

The appeals court in Washington last week turned down a request by WSAY Rochester, N. Y. (Gordon P. Brown), that the federal agency be found in contempt because it had not moved to order ch. 10 sharetime stations WHEC-TV and WVET-TV Rochester off the air following a court decision in favor of a protest by WSAY.

Under the then provisions of Sec. 309 (c), when a protest was accepted, the grant involved had to be stayed. This would have meant taking off the air the two sharetime stations which have been operating for more than two years. Last month, Congress passed and the President signed a revision of this provision giving the FCC greater discretion in such matters.

In asking for the contempt citation, WSAY claimed that the FCC wilfully "lost" the appeals court's mandate, so that it did not act in compliance with the existing rules. The Commission denied that it had purposely "mislaid" the document, said that it normally has a reasonable length of time to comply. Since a change in the law was impending, the Commission said, it had every right to hold up immediate action pending the outcome of Congressional legislation.

Tampa Ch. 13 Grant Affirmed by U. S. Court

FOR the third straight decision in a comparative television appeal, the U. S. Court of Appeals in Washington upheld the FCC. Last week a three-judge appellate court affirmed the FCC's choice of Tampa Television Co. for ch. 13 in that Florida city.

The appeals had been brought by Tampa Times Co. (WDAE-AM-TV-*Tampa Times)* and Orange Television Broadcasting Co., unsuccessful applicants for the ch. 13 facility. Basic attack was on the past broadcast record of W. Walter Tison, one time owner of WALT Tampa, and 20% stockholder-general manager of Tampa Television (now WTVT [TV]). The FCC favored Tampa Tv because of integration and diversification issues.

The court said it did not find the Commission arbitrary and capricious. "While the underlying factors may have been conflicting and subject to different ultimate inferences, the result was reasoned and, we think, well within the bounds of permissible judgment."

"So long as it observes all procedural requirements," the court said of the FCC, "considers the issues, reaches reasoned conclusions, and renders reasoned judgment, courts cannot superimpose their opinions upon these matters."

In recent opinions, the appellate court has upheld the FCC in television grants in Sacramento and in another Tampa-St. Petersburg case.

Chattanooga V Grant Goes to Mountain City

PAST BROADCAST RECORD carried just enough weight to tip the scales in favor of Mountain City Tv Inc., of two competing bids for ch. 3 at Chattanooga, Tenn., the FCC ruled last week. The Commission, by a 4 to 2 vote (Comr. Doerfer abstaining), in effect supported two initial decisions favoring the Mountain City applicant and denying the competing applicant, WDOD Chattanooga. FCC Chairman George C. McConnaughey and Comr. Robert E. Lee dissented, with Mr. Lee issuing a statement.

The two previous decisions in the ch. 3 contest were issued by FCC Hearing Examiner J. D. Bond. In 1954, Mr. Bond recommended Mountain City for the grant, basing his preference on program proposals. About a year later, Ramon G. Patterson, 50% owner of Mountain City, sold 80% of his 100% interest in WAPO-AM-FM Chattanooga. A condition of the sale was that Mr. Patterson would be retained as WAPO manager for two years and would not be dismissed until final determination of the Mountain City tv case.

On petition by WDOD, the FCC ordered the record reopened to determine, as WDOD contended, whether Mr. Patterson's radio and tv duties and interests would conflict. Mr. Bond, in a supplemental initial decision, determined that the extended hearing had produced no evidence to alter his original conclusion [B•T, Nov. 14, 1955].

The two applicants were found by the FCC to be substantially equal in all respects, including program proposals which were held to be determinative by the hearing examiner. But the Commission found that WAPO's past broadcast record was superior to WDOD's and gave more promise that the tv proposals would be effectuated. Neither applicant's broadcast record was unduly praised by the Commission, which found that both had gone astray from representations made in previous renewal applications.

Multiple Station Sales Filed for FCC Approval

APPLICATIONS for FCC approval of ownership changes in a group of Rocky Mountain radio and tv stations were filed last week. Involved are the Frank C. Carman-Grant W. Wrathall-O. and Sharon Lee Powers interests in KUTA and KUTV (TV) Salt Lake City; KLIX-AM-TV Twin Falls, Idaho; KGEM Boise, Idaho and KOPR Butte, Mont.

KUTV, ch. 2, ABC, now owned 50% by the *Salt Lake Tribune* and 50% by the Carman-Wrathall-Powers group, is being sold for $1,033,333 to KUTV Inc. KUTV Inc. will be 50% owned by the *Ogden* (Utah) *Standard-Examiner* (A. L. Glasman), 35% by the *Salt Lake Tribune,* and 15% by Mr. and Mrs. George C. Hatch. Mrs. Hatch is the daughter of Mr. Glasman. The sum of $350,000 of the over $1 million purchase price is allocated to the *Salt Lake Tribune,* which will end up owning 35% of the new licensee instead of the 50% ownership it now holds.

KLIX-AM-TV Twin Falls, Idaho, now 50% owned by the J. Robb Brady group and 50% by the Carman-Wrathall-Powers group, is being sold for $95,598 to KLIX Corp. KLIX Corp. will be owned 100% by the Glasman family. KLIX-TV operates on ch. 11 and is affiliated with all three tv networks.

The 75% ownership of KGEM Boise, Idaho, now owned by Carman-Wrathall-Powers group, is being sold for $64,356 to Gem State Broadcasting Corp., owned 100% by KLO Ogden, Utah (Glasman).

Two-thirds interest in KOPR Butte, Mont., now owned by the Carman-Wrathall-Powers interests, is being transferred for $40,000 to the Salt Lake City Broadcasting Co., licensee of KALL there. KALL is owned by Mr. and Mrs. Hatch. Ed Cooney, KOPR manager, will own one-third.

KUTA to be called KLUB when assignments are approved) will be 100% owned by Mr. Carman, who is buying out his associates.

In addition to KLO, the Glasman interests also own KIMN Denver and 40% of KMON Great Falls, Mont.

In announcing the filing of the applications Mr. Hatch reported that no staff changes are contemplated in the acquisitions. Brent Kirk remains as manager of KUTV; Frank C. McIntyre, KLIX; Merrill L. Skinner, KGEM, and Ed Cooney, KOPR.

Also involved in these transactions are the Carman-Wrathall-Powers holdings in KWIK Pocatello and KIFI Idaho Falls, both Idaho. At present, KWIK is 25% owned by the J. Robb Brady group and 25% owned by the Carman-Wrathall-Powers interests. KIFI is now owned 50% by the Brady interests and 50% by the Carman-Wrathall-Powers group. The Brady group is buying out the Carman-Wrathall-Powers interests in both instances. Applications are due to be filed soon.

Redding Tv Bid Withdrawn By Sacramento Broadcasters

A REQUEST to withdraw as an applicant for ch. 7 at Redding, Calif., was filed with the FCC last week by Sacramento Broadcasters Inc., licensee of KXOA-AM-FM Sacramento. If Sacramento's withdrawal is approved by the Commission, Shasta Telecasters Inc. will remain as the sole applicant for the Redding vhf channel.

The Shasta and Sacramento applications had been designated for a consolidated hearing which was scheduled to get underway the 24th of this month.

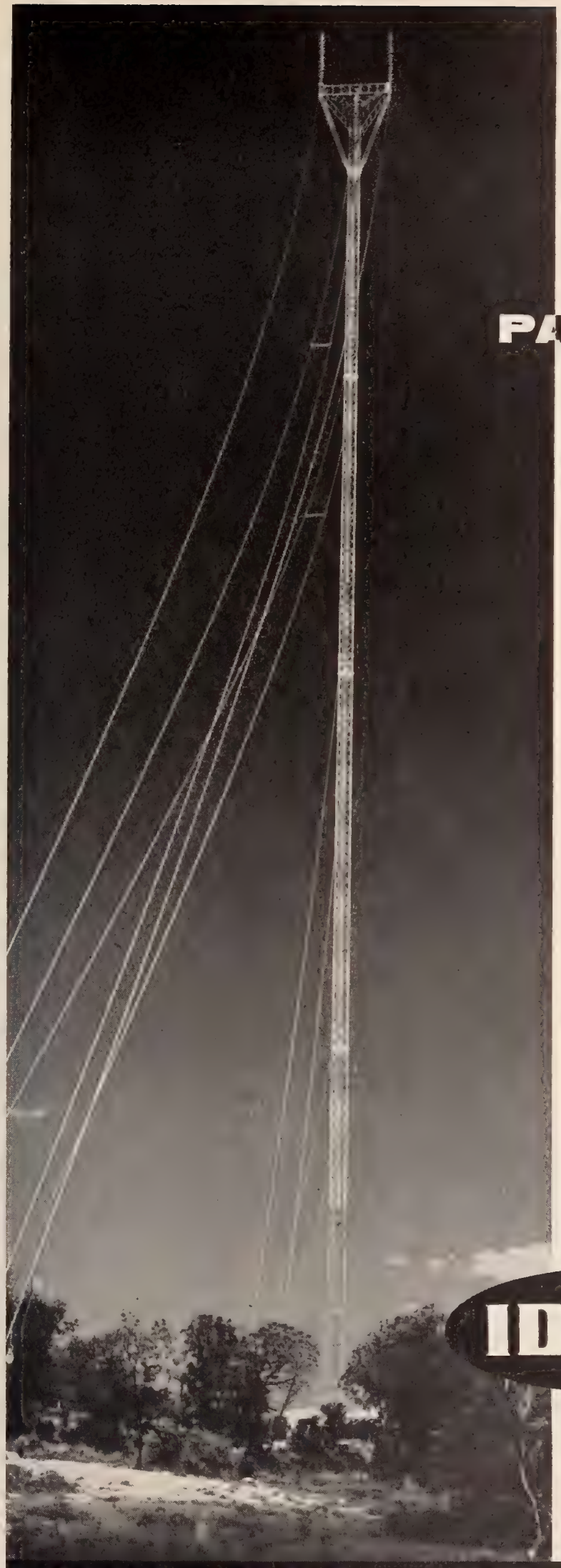
In asking to have its application dismissed, Sacramento said because of the size of the market the applicant did not deem it economically prudent to engage in a long, expensive hearing. Its withdrawal will pave the way to an earlier start for Redding's first local tv service, Sacramento pointed out. In withdrawing, no considerations were received or expected, Sacramento stated. Sacramento Broadcasters is 100%-owned by Lincoln Dellar, 25% owner of KJR Seattle.

Mo., Okla. Applicants Get Grants for New Am Outlets

CONSTRUCTION PERMITS for new am stations in Lexington, Mo., and Henryetta, Okla., were approved by the FCC last week.

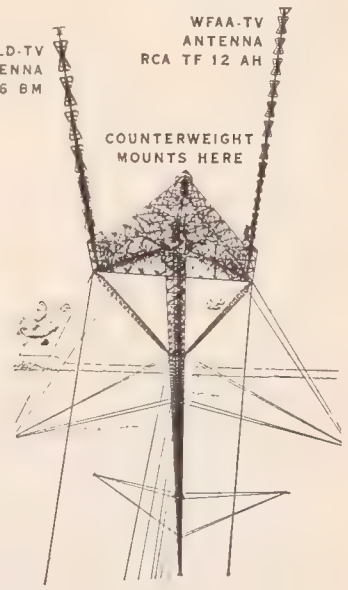
Lexington Broadcasting Co. will operate on 1570 kc with 250 w daytime only. The grant was made subject to acceptance of interference that may result from grants to W. W. Broadcasting Co. or Marshall Transmitter Inc. applicants for the same frequency in Marysville, Kan. Lexington principal Ralph E. Meador (50.3%) is a Gates Radio Co. engineer. An application by Jerrell A. Shepherd to operate on 1430 kc, 500 w daytime in Lexington is still pending.

The Henryetta permittee is the Henryetta Radio Co. which is to operate on 1590 kc, 500 w day. Principals include General Manager J. Leland Courley (48%), president-publisher-



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The Road

Or what paved the way for sixty-one million cars?



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WHEN you drive anywhere in America today it isn't an adventure.

You no longer jolt down unmarked and uncharted roads in uncertain cars. Roads that are bottomless mudholes or rock-ribbed ruts.

But your father did. For a mere forty years ago there were hardly 4,000 miles of paved roads in this country, and not quite 2,500,000 automobiles to go anywhere on them.

What changed the picture so quickly to 300,000 miles of smooth highways and over 61,000,000 vehicles? For one thing, the simple need for American business to make a profit.

Example: the automobile manufacturers. Trying to sell more cars and make a profit, they made constantly better cars. The better the cars became, the more people bought them. The more people bought cars, the greater the need for safe roads. And we built them.

Example: the oil companies. We had to make a profit, too. So after we refined the gasoline we scraped the bottom of the barrel of crude oil and made asphalt. At first it was a primitive blacktop that was poured right on the road. But to sell it in competition with costlier materials, we kept improving it.

Result: today heavy-duty asphalt covers eight out of every ten miles of American roads. Today, too, our expanding economy calls for a third more miles of new, wider and safer highways.

Your taxes will pay for these new roads, so we hope they're built of asphalt. It does everything any costlier material does. It can save you as much as $78,848 per mile. It's proved itself in paving the way for sixty-one million cars.

* * * *

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BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 12

Bristol, Va.-Tenn., ch. 5; Canton, Ohio, ch. 29; Corpus Christi, Tex., ch. 10; Miami, Fla., ch. 10; Norfolk-Portsmouth, Va., ch. 10; Omaha, Neb., ch. 7; Peoria, Ill., ch. 8; Seattle, Wash., ch. 7; Springfield, Ill., ch. 2; Jacksonville, Fla., ch. 12; Raleigh, N. C., ch. 5.

AWAITING ORAL ARGUMENT: 9

Boston, Mass., ch. 5; Charlotte, N. C., ch. 9; Hartford, Conn., ch. 3; Indianapolis, Ind., ch. 13; New Orleans, La., ch. 4; Orlando, Fla., ch. 9; Paducah, Ky., ch. 6; San Antonio, Tex., ch. 12; St. Louis, Mo., ch. 11.

AWAITING INITIAL DECISION: 3

Hatfield, Ind. (Owensboro, Ky.), ch. 9; McKeesport, Pa. (Pittsburgh), ch. 4; San Francisco-Oakland, Calif., ch. 2.

IN HEARING: 12

Beaumont-Port Arthur, Tex., ch. 4; Biloxi, Miss., ch. 13; Caguas, P. R., ch. 11; Cheboygan, Mich., ch. 4; Clovis, N. M., ch. 12; Elmira, N.Y., ch. 18; Mayaguez, P.R., ch. 3; Onondaga-Parma, Mich., ch. 10; Pittsburgh, Pa., ch. 11; Redding, Calif., ch. 7; Toledo, Ohio, ch. 11; Lead-Deadwood, S. D., ch. 5.

60% owner of the *Henryetta Daily Free-Lance,* and president-33% stockholder of the *Hugo* (Okla.) *Daily News,* and Charles E. Engleman (12%), president-publisher-majority owner of the *Clinton* (Okla.) *Daily News,* secretary-majority stockholder of the *Edinburg* (Tex.) *Review* and secretary of the *Free-Lance* and *Hugo Daily News.*

Lamb Asks Speedy End To WICU (TV) Renewal Case

ORAL ARGUMENT on license renewal proceedings involving his WICU (TV) Erie, Pa., would only drag out already "unnecessarily protracted" proceedings, broadcaster-publisher Edward Lamb informed the FCC last week. Mr. Lamb said he was foregoing an oral argument request in order to hasten the conclusion of the case. The Broadcast Bureau already has indicated it would pass up oral argument unless Mr. Lamb requested it [B•T, Jan. 30].

Mr. Lamb's sentiments were contained in a reply to Broadcast Bureau exceptions to the WICU initial decision handed down by FCC Hearing Examiner Herbert Sharfman. Mr. Sharfman recommended license renewal for the Erie station and rejected Broadcast Bureau allegations that Mr. Lamb lied when he told the FCC that he never had communist ties.

The reply said that Mr. Lamb and station licensees in which he holds interests, whose license renewals have been held up pending a final decision in the WICU case, "have suffered, and continue to suffer, economic harm beyond calculation." The "economic and social harm done Mr. Lamb can never be repaired," the reply said, and "a favorable decision by the Commission, if rendered immediately, can do partial justice only."

Tower Buys WDYK for $60,000

TOWER REALTY Co., licensee of WCUM-AM-FM Cumberland, Md., filed an application with the FCC last week seeking approval for the purchase of WDYK Cumberland for $60,000. WDYK, operating on 1230 kc with 250 w unlimited hours, is presently owned by the Western Maryland Broadcasting Co. WCUM is on 1490 kc with 250 w unlimited. Tower plans to exchange frequencies with WDYK and thereafter to relinquish WCUM's present facility.

TREYZ REMINDS ANPA OF OWN FINDINGS

TvB president in speech before Philadelphia advertising club says newspapers won't be allowed to forget their 'highly respected but now repressed' research several years ago.

THE American Newspaper Publishers Assn.'s Bureau of Advertising, which a fortnight ago laid out plans for a "frontal attack" on tv [B•T, Jan. 30], last week was confronted with some of its own—but earlier—words.

Speaking before the Television and Radio Advertising Club of Philadelphia last Thursday, President Oliver Treyz of the Television Bureau of Advertising said: "The new anti-television campaign of the newspapers' bureau is magnificently hoist on the petard of its own readership studies.

"In the pre-television era, when the newspapers' Bureau of Advertising sold constructively, it published a booklet called 'More Power in Newsaper Ads.' The first paragraph said: 'To help advertisers make their advertising more productive, hence more profitable, the newspaper industry in 1939 made the down payment on a far-reaching investment in objective readership research.'

"TvB won't let the newspapers forget their own highly respected but now repressed study of readership—nor that before the coming of television the newspapers' bureau itself said 'an ad can't sell the woman who doesn't read it' and then acknowledged that 'millions of lines of space are invested in ads . . . with close to rock-bottom readership ratings.'

"This 'forgetting' is particularly interesting when you note that it started when tv first began to hurt . . . and it's particularly unfortunate when you recall that the newspapers' Bureau of Advertising itself financed this study conducted by the Advertising Research Foundation."

Mr. Treyz said this earlier newspaper study had been "resurrected" with the cooperation of ARF and that a limited number of copies are now available through TvB to its members.

He reiterated TvB's policy of avoiding negative attacks on newspapers and of selling tv on its own merits. But this, he said, "does not mean that TvB will ignore misstatements of fact and misrepresentations about television. For example, TvB rejects the newspaper bureau's new practice of comparing the outside dimensions of newspaper circulation (Audit Bureau of Circulations) with the inside dimensions of television viewing as reflected by ratings.

"We do not intend to let them get away with this type of unscientific comparison which relates the *potential* readership of newspapers with the *delivered* audience of individual television programs and which conveniently overlooks the facts of newspaper readership which can have the effect of reducing the circulation of a typical advertisement by 90%."

Mr. Treyz outlined for the Philadelphia Club some of the productive uses of television as they might be applied to the needs and problems of many Philadelphia advertisers.

Newspaper Customer

THE tv-needling Bureau of Advertising of the American Newspaper Publishers Assn. may find itself jabbing a few of its good customers. According to the bureau's own figures last week in New York "radio and television stations used newspapers to a 14.8% greater extent [in 1955] than in 1954." Linage bought in 228 newspapers in 110 cities last year by radio-tv stations were 21,152,856 lines compared to 1954's 18,425,108 lines. The 1955 newspaper linage purchased by radio-tv was about twice that of magazines and 20 times that of newspapers.

Calif. Broadcasters Elect George Greaves

GEORGE GREAVES, staff executive, KRCA (TV) Los Angeles, was elected president of the California State Radio & Television Broadcasters Assn. last Monday at its annual meeting, held in Hollywood. He succeeds Philip G. Lasky, general manager of KPIX (TV) San Francisco, who was elected first vice president.



MR. GREAVES

Frank Burke, president, KPOP Los Angeles, was elected vice president for radio while Harold See, station manager, KRON-TV San Francisco, was named vice president for tv. Robert McAndrews, vice president-commercial manager, KBIG Avalon, is the new secretary-treasurer. Directors elected include John H. Schacht, vice president-general manager, KBET-TV Sacramento, District 1; Mr. See, District 2; Gene Chenault, manager, KYNO Fresno, District 3; Mr. Greaves, District 4, and Mr. McAndrews, District 5.

Harold E. Fellows, president of NARTB, was luncheon speaker while Charles Tower, manager, NARTB Employer-Employe Relations Dept., discussed problems of conversion to remote control operation at the afternoon session. William T. Stubblefield, Blackburn-Hamilton Co., San Francisco, spoke on how to evaluate station worth.

The business meeting resulted in vote to emphasize membership and service growth, recommending to the new board that it explore the invitation of Southern California Broadcasters Assn. to share office facilities in Hollywood. Mr. Lasky emphasized state group would not conflict with SCBA interests since latter is sales promotion conscious, a field in which CSRTBA will not function. State association alertness to legislative matters was stressed by several speakers, who noted 22 bills of the 6,000 submitted in the state legislature last year affected broadcasting.

Copyright Committee to Meet

MEETING of NARTB's Copyright Committee will be held tomorrow (Tuesday) at NARTB headquarters, Washington. Chairman is Joseph McDonald, NBC. Other members are Cy Bahakel, WKOZ Kosciusko, Miss.; J. J. Bernard, WGR-TV Buffalo; Cy Casper, WBBZ Ponca City, Okla.; Leonard H. Higgins, KTNT-TV Tacoma, Wash.; Martin L. Leich, WGBF Evansville, Ind.; C. Wallace Martin, WMSC Columbia, S. C.; James H. Moore, WSLS Roanoke, Va.; A. J. Mosby, KGVO Missoula, Mont., and Karl O. Wyler, KTSM-TV El Paso, Texas.

DENVER COURT TEST SHOWS RADIO-TV NEWS CAPABILITIES

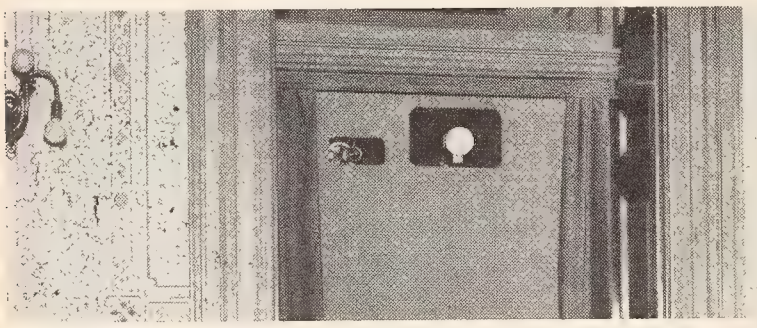
(Continues from page 31)

sion was given for clips to be telecast by Denver stations. Mr. Herold, a co-chairman of the Denver station group, described equipment. KLZ-TV technicians were directed by Marshall Faber, KBTV operations manager, and Gene Jenkins, KLZ-TV chief engineer. Robert Mott, KVOD Denver news director, demonstrated a walking radio station consisting of two small boxes in his coat pockets and an antenna in his trouser leg. He was assisted by Grady Franklin Maples, KGMC Englewood, Colo., co-chairman with Mr. Herold. This signal was picked up in another room, taped, and brought to the court.

A "cough-box" cutoff switch was placed in a drawer on the bench within reach of Judge Moore in case he desired to cut out electronic pickups at any point.

Mr. Sugg showed films depicting court coverage in Oklahoma City. He introduced film interviews with several Oklahoma judges, all of whom endorsed telecasting of trials. Questioned by Mr. Schmidt, he said he did not believe tv encouraged trial participants to show off. "Tv doesn't make hams," he observed, "and frequently it will show up a ham for what he is."

Mr. Howell said modern techniques do not restrict the witness nor is the essential dignity of the court affected. As to charges that tv lends a "circus atmosphere," he said the tv camera only sees what any member of the public attending the trial will see and a microphone only hears what is said in the courtroom. Trials are public in nature, he said, "to satisfy one of the basic precepts of our democracy, which is 'that the people may know.'"



TELEVISION CAMERAS operated through door slits in covering the Colorado Supreme Court hearing in Denver on audio-visual coverage of court proceedings. Film camera is at left, live tv camera with zoom lens at right.

He recalled that the history of electronic journalism has been a constant fight by broadcasters to preserve their fundamental rights under the Constitution. "We fought for many years to establish our rights to express editorial opinion," he said, a right that is now "indisputably established."

Many communities have no other daily news source besides radio, he explained, adding: "Radio and tv have earned their position of esteem in the loyalities of the people through service—service that is supported alone from adveritsing revenues, and hence, is free to the public. The people have naturally come to expect service of the highest degree of which this modern age is capable. To completely ban the use of our modern facilities and techniques on the basis of an edict of two decades ago is to place the Colorado courts in an indefensible position before the citizens of our state."

Mr. Stinson showed films of the murder trial coverage by KWTX-TV, a historic point in radio-tv history [B•T, Dec. 12, 1955]. A filmed interview with the defendant, who was convicted, described how the station asked him for permission to make the telecast. The defendant praised the tv coverage. "I think it was done very systematically," he said, adding that he felt coverage of other trials "would be a good thing" and be helpful to law schools. Judge D. W. Bartlett, who presided at the trial, spoke favorably: "I think it had a wholesome effect on the trial," he said. Possibly because of tv, he said, the lawyers didn't give him "any horseplay." He said he had received comments from all over the world, with 95% in favor of his decision to allow electronic coverage.

Sheldon Peterson, secretary of the Denver station group and news director of KLZ-AM-TV, assured Judge Moore broadcasters will cooperate in maintaining dignity and decorum of the court if cameras and microphones are admitted. He explained Denver radio-tv stations have agreed to pool facilities and coverage.

This would mean that one person would contact the court in each instance for permission to cover a trial, with pooled coverage employing minimum equipment that would feed all stations. Where necessary, booths will be built to house cameras and these structures will blend into the courtroom decor. No hot, bright lights will be used and technical personnel would be out of sight.

After citing the history of Canon 35, Mr. Schmidt quoted Judge John A. Brett, Criminal Court of Appeals, after a courtroom telecast: "I take off my hat to P. A. Sugg, who watched this production with the greatest scrutiny and demonstrated rare and unusual integrity and courage in demanding that only the truth be presented to the viewing public. The result was tremendous. No estimate can be made as to the great service that was rendered by the dramatic reproduction of the case from start to finish. In such cases there is no end of the good that can be wrought through the power of visual education." Trial Judge A. P. Van Meter, of Oklahoma, also was quoted at length by Mr. Schmidt.

Mr. Schmidt argued that the general public is filled with misconceptions of court proceedings and the true functions of the courts. He said: "These misconceptions have come about, not by photography, radio or television, but by lack of understanding and knowledge of court proceedings. The average person has never witnessed a court trial. With radio and television coverage of court proceedings, these misconceptions will be erased, not created. For the first time, the general public will hear and see the activity and the functioning of their courts, the very courts that derive their power from the people."

"Has anyone dared to suggest that newspaper reporters be banned from attending trials because they do not report everything that happens during the course of the trial, but only parts of it?" he asked. "It is clear that radio and television stand today in the position of being the most accurate forms of public information media. Although young in number of years, both of these media have grown to the point of exceeding all other forms of public information facilities in this country in scope and coverage.

"Because of the relatively short time that radio and, more particularly, television, have been operating as news coverage media, there seems to have arisen in the minds of a few the concept that they are to be feared and that they are mechanical monsters beyond control. From what has been shown to this court, in the form of actual demonstrations of radio and television coverage of trials, the fallacy of this type of thinking has been conclusively proven."

Mr. Schmidt pointed out that the public address system microphone in Denver County Court is a large, chrome-plated type permanently attached to the witness box whereas the type used in the current proceeding can be concealed easily.

Wasilewski Sums Up

Vincent Wasilewski, NARTB government relations manager, summed up the industry case. He pointed to the prime importance of radio-tv coverage and emphasized that the media had clearly demonstrated they can do the job unobstrusively. "Amendment of Canon 35 is clearly indicated," he said.

Mr. Sugg answered a query on whether court coverage might be called pure entertainment: "That is a matter of opinion. We can buy entertainment for tv far cheaper than covering trials. We considered it one type of actual news coverage."

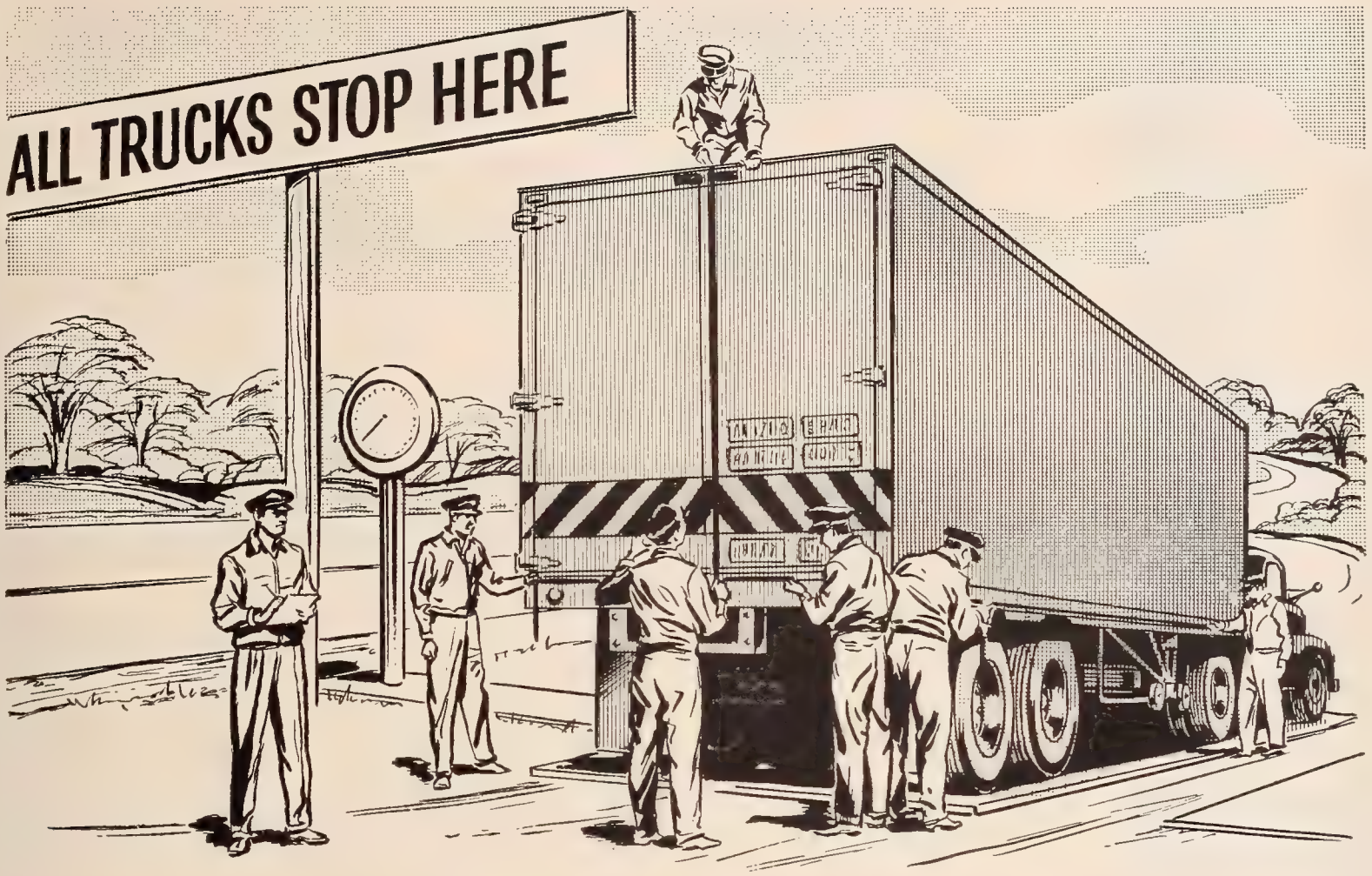
The trial of John Gilbert Graham, accused of bombing the United plane, will begin March 5. It will attract national interest and the fate of radio-tv in the trial awaits the Colorado Supreme Court's decision. District Judge Joseph M. McDonald will preside at the trial. He has not indicated what policy he will follow if the Supreme Court leaves the matter to his discretion.

A. T. Burch, associate editor of the *Chicago Daily News,* supplemented the newspaper case on behalf of photo coverage [B•T, Feb. 6] as witness for the American Society of Newspaper Editors. He said the court's ruling will have a profound influence as a precedent. He contended the tension of a witness results more from the difficulties of the situation than from fear of a photo. Need of testifying before an audience is a cause of embarrassment, he added.

[Text of Judge Miller's presentation follows on pages 94, 95 and 96]

B•T in Evidence

EXHIBITS introduced at the Denver Supreme Court hearing of arguments on behalf of radio-tv courtroom coverage included an article, "The Silent Witness," published in B•T Aug. 29, 1955. The article described radio-tv coverage of some of the proceedings at the Philadelphia convention of the American Bar Assn. This story of the way radio-tv first demonstrated to ABA that they could operate unobtrusively in a courtroom or public proceeding, was widely circulated by NARTB in reprint form.



Who Says Trucks Aren't Regulated?

What you hear or read might lead you to believe that the railroads are the only regulated transport — that other forms of transportation operate high, wide and handsome while the railroads are handcuffed by regulation.

Nothing is further from the truth!

All forms of public transportation are regulated—either by the Interstate Commerce Commission, other regulatory bodies, or both. As for trucks—in addition to federal regulations on operating authority, rights of way, safety features, etc., they come in for strict state limitations on size and weight, pay numerous licenses and registration fees.

Such regulation is designed primarily to protect you—in the price you pay for everything you eat, wear or use —in the availability to you of the kind of transportation service you need — when and where you need it.

In this free country nobody really likes regulation—especially those regulated. *But* present national transportation regulation is fair, impartial and effective. Only the railroads want it changed. Why?

AMERICAN TRUCKING INDUSTRY

AMERICAN TRUCKING ASSOCIATIONS, INC., WASHINGTON 6, D. C.

If You've Got It . . . A Truck Brought It!



JUDGE MILLER

THE CASE FOR EQUAL ACCESS

BROADCASTING'S STAND on the inequities of Canon 35 was put before the Colorado Supreme Court last week by Judge Justin Miller, NARTB advisory counsel and ex-board chairman. His able exposition brought praise from the presiding jurist, Judge O. Otto Moore, who paid tribute to his careful delineation of Canon 35 history and the role radio and television play in modern life.

The following is a condensed transcript of Judge Miller's presentation.

IN 1935, a "Special Committee on Publicity in Criminal Trials" was set up by the American Bar Assn. under the chairmanship of Judge Oscar Hallam, a member of the Supreme Court of Minnesota. I was at that time Chairman of the Section of Criminal Law of the ABA and followed, very closely, the investigations of the Hallam Committee, which were concerned, primarily, with the publicity attending the trial of Bruno Richard Hauptman, the kidnaper of Colonel Lindbergh's baby.

The report of the Committee—an exhaustive one—was never published, because it was thought that to do so would inject the ABA into serious political controversies which arose in connection with the Hauptman case, centering around the action of the Governor of New Jersey and the Court of Pardons of that state.

In January, 1936, the ABA created a new "Special Committee on Cooperation Between the Press, Radio & Bar Against Publicity Interfering with Fair Trial in Judicial and Quasi-Judicial Proceedings." Invitations were extended to the American Society of Newspaper Editors and the American Newspaper Publishers Assn., each of which designated similar committees. Whatever significance may properly be attributed to the fact, no invitation was extended to the broadcasters. This should be noted particularly because the name of the special committee included, not only the press and the bar, but radio as well.

(The) report of the committee is highly biased against broadcasting. This was a not unexpected result, in view of the fact that the broadcasters had not been invited to participate in the deliberations of the joint committee and, consequently, had no part in the preparation of the report. It was also not unexpected in view of the fact that some representatives of the press in the 1930's were highly critical of broadcasting; regarded it as a preposterous upstart; were fearful of its potential impact upon the newspapers as an advertising medium, and also because of the fact that at that time, broadcasting was still in its infancy, technically speaking.

In spite of this negative attitude toward broadcasting, however, the joint committee was not ready to condemn the use of "photographic appliances" and "sound registering devices" in the court-room. On the contrary, it stated:

"It may be that the future will provide some method by which a faithful sound record of the proceedings of the court can be used to extend the trial beyond the limits of the audience possible in the court-room itself."

At the end of its report, the joint committee stated:

"We recommend that local bar associations appoint continuing committees on press relations to function with corresponding committees representing the press *and other means of publicity*."

Unfortunately, this wise advice was not followed. Instead, the ABA, at its next meeting, severely restricted the Special Committee in its functions; the Committee on Professional Ethics & Grievances secured adoption of Canon 35; and the diplomatic relations, which had been so carefully established with the two newspaper associations, was summarily and ruthlessly destroyed.

Although the original action of the ABA, in setting up its Special Committee, clearly revealed an intention that broadcasters should be consulted, and although Canon 35 as adopted was directed primarily against broadcasters, nevertheless they were not invited to the conference table. The resentment of the newspaper people at the summary treatment which they received was more than justified, in the case of the broadcasters, by the even more flagrant brush-off administered to them.

Thereafter, the Special Committee made reports at subsequent meetings of the association, indicating the disillusionment of the newspaper representatives on the joint committee; stating, again, that representatives of broadcasting had not yet been invited to participate; and suggesting that in spite of Canon 35, the subject be kept open for further consideration.

To all these representations the association turned a deaf ear. In 1941 the Special Committee reported that its further tenure was useless and, upon its own recommendation, it went out of existence.

In 1952, Canon 35 was amended to include the word "television," apparently in the belief that television had not been included in the original language of the Canon.

One further point remains to be noted in connection with the amendment of Canon 35 in 1952, i.e., the sentence which is attached to the second paragraph of the Canon: "Provided that this restriction shall not apply to the broadcasting or televising, under the supervision of the court, of such portions of naturalization proceedings (other than the interrogation of applicants) as are designed and carried out exclusively as a ceremony for the purpose of publicly demonstrating in an impressive manner the essential dignity and the serious nature of naturalization."

The confusion in the minds of the draftsmen must have been great when—after accepting an amendment permitting the televising of naturalization proceedings—they allowed to stand, in the first part of the Canon the statement—apparently to be accepted as a matter of judicial notice—that "the broadcasting or televising of court proceedings are calculated to detract from the essential dignity of the proceedings, distract the witness in giving his testimony, degrade the court and create misconceptions with respect thereto in the mind of the public and should not be permitted." Just why broadcasting or televising of court proceedings should be calculated to detract from the essential dignity of the proceedings and create misconceptions with respect thereto in the mind of the public, while at the same time broadcasting or televising of naturalization proceedings can be used "for the purpose of publicly demonstrating in an impressive manner the essential dignity and the serious nature of naturalization" is a little hard to understand. If one, why not the other?

The most kindly way to describe the history of Canon 35 is that it was a comedy of errors. A harsher way would be to say that Canon 35 was an amateurish piece of legislation and an unfortunate job of public relations.

Any proposal to outlaw broadcasting, as presently performed—as a usable medium of information concerning the public operations of government—because of the inadequacies of broadcasting 20 years ago would be as unreasonable as to contend that airplanes today are not capable of offensive warfare because of the limitations of the fragile little craft which the Wright brothers flew at Kitty Hawk.

In 1936 there were 616 licensed am stations; on Jan. 1, 1956, there were 2,824 am and 663 fm radio stations.

In 1936 there were 30,519,000 radio sets in use; in 1956 over 132,000,000 sets.

In 1936 there were no tv stations except 31 which had been authorized for experimental purposes. By Jan. 1, 1956, there were 458 tv stations, including 15 operating educational (non-commercial) stations. In 1936 there were only a few experimental television sets. On Jan. 1, 1956, there were 37,100,000 tv sets.

Under date of Nov. 10, 1955, the FCC announced that over 90% of the people of the United States were able to receive service from at least one tv station; approximately 75% could receive service from two or more stations. The Commission stated further that "almost 275 communities have at least one, and 112 of these have two or more local television facilities in operation. The number of television sets in the hands of the public has increased to 35 million."

The tremendous expansion of public use of television is indicated by the fact that from November, 1955, to January, 1956, the estimated increase of sets in the "hands of the public" amounted to approximately 2,000,000 sets.

Even more important than these impressive, comparative numbers of stations and sets in use has been the advance in electronics and related sciences and their application to broadcasting, since the initial concept of the vacuum tube by Thomas Edison early in his career.

Of equal importance has been the development of skilled personnel and of a professional attitude upon the part of those who control the operation of broadcasting facilities.

The broadcasters have adopted their own canons of ethics for both radio and television, and are as much concerned with inforcement thereof as are we lawyers and judges.

I am proud to assure you that in broadcasting today there are many men of professional training—lawyers, engineers, journalists, and others. These men, and others who come from non-professional walks of life, have just as understanding an appreciation of the responsibilities which this great new medium of communication owes to the American people as do the members of the older professions in the areas which they represent.

Perhaps in no respect has there been more marked improvement—growth and maturity—than in the handling of news of public events. One has only to mention inaugurations, coronations, national conventions, joint sessions of the two Houses of Congress, Cabinet meetings, Presidential news conferences, to remind us of the great new vistas of information and education which have been opened to us and which, after only a few short years, are now taken for granted in the widespread homes of our American people.

The real question for us is, first, how to secure dignified proceedings in courtrooms and, second, how to insure the dignified portrayal thereof by the media of information. And in this connection, it is well to consider the potentialities of television which have been revealed in recent years, not only by the broadcasting of such events as those mentioned above, or of church services and similar sacred occasions, but also by the fact that television is being used in the schoolrooms of many communities throughout the country at the present time. Hundreds of broadcasting stations are cooperating with schools, colleges, and universities in the production and broadcasting of educational programs; all this in addition to the work which is being done by "educational television stations" themselves.

In 1954 Hon. Arthur F. Lederle, Chief Judge of the U. S. District Court for the Eastern District of Michigan—being then chairman of the Section of Judicial Administration of the ABA—set up a panel for discussion of Canon 35 in the light of the recently adopted amendments. Judge Lederle invited me to participate as a member of the panel [which met the following August].

I suggested that the Canon might be amended by making the first sentence thereof read, "*When* the taking of photographs in the courtroom or the broadcasting by radio or television of court proceedings are calculated to detract from the dignity thereof, distract the witness in giving his testimony, or degrade the court, they should not be permitted *until satisfactory corrections have been made in the methods of taking photographs or of broadcasting and approved by the presiding judge.*" I suggested this not by any means as a definitive solution of the problem, but merely as a basis for discussion.

President Wright picked up a suggestion for a renewal of diplomatic relations with representatives of the several media; appointed a new special committee of the association for that purpose; and directed invitations to the presidents of the several media associations, asking that they join in deliberations concerning Canon 35. Such deliberations have been under way since that time.

In the meantime, the Board of Governors of the ABA had been giving consideration to the revision of the Canons of Professional and Judicial Ethics.

Let us consider first those arguments which are based upon the major premise stated in the first sentence of Canon 35. As stated, compliance with the Canon would require a court to assume, as a conclusive presumption of which judicial notice must be taken, that, in all cases, under all circumstances, "the broadcasting or televising of court proceedings are calculated to detract from the essential dignity of the proceedings, distract the witness in giving his testimony, degrade the court, and create misconceptions with respect thereto in the mind of the public." If that statement were correct, then the various arguments which are based upon it might be contended for with reasonable assurance. On the other hand, as the statement is not correct, such arguments necessarily fail.

Observing the validity of this maxim, permission was secured from the House of Delegates of the ABA to give a demonstration of television at the Annual Meeting of the Association in Philadelphia in August, 1955. This consisted of a closed circuit broadcast of the first day's proceedings of the House of Delegates. The demonstration was an undoubted success [B•T, Aug. 29, 1955]; it was so convincing as to leave no doubt as to the error of the Canon's statement.

At the same meeting, one of the sessions of the Section of Judicial Administration was televised and broadcast by the Philadelphia television stations. In this instance, again, the demonstration was a complete success.

Courtrooms can be readily equipped to make just such broadcasting possible. In recent instances, in Oklahoma and in Texas, for example, where trials have been televised, the judges, as well as other participants in the court proceedings, have testified that there was no interference with the essential dignity of the proceedings, no distraction of witnesses and that the public was given a much better understanding and appreciation of the essential dignity and serious nature of the court's work.

It would seem entirely possible to specify in a revised Canon 35 the minimum requirements for the broadcasting of court proceedings, stated in general terms, as a guide for the trial judge.

This brings us to another argument, usually made orally, but which seems to be one of the most persuasive in the minds of lawyers and judges as to the desirability of Canon 35, i.e., that trial judges—hungry for publicity—will permit the use of their courtrooms for the purpose of aggrandizing themselves.

ARBITRARY BAN NO SOLUTION

It is perfectly obvious that the solution of the problem does not lie in arbitrarily forbidding the broadcasting of court proceedings. And this brings us to the area of legal and quasi-legal arguments which are made in support of Canon 35.

Most important of these arguments is, of course, the one which contends that broadcasting does not come within the scope of the First Amendment. The Supreme Court of the United States has definitely answered this question, however, in a series of cases which have come up for decision during the last two decades, in which they have held that the First Amendment applies to any method of communication, including the banners carried by striking workers, sound trucks, loudspeakers, broadcasting, and, most recently, motion pictures.

A closely related argument is the contention that broadcasting should not enjoy the protection of the First Amendment because it is alleged to be an "entertainment" medium rather than one of information. The Supreme Court of the United States has, on several occasions recently, declared that no such line can be drawn between entertainment and information; and that any communication which does not fall under the ban of obscenity, profanity, or inducement to sedition, etc., enjoys the same privilege under the First Amendment as does the most serious literature.

Another closely related contention is that the effort to secure wider publicity for courtroom proceedings is merely to satisfy "idle curiosity" for entertainment purposes. It is highly inconsistent to complain of the ignorance and apathy of voters and then to close the windows of information through which they might observe and learn.

The press and broadcasting can bring to our people, in their homes, at convenient hours, this vital news of courts in action and provide some guide for their intelligent action. Television broadcasts are particularly suited for use in schoolrooms. How many parents, harassed by present-day environmental conditions which make child-training so difficult,

would welcome an opportunity for them to see and hear the solemn proceedings of a courtroom, demonstrating that "crime does not pay," or the way in which the problems of life are settled in courts of civil jurisdiction?

One of the most important functions of the newspapers, the magazines, radio and television is the bringing of information to the people concerning the products of industry. Those who most disparage advertising and "commercials" may be the ones who depend most heavily upon the taxes which are levied upon those who maintain the high level of industrial production and consumption in this country. National defense, education, and other features of American life would not be possible without such industrial enterprise, stimulated and developed by the advertising which industry conducts through the several media. Surely those media can be useful, also, in teaching our people concerning the operations of government.

Another argument in support of Canon 35 is based upon the assumed violation of the "right of privacy" of participants in the trial. My careful search of the authorities has failed to reveal a single case in which such a right of privacy has been upheld concerning the participation of a person in a public trial.

The important consideration, in all cases, is that the right of the people to know what goes on in the public places of government is superior to any right of the individual to be "let alone." His or her embarrassment is no greater in such cases than in many other life experiences where such embarrassment is taken for granted in the interest of the public welfare.

Another argument sometimes urged in favor of Canon 35 is that in civil cases there should be no right of publicity because, it is said, the controversy is solely one of private interest, between private individuals, concerning their private affairs. This is another disturbing revelation of failure to comprehend the nature of our government.

Another favorite argument in support of Canon 35 is that, because the right of a defendant in a criminal case to a public trial is guaranteed by the Sixth Amendment, the right has no existence otherwise; that it is a right exclusively of the defendant and not of the public; that it may be waived by the defendant, in which case the public can be excluded from the trial; that, if the defendant elects to have a public trial, the judge may control the admission or exclusion of persons from the courtroom in his discretion.

The due process concept of the Fourteenth Amendment and of the Fifth Amendment concerned not merely the right of an accused to a public trial, but of the public as well. The right of the public to a public trial had been recognized by the common law since the demise of Star Chamber courts.

One of the arguments against broadcasting court proceedings is that the whole case would not be broadcast and that it would not be "fair" to portray only part of it. The argument seems incongruous on its face —in view of the fact that no other form of reporting court proceedings, except the official transcript, purports to be complete—but let us assume that the argument is presented sincerely and consider it on its merits. It is significant that much of a trial record never goes to an appellate court. Much of such a trial record is eliminated when the record on appeal is prepared.

The tradition of free communication, as guaranteed by our Constitution, forbids the interposition of censorship or official selection between the sources of news and its use by the media of communication. How can we best secure wise selection and intelligent distribution of news, while recognizing that censorship cannot be used?

Consider the reporting done by the press. Here we get more or less skilled observers, usually working against deadlines, in and out of the courtrooms, frequently missing the significance of particular evidence, or, even more probably, failing to understand the rulings of the court. Where court proceedings are photographed—unless for television or newsreels—they are nothing more than single shots of particular participants or of the courtroom scene.

When a case is "covered" by specialists, looking for "human interest" as is true of the so-called "sob sister" approach, the result cannot fail to be a distorted, over-emphasized presentation which usually misses completely the merits of the case. Why then, should anyone contend that broadcasting should present every moment and every phase of a trial?

Consider, next, the question whether it would be "unfair" to broadcast only portions of a trial. To the extent that any broadcasting takes place it will be an *accurate, faithful* presentation of what goes on in the courtroom. To the extent that any part of a trial is televised the picturization will be in proper perspective; it will show, to the oustide public, exactly what each participant looks like; how he acts; his changing expressions; the reactions of the jury, of the witnesses; the sincerity or falsity of advocacy.

The portrayal of a trial by radio or television broadcasting . . . is an exact reproduction of what occurs; by way of action or speech.

This brings us back to the fundamental considerations underlying our belief in the wisdom of permitting a maximum of freedom of communication. So long as we are committed to that fundamental consideration, there can be only one answer; i.e., it is better that our people know what goes on in our governmental processes, than that those processes should be shrouded in secrecy. Therein lies the remedy for abuse, for wrongdoing, for misfeasance, for malfeasance, for disrespect of government. If the people know, they can correct. If they are not allowed to know and are unable to correct, then the government ceases to be one of the people, by the people, for the people, and becomes a government of the people by those who think they are better qualified to govern the people in a manner which they think is best for the people.

The only proper limitation upon the foregoing concept is the requirement of due process, that the trial must be a fair one, with the particular specification that a fair trial requires an orderly procedure. The canons or rules which guide the trial judge, in this important task, should make plain the way for him to follow, in exercising his discretion in each case,

I do not intend to suggest any preference for one medium of communication over another. Each is entitled to all possible benefits of the principle enunciated in the First Amendment. Each is subject to the limitations imposed by the due process clause of the Fifth and Fourteenth Amendments.

To the extent that either offends—by obtrusive equipment or disturbing personnel—to that extent it is proper to limit or exclude it from the courtroom. This is the sort of limitation which should, properly, be written into an amended Canon 35.

The people of this country should have a much better opportunity to see and know what is going on in our courts. Some of the most respected members of our profession have warned us that in the United States it may happen, as it did in England, that the people will grow increasingly impatient with professional unwillingness to revise our concepts of judicial disposition, and through legislative action, even more drastically emasculate our present procedures.

Now that television has come to be as much a household institution as the bathtub and the refrigerator, now that the people are privileged to enjoy coronations, inaugurations, Presidential news conferences, cabinet meetings, national political conventions, great symphonic performances, religious services in the churches and cathedrals of the nation, the people are wondering just what there is so sacrosanct about a courtroom. If the magnificent isolation prescribed by Canon 35 is to be maintained we will need a better reason for maintaining it than the canon presently contains.

CANON 35: AS IT IS AND AS IT MIGHT BE

THIS is the controversial Canon 35:

"Proceedings in court should be conducted with fitting dignity and decorum. The taking of photographs in the courtroom during sessions of the court or recesses between sessions, and the broadcasting or television of court proceedings are calculated to detract from the essential dignity of the proceedings, distract the witness in giving his testimony, degrade the court, and create misconceptions with respect thereto in the mind of the public and should not be permitted. Provided that this restriction shall not apply to the broadcasting or televising, under the supervision of the court, of such portions of naturalization proceedings (other than the interrogation of applicants) as are designed and carried out exclusively as a ceremony for the purpose of publicly demonstrating in an impressive manner the essential dignity and the serious nature of naturalization."

Here is a new version offered by Judge Justin Miller:

"Proceedings in court should be conducted with fitting dignity and decorum. When the taking of photographs in the courtroom, or the broadcasting, by radio or television, of court proceedings, are calculated to detract from the essential dignity thereof, distract the witness in giving his testimony, or degrade the court, they should not be permitted until satisfactory corrections have been made in the methods of taking photographs or of broadcasting and approved by the presiding judge."

Don't Scatter Ads, Bunch Them—Frankel

Vice president and technical director of Alfred Politz Research Inc. tells RTES timebuying seminar that scientists have secured evidence pointing to greater effectiveness of fixed number of commericals in short time period rather than spreading them out.

EVIDENCE is developing that an advertiser who uses a fixed number of ads should bunch them instead of spreading them out over a long period. Reasons for this were explained in a rather complex and technical talk by an expert in motivation and research—Lester R. Frankel, vice president and technical director, Alfred Politz Research Inc.

Speaking before last Tuesday's Timebuying and Selling Seminar, held in New York under the aegis of the Radio & Television Executives Society, Mr. Frankel said the Politz firm has been working with the creation of "a mathematical model for learning" and already has come up with certain results on the "timing of advertising messages." As an example, Mr. Frankel presented charts and a psychology lesson on the process of learning, to show how Politz arrived at its results in the "Timing of Advertising Messages."

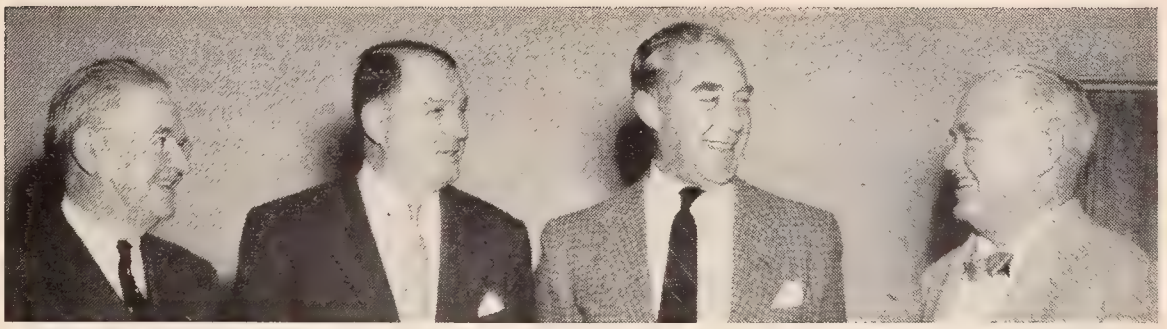
Mr. Frankel, however, admitted that "motivation research has not been used too widely in the broadcast field." He asserted that in spite of this, its impact will be felt in the industry as its procedures gain greater acceptance, particularly in advertising and marketing research.

To illustrate his point of "timing" in commercial messages (described by him as actually a teaching job for advertising media), Mr. Frankel showed how Politz has been able to work with hypothetical—or actual—cases involving a fixed piece of advertising copy that is used within a given medium. As expressed by Mr. Frankel, Politz has been working with the creation of "a mathematical model for learning"; using charts and a blackboard to reduce the learning process to graphs and mathematical formulae.

Although consumers' motives have been discovered, Mr. Frankel told his audience, these are not enough to increase the advertiser's sales for his products. It still is necessary he said, to teach the consumer "that in order to satisfy his motives, he should purchase the advertiser's brand."

Mr. Frankel's treatment of motivation research in broadcast media "thinking" was the midpoint in this "semester." Four more sessions remain for the season. Network program trends in radio will be explored at tomorrow's (Tuesday) luncheon meeting. Speakers are Arthur Hull Hayes, CBS Radio president, and Charles T. Ayers, vice president in charge of NBC Radio, who will outline new program trends such as NBC's *Monitor* and CBS' "segmentation" concept.

FCC Comr. Robert E. Lee is slated to talk Feb. 21; TelePrompter presentation of its "network" is scheduled to follow on Feb. 28, and a discussion of two basic concepts—all media buying compared to the timebuying specialist—will complete the series March 6. William E. Matthews of Young & Rubicam Inc., and Arthur Pardoll of Foote, Cone & Belding, are set to discuss the buying concepts.



THESE MEMBERS of the NARTB Tv Board concluded their tenures at the Chandler, Ariz., meeting, being ineligible for reelection under the by-laws. (L to r): Harold Hough, WBAP-TV Fort Worth; Clair R. McCollough, WGAL-TV Lancaster, chairman; Robert D. Swezey, WDSU-TV New Orleans, and Paul Raibourn, KTLA (TV) Los Angeles. Absent was George B. Storer, president, Storer Broadcasting Co. . . .



. . . and these three Radio Board members wound up their terms at the same meeting: E. K. (Joe) Hartenbower, KCMO Kansas City, vice chairman; Henry B. Clay, KWKH Shreveport, chairman, and E. R. Vadeboncoeur, WSYR Syracuse.

Chicago Engineering Plans For NARTB to Be Discussed

PROGRAM plans for the NARTB Broadcast Engineering Conference to be held April 16-19 during the NARTB convention in Chicago will be discussed Wednesday at a Washington meeting of the special agenda committee headed by Willard J. Purcell, WGY Schenectady. A joint management-engineering convention session is planned April 17.

Other committee members are Raymond F. Guy, NBC; Phil Hedrick, WSIS Winston-Salem, N. C.; T. C. Kenney, KDKA Pittsburgh; William B. Lodge, CBS; Frank Marx, ABC; C. G. Nopper, WMAR-TV Baltimore; A. D. Smith Jr., WABD (TV) New York; Orrin W. Towner, WHAS Louisville, and Ewell K. Jett, WMAR-TV Baltimore (liaison).

NARTB Boards Approve Two By-Law Amendments

TWO amendments to NARTB's by-laws, approved by the joint board of directors at the Feb. 3 meeting in Chandler, Ariz., have been submitted to the radio membership for ratification. They provide procedure for election of board members and remove the at-large directors from the Radio Board at the 1957 annual convention [B•T, Feb. 6].

The amendment covering balloting procedure would amend Art. IV, Sec. 3D to provide that a candidate for nomination to the Radio Board who receives a majority of his district votes will be declared elected. If no candidate gets a majority, the nominees with the highest and second highest number of nominating votes will be candidates on an election ballot.

Sec. 3D also would be amended to provide that terms of four directors-at-large commencing this spring will be for one year, with the at-large classification disappearing after the 1957 convention.

At the Arizona meeting, the joint board voted to make NARTB's publication subscription service available to schools and colleges not having broadcast stations at $35 a year; those having broadcast facilities on a non-commercial, educational basis can subscribe at the same fee or become active NARTB members.

First convention of the new Assn. of Professional Broadcasting Education will be held during the NARTB Chicago convention April 15-19, the joint board was informed by Herbert L. Krueger, WTAG Worcester, Mass., chairman of the NARTB Education Committee. APBE membership includes 17 colleges and universities, with 10 applications pending.

42 State Associations Plan To Attend D. C. Conference

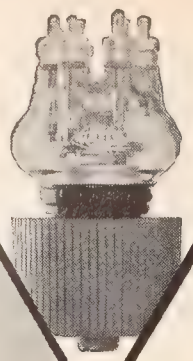
FORTY-TWO state broadcaster associations will take part in a Feb. 20-22 conference with NARTB President Harold E. Fellows, to be held at Washington headquarters of the association. Howard H. Bell, assistant to the president and state association coordinator, is handling arrangements.

Broadcasters attending the conference will take part in an open house Feb. 20. FCC Chairman George C. McConnaughey will address the Feb. 21 luncheon and delegates will attend the Voice of Democracy awards luncheon Feb. 22. President Fellows termed the response to the invitation for this first state association conference "further indication of the growing unity within our industry."

Weathermen, NARTB to Meet

WAYS of obtaining better cooperation between broadcasters and weather observers will be discussed March 3-4 at a joint meeting of American Meterological Society, Connecticut Valley Branch, and NARTB. Sessions will be held at the Statler Hotel, Hartford. Speakers will include Frederick H. Garrigus, NARTB organizational services manager and F. W. Reichelderfer, chief, U. S. Weather Bureau. Dr. Thomas F. Malone, director of the WTIC Hartford weather bureau, is program chairman.

MACHLETT ML-5736



a New 5736 electron tube for . . .

Broadcast Transmitters:
Final 5 KW FM
Drivers 5 & 50 KW AM
Driver & Final H. F.
Communications

The ML-5736—
A new standard of reliability

- Precise and stable alignment of electrodes:
  for uniform operation, and to prevent cathode-grid shorts
- Brazed radiator construction:
  to eliminate hot-spotting and its effects
- The Machlett quick final "seal-in":
  (The final "seal-in" of the tube is made in seconds by R-F heat, rather than in minutes by conventional flame heat.)
  to assure contaminent-free, stress-free tube: and to assure non-poisoned cathode

MAKE YOUR NEXT REPLACEMENT ML-5736

NATIONALLY AVAILABLE THROUGH

GraybaR Distributed by GraybaR ELECTRIC COMPANY
QUALITY SINCE 1869 REG U.S. PAT OFF

the GRAYBAR ELECTRIC COMPANY...
Offices and Warehouses in over 120 Principal Cities

MACHLETT

MACHLETT LABORATORIES, INC.
Springdale, Connecticut

NBC, WBC OUTLETS CHANGE CALLS TODAY

Celebrations, simulcasts and special promotions mark move of call letters from Philadelphia to Cleveland and switch of Philadelphia designations to WRCA-AM-TV. Changes are result of station swap.

FIREWORKS, balloons, a wide-scale advertising campaign, heavy on-the-air promotion and special simulcast ceremonies are slated to mark the official installation of Westinghouse Broadcasting Co.'s 34-year-old KYW call letters in Cleveland today (Monday).

WTAM and WNBK (TV) Cleveland stations, which WBC received along with $3 million from NBC in exchange for KYW and WPTZ (TV) Philadelphia, change their call letters to KYW-AM-TV at noon today. In Philadelphia, meanwhile, NBC changes the KYW-WPTZ calls to WRCV-AM-TV after simulcast ceremonies at 7:50 this morning. There, too, a widespread promotion campaign is in progress to herald the new call letters.

Slated to participate in the five-minute changeover ceremonies on the new KYW-AM-TV are Donald H. McGannon, WBC president; Rolland V. Tooke, WBC Cleveland vice president and general manager of KYW-TV; KYW General Manager Gordon Davis, and Cleveland Mayor Anthony J. Celebrizze. The ceremonies will be preceded by a 10-minute radio-tv program tracing the history of KYW, which Westinghouse identifies as the ninth oldest call letters in the nation. Westinghouse launched the call letters in Chicago in 1921 and moved them to Philadelphia in 1934.

New KYW-AM-TV Fete

Approximately 1,000 Cleveland civic and business leaders, agency personnel, advertisers, newspaper editors and columnists will be guests of the new KYW-AM-TV at a buffet dinner tonight, and afterward the stations will stage a fireworks display. Coincident with the changeever, 10,000 balloons carrying the new call letters will be released, some of them carrying three-dollar and eleven-dollar certificates (redeemable from the stations) pointing up that KYW remains on 1100 kc and KYW-TV on ch. 3. Recorded and filmed salutes from Ohio and Cleveland dignitaries will be broadcast throughout the week.

The KYW studios and offices have been remodeled and refurnished, and both stations plan to initiate programming changes this week, KYW launching 13 new programs.

NBC's promotion plans for the changeover in Philadelphia include a three-day salute to (and two days of originations from) the Quaker City by NBC-TV's *Today;* full-page ads in local dailies and several weeklies in the area; extensive on-the-air promotion with films and tapes by NBC stars; a parade; skywriting, and salutes to WRCV-AM-TV by six local business firms.

The ceremony marking the call letter change is slated at 7:50 a.m., with NBC's Frank Blair, on *Today,* introducing NBC President Robert W. Sarnoff, Lloyd E. Yoder, NBC vice president and general manager of WRCV-AM-TV, and Philadelphia Mayor Richardson Dilworth at the old KYW building, which has been renamed the NBC Building. Mr. Yoder will take down the KYW call letters for shipment to WBC in Cleveland and put finishing touches on the new WRCA-AM-TV calls.

Future Assignment

PHIL ALAMPI, garden and farm director, WRCA-AM-TV New York, last week was named New Jersey Secretary of Agriculture, effective in July. The appointment was made by the New Jersey State Board of Agriculture with the approval of Gov. Robert Meyner.

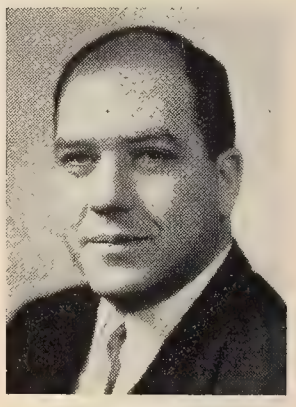
Mr. Alampi, who will remain with the station until his contract terminates in July, began a farm news program in New York in 1946 with WJZ (now WABC). He joined WRCA-AM-TV last July He has been president, vice president and secretary-treasurer of the National Assn. of Television & Radio Farm Directors.

WBC EXPANDS RESEARCH, APPOINTS GOLDBERG HEAD

New director will act in that capacity for each of Westinghouse's radio and tv stations. Research program expanded to follow 'constantly changing' audience tastes.

A MAJOR research program for its tv and radio stations is being announced today (Monday) by Westinghouse Broadcasting Co., coincident with the naming of Melvin A. Goldberg as WBC's director of research.

Donald H. McGannon, WBC president, said Mr. Goldberg will act as research advisor for each of the company's tv and radio stations. The emphasis on "sound" research, he said, "can be a tremendous asset in programming."



MR. GOLDBERG

A lecturer on radio and tv research at City College of New York, Mr. Goldberg for the past two years has advised a number of companies on research, communications and management problems. He was director of research of DuMont Television Network at one time and has been with the government's U. S. Information Agency as deputy director of its office of research and evaluation.

Mr. McGannon, noting that "audience tastes, both in radio and television, are constantly changing," said, however, that a change in one city did not necessarily mean that viewing and listening habits of people in other cities would follow a similar trend. "Nor is it true," he continued, "that the so-called national audience, in either radio or television, holds a universal preference for the same kind of entertainment. It will be the objective of the WBC research program to assist the stations to determine the preferences of each of its audiences."

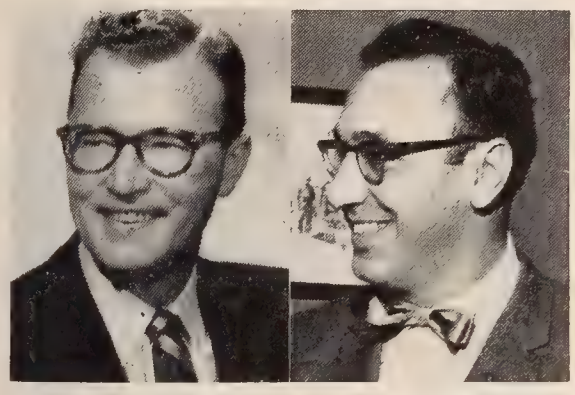
Mr. McGannon said that the research program would strengthen as well as stimulate the "creativity of programmers and producers by furnishing them with a kind of analytical material and studies which can aid them in both their immediate and long-range problems."

The "basic product" in broadcasting, he said, is programming, which when "imaginative and creative . . . [and] backed by the findings of first-rate research, means a better product."

Speidel-Fisher Co. Appoints Mitchell, Whitaker to Posts

TWO KEY APPOINTMENTS were anonunced last week by the Speidel-Fisher Broadcasting Co., owner of WOIC Columbia, S. C., and whose purchase of WQOK Greenville, S. C., recently was approved by the FCC.

Don Mitchell, former commercial manager of WGST Atlanta, has been named commercial



MR. WHITAKER MR. MITCHELL

manager of the Speidel-Fisher properties, and Jim Whitaker, formerly an account executive at WWVA Wheeling, W. Va., has been appointed manager of WQOK.

KCMO-AM-TV Kansas City Makes Three Appointments

NEW APPOINTMENTS at KCMO-AM-TV Kansas City, Mo., were announced last week by General Manager E. K. Hartenbower.

W. E. Danford has been made local sales manager for KCMO-AM; Lee Marts, local sales manager for KCMO-TV, and Steve Mills, production director for KCMO-TV.

Mr. Danford, with KCMO since 1948, previously was sales supervisor of the Michigan Network, Lansing, Mich. Mr. Marts joined the KCMO organization in 1953 and has been in the sales department since that time. Mr. Mills came to KCMO as tv director in 1953 and previously filled that same capacity at WBNS-TV Columbus, Ohio.

KEYT-TV Appoints Chace As Regional Sales Manager

THOMAS C. CHACE, account executive with KEYT-TV Santa Barbara, Calif., has been appointed regional sales manager of the station, it was announced by Colin M. Selph, KEYT-TV president-general manager.

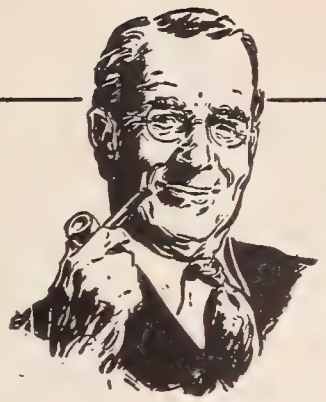
Other staff promotions at the station include:

The promotion of Joe Costantino from sales promotion and advertising manager to program production manager.

Mary Ann Casey, formerly program supervisor, who has been put in charge of program operations with supervision over program scheduling and planning, traffic and program analyses, and Rick Barrett, who has been advanced from staff duties to sales promotion and advertising manager.

WJWG Conway, N. H., on Air

WJWG Conway, N. H., has gone on the air as a 1 kw, daytime operation. The new station is owned by John W. Guider, president of WMOU Berlin, N. H. Bill Potter, formerly with WMOU, is WJWG manager; Lou Arnold is announcer, and Armond J. St. Louis is chief engineer.



Advertisement

From where I sit *by* Joe Marsh

Parking Meters Get "Tagged"

Strangers in town last Wednesday must have thought we were crazy—with all the streamers and banners and people milling about.

The occasion was the retirement of Tiny Fields—our oldest, biggest and most genial cop. He's patrolled Main Street since the early 20's. Most of the school kids he once helped cross the highway now have children of their own for him to watch over.

When he set out for his last day in uniform, every one of our 40 parking meters had a gift for him tied to it—some of them too big to wrap, like the TV set.

From where I sit, we're all mighty grateful to Tiny for the job he's done. Not that there aren't others around here who deserve recognition, too. We all have our part to play. Our ways of working differ, just as our ways of relaxing do. But whether you're a town worker who likes his coffee breaks, or a farmer who'd rather "ease up" over, say, a cold glass of beer—you're important to your community and your country.

Joe Marsh

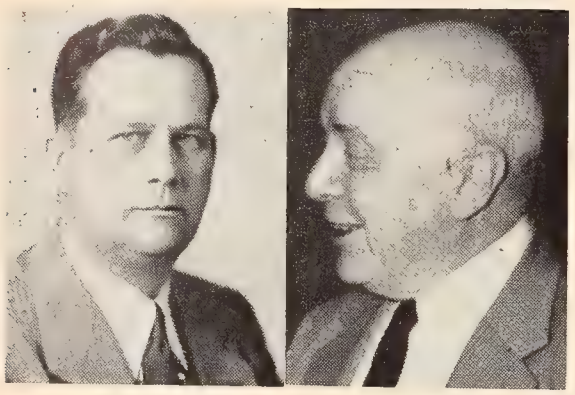
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BRANDBORG NAMED KVOO-AM MANAGER

APPOINTMENT of Gustav K. Brandborg as general manager and director of sales of KVOO Tulsa, to succeed William B. Way, who retired Feb. 7, was announced last week by Harold C. Stuart, executive vice president of KVOO-AM-TV.

Mr. Brandborg, who has been with KVOO since 1932, has been assistant manager and director of sales. His new status corresponds with that of C. B. Akers, who directs KVOO-TV.

Mr. Way, one of radio's pioneer figures, will continue as consultant to KVOO-AM. A long-time associate of W. G. Skelly, president of Skelly Oil Co. and KVOO-AM-TV, Mr. Way also is vice president and manager of the Inter-



MR. BRANDBORG MR. WAY

national Oil Exposition. He joined KVOO in May 1932 and was its directing head until his retirement last week.

Mr. Stuart, who took over executive direction of both the radio and tv properties last fall, is former Assistant Secretary of Air Force. He divides his time between Tulsa and Washington, where he is senior partner in a law firm specializing in administrative practice.

Storer Promotion Men Hold Meetings in N. Y.

A THREE-DAY SESSION of Storer Broadcasting Co. promotion managers was held in New York last week. The meeting, an annual event, explored station advertising, promotion, merchandising and publicity.

Talks by Tom Harker, vice president and national sales director, SBC; Jerry Fenninger, Cunningham & Walsh; Jim Storer, new merchandising manager for Storer stations; presentations by various rating services, The Katz Agency, NBC Spot Sales and others were included in the sessions.

Art Schofield, director of advertising and sales promotion for Storer, directed the meetings, attended by: Howard Meagle, WWVA Wheeling, W. Va.; Al McLaughlin, KPTV (TV) Portland, Ore.; Bill Smith, WJBK-AM-FM-TV Detroit; Bob Nashick, WGBS-TV Miami; Charles Trainor, WAGA-TV Atlanta; Ralph Runyon, WBRC-TV Birmingham, and Liz Wagner, WSPD-TV Toledo.

Twelve Film Series Bought by WTTG (TV)

WTTG (TV) WASHINGTON last week announced 12 major film purchases. The station is reprogramming its 7-8 p.m. hour to the extent of $9,750,000, according to Ted Cott, vice president-general manager of DuMont Broadcasting Corp., and Station Manager Leslie Arries Jr. The figure represents actual production costs of the shows.

Included in the purchase are *Crunch and Des, Steve Donovan, Hollywood Preview, Federal Men, I Spy, Long John Silver, The Whistler, Fabian of Scotland Yard, NOPD, Great Gildersleeve, Dangerous Assignment* and *The Falcon.*

Religious Radio-Tv Workshop Co-sponsored by WICS (TV)

WICS (TV) Springfield, Ill., has announced plans for the National Assn. of Christian Broadcasters' first annual radio-tv workshop-clinic, which it will co-sponsor with the Lincoln Bible Institute of Lincoln, Ill., Feb. 16-17.

Over 50 religious broadcasters are expected to attend the sessions in Springfield, according to G. B. Gordon, assistant program director-announcer at WICS, vice president of NACB and head of the Institute's radio-speech department. He said the workshop-clinic will cover various phases of radio-tv production and religious broadcasting techniques, with Springfield radio-tv executives giving lectures and demonstrations.

KOOL-TV Boosts Power

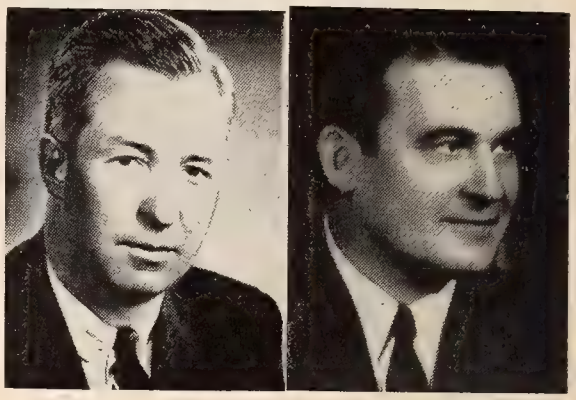
KOOL-TV Phoenix has increased its power from 32 kw to 316 kw. Signals for the ch. 10 CBS outlet emanate from a tower 1,725 ft. above average terrain.

Air Trails Network Names Spencer, Kennedy Managers

APPOINTMENT of William H. Spencer as manager of WKLO Louisville, Ky., was announced last week by John Pattison Williams, executive vice president of Air Trails Network, station licensee.

Mr. Spencer formerly was manager of WCOL Columbus, Ohio, also owned by Air Trails. He will be succeeded at WCOL by Charles E. Kennedy.

Mr. Kennedy has been with WANE Fort Wayne, Ind., for the past five and one-half years as vice president and manager.



MR. SPENCER MR. KENNEDY

WGTH-TV Hosts H-R Staff

WGTH-TV Hartford played host Feb. 4 to the sales, research and promotion staffs of H-R Television Inc., its station representative, to acquaint H-R with the market area and the station's facilities.

A full-day program included talks, tours and several films, one of which described the city of Hartford, and another introduced WGTH's talent to the representatives. Acting in behalf of the station were acting Station Manager John Downey, Sales Manager George Morris, Film Manager Dan German, Production Manager Jack Bell and Sales Service Manager Walter Stewart. Among those attending for H-R Television were Frank E. Pellegrin, Don Softness, Avery Gibson, Joe Rosenmiller, Jerry Molfese, Art Berla, Cal Cass, Bob Kochenthal, Herb Claassen and Bob Mandeville.

Lathen Joins H-R Sales

REM LATHEN, vice president of KIOA Des Moines and with the Town & Farm Stations, has resigned to join the Chicago sales staff of H-R Representatives Inc. and H-R Television Inc., station representatives. He assumed his new duties effective Feb. 1. Mr. Lathen was with the Don Searle organization for 15 years and became associated with KIOA in November 1953. Town & Farm Stations are KMMJ Grand Junction, Neb., and KXXX Colby, Kan.

KFSD Local Sales Doubled

KFSD San Diego, Calif., increased its local sales 102% during December 1955 in comparison with the same month of 1954, according to Tom Boise, station manager.

Both KFSD and its sister station, KFSD-TV, have completed their first year under the management of KFSD Inc., which took over operation of the stations from the Fox, Wells Co., Stamford, Conn. The new firm has spent more than $250,000 on additional facilities, and the tv outlet has boosted its power to 316 kw. Local tv sales have jumped 58.8% during the year, and national business has risen 34%, said Mr. Boise.



WHEN-TV Changes Antenna To Prevent Storm Damage

WHEN-TV Syracuse, N. Y., has completed a change in the station's transmitting apparatus from one 12-bay antenna to a pair of coordinated six-bay antennas. The installation, which cost $28,000, will enable the station's audience to regain its picture almost immediately following any loss due to lightning or storm damage, according to Paul Adanti, vice president of Meredith Syracuse Television Corp., operator of WHEN-TV.

Mr. Adanti explained that unless both six-bay antennas were incapacitated simultaneously, the new apparatus could be used to get the picture and sound back on the air in "the shortest possible time at both sufficient height and power with little weakness, even in fringe areas." He also said that a switching panel has been installed in the transmitter building to make substitution of facilities possible on the ground instead of atop the 550 ft. tower.

Ohio State U.'s Tv Station Begins Telecasts Next Week

WOSU-TV, Ohio State U.'s new television station, expects to begin regular telecasting next week, according to Howard L. Bevis, the university's president. The FCC on Feb. 6 granted permission for the ch. 34 station to begin program service.

Initial programs will consist of educational films, with live educational programs being telecast as rapidly as they can be developed, said Dr. Bevis.

WCUE Shows 18.3% Increase

GROSS BILLINGS of WCUE Akron, Ohio, were up 18.3% in 1955, making the third successive year the independent has shown an increase over the previous year. According to Tim Elliot, WCUE president, local billings increased 12.71%, regional 34.16% and national 35.38%. The station's January billings were up 38.89% over the same month of 1955.

Record Year for WPAT

LOCAL and regional sales at WPAT Paterson, N. J., during 1955 rose 28.4% over 1954 and national business increased by more than 35% during the same period, Dickens J. Wright, president and general manager, has announced. These increases were termed "the most substantial gains in advertising revenue in the station's 15-year history."

KRON-TV Starts Loan Library

KRON-TV San Francisco has established a film loan library to serve the instructional need of educational, religious, government, civic and other groups which do not charge admission to showings. Three of the six films the library now contains—with more to be added—already have been loaned to interested groups. They are all 16mm sound film.

5,000 WATTS Day and Night

WESTERN MICHIGAN'S

WKNK

MUSKEGON, MICHIGAN

LOW RATES

ASK HIL F. BEST



GENE CAGLE (seated), president of the Texas State Network, signs the contract making his group the first purchaser of National Telefilm Assoc.'s TNT group, comprising 30 feature films never before released for television. Others present are (l to r) Stan Wilson, assistant general manager, TSN; Edward M. Gray, NTA vice president of west coast sales, and Harold Goldman, NTA vice president in charge of sales. Last week in New York, NTA reported it has set a June 30 goal of $4 million in sales of the new package and 11 David O. Selznick films recently acquired [B•T, Jan. 9].

'Sneak' Colorcast Begins Local Color for KOMO-TV

BECOMING the first local live color station in the Pacific Northwest, KOMO-TV Seattle, Wash., launched its color telecasting Feb. 1 when it "sneaked" five minutes of live color on the air without an announcement or even the knowledge of the staff, except for executives and engineers. Later the same day a major portion of the 30-minute newscast *Deadline* was devoted to color, with Gov. Arthur B. Langlie congratulating the station on its color plans.



MR. WARREN

The first program in full color will be telecast Feb. 15 with a regular schedule of color planned to follow, according to W. W. Warren, vice president-general manager.

KOWL Reports Record Year

KOWL Los Angeles marked up the biggest gross billings in its entire history during 1955, with an 18% increase in billings over 1954 and over 100% increases in national and regional accounts, according to George A. Baron, vice president and general manager.

WLNA Opens Nyack Studio

WLNA Peekskill, N. Y., has opened a new studio in Nyack, N. Y., with a fulltime newsman broadcasting local news events twice daily. The 1 kw daytimer on 1420 kc also is broadcasting from a new 360 ft. tower.

MAGNIFY YOUR SALES IN THIS STABLE $140,000,000.00 MARKET

CBS KGVO-TV MISSOULA MONTANA

University City

Rich Lumbering and Agricultural Area

GILL-PERNA, reps.

167 Mountainous Miles from Spokane

$53,752,000 IS A LOT OF HAMMERING!

THE MARKET

Pennsylvania Anthracite Region

Retail Sales—$885,484,000

Building Supplies—$53,752,000

THE BUILDERS—WHWL and WISL

Complete Coverage of 9 Counties

Cost—60 Cents per 1000 Families

NAIL DOWN THIS RICH MARKET!

1954 Consumer Markets—SRDS

See FORJOE & CO.

WISL 1 KW—Shamokin, Pa.

WHWL 1 KW—Nanticoke, Pa.



Welcome Guests in 490,000 Homes in Western New York State*

*Plus a bonus of 485,000 Canadian Homes

WGR-TV BUFFALO

Nat. Reps. FREE & PETERS

Reginald H. Rollinson Dies of Heart Attack

FUNERAL SERVICES were held Tuesday at Funeral Church in New York for Reginald H. Rollinson, 48, sales manager of Quality Radio Group, who died suddenly of a heart attack Feb. 4 at his home in Manhattan.



MR. ROLLINSON

Before joining Quality last year, Mr. Rollinson served as general manager for the Crusade for Spot Radio that was sponsored by 300 radio stations via Station Representatives Assn. He had wide experience in various phases of advertising, including the John A. Cairns Adv. Agency, predecessor to Anderson & Cairns, where Mr. Rollinson was an account executive. He also had a nine-year association with the Metropolitan Group, newspaper representatives.

Mr. Rollinson attended Yale U. He is survived by his wife, Lucy Mackey Rollinson; his mother, Mrs. William H. Rollinson, a brother and a sister.

Court Backs WGMS Charge

WGMS Washington last week was awarded a preliminary injunction in U. S. District Court, Washington, against Robert Bodholdt, Falls Church, Va., charged by the station with making and selling "pirated phonograph records taken from a broadcast of a National Symphony concert." WGMS asked no financial recovery but acted to protect rights of musicians who took part in the broadcast, its counsel stated.

Sales Up at WSGN

WSGN Birmingham, Ala., had a 22% increase in sales during December 1955 over November, and January showed a 6% increase over December, Henry Sullivan, sales manager, reported. The Winston-Salem Broadcasting Co. took over management of the station Nov. 9, 1955 [B•T, Nov. 14, 1955].

STATION SHORTS

WMAK Nashville, Tenn., is now on independent operation 18 hours daily emphasizing music and news. Station terminated MBS affiliation in fall.

WPGC Morningside, Md., moved main offices and studios to 4421 Southern Ave. S.E., Washington.

WTMJ-AM-TV Milwaukee have built-in "beep" signal equipment for stations' Radio City to warn staff of crew changes, switches, etc. Signal, heard three minutes before end of each quarter-hour period, is derived from audio oscillator-amplifier and timed to feed into hidden loudspeakers. Mechanism runs 24 hours a day.

WGN-TV Chicago televised 1956 Chicago National Boat Show exclusively and directly from International Amphitheatre there Feb. 4, noon-1 p.m. CST. Station used two complete mobile units, three crews, six cameramen and four microphone hookups.

KJEO-TV Fresno, Calif., is producing afternoon *Del Gore Show* (2-2:30 p.m., Mon.-Fri.), in color three times weekly. Station claims to be first station in San Joaquin Valley to install color studio cameras for local, live color originations.

REPRESENTATIVE PEOPLE

Jack Masla, vice president of Burke-Stuart Co., N. Y., national station representative, elected executive vice president of firm. He has been with Burke - Stuart since 1953.



MR. MASLA

Robert Anderson, NBC Spot Sales, Chicago, and **Kenneth Johnson** to NBC Spot Sales in San Francisco and L. A., respectively.

William G. Walters, formerly of WABD (TV) New York sales staff, to N. Y. office of Free & Peters Inc., station representative firm, as television account executive.

REPRESENTATIVE APPOINTMENTS

KMO Tacoma, Wash., appoints Avery-Knodel Inc., N. Y., national representative. Q. Cox, Portland, and Hugh Feltis & Assoc., Seattle, continue to represent KMO for Oregon and Washington respectively.

STATION PEOPLE

Samuel T. Johnson, general sales manager, WTVN Columbus, Ohio, appointed acting general manager, succeeding Byron Taggart, resigned.

Richard Stephen, southeast division manager, Ray Cormier Adv., L. A., returns to WBRC-TV Birmingham, Ala., as local sales manager. Before joining Cormier he was with WBRC-TV sales from 1953-1955.



MR. STEPHEN

Reginald Roos, assistant manager, KOZE Lewiston, Idaho, named acting manager, succeeding **Tom Decker,** resigned. **Jack Wilbur,** KIEM Eureka, Calif., to KOZE as chief engineer-announcer. **William A. Dodel,** KRLC Lewiston, to KOZE as chief announcer.

Roger Dufort, formerly executive secretary, Plattsburg Chamber of Commerce, N. Y., appointed sales manager, WEAV Plattsburg.

Carl Bailey, Avalon program supervisor, KBIG Santa Catalina-Avalon, Calif., named Island manager, replacing **Don Callen,** resigned. **Harvey Haas,** KBIG transmitter supervisor, promoted to supervisor of engineering and maintenance at Avalon plant. **Glynn Covington,** technical staff, KLON Long Beach, Calif., to KBIG Avalon engineering staff, succeeding **William Sweet,** resigned.

Herbert Pollock, formerly account executive, KTAC Tacoma, Wash., to KMO Tacoma as account executive. **Harry Sedgwick** to KMO as account executive. **Edward Purcell,** formerly news director, KWSC Pullman, Wash., to KMO as newsman-announcer. **Loni Smith** to KMO in production and continuity department.

Ed Hawkins, merchandising manager, KTTV (TV) Los Angeles, appointed account executive. **Sam Sebby,** floor manager, KTTV, promoted to staff directer.

Merrill Pietila, announcer, KEX Portland, Ore., appointed account executive. **Russ Conrad,** KEX announcer, and **Bob Adkins** Aberdeen, Wash., both to KEX disc jockey staff.

Donald K. Ross to KGFJ Hollywood as program director. **Larry Grannis** to KGFJ sales department.

S. Lee Varker, promotion-advertising manager, WMUR-TV Manchester, N. H., appointed to new post of merchandising manager.

William C. Kersey, production manager, WISN Milwaukee, named acting program manager. **Donald Froehlich,** announcer, WAUX Waukesha, Wis., to WISN announcing staff.

Jack Brooks, news director, WCCC Hartford, Conn., appointed program director. **Arthur Kevin,** WAVZ New Haven, Conn., to WCCC as announcer.

L.B. Wilson INCORPORATED WCKY CINCINNATI O.

*Sept.-Oct. Pulse

—an old Cincinnati Habit:
—listening to WCKY;

10 years of 24 hour a day music and news programming has created in Cincinnatians, the habit of tuning to WCKY for

The Best in Music
The Latest in News

***21% of morning audience**
22% of afternoon audience
21% of night time audience

BUY WCKY



WIVES of staff members will take over at KJAN Atlantic, Iowa, tomorrow (Tuesday) during that station's "Sweetheart Day," operating the station from sign-on to sign-off. Included in the event: 45 merchants who will run a package of spot announcements and feature a "Sweetheart Day" special in their stores; special luncheons at two local restaurants; a corsage presented to a "Sweetheart Listener" at every station break, and a dinner dance for sponsors and staff with their "sweethearts."

The KJAN distaffers (l to r): seated, Mrs. Ruth G. Marker, Mrs. Robin Morrow; standing, Mrs. Bob Einhaus, Mrs. "Skeet" Preston, Mrs. Red Faust, Mrs. Frank Miller, Miss de Lashmutt. Not pictured: Mrs. Wes Haines and Mrs. Jack Maher.

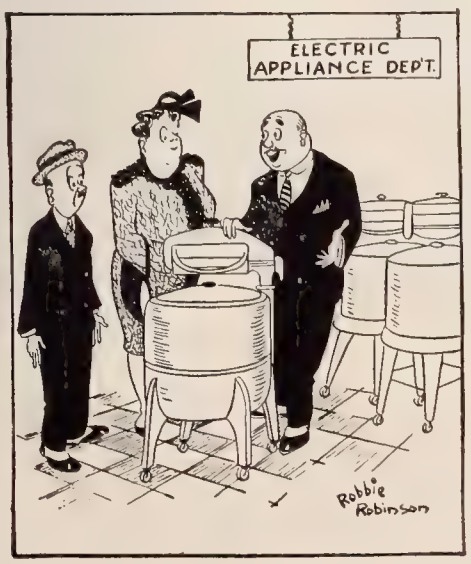
George E. McLaughlin, formerly public relations staffer, Gray & Rogers Inc., Philadelphia, to WCAU-AM-FM-TV Philadelphia, as director of press information.

Don Clark, chief announcer, KMHT Marshall, Tex., promoted to program director.

Don Blair, announcer-disc jockey, WPTR Albany, N. Y., appointed program director.

H. Jeff Forbes, president, Forbes & Assoc., Richmond, Va., tv-motion picture consultant, to WNAC-TV Boston as supervisor of special film projects.

Peter Hollander, manager, N. Y. office Kinesis Inc., documentary-educational film distributor, named film director-cameraman for WGBH-TV Boston, non-commercial educational tv station.



"Like we say over KRIZ Phoeniz—even a man can operate it."

Bob Ferris, formerly newsman with CBS in L. A., to KABC Hollywood, as newsman.

John Friend to WTVN-TV Columbus, Ohio, in photography department.

Gene Romance to WLOG-AM-FM Logan, W. Va., as announcer.

Annette May, vocalist, and pianist **Jack White,** Washington, D. C., to WTOP-TV Washington, on *Mark Evans Show*.

Joe Augella, WJLB Detroit, to WOHO Toledo, Ohio, as announcer.

Eddie Hubbard, Chicago disc jockey, signed by WBKB (TV) Chicago for new *Dance Party* show each Saturday afternoon. He also appears on WIND Chicago.

Earl (Fatha) Hines, pianist-band leader, to KCBS San Francisco for weekly Saturday show.

Virginia Renaud, director of education, WBBM-AM-TV Chicago, to faculty of Lincoln College, Lincoln, Ill., as guest lecturer on radio-tv broadcasting. She continues duties at Chicago stations.

Mary Clark promoted from staff to program director at WFMF (FM) Chicago.

Aline Mosby, UP Hollywood columnist, has begun news series on KABC-TV Los Angeles.

Beulah Bestor to WSTC-AM-FM Stamford, Conn., for multi-weekly show.

Bill Evans, formerly early morning disc jockey at WGN Chicago, to WIND same city in same capacity starting Feb. 27.

Carol Fairall to WOAI-TV, San Antonio, Tex., as junior tv artist.

James Babb has joined WBTV (TV) Charlotte, N. C. as publicity director. **Larry Brodersen** to WBTV (TV) as promotion artist. **Charles Seward** to WBTV (TV) as sales representative for tv sales.

KCEN-TV
Naturally
ON THE BEAM
with
CONSISTENTLY TOP PROGRAMMING
CONSISTENTLY TOP RECEPTION
from the
WACO-TEMPLE
"HUB"
TO THE REMOTEST CORNERS OF ITS
17,000 SQUARE MILE COVERAGE
of the
MULTI-MILLION DOLLAR
CENTRAL TEXAS MARKET
KCEN-TV
TEMPLE, TEXAS
General Offices: P. O. Box 188, Temple
Sales Offices: Professional Bldg., Waco.
Studios and Transmitter at Eddy, Texas — between Waco and Temple.
TWX Eddy, Texas, No. 8486
Representatives:
National: GEORGE P. HOLLINGBERY COMPANY
Texas: CLYDE MELVILLE COMPANY, Melba Building, Dallas
CHANNEL 6 VHF MAXIMUM POWER
NBC INTERCONNECTED

Choose
WHBF
as a major aid
to your Quad-City
marketing plans
in 1956
CBS FOR THE
QUAD-CITIES
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS
NOW 1/4 MILLION PEOPLE
WHBF AM TV
ROCK ISLAND, ILLINOIS
REPRESENTED BY AVERY-KNODEL



NEBRASKA Gov. Victor E. Anderson cuts the ribbon at opening ceremonies which put KHAS-TV Hastings, Neb., on the air. The ch. 5, 100 kw NBC-TV affiliate is owned by the Nebraska Television Corp. Present for the ribbon cutting are (l to r) W. L. Murray, operations manager; Duane Allison, chief engineer; Gov. Anderson; Duane L. Watts, general manager; Lloyd Kissinger, secretary, Nebraska Television Corp., and Bob Schnuelle, production manager.

Ann Connolly to WHTN-TV Huntington, W. Va., as hostess of new *Feminine Touch* program. **Mrs. Bernice Hall,** Cabell County home demonstration agent, and **Willa Ramsey,** caterer, are show's cooking specialists.

Paul Loebig to film department KHAS-TV Hastings, Neb.; **Kenneth Waligorski** to WISN-TV Milwaukee as floor manager; **Christine Chadwell** to publicity department, WRC Washington; **Carlton Cremeens** to KTHV-TV Little Rock, Ark., as director; **Jack Curtis** to KOOL-TV Phoenix, Ariz., as floorman; **Jack Hurlbut** to WKOW Madison, Wis., as floor manager; **Clarence McIntosh** to WTTW-TV Chicago as assistant to facilities supervisor; **Duane Kramar** to WBAY-TV Green Bay, Wis., as floorman; **Eassa Shaheen Jr.** to WHIZ-TV Zanesville, Ohio, as director-cameraman; **Gerard Parnell** to WFRV-TV Neenah, Wis., in audio-control; **Tom Colvin** to KPAM Portland, Ore., as announcer. All are Northwest Radio & Television School graduates.

Tom Decker, sports director, WVET-AM-TV Rochester, N. Y., to do play-by-play for all Rochester Red Wings 1956 baseball games.

Sambo Mathieson, U. S. mailman, star of new weekly show on WBSC Bennettsville, S. C.

Jay B. Neely, former program director, WRAY Princeton, Ind., named director-announcer, KSBK Naha, Okinawa.

William Brown, floor manager, KTTV (TV) Los Angeles, promoted to director.

Howard H. Holderness, president, Jefferson Life Insurance Co., elected to Board of Directors of Jefferson Standard Bcstg. Co. (WBT, WBTV (TV) Charlotte, N. C., WBTW (TV) Florence, S. C.). **Joseph M. Bryan,** president, Jefferson Standard Bcstg. Co., named senior vice president of Jefferson Life Insurance Co. **Michaux Crocker,** secretary-treasurer, Jefferson Standard Bcstg., named treasurer of insurance organization.

Bill Rapp, production director, KHJ-TV Los Angeles, named president of newly established Hollywood chapter of Civitan International, service organization dedicated to building better citizens by assisting underprivileged children.

Robert E. Tripp, news director, WFAA Dallas, elected president of Dallas professional chapter of Sigma Delta Chi, journalistic fraternity.

Clyde R. Spitzner, commercial manager, WIP Philadelphia, appointed chairman of Business and Industry Committee for 1956 Easter Seal campaign in Philadelphia.

William Fay, president, Stromberg-Carlson Broadcasting Corp. (WHAM-AM-TV Rochester, N. Y.), named president, Automobile Club of Rochester.

George C. Biggar, president and manager, WLBK De Kalb, Ill., elected to board of directors of De Kalb Chamber of Commerce.

Pel Schmidt, local sales manager, WAAM (TV) Baltimore, elected president, Baltimore Kiwanis Club.

Wayne Davis, WESC Greenville, S. C., elected president, Greenville Adv. Council.

Kenneth I. Tredwell Jr., vice president of Jefferson Standard Broadcasting Co. (WBT, WBTV (TV) Charlotte, N. C., and WBTW (TV) Florence, S. C.), elected to board of directors for Charlotte Chamber of Commerce. **J. Robert Covington,** vice president of Jefferson Standard Broadcasting Co., elected to board of directors of North Carolina Forestry Assn.

James T. Aubrey, Jr., general manager, KNXT (TV) Hollywood, appointed chairman of L. A. Area Community Chest television committee.

Howard S. Keefe, station manager, WWLP (TV) Springfield, Mass., elected vice president in charge of public safety education of Safety Council of Western Massachusetts.

Simon Goldman, president and general manager, WJTN Jamestown, N. Y., appointed to head special gifts division of Red Cross 1956 membership enrollment drive.

Tom Donahue, announcer, WIBG Philadelphia, appointed deputy athletic commissioner in Pa.

Clint Youle, NBC weather forecaster and conductor of *The Weatherman* program at WNBQ (TV) Chicago, will address National Conference and Workshop on Radio and Television Presentation of Weather at Statler Hotel in Hartford, Conn., March 3-4.

Marion Granger, WBUX Doylestown, Pa., half of station's farm broadcasting team *Mr. and Mrs. R. F. D.*, served as Pennsylvania chairman for annual "January Egg Month" promotion of state's poultry industry.

W. Chase Idol Jr., personnel relations director of Jefferson Standard Broadcasting Co. (WBT, WBTV (TV) Charlotte, N. C., WBTW (TV) Florence, S. C.), appointed national chairman of labor-management committee of American Society for Personnel Administration.

Nat M. Abramson, director of WOR New York's artist bureau, elected president of Entertainment Manager's Assn. for 20th consecutive year. EMA is composed of 300 producers of packaged shows for club and hotel engagements, in which radio-tv and stage personalities appear.

Edgar Kobak, owner, WTWA Thomson, Ga., and business consultant, scheduled to address members of Assn. of Advertising Men & Women Feb. 28, N. Y., on "Media Selling Techniques," fourth of series of six lectures on advertising sales.

Walter B. Wagenhurst, senior director, WFIL Philadelphia, to teach television advertising and programming course at Charles Morris Price School of the Poor Richard Club.

Ted B. Sawyer, program director, WKNE Keene, N. H., elected president, Keene Chamber of Commerce.

Fulton Wilkins, assistant general sales manager, KNX Los Angeles and Columbia Pacific Radio Network, father of boy Feb. 2.

Arthur Lake, announcer-disc jockey, WJAR Providence, R. I., father of boy, Christopher Edward.

Norm Prescott, WBZ-WBZA Boston-Springfield disc jockey, father of boy, Michael Robert, Feb. 3.

WSJV-TV South Bend-Elkhart, Ind., announces **Ed Lasko,** program director, father of girl; **Forrest Boyd,** farm director, father of girl, Linda Carol, and **Vince Doyle,** sports director, father of girl, Irene; **John Alves,** account executive, father of boy, John Patrick; **R. Morgan Lumpp,** acting sales promotion director, father of boy, Robert Christian; **Darwin Monesmith,** engineer, father of boy, Michael J.

Sam K. Hazlett, 69, account executive, WFDF Flint, Mich., for 23 years, died Feb. 8 in Flint after several months' illness.



DAILY *Frederick and Nelson Concert Hour* is being broadcast on KXA Seattle under terms of a two-year contract being signed here by (l to r): John Croghan, KXA account executive; Jack Utz, sales promotion manager for Frederick & Nelson (department store) and Hugh A. Smith, KXA vice president-general manager.



Bulldozers churn through the million-ton coal pile at one of the gigantic plants in this record-breaking electric power project.

Electric Companies build largest power project ever

Here's dramatic evidence that no job is too big for America's independent electric light and power companies!

The plant above is part of a huge new electric power project on the Ohio River—new plants, new power lines, new facilities. A group of independent electric light and power companies, working together, is finishing this project at a cost of nearly $400,000,000. The largest ever built at one time, it is producing more electricity than is used by the entire city of New York. All of the power from the project serves the Atomic Energy Commission's plant at Portsmouth, Ohio.

The ability of America's independent electric light and power companies to tackle any job, *no matter how large*, is your assurance of plenty of power for your own future electric living. To meet *tomorrow's* needs for power, these companies are *today* building power plants and lines at a rate of 2 *billion* dollars a year. By 1965, the supply of electricity will be *double* what it is now.

Farsighted planning like this is one of the important reasons why you can always expect the best and the most electric service from *America's Independent Electric Light and Power Companies**.

**Names on request from this magazine*

'55 NETWORK TIME COST $406 MILLION

Total is $86.5 million above 1954 figure according to Publishers Information Bureau. December, with over $39 million in billings, was highest single month.

NETWORK TV gross time charges totaled more than $406 million last year, a rise of more than $86.5 million above the 1954 total, according to computations based on Publishers Information Bureau reports.

Gross billing of $39,398,617 for December set off that month as the highest of the year. The next highest months for the tv networks last year were November and October, in that order.

Both CBS-TV and NBC-TV hit record gross billings in December. NBC-TV that month continued to narrow the monthly gross billing gap between it and CBS-TV, a development which started last October. As of December, NBC-TV was a little more than $1 million off CBS-TV's mark for the month in contrast to the $1.4 million to a near $3 million monthly noted earlier in the year.

While NBC-TV showed its billing sinews in the fall season, CBS-TV last year actually widened the gap between it and NBC-TV on the January-December basis. In 1955, CBS-TV picked up more than $5 million in gross billings over the $20 million lead it had held.

Each of the three tv networks increased their yearly figures, ABC-TV chalking up more than $16.6 million above its previous year; CBS-TV, some $42.7 million, and NBC-TV, a whopping $47.3 million, a figure only about $4 million less than ABC-TV's total gross billing for the year.

The complete PIB table follows:

NETWORK TELEVISION

	December 1955	December 1954	Jan.-Dec. 1955	Jan.-Dec. 1954
ABC	$ 6,301,578	$ 3,994,832	$ 51,393,434	$ 34,713,098
CBS	17,086,161	15,060,653	189,018,121	146,222,660
DuM**	——	1,457,436	3,102,708	13,143,919
NBC	16,010,878	13,047,419	163,384,796	126,074,597
TOTAL	$39,398,617	$33,560,340	$406,899,059	$320,154,274

NETWORK TELEVISION TOTALS TO DATE

	ABC	CBS	DuM	NBC	TOTAL
Jan.	$ 3,718,195	$ 15,831,141	$ 723,960	$ 13,172,695	$ 33,445,991
Feb.	3,567,696	14,694,726	597,275	12,419,641	31,279,338
Mar.	3,806,425	16,036,896	628,625	14,102,093	34,574,039
Apr.	3,527,558	15,426,214	462,335	13,285,933	32,702,040
May	3,606,427	15,978,680	273,640	13,591,687	33,450,434
June	3,542,304	15,724,184	218,845	12,238,694	31,724,027
July	3,263,803	14,635,011	131,105	11,966,760	29,996,679
Aug.	3,562,676	14,959,098	55,385	11,767,789	30,344,948
Sept.	4,123,780	15,188,805	11,538	13,720,643	33,044,766
Oct.	5,876,756	16,590,891*	——	15,618,704	38,086,351*
Nov.	6,496,236	16,866,314*	——	15,489,279	38,851,829*
Dec.	6,301,578	17,086,161	——	16,010,878	39,398,617
Total	$51,393,434	$189,018,121	$3,102,708	$163,384,796	$406,899,059

*Revised as of 2/8/56
**Effective Sept. 15, DuMont Television network changed from a national network to a local operation

NETWORK PEOPLE

Bob Quinlan, executive producer of special events programs, KNXT (TV) Los Angeles, to CBS-TV, N. Y., as director of news and special events programs, Feb. 28. **Donald C. Hamilton,** assistant to vice president in charge of programs, MBS, appointed executive in CBS-TV business affairs department.

Dr. Sidney S. Alexander, economic adviser to CBS Inc., to faculty of School of Industrial Management at Massachusetts Institute of Technology. He continues as CBS consultant.

Arthur M. Ehrlich, account executive on Dow Chemical Co., MacManus, John & Adams N.Y., to NBC-TV's *Home* show as associate producer.

Chandler Cowles, Broadway producer, appointed general manager of new NBC Opera touring company [B•T, Dec 5, 1955]. Executive producer, the American Shakespeare Festival Theatre & Academy last season at Stratford-on-Avon, Conn., Mr. Cowles also has been associated with Gian Carlo Menotti productions.





KARD-TV Wichita, Kan., will become an NBC-TV affiliate effective May 1, it was announced jointly by Harry Bannister, NBC vice president of station relations, and William J. Moyer, vice president-general manager of KARD-TV. At the contract signing are (l to r) Mr. Moyer, Don Mercer, NBC director of station relations, and Mr. Bannister.

Election Year Series Opener Set March 6 by NBC News

NBC NEWS' newly-established special election year feature unit has scheduled its first effort of March 6. The initial program, part of a series to be called *Politics and Primaries,* will be heard at irregular dates in the time slot currently filled by NBC Radio's *Biographies In Sound,* Tuesdays, 9:05-10 p.m. EST.

Supervising the new unit will be NBC News Manager Joseph O. Meyers, with Reuven Frank designated as executive producer. Other staff members include Arthur Wakelee, Jack Sughrue, Eliot Frankel, William Hill, Pat Trese and Herb Kaplow, with additional help being provided by NBC's affiliated stations. *Politics and Primaries* programs scheduled a week before state primaries include New Hampshire, March 6; Minnesota, March 13; Illinois, April 3; Pennsylvania, April 17; Florida and Ohio, May 1; Oregon, May 15, and California, May 29.

NBC-TV, Lutheran Churches Plan Religious Programs

SIX DRAMAS, live and in color, will be presented on *NBC Matinee Theatre* (Mon.-Fri., 3-4 p.m. EST) in a joint tv effort of NBC-TV and four Lutheran Church organizations. The first is scheduled April 2, the others following on May 7, June 4, Sept. 3, Oct. 1 and Nov. 5.

The Lutheran groups, representing more than 4.5 million members and working through Lutheran Television Assoc., will underwrite costs of the scripts, editing, casting and promotion as well as cooperating with program editors in selecting scripts. The Lutheran churches involved include the United, the Augustana, the Evangelical and the American.

Dr. E. O. Hove, chairman of Lutheran Television Assoc., said the program would pioneer in a "new approach to religious television . . . by fusing NBC's professional skills and dramatic programming standards with the Lutheran Church's basic concern for Man's spiritual growth. . . ."

ABC REALIGNS ITS SALES RESEARCH

Dean Shaffner and Donald W. Coyle to head separate departments for radio and television, respectively. Network president says split is designed for maximum effectiveness.

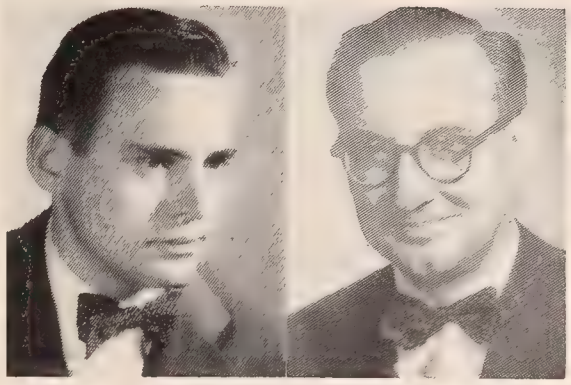
DIVISION of the Sales Development and Research Dept. of ABC into separate departments for radio and television to be headed respectively by Dean Shaffner and Donald W. Coyle, is being announced today (Monday) by ABC President Robert E. Kintner.

Mr. Coyle, who has been director of research for ABC, will report to John H. Mitchell, vice president in charge of the tv network. Mr. Shaffner, who has been director of sales development, also for both radio and tv, will report to Don Durgin, vice president in charge of the radio network.

Mr. Kintner explained that the separation was designed to provide maximum effectiveness for both radio and tv activities of ABC. He noted that the naming of Messrs. Coyle and Shaffner as directors of the separated departments is in line with a policy of promotion from within the company.

Bert Briller, manager of sales development for ABC-TV, and Julius Barnathan, ABC-TV manager of research, will report to Mr. Coyle. Henry Poster, ABC Radio's manager of sales development, and a radio research manager yet to be selected will report to Mr. Shaffner. Personnel of the formerly unified department will be divided among the two new departments except for those in coverage, marketing and media, and art and drafting services, which will give integrated assistance to both departments.

The unified Sales Development and Research Dept., serving both radio and tv networks, had been operated under the direction of Gene Accas, who resigned a short time ago to join Television Bureau of Advertising today (Monday) as director of operations [B•T, Jan. 23].



MR. COYLE MR. SHAFFNER

Mr. Coyle joined ABC in 1950 as a tv sales development writer, became manager of the Research Dept., was named director of network tv research in October 1953 and director of research in September 1954. Mr. Shaffner, formerly with C. E. Hooper Inc., Crossley Inc., and Biow Co., moved to ABC in 1949 as a sales presentation writer. He served successively as manager of tv sales development, assistant director of research and sales development for radio and tv, and director of network radio research before being named director of radio network sales development and market research counsel in July 1954 and director of sales development for radio and television in September 1954.

WCTU Hits 'Beercasts'

THE National Woman's Christian Temperance Union is up in arms . . . this time over what its calls "person to person beercasts." With obvious reference to Edward R. Murrow's CBS-TV program, Mrs. Glenn G. Hays, WCTU president suggested radio-tv networks give equal time "to the public" by taking "their cameras and microphones into the skid rows and the alcoholic wards and show the effects of drinking." She blamed such type programs (sponsored by beer firms) for a claimed 50% rise in alcoholics the past 13 years. The National WCTU headquarters is in Evanston, Ill. Theodore Hamm Brewing Co. (Hamm's beer) is one of Mr. Murrow's sponsors on *Person to Person*.

CBS Grants Two Requests To Answer Farm Appraisal

REQUESTS for time to reply, and time to reply to the reply—not an infrequent phenomenon in election years—resulted last week in CBS-TV scheduling two programs stemming from its *See It Now* appraisal of the national farm problem Jan. 21.

Agriculture Sec. Ezra Taft Benson, who appeared on the Edward R. Murrow-Fred Friendly program and said afterward he would ask for time to clear up certain impressions he considered "distorted" [B•T, Jan. 30], did so and was granted the 10:30-11 p.m. period Feb. 23.

In the meantime, Sens. Clinton P. Anderson (D.-N. M.), former Secretary of Agriculture, and Hubert M. Humphrey (D.-Minn.), asked CBS for time to reply to Mr. Benson in the event he was granted time to answer the *See It Now* broadcast. They were given the same slot March 1.

The broadcast will pre-empt *Quiz Kids*, sponsored by American Home Products.

CBS Inc. President Frank Stanton, answering Sec. Benson's request in a letter date Feb. 4, noted that the farm issues are "many and complex and the views concerning their solution are conflicting and strongly held." He said the offer of time to reply was made "in view of your request and in view of the broad public importance of the farm issues." He also noted that Sens. Anderson and Humphrey had asked for time to answer Mr. Benson and that CBS was granting their request.

The Feb. 23 and March 1 dates for the respective replies represented a rescheduling which CBS-TV said was made "for Mr. Benson's convenience."

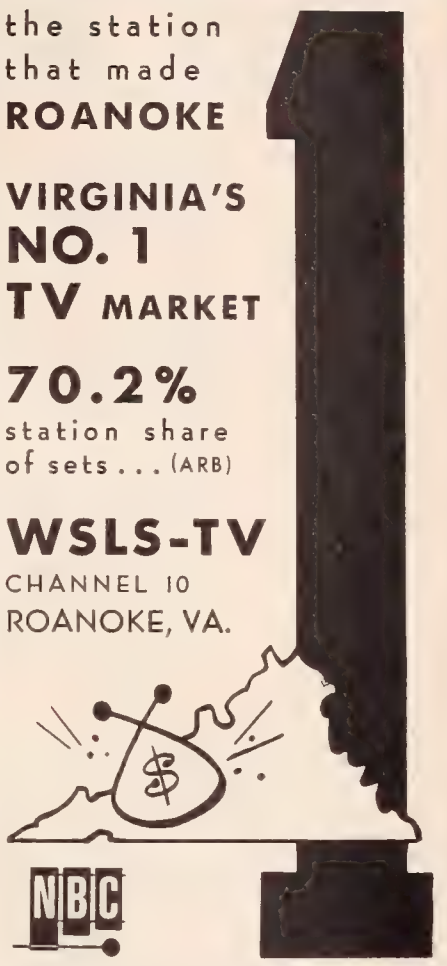
As outlined in Dr. Stanton's reply, Mr. Benson was first offered the same half hour Feb. 9 and Sens. Anderson and Humphrey Feb. 16.

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"THE YOUNG FARMER"
4-H Week
March 13-19, 1956

"ST. PATRICK'S DAY"
March 17, 1956

"THE FABULOUS OSCAR"
(Story Behind the Academy Awards)
March 14-21, 1956

"Milestones" is available for commercial sponsorship—see your local stations for details.

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TV NEWS: JOURNALISM OR SHOW BUSINESS?

It's the former, certainly, but there's a lot of the latter in today's function of the medium. So said John Day, director of news for CBS, when he addressed last week's short course in radio-tv news at the U. of Minnesota School of Journalism. Mr. Day had much to say on the subject: two points in particular are brought out in the excerpt below—the wide disparity in salaries for tv newsmen and the growing pressure to make newsmen pitchmen as well.

IS TELEVISION NEWS going to destroy itself in commercialism before its gets out of its swaddling clothes?

Television as it exists today *is* show business. For that reason at least one branch of journalism is trying to adapt itself to a strange new world. In so doing it has taken on some of the elements of show business. (Not all of these elements are new, of course, for tv news is in part an extension of radio news, and radio too is in show business. But television is show business with a capital S.)

Television news has tried to fit into this glittering show world by a series of compromises which affect both the persons working in tv news and the product they put on the screen.

Journalism has never known such a disparity in pay as exists at the network level in radio and television. The office boy, the news writer and the news editor make more than the average for their jobs on metropolitan newspapers. Enough more to make recruiting from newspapers practical, but surely not enough more to make the jobs utopian. The reporter who works with a camera team and develops pictorial stories requires new skills, and his job cannot be compared exactly with a particular newspaper job. But his pay is comparable to what a news writer or editor makes.

It is when a person becomes a performer, a director or a producer that things get wild. Here it's what a man can command and what the traffic will bear. It's what he and his union and his agent can get.

To one who worked in newspapers so long it seems strange to have a news correspondent's *agent* making formal calls upon him to discuss better assignments and fatter contracts. But that's part of the element of show business, and that's the way the system works.

I should explain here that correspondents (men who are reporters but who also appear on mike and camera), as well as directors and producers, have basic contracts calling for staff salaries that are *not* in the high brackets. Thus persons who do not earn commercial fees are paid well but not fabulously. However, on top of the basic contract there is an elaborate fee system which makes it possible for some to soar into the upper five and even six-figure annual pay brackets.

To state it mildly, this is not always fair. Too much depends on luck, agencies and the whim of the public instead of the competence and depth of the newsman. With certain reservations—such as the fact that unions set some of the fees—it is indeed free enterprise. But the system sometimes results in a man making three or four times as much as another who is as good or better and who works just as hard in the same field. It results in some men making many times more than the persons to whom they are responsible. This doesn't make for the best in responsibility, loyalty and morale. There has been talk, of course, of abolishing the fee system or of pooling fees, but nothing has come of it. And I am not hopeful that anything will.

The wide-ranging pay; the fact a newsman may belong to the American Federation of Radio & Television Artists (note the word artists); the fact he may have one or more business agents; that he may even have a publicity agent; that he may get fan mail of the type no newspaper or magazine writer would get—all these are elements that identify television newsmen with show business.

Another element is the fact that television newsmen (and, to be sure, radio newsmen as well) are called upon to deliver commercials. Ever since it has had a news service, CBS, thank heavens, has tried to keep the news and the advertising separate by having persons other than the reporters deliver the commercials. We are not simon pure in this respect. The pressures from advertising agencies, and sometimes from persons within the company, are strong and unrelenting. In the matter of "lead-ins"—introductions to commercials that may in themselves endorse the product—a couple of sponsors have gotten a foot in the door by pressing our newsmen into reading them.

CBS News strives with continuing vigilance to protect its newsmen from the chore of doing commercials. On the other hand, most newsmen on other networks and on individual stations do deliver all or parts of commercials.

MR. DAY

Please understand, I have nothing against advertising. I am in fact one of its strongest advocates, because I believe its effect has been immeasurably great in the expanding economy of this country. But in this field I believe in segregation. Let someone not associated with the news deliver the sales pitch. It is worse than unfair to ask a man to try to deliver an explanation of some world crisis in one breath and an appeal to his listeners to buy a certain remedy for aches and pains in the next.

Now that I have pointed out some elements of commercialism as they affect individuals in television and radio news, I think it is important that I make this observation: Big as is the money that floats around in electronic journalism, I personally know of not one single case where a newsman has deliberately slanted a story, omitted a story or added a story because his sponsor asked for it. I have no doubt, there have been such cases. But they must be few, for talk of things like that travels fast. I'm happy to say that although electronic newsmen may become prima donnas, they don't become crooks.

I have asked whether television news was going to allow commercialism to destroy it before it really gets out of its swaddling clothes. I have pointed out some of the dangers that make such a fate possible, but I am optimistic that the pitfalls will be circumvented and that television news will, in the not too distant future, achieve the stature of the good newspaper and the good radio program.

AB-PT Named Co-defendant In Libel Suit Against Duggan

AMERICAN BROADCASTING - Paramount Theatres Inc. is named as co-defendant in a $100,000 libel suit filed by a night club entertainer against Tom Duggan, commentator at WBKB (TV) Chicago, which ABC owns and operates.

The suit was filed in local Superior Court Feb. 3 on behalf of Philip S. Tucker, ascribing "defamatory" statements to Mr. Duggan (Thomas Duggan Goss) on some of his late evening broadcasts. Mr. Tucker claims he was forced to quit his job at the Silver Cloud because of "willfully and maliciously" made statements concerning an alleged female impersonation act.

A contempt citation against Mr. Duggan, arising from remarks he allegedly made in connection with a child custody case, will be reviewed by the Illinois Supreme Court [B•T, Jan. 23; Dec. 19, 1955].

Frick Starts Negotiations For Sale of Baseball Rights

BASEBALL COMMISSIONER Ford Frick was reported last week to have begun preliminary negotiations for sale of radio and television rights to the All-Star Game and the World Series, effective in the 1956 season. Though no details were available from the Commissioner's office, it was learned by B•T that he has had discussions on the subject with at least four business organizations, including CBS and NBC.

Mutual has held the rights to the All-Star Game and the World Series since 1949, with its privilege expiring with the series games this year. For the past three years, Mutual has paid $1.25 million per year for the package and has assigned the tv rights to NBC-TV. It is reported that Mr. Frick is seeking about $3 million for the annual rights because of the growth of television in the past several years.

Mr. Frick indicated at a baseball writers' dinner in New York Feb. 5 that he may have an announcement on the radio-tv package after the All-Star Game this July. He stressed that his office alone is empowered to negotiate the sale of the rights, but said he would keep the baseball players' representatives informed on progress of the transaction.

Perry Mason Mysteries To Be Filmed for CBS-TV

A NEW ONE-HOUR film series will start on CBS-TV next fall centered on the fictitious lawyer, Perry Mason, created by author Erle Stanley Gardner, Hubbell Robinson Jr., vice president in charge of network programs, said last week.

Mr. Robinson, in a joint announcement with Mr. Gardner, Cornwell Jackson, a vice president of J. Walter Thompson, Hollywood, and Mr. Jackson's wife, actress Gail Patrick, said Mr. Gardner's catalog of 272 titles had been acquired. Mr. and Mrs. Jackson and Mr. Gardner are officers of Paisano Productions, a West Coast operation which will film the series in cooperation with CBS.

The sale of Mr. Gardner's books has reached the 100 million mark, CBS-TV estimated. The first property to be filmed—the catalog also includes stories based on 11 other characters created by Mr. Gardner in mystery novels and short stories—will be the Perry Mason stories. Production team, writers and cast are expected to be announced after conferences in Hollywood this week with Mr. Gardner and the Jacksons.

WNEM-TV Joins ABC-TV

WNEM-TV (ch. 5) Bay City-Saginaw, Mich., has joined ABC-TV as a basic affiliate, Alfred Beckman, ABC-TV station relations director, announced last week. The station is owned and operated by the Northeastern Michigan Corp., Bay City.

NBC-TV Sets All-Color Show of Antarctica Films

THE first full-length, all-color tv program devoted to exclusive films shot by NBC News' William B. Hartigan in the U. S. Navy's "Operation Deepfreeze" at the South Pole will be telecast Feb. 26, 4-5 p.m. EST, under the title of "Antarctica: Third World."

Davidson Taylor, NBC vice president in charge of public affairs, said this is "the first of a series of NBC-TV programs reporting on the International Geophysical Year, 1957-58, the largest international scientific undertaking in the history of mankind." Mr. Hartigan's films have already appeared at irregular intervals on *News Caravan* and other NBC-TV news programs.

The program will be narrated by Chet Huntley who was to have started this month a new tv news program, *Outlook*. The latter has been shelved temporarily [B•T, Jan. 30]. Production will be handled by Joseph O. Meyers, manager of NBC News, and Reuven Frank, NBC producer.

NBC scored an international scoop in flying out the first exclusive films and tape recordings of the current American expedition into the Antarctic.

The 13,300 feet of film shot by Mr. Hartigan includes coverage of every phase of the adventure from the "jumping off" point in New Zealand through the ice-breaking work of the U. S. S. Glacier, a rescue of expedition members whose plane crashed, and a dramatic flight over the geographical South Pole. On the trip over the Pole, Mr. Hartigan encountered some of the worst climatic conditions ever endured by a cameraman. Eventually the severely low temperature congealed the oil of his camera motors and brought his picture-taking to an end, temporarily.



The filmed rescue operations with the ice breaker, *S. S. Glacier*, in the background.

PALEY: CBS INC. SET RECORD IN '55

PRELIMINARY estimates indicating that CBS Inc. achieved record-setting sales and profits during 1955 were reported to the board of directors last week by Chairman William S. Paley.

He told the board at a meeting Wednesday that net earnings for the year are tentatively estimated at $13,397,000, or 17.4% over the $11,415,000 earned during the preceding year.

Per-share earnings for 1955 were placed at $1.83, a gain of 21 cents over the $1.62 per share earned in 1954. These amounts are after adjustment of the number of shares outstanding to reflect the three-for-one stock split-up made in April 1955.

At the meeting the board declared a cash dividend of 20 cents a share on class A and class B stock, to be payable March 9 to stockholders of record at the close of business on Feb. 24.

The 1955 preliminary financial report contained no breakdowns. In a yearend review several weeks ago, however, it was estimated that CBS-TV's billings for 1955 would exceed by about 30% its 1954 total of approximately $146 million, while CBS Radio's billings for 1955 have been estimated unofficially at about $49 million, a drop of around 15%. Other divisions of CBS Inc. are CBS-Columbia, CBS International, CBS Labs, Columbia Records, and CBS-Hytron.

Ampex Tv Tape System In Experimental Stage

G. I. LONG, president, Ampex Corp., Redwood City, Calif., in a letter last week told the firm's stockholders that Ampex has constructed a laboratory version of what is believed to be a practical system for the recording and reproduction of tv pictures on magnetic tape.

"However," Mr. Long cautioned, "the conversion of this laboratory prototype into a commercially acceptable unit will still require a considerable amount of additional time and effort. We do not contemplate publicly demonstrating this laboratory model. We cannot predict when we will be in a position to demonstrate a unit more suitable for commercial use."

Two 'Antenaplex' Systems Nearing Completion by RCA

TWO MAJOR community television "Antenaplex" installations, which will introduce citywide multi-channel television reception to the Texas towns of Victoria and Paris, are in process of completion by RCA, it was announced last week.

J. F. O'Brien, manager of the RCA theatre and sound products department, said the installations are being made by RCA for Mid-West Video Corp., Little Rock, Ark., which will operate the community tv systems on a subscription basis through subsidiaries set up in each locality.

RCA completed a similar installation for Mid-West last year at Greenville, Miss.

The "Antenaplex" system in Victoria, already providing tv service in some areas of the city, will enable subscribers to receive the signals of five tv stations, up to 128 miles away, officials reported. The one in Paris, currently providing signals to tv set dealers in the central business district and slated for completion within three months, will bring in six stations, up to 118 miles away.

Both installations feature high towers, one

500 and the other 550 feet, and antenna-stacking arrays to minimize co-channel interference and maximize selectivity. At Victoria the "Antenaplex" installation includes 24 antennas in the tower equipment to provide optimum reception of WOAI-TV (ch. 4) and KENS-TV (ch. 5) San Antonio; KTRK-TV (ch. 13) and KPRC-TV (ch. 2) Houston and KGUL-TV (ch. 11) Galveston. At Paris 32 RCA antennas are included for reception of WBAP-TV (ch. 5) and KFJZ-TV (ch. 11) Fort Worth; WFAA-TV (ch. 8) and KRLD-TV (ch. 4) Dallas; KCMC-TV (ch. 6) Texarkana, and KLTV (ch. 7) Tyler.

Six Field Staffers Promoted In RCA Victor's Tv Division

SIX field staff transfers and promotions went into effect last week at RCA Victor Television Div., with George Fearnaught, division field sales manager, announcing these changes:

P. E. Cunningham, field sales representative, Cleveland, to RCA Victor Tv Div. headquarters, Cherry Hill, N. J., as administrator on special sales accounts; James Melankas, RCA Victor Distributing Corp., Chicago, succeeds Mr. Cunningham in Cleveland; George Lohman, New York field sales representative, named eastern district manager, tv division; Don Roark, Boston office, to New York, succeeding Mr. Lohman; Jack Kain, field sales representative, Indianapolis, to Boston in similar capacity; James Cunnane, named field sales representative in Indianapolis.

Sales by Microwave Assoc. Increase 40% During 1955

A SALES INCREASE of 40% was gained over 1954 by its $2 million sales last year, Microwave Assoc., Boston, electronics firm, reported last week. Microwave President Dana W. Atchley Jr. said the largest backlog of orders in the company's history points to another record year in 1956.

Mr. Atchley said that the company's growth also could be seen in the 20-for-1 split of Microwave stock recently authorized by the firm's shareowners. Western Union and American Broadcasting-Paramount Theatres Inc. each own one-third interest in Microwave, which designs and produces magnetrons, silicon diodes, radar components, microwave test equipment and other electronic devices. A new building covering 50,000 sq. ft. is being readied for fall occupancy on a seven-acre site at Burlington, Mass., to provide required space for Microwave's increased manufacturing and research activities.

Picture Tube Record

FACTORY sales of tv picture tubes in 1955 set an alltime record, totaling 10,874,234 units compared to 9,913,504 in 1954, according to Radio-Electronics-Tv Mfrs. Assn. December sales totaled 881,465 tubes compared to 1,086,998 in November and 1,009,398 in December 1954. Factory sales of receiving-type tubes totaled 479.8 million in 1955 compared to 385 million in 1954.

Magnavox Offers Service On Its Purchased Sets

WHAT is reported to be the tv industry's first free service contract for tv set owners was announced Tuesday in New York by Frank M. Freimann, president of the Magnavox Co. The contract will make available to the public a new Gold Seal Program offering a three month's guarantee on overall operation and a one-year guarantee on tubes and parts.

Applying to all Magnavox tv sets from $249.50 and up, the new warranty program was inaugurated, Mr. Freimann said, only after it was proven conclusively to the firm's engineering staff that the newest Magnavox chassis minimized service requirements.

In explaining in detail the various facets of the Gold Seal Program, Mr. Freimann said that "in the public eye, tv servicing has become a major scandal. Close to 5% of a set's small tubes fail within the first 90 days in about 90% of tv sets sold, which has meant a very high cost to the consumer. We at Magnavox feel that the industry has matured sufficiently at this time so that we can safely do away with antiquated servicing contracts. We owe this much to the consumer."

He added that the Gold Seal Program, "by eliminating extra service costs . . . and letting Magnavox pay the initial repair bills, will be reflected to us in the form of additional confidence upon the part of the tv buying public."

$650 Color Set by Magnavox

MAGNAVOX Co., Ft. Wayne, Ind., manufacturer of radio-tv receivers and high-fidelity phonographs, expects to break the "high-cost barrier of color television within the reasonably near future," by introducing a color set price-ranged in the $650-$700 area.

President Frank M. Freimann said that although he does not expect "to see the general price of color tv come down very fast," his firm will introduce what he claimed to be the industry's lowest-priced model in April or May. Later, he added that he meant "within the reasonably near future." Mr. Freimann said that to give additional details at this time "would not be appropriate."

Sylvania Buys Stock to Keep Baseball Franchise in Buffalo

A $5000 CHECK for stock in the Buffalo, N. Y., Bisons baseball team—one of the biggest yet in a citywide campaign to keep the Bisons in Buffalo through community ownership—was turned over to the team last week by Sylvania Electric Products' Radio and Television Div.

Arthur L. Chapman, vice president of the division, which has its headquarters at Buffalo, said that Sylvania sponsored the stock purchase and was joined by Cladco Electronics Inc., which distributes the company's radio and tv sets in the region, and Sylvania dealers in the area.

MANUFACTURING SHORTS

Allen B. DuMont Labs., Clifton, N. J., reports shipment this month of color multi-scanner to WRVA-TV Richmond, Va.

Collins Radio Co., Cedar Rapids, Iowa, has opened Northwest sales office in Seattle, Wash., at 1318 4th Ave., headed by **C. L. Pfeiffer.** Telephone: Main 8278.

MANUFACTURING PEOPLE

Harry R. Clark, vice president-general sales manager, LEL Inc. (transistorized products) Copiague, N. Y., elected to firm presidency in addition to other duties.

Allen E. Reed, comptroller, Raytheon Mfg. Co., Waltham, Mass., also elected treasurer of electronics firm, succeeding **D. T. Schultz,** resigned to become president of Allen B. DuMont Labs.

Merle K. Kremer, special assistant to general manager of Parts Div., Sylvania Electric Products Inc., Warren, Pa., appointed assistant general manager of division. **Peter J. Grant,** Cincinnati district sales manager, Sylvania Electric Products Corp., N. Y., appointed manager of sales management development, with headquarters in Buffalo.

Vice Admiral Murrey L. Royar, USN (ret.), elected director of National Co. Inc., advanced electronic engineering manufacturer, Malden, Mass.

John J. McGrath, Boston and eastern Massachusetts district manager, DuMont National Distributors Inc., division of Allen B. DuMont Labs, Clifton, N. J., named New England District manager, DuMont television receiver division.

C. Cornell Remsen Jr., assistant director of International Telephone & Telegraph Corp.'s patent contract department, named director, succeeding **A. Goodwin Cooke,** resigned to join executive staff of International Standard Electric Corp., IT&T subsidiary. **John G. Copelin,** vice president and comptroller, Federal Telecommunications Labs, research division of IT&T, elected vice president, comptroller and director of International Standard Electric Corp., another IT&T subsidiary.

Edgar A. Post, former superintendent of navigational aids, United Air Lines, appointed manager of radio systems lab, Stanford Research Institute, Menlo Park, Calif.

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Headliner Deadline March 1

MARCH 1 is the deadline for entries in the 22d annual Headliner Awards, given by the National Headliners Club of Atlantic City for outstanding news coverage and public service by radio and tv stations and networks, as well as for news stories and photographs in newspapers and magazines and newsreels. Entries for achievements during the calendar year 1955 should be sent to Mall Dodson, executive secretary, Headliners, 2307 Boardwalk, Atlantic City, N. J.

The 1955 winners will be announced March 22 and awards presented April 7 at the Headliners' meeting in Atlantic City.

NAB Honors Dr. Horwich

DR. FRANCES HORWICH, conductor of *Ding, Dong School,* last week was placed on the National Audience Board's Honor Roll, representing NAB's first achievement award. A silver statue was presented to Dr. Horwich "for maintaining high standards on the air as supervisor of children's program . . ." Civil and education groups make up NAB membership.

Earlier Dr. Horwich and Arlene Francis of the NBC-TV *Home Show* were cited by the National Assn. of Home Builders for "outstanding services to education . . . and housing progress."

AWARD SHORTS

Worth Kramer, vice president-general manager, WJR Detroit, received first annual plaque award from Detroit Commission on Community Relations for "distinguished public service in the field of human relations." Mayor Albert E. Cobo of Detroit and Leonard Simons, president, Simons-Michelson advertising agency, made presentation.

Don S. Mitchell, radio-tv director, Watts, Payne Adv. Inc., Tulsa, Okla., named Tulsa's Most Outstanding Young Man of 1955 by Junior Chamber of Commerce. With title went Jaycee Distinguished Service Award for civic work.



MR. MITCHELL

WOW - TV Omaha, received award from Columbus, Neb., Junior Chamber of Commerce for cooperation in civic projects.

Honor to KOMO-TV

KOMO-TV Seattle received the 1955 Seattle Chamber of Commerce's Paul Bunyan Award for its origination of the NBC *Home* show from Seattle last June. KOMO-TV becomes the first tv station to win the award since it was established 12 years ago.

The award—presented annually by decision of judges from other communities—goes to the individual, firm or organization which has done the most in the previous year to attract favorable national attention to Seattle.

Station Authorizations, Applications
(As Compiled by B•T)

February 2 through February 8

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf—ultra high frequency. ant.—antenna, aur.—aural. vis.—visual. kw—kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization.

Am and Fm Summary through Feb. 8

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,822	2,821	212	348	156
Fm	538	526	52	19	1

FCC Commercial Station Authorizations
As of January 31, 1956*

	Am	Fm	Tv
Licensed (all on air)	2,813	520	151
Cps on air	21	18	333
Cps not on air	120	16	105
Total on air	2,834	538	484
Total authorized	2,954	554	589
Applications in hearing	147	1	161
New station requests	242	3	26
New station bids in hearing	98	0	105
Facilities change requests	153	5	32
Total applications pending	863	57	368
Licenses deleted in Jan.	0	3	0
Cps deleted in Jan.	0	1	7

*** Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary Through Feb. 8

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	345	98	443
Noncom. Educ. on air	14	5	19

Grants since July 11, 1952:
(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	304	308	612[1]
Noncom. Educational	19	17	36[2]

Applications filed since April 14, 1952:
(When FCC ended Sept. 28, 1948-April 14, 1952 freeze on tv processing)

	New	Amend.	Vhf	Uhf	Total
Commercial	968	337	762	543	1,305[3]
Noncom. Educ.	60		33	27	60[4]
Total	1,028	337	795	570	1,365[5]

[1] 163 cps (32 vhf, 131 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 34 already granted.
[5] Includes 642 already granted.

FCC ANNOUNCEMENTS

Existing Tv Stations . . .

APPLICATIONS

KDWI-TV Tucson, Ariz.—Seeks mod. of cp to change ERP to 34.8 kw aur. and make equipment changes. Ant. height above average terrain 3,665 ft. Filed Feb. 6.

KERO-TV Bakersfield, Calif.—Seeks mod. of cp to change ERP to 39.8 kw vis., 21.8 kw aur., install DA system and make other equipment changes Ant. height above average terrain 3,711 ft. Filed Feb. 6.

KSHO-TV Las Vegas, Nev.—Seeks mod. of cp to change ERP to 578 w vis., 288 w aur., install ant. system and make other equipment changes. Ant. height above average terrain 139.6 ft. Filed Feb. 6.

APPLICATIONS AMENDED

WKRC-TV Cincinnati, Ohio—Filed amendment to also cover facilities specified in BPCT-2060 granted Nov. 17, 1955. Amended Feb. 2.

WGBI-TV Scranton, Pa.—Filed amendment to make further ant. changes. Ant. height above average terrain 1,350 ft. Amended Feb. 2.

WORA-TV Mayaguez, P. R.—Filed amendment to change ERP to 29.64 kw vis., 17.78 kw aur., description of trans. location to State Mountain, Monte del Estado, P. R. (not a move) and to make equipment changes. Filed Feb. 6.

CALL LETTERS ASSIGNED

WCKT (TV) Miami, Fla.—Biscayne Television Corp., ch. 7.

KYW-TV Cleveland, Ohio—Westinghouse Bcstg. Co., ch. 3. Changed from WNBK (TV) effective today (Monday).

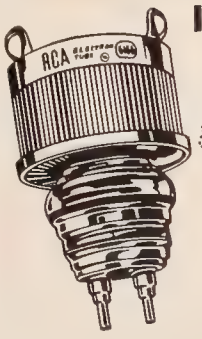
WRCV-TV Philadelphia, Pa.—NBC, ch. 3. Changed from WPTZ (TV) effective today (Monday).

New Am Stations . . .

ACTIONS BY FCC

Thomasville, Ala.—J. Dige Bishop granted 630

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kc, 1 kw D. Post office address P. O. Box 29, Andalusia, Ala. Estimated construction cost $15,440, first year operating cost $26,000, revenue $32,000. Mr. Bishop owns 20% of **WCTA-AM-FM Andalusia** and 40% of **WDOB Canton, Miss.** Granted Feb. 2.

Fort Lupton, Colo.—Harry Laurence Hill granted 800 kc, 500 w D. Post office address % E. B. Evans, 718 Symes Bldg., Denver. Estimated construction cost $21,520, first year operating cost $36,000, revenue $55,000. Mr. Hill is dairy farmer and orchestra leader. Granted Feb. 2.

Daytona Beach, Fla.—Volusia County Bcstg. Corp. application for cp to operate on 1380 kc, 1 kw D returned to applicant; improperly dated. Returned Feb. 8.

Ithaca, N. Y.—Thompson K. Cassel Co. granted 1470 kc, 1 kw D. Post office address Box 89, Elmira, N. Y. Estimated construction cost $15,245.32, first year operating cost $49,500, revenue $63,000. Mr. Cassel has interests in **WCHA-AM-FM-TV Chambersburg, Pa., WATS Sayre, Pa., WTVE (TV) Elmira, N. Y., WOND Pleasantville, N. J.,** and **WDBF Delray Beach, Fla.** Granted Feb. 2.

Lake Placid, N. Y.—Essex County Bcstg. Co. application for cp for new am to operate on 1300 kc, 1 kw D with remote control of trans. dismissed at request of applicant. Dismissed Feb. 6.

Rutherfordton, N. C.—Rutherford Bcstg. Co. application for cp for new am to operate on 1320 kc, 500 w D dismissed at request of applicant. Dismissed Feb. 6.

APPLICATIONS

Fresno, Calif.—Robert L. Lippert, 1540 kc, 500 w D. Post office address 145 N. Robertson, Beverly Hills, Calif. Estimated construction cost $17,034, first year operating cost $48,000, revenue $60,000. Mr. Lippert owns motion picture production and distribution firm and has interests (ranging from 25% to 62.5%) in 26 movie theatres. Filed Feb. 2.

New Haven, Conn.—1360 Bcstg. Co., 1260 kc, 1 kw D. Post office address P. O. Box 26, Baltimore, Md. Estimated construction cost $20,000, first year operating cost $52,000, revenue $75,000. Applicant is licensee of **WEBB Dundalk, Md.** Filed Feb. 2.

Tampa, Fla.—Radio Tampa, 1010 kc, 50 kw D. Post office address 216 W. Jackson Blvd., Chicago, Ill. Estimated construction cost $98,250, first year operating cost $102,000, revenue $140,000. Principals are **Richard M. Seidel** (51%), dealer in mailing lists, and **Bernice Schwartz** (49%), 49% owner of **KATZ St. Louis, Mo.** Filed Feb. 2.

Jerome, Idaho—Northside Broadcasters Inc., 1400 kc, 250 w unl. Post office address 128 W. Main St., Jerome. Estimated construction cost $11,194, first year operating cost $32,000, revenue $38,000. Principals are Pres. **Karl Metzenberg** (33.3%), continuity director, **KUMA Pendleton, Ore.;** Vice Pres.-Gen. Manager-Chmn. of Board **Herbert Everitt** (33 3%), KUMA sales manager; Secy. **Tom Prescott** (16.6%), real estate, and Treas. **Charles L'Herrison** (16.6%), furniture, real estate interests. Filed Feb. 8.

Neon, Ky.—Letcher Bcstg. Corp., 1450 kc, 250 w unl. Post office address Neon. Estimated construction cost $13,578, first year operating cost $20,000, revenue $30.000. Ten stockholders, each holding 10%, include **Hence Eversole,** formerly with **WTCW Whitesburg, Ky.,** and **W. P. Nolan,** owner and publisher of *Hazard* (Ky.) *Mountain Messenger.* Filed Feb. 8.

Albuquerque, N. M.—Grande Bcstg. Co., 540 kc, 1 kw D. Post office address Box 1319, Lubbock, Tex. Estimated construction cost $28,200, first year operating cost $60,000, revenue $65.000. Principals are partners **David P. Pinkston** (40%), 50% owner of **KDAV Lubbock,** 75% of **KPEP San Angelo,** and 50% partner in **KZIP Amarillo,** all **Tex.; Leroy Elmore** (40%), 30% owner of KDAV, and **Ralph Cercy** (20%), KDAV sales manager. Filed Feb. 6.

Mt. Kisco, N. Y.—Radio Mt. Kisco Inc., 1310 kc, 1 kw D. Post office address 50 E. Main St., Mt. Kisco. Estimated construction cost $30,715, first year operating cost $45.000, revenue $50,000. Principals include Pres.-Secy. **E. Monroe O'Flynn** (50%), realtor, and Treas. **Martin Stone** (50%), majority owner of Stone Assoc., radio-tv production firm. Filed Feb. 2.

Mobridge, S. D.—Mobridge Bcstg. Corp., 1300 kc, 1 kw D. Post office address Mobridge. Estimated construction cost $18,950, first year operating cost $35,335, revenue $49,296. Principals include Pres. **L. L. Coleman** (55%), publisher-80% owner of *Mobridge Tribune;* Vice Pres. **W. S. Morrison** (10%), electrical appliance store owner, and Secy.-Treas. **G. H. Coleman** (5%), *Tribune* advertising manager. Filed Feb. 6.

Wentachee, Wash.—Queen Bcstg. Co., 930 kc, 1 kw D. Post office address. Box 79, Wenatchee. Estimated construction cost $17,350, first year operating cost $36,000, revenue $48,000. Principals are **Dale R. Woods** (60%), production manager of **KPQ Wenatchee,** and **William A. Moeller** (40%), KPQ announcer-technician. Filed Feb. 3.

APPLICATIONS AMENDED

Baton Rouge, La.—Vox Inc. application for cp to operate on 1380 kc, 500 w D with remote control of trans. amended to change trans. location to .7 miles north of northeast corner of city limits of Port Allen, La. Amended Feb. 8.

Salt Lake City, Utah—Dale R. Curtis application for cp to operate on 990 kc 1 kw D amended to change frequency to 1470 kc. Filed Feb. 8.

Existing Am Stations . . .

APPLICATIONS

KHCD Clifton, Ariz.—Seeks cp to replace expired cp which authorized new am station to be operated on 1450 kc, 250 w unl. Filed Feb. 3.

KCMJ Palm Springs, Calif.—Seeks cp to change from 1340 kc to 1010 kc, increase power from 250 w to 1 kw, install DA-2 and make equipment changes. Filed Feb. 8.

KOWL Santa Monica, Calif.—Seeks cp to increase power from 10 kw to 50 kw and make equipment changes. Filed Feb. 8.

KLAK Lakewood, Colo.—Seeks cp to change hours from D to unl., frequency from 1580 kc to 1600 kc, power from 250 w to 1 kw, install DA-N, request waiver of sec. 3.28 of rules, and make equipment changes. Filed Feb. 8.

WFDF Flint, Mich.—Seeks cp to increase D power from 1 kw to 5 kw, make equipment changes and change from DA-1 to DA-2. Filed Feb. 6.

WMPA Aberdeen, Miss.—Seeks cp to change from unl. to specified hours (6 a.m.-6 p.m.). Filed Feb. 3.

WPMP Pascagoula, Miss.—Seeks cp to increase power from 250 w to 1 kw and make equipment changes. Filed Feb. 8.

WLAT Conway, S. C.—Seeks cp to change hours of operation from unl. to D, change frequency from 1490 kc to 1430 kc, change power from 250 w unl. to 1 kw D and make equipment changes. Filed Feb. 6.

KAYE Puyallup, Wash.—Seeks cp to change from 1450 kc to 1230 kc and make ant. system changes. Contingent on **KLAN Renton, Wash.,** change in facilities. Filed Feb. 3.

APPLICATIONS AMENDED

WBHB Fitzgerald, Ga.—Application for cp to change from 1240 kc to 1380 kc, increase power from 250 w to 5 kw, change hours from unl. to D amended to specify trans. location as on Old Ocilla Rd., approx. .8 miles south of city limits, Fitzgerald. Amended Feb. 8.

WWGS Tifton, Ga.—Amends application for cp to change from 1340 kc to 1430, increase power from 250 w to 5 kw, change hours of operation from unl. to D, and make equipment changes to specify changed trans. location and operation of trans. by remote control from 800 block S. Main St., Tifton. Amended Feb. 8.

CALL LETTERS ASSIGNED

KTCS Fort Smith, Ark.—H. Weldon Stamps, 1410 kc, 500 w D.

KJOY Stockton, Calif.—KXOB Inc., 1280 kc, 1 kw DA-N. Changed from KXOB effective April 1.

KHIL Fort Lupton, Colo.—Harry Laurence Hill, 800 kc, 500 w D.

WWCC Bremen, Ga.—West Georgia Bcstg. Co., 1440 kc, 500 w D. Changed from WWCS.

WNEG Toccoa, Ga.—Stephens County Bcstg. Co., 1320 kc, 1 kw D.

KYW Cleveland, Ohio—Westinghouse Bcstg. Co., 1100 kc, 50 kw unl. Changed from WTAM effective today (Monday).

WRCV Philadelphia, Pa.—NBC, 1060 kc, 50 kw unl. Changed from KYW effective today (Monday).

WLOK Memphis, Tenn.—Chickasaw Bcstg. Co., 1480 kc, 1 kw D. Changed from WCBR effective April 1 in lieu of previous change to WOKB effective Feb. 1.

KMOS Tyler, Tex.—Tyler Bcstg. Co., 690 kc, 250 w D.

New Fm Stations . . .

ACTION BY FCC

Cheney, Wash.—Eastern Washington College of Education granted 89.9 mc, 10 w. Post office address Cheney. Estimated construction cost $2,100, first year operating cost $800. Station is to operate on non-commercial, educational basis. Granted Feb. 2.

Existing Fm Stations . . .

APPLICATIONS

KELE (FM) Phoenix, Ariz.—Seeks mod. of cp to change ERP to 16.4 kw, ant. height above average terrain 113 ft., and make equipment changes. Filed Feb. 8.

WOL-FM Washington, D. C.—Seeks cp to change ERP to 20 kw, ant. height above average terrain to 485.5 ft., change trans. location to W. Falls Church, Va., and make equipment changes. Filed Feb. 8.

WFMR (FM) Milwaukee, Wis.—Seeks mod. of cp to change ant. height above average terrain to 35 ft., ERP to 24.47 kw and change ant. system. Filed Feb. 8.

CALL LETTERS ASSIGNED

KYW-FM Cleveland, Ohio—Westinghouse Bcstg. Co., 105.7 mc, 3.7 kw. Changed from WTAM-FM effective today (Monday).

Ownership Changes . . .

ACTIONS BY FCC

WNOG Naples, Fla.—Original application for assignment of license to Radio Naples Inc. dismissed at request of applicant. Later applications still pending. Dismissed Feb. 8.

WTAQ LaGrange, Ill.—Granted assignment of license to S & S Bcstg. Co. for $90,000. **Charles F. Sebastian** and **Russell G. Salter,** each presently owning 40% of stock, will each hold 50% ownership. Announced Feb. 7.

WPEP Taunton, Mass.—Granted acquisition of control to 50% owners Mr. and Mrs. **J. Marshall McGregor** for $15,000. McGregors will now be sole owners. Granted Feb. 3.

WNRI Woonsocket, R. I.—Granted assignment of license to John F. Doris, receiver. Station is in hands of receiver to be sold because of conflict between principals: **Joseph A. Britto** (25%), **John T. Costa** (25%), **Jack C. Salera** (35%), and **Roger A. Nault** (13%). Announced Feb. 7.

KERB Kermit, Tex.—Granted transfer of control to **Homer V. Brinson.** Stock transaction; no consideration. Mr. Brinson is presently 50% owner of station. Announced Feb. 7.

APPLICATIONS

WDOV-WDOX (FM) Dover, Del.—Seek assignment of license to **Dover Bcstg. Co.** for $90,000. Dover principals own **WOL-AM-FM Washington, D. C.** Filed Feb. 6.

WGLS Decatur, Ga.—Seeks assignment of license to **Republic Bcstg. System.** Corporate change only; no change in control. Filed Feb. 2.

KGEM Boise, Idaho—Seeks transfer of control (71%) to Gem State Bcstg. Corp. for $64,356. Gem is 100% owned by Interstate Corp., licensee of **KLO Odgen, Utah.** Principals include Pres. **A. L. Glasmann** (see **KLIX-AM-TV Twin Falls, Idaho; KOPR Butte, Mont.,** and **KUTV (TV) Salt Lake**

(Continues on page 118)

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RADIO

Help Wanted

Managerial

Wanted: Assistant manager for 250 watt eastern Pennsylvania station . . . to work board plus other duties. Must have experience in programming or sales. Married with car. Good starting pay . . . wonderful opportunity with progressive company. Send tape, photo, plus letter with all details to Box 221F, B•T.

Dixie daytime killowatt needs commercial manager. Fine rural market. Will consider successful salesman ready to move up in responsibility. Tell everything including experience and earnings expected. Will return photos and tapes. Box 279F, B•T.

Wanted: Experienced manager and engineer for 250 watt radio station to be built in thriving lower Michigan city. Write giving experience, age, other personal data, including salary expected to Box 365F, B•T.

Salesmen

Excellent opportunity for energetic and effective salesman of good character. Progressive network station in large Texas market. Box 209F, B•T.

Southwestern thousand watt daytimer needs salesman with announcing experience. Fine opportunity for man who can produce. Box 280F, B•T.

1000 watt Wisconsin radio station needs genius in sales department. Live wires apply. Box 378F, B•T.

Salesman—Expanding advertising company needs a proven salesman. High earnings plus liberal guaranteed draw. All details first letter. Box 415F, B•T.

Experienced radio salesman for five kilowatt CBS affiliate. Draw against liberal commission. Write giving background, previous employment and photograph to KGLO, Mason City, Iowa.

Immediate opening for sales-announcing combination. Complete charge sales and program for remote studio in town of 10,000. $20.000 for weekend announcing shift. $30.000 draw against high commissions. Outstanding opportunity for good salesman. Contact Manager, KHBG, Okmulgee, Oklahoma.

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RADIO

Help Wanted—(Cont'd)

Experienced time salesman, willing to work way up in new 500 watt daytime station. Good potential for right man. Send all personal data in first letter. Write, Sydney E. Byrnes, WADS, Ansonia, Conn.

Above average opening for above average sales representative. Must be young, personable, experienced. Executive future with one of New York State's leading radio stations. Vhf applicant. Gannett Company retirement plan, profit sharing, plus many other benefits. Send complete resume, confidential, General Manager, WENY, Elmira, New York.

Salesman, announcer. Sell, service, perform own show. Also first class engineer, good voice. Emphasis on technical. Call or write Bob Douglas or Allen Fobes, WKAI, Radio, Macomb, Illinois.

Announcers

Announcer with authoritative, persuasive voice; capable of programming "middle music", handling special events in large Texas city. Box 210F, B•T.

Wanted: Top negro disc jockey or show business personality for top negro station in large metropolitan city. Please send details and resume at once with tapes to follow if already in radio. Big job, big money for right person. Reply Box 227F, B•T.

Announcer-program director . . . experienced and able . . . prefer southerner for 1 kw in South Carolina . . . tell all. Box 277F, B•T.

Colorado kw wants announcer with first class ticket. Send tape and resume. Box 357F, B•T.

Progressive, top rated upper midwest 5 kw needs an announcer with experience. The man we want must know music and must be capable of building and holding ratings. Please include tapes and background. Box 403F, B•T.

Wanted: Really fine versatile announcer, someone experienced who likes air work and has a first class license. Base pay $115.00 a week with additional 15% sales commission which should earn another $60.00 a week for person with selling or writing talent. This is a lifetime position. Moving expenses paid. Prefer University graduate. Box 424F, B•T.

Announcer-salesman. $90.00 salary plus bonus. Accounts to start. Box 425F, B•T.

Wanted between now and March 15th. Top announcer. Key staff man for station in small, pleasant city. Experience. Versatility. Animation. State present station and length of employment, present earning, expected earnings, previous radio employment with approximate dates. Send brief comprehensive audition tape. All replies confidential. No letters answered until tape received. All tapes returned. Address Manager, KATE, Albert Lea, Minnesota. No phone or wire pitches.

Authoritative newscaster, pleasant disc jockey, experienced. Send tape with application. KTFI, Twin Falls, Idaho, 5000 watts, NBC, tv grant.

Combo-first phone, 250 watter, swell climate, good pay. No drunks. KTRC, Santa Fe, N. M.

Need a really good, experienced staff announcer. Mostly night work. A man who does a good job in everything, run the board, read news, commercials, spin records. If you would like to work for one of Kansas' top radio stations and NBC stations, send us your audition, along with a letter telling us all about your experience, marital status, salary requirements and a list of references. This is a permanent position for the right man. Prefer man from Kansas or one of the adjacent states. Send full details to Jerry Fahrenbruch, Chief Announcer, KVGB, Great Bend. Kansas.

RADIO

Help Wanted—(Cont'd)

Combo-first phone for 250 watter. Emphasis on announcing. Send tape and resume to KVOS, Casper, Wyoming.

Terrific future with fast-growing greater Boston radio. Announcer-first phone, pronounce classical names, terms. Tape with pronunciations, to WCRB, Boston 54, Mass.

1000 watt WFAR, Farrell, Pa., wants DJ. Send tape, resume.

Announcer with some training and experience. Good salary and working conditions. WPNF, Brevard, North Carolina.

Announcer-salesman. Man to announce in the afternoon and sell in the morning. One day off per week. Experience preferred. Write Dan O'Keefe, WTYN, Tryon, N. C.

New construction WPVL, Painesville, Ohio, to begin operation early April. Will have most modern and attractive facilities in Ohio. Three experienced announcers and one copywriter needed. Mail complete resume, experience and education, salary required, and photo. Announcers send tape audition, 7½I.P.S. Copywriters send sample commercials. Address all to Radio Station WVSC, Somerset, Pa.

Technical

Engineer of good character, high technical qualifications for south Texas station. Box 212F, B•T.

Wanted: Combination chief engineer-bookkeeper for central Florida daytimer. Box 314F, B•T.

Chief engineer with good announcing voice for Florida resort town. Send picture and tape. Box 371F, B•T.

Studio technical personnel for radio and television operation in midwestern metropolitan market. Radiotelephone first license required. Very best of equipment, and excellent employee relationship. State experience, education, draft classification, and provide a recent snapshot. Reply Box 390F, B•T.

Engineer-announcer. Combination position open. Contact Gene Ackerley, KCOW Radio, Alliance, Nebraska.

Wanted: Engineer-announcer. Attractive offer to engineer who is excellent announcer. Rush resume. WIRB, Enterprise, Alabama.

Wanted: Chief engineer, combo announcer. $100.00 week. Rush resume. WKNK, Muskegon, Mich.

Engineer-announcer. Heavy engineering; capable announcing for am-fm outlet. Phone Waynesboro 538R3 or Chambersburg, Pa., Colony 4-4515.

Programming-Production, Others

Newsman—Announcer wanted by Texas station. Must be able to gather, write and voice news. Box 211F, B•T.

Program director-announcer for successful southeastern daytimer . . . tell all about yourself . . . Tape returned. Box 278F, B•T.

We are looking for a radio program director, who has either been affiliated with or program director for, an independent operation. We also operate tv and would offer the opportunity of tv exposure and training. Send tape, experience, salary requirements, ratings, to Box 383F, B•T.

Interested in working for a progressive radio station with an opportunity to get your feet wet in tv. If so, we have just the job for an alert, energetic announcer. Good market. Excellent working conditions. Send complete information along with tape to Box 385F, B•T.

Northern Illinois community station near Chicago seeking top commercial copywriter. Send copy samples, references and salary requirements immediately. Box 410F, B•T.

$100 per week. Top man required. Copy, commercial, traffic, some announcing. Send all details to this eastern seaboard independent. Box 414F, B•T.

News-program director, must have good voice, experience, nose for news, ability to become station personality: Permanent, good salary. Rush details, audition, photo. KSIB, Creston, Iowa.

Copywriter wanted immedately. Must have experience, run continuity department, write result getting copy. Salary open for right person. Send full resume to Paul Haller, WELL, Battle Creek, Michigan.

Girl Friday needed at WWOC, Manitowoc, Wis. Scheduling, traffic, and air work opportunity. Contact Ed Allen, Manager.

RADIO

Situations Wanted—(Cont'd)

Managerial

Salesman with eleven years experience wants manager station that needs business. Prefer northern Minnesota, Wisconsin or Michigan. Presently employed. References. Box 293F, B•T.

Radio-television manager, coordinator, sales manager. Available soon. 25 years outstanding record. Personal interview will convince you. Presently located in west. Box 315F, B•T.

Proven salesman now ready for manager or sales manager position. Present salary over $10,000. Prefer investing to $5,000 with stock option. Box 392F, B•T.

Manager-sales manager radio. Now employed. Seventeen years experience proven ability. Medium or small market desired. Married. Best references. Personal interview. Box 407F, B•T.

Manager twenty years . . . also direct sales. Dependable . . . efficient . . . aggressive . . . references . . . Box 411F, B•T.

You can use me—averaged over $50,000.00 yearly in personal sales for past 3 years, outstanding sports play-by-play. Want manager, commercial manager or sports director position. Box 423F, B•T.

Not recommended by Duncan Hines but by nationally known sales executives for: (1) His hard-working, solid, personal showmanship; (2) His dynamic, inspirational public speaking on sales techniques and broadcast management problems; (3) His ability to motivate and train time salesmen and air-salesmen (announcers), to motivate sponsors and listeners-viewers, respectively; (4) His 24 years experience planning, constructing, operating stations and championing the radio-tv media story. . . . Happy in present position but family and other considerations require locating and working in middle Atlantic states or nearby. Interested in exploring what you need in managerial sales or consulting work with location above area more important than immediate remuneration. Willing to advise present managements and area by trouble-shooting difficult sales, programming, and other broadcast management problems on either temporary, full-time, parttime, occasional, correspondence, or other mutually agreeable basis. Box 427F, B•T.

Salesmen

Salesman announcer, 34, married. Experienced 10 years. Sports, staff, news, copy, sales. Complete details. Box 417F, B•T.

Announcers

Sports announcer—nine years experience baseball play-by-play—AA. Same regional sponsor four years. Presently employed. Best references. Box 307F, B•T.

You looking . . . me too. 8 years radio—2 years tv news, sports, commercial—strong play-by-play baseball-basketball-football. Desire relocate before baseball. Location secondary to opportunity. Box 324F, B•T.

Attention: Fla., Ga., and Dixie, versatile announcer, DJ, sports, experienced. Box 344F, B•T.

Staff announcer—7 years experience—family man—presently employed. Desire to relocate in north central plains region only. Good salary required. State your offer in first letter. Box 366F, B•T.

Sports announcer experienced desires play-by-play baseball position for '56 season. Box 368F, B•T.

Top-rated morning DJ over two years in major midwest market—news, good selling personality, five years' experience, married, one child, no drifter, want future. Box 369F, B•T.

Announcer, writer, local news, copy, operate board, good sports, DJ, news. Seeking additional experience. Box 373F, B•T.

North Carolina—experienced announcer. Raleigh-Durham-Greensboro area only. Box 374F, B•T.

Hawaii—experienced announcer-salesman desires position in islands. Training for 1st. Ambitious. Married. Box 381F, B•T.

Look—experienced announcer-salesman, training for 1st, all phases, go-getter salesman. Very sincere. Radio in my blood. Looking for home for my family. Box 382F, B•T.

Country - DJ - musician. Employed announcer. Third. Tv. Well experienced. Sincere, progressive stations only, salary talent. Box 387F, B•T.

Sports announcer. Six years experience play-by-play all sports. Tv directing and production. Staff and news announcing radio and tv. Box 391F, B•T.

Wanted. Progressive station featuring music, news, sports. Experienced all phases, prefer DJ. Presently employed. Box 393F, B•T.

Attention East Coast stations. Young, ambitious DJ, presently employed in highly competitive market, desires affiliation with progressive station. Box 394F, B•T.

Recent SRT graduate with personality, good authoritative voice seeking position as staff announcer with reputable station, preferably in northeastern or north central states. Tape, photo and resume available. Box 396F, B•T.

Announcer-DJ. Young, willing, able intelligent, will travel. Box 397F, B•T.

Wanted: sun and greenery. Top DJ in two-million-plus mart wants to remove galoshes—permanently! Radio, tv. On the air or off, this guy sells! Box 398F, B•T.

Announcer—14 months experience, control board operation. Desires opportunity in East. Box 401F, B•T.

Experienced announcer desires permanent position with future. Smooth easy delivery. Pleasant personality. Box 404F, B•T.

Recent broadcasting school graduate. Good DJ, news, sports, board, tape. Box 405F, B•T.

Sportsman . . . five years experience, wants heavy sports. Some staff okay. Available immediately. Box 408F, B•T.

Staff announcer. Married, veteran. Recent broadcasting school graduate. 3rd ticket. Box 420F, B•T.

Deep resonant voice announcer with working knowledge of the business. Prefer news, commercials, DJ, available immediately. Box 422F, B•T.

Canadian sportscaster—hockey play-by-play specialist—top Canadian senior league. American citizens—draft exempt. Presently employed leading Canadian station 5 years. Box 430F, B•T.

Good announcer with experience looking for commensurate situation. Box 431F, B•T.

We hate to lose him, he's done a great job for us, but his wife's health makes it necessary for him to move his family to a dry climate. He's one of our very best on-the-air salesmen. His style is warm and sincere, but forceful. He's versatile—does everything from news to housewife participation shows. We recommend him without reservation. For further details, contact Program Director, Radio Station WIP, 35 South 9th Street Philadelphia 7, Pa. WAlnut 2-6800.

2 years experience. All phases. Desire permanency in northeast. Charlie Doll, 907 Clinton Street, Hoboken, New Jersey.

DJ, sports, versatile, experienced. Lively voice Pete Franklin, 1007 Propp Ave., Franklin Square. L. I., N. Y. Floral Park 2-6236.

Staff announcer. 1 year experience. 23, vet, good references. Joe Lanaham, 4825 W. Drummond Place, Chicago, Illinois. National 2-1672.

Amiable, pleasing, versatile, rusty! Reentering broadcasting after eight years. AFRS, Broadcasting school, WDEV. Thirty. Jim Mastroni, 5 Normandy Road, Fairfield, Conn.

Comedy-DJ team (2). Original material, voices. Let us spark station, sales. For tape, etc., Fred O'Brien, 48 Brighton Ave., East Orange, New Jersey.

Staff announcer. Broadcasting school graduate. Bill Parker, 2219 N. Parkside, Chicago, Illinois.

Top-notch negro rhythm and blues-spiritual DJ wants job anywhere. Will travel. Tape, photo and data available. J. Rylander—1058 Divisadero Street, San Francisco, California. West 1-8436.

Hillbilly personality DJ, 10 years experience with four top stations. Single, can travel . . . $100.00 weekly. Bill Sharpe, 2803 Lubbock Avenue, Fort Worth, Texas.

Do you need an all night record man. Contact "Lou Emerson" Wirebaugh, 787 McCauley, Cuyahoga Falls, Ohio. 25 years in radio. Telephone OVerdale 8-3280.

Staff announcer, experienced traffic, continuity, newscasting, office management, board operation, college degree. Wyman, 737 11th Street, N.W., Washington, D. C.

Newscaster. Local reporter. Play-by-play. 9 years all phases. Box 379F, B•T.

12 years radio-tv experience. Presently employed midwest am-tv. Program director, producer, top announcer, heavy news experience. Formerly 50 kw radio. Tv director, floor, cameraman. Tv weatherman. Family man. Want permanent association anywhere U. S. Box 380F, B•T.

Experienced copy chief looking for permanent home with future. Excellent background and references. Complete details and sample copy in first letter. Box 418F, B•T.

Male copywriter wants opening in east or south. Exceptional background in every type of radio copy. References and sample copy immediately. Box 419F, B•T.

Program director. 10 years show business experience including 5 years local and network television direction and production. Box 421F, B•T.

Production, programming—sales minded, recent N.Y.U. Radio Department graduate, veteran, married, seeking job with future. Lawrence Walcoff, 10 Clendenny Avenue, Jersey City, N. J., Delaware 3-1406.

Programming-Production, Others

TELEVISION

Help Wanted

Technical

Florida vhf maximum power station needs first class engineers. Box 375F, B•T.

If you are aggressive, experienced and ready for management, we have two openings as assistant director of engineering—one in charge of transmitter—one in charge of studio. Iowa. Excellent opportunity for right man to advance and secure training under very qualified director of engineering. Box 413F, B•T.

Programming-Production, Others

Prominent tv film production firm looking for top tv program ideas. Will develop and promote. Write Box 345F, B•T.

Wanted: Executive program manager to completely re-build program department. Must be creative manager of personnel and have complete knowledge of all phases of programming and production. This is top vhf network affiliate in large western market. Replies confidential. Give complete background, photo and salary desired. Wire Box 349F, B•T.

Fine opportunity for newsman with strong midwest-tv-radio outlet. Want man who can report and write local news and do both television and radio air work. Send full information, tape, availability, salary, photo, experience to Box 384F, B•T.

Farm director needed for midwest 5000 watt radio and vhf 316,000 watt tv station. Rich agricultural area. Exceptional opportunity for the right man. Send tape, picture, salary requirements, experience to Box 385F, B•T.

NEWS DIRECTOR

Radio-TV operation seeking experienced, dependable news director. Network affiliates in major metropolitan market. Good salary. Replies confidential.

Box 426F, B.T.

TELEVISION

Help Wanted—(Cont'd)

Producer-director—experienced. Must be able to own "switching." Live programs, live commercials and fast-moving station breaks. DuMont "switcher" . . . contact Dick True, Program Director, KOAT-TV, Albuquerque, New Mexico.

Situations Wanted

Managerial

16 years broadcasting experience, 6 years television and 10 years of radio, available to station needing manager or sales manger. Thorough knowledge operations, promotion, programming, merchandising, market statistics. Excellent relationship with top media directors, time buyers and network station relation departments in New York. Box 348F, B•T.

Tv program executive: 13 years radio-tv. Excellent references. Seek program directorship Class A market or general managerial smaller operation. Box 395F, B•T.

Not recommended by Duncan Hines. See Radio Situations Wanted—Managerial, B•T this issue. Box 428F B•T.

Salesmen

Top tv salesman, doubling in brass as national, regional, local sales manger, does programming, on-camera work. Writes, sells, produces own commercials and shows. Buys film and does promotion for small, understaffed station. Wants to lead normal life in larger market. Responsible family man. Box 350F, B•T.

Announcers

Tv announcer. Pennsylvania station needs man to do both on and off camera work and participate in all phases of production. Send photo and complete details to Box 432F, B•T.

"U" bites dust. Tv announcer—local newsman available now!! Radio experience-college—mature. Looks, voice, delivery, Married—26—will travel. Bob Mackay, 615½ N. 23rd, Waco, Texas.

TELEVISION

Situations Wanted—(Cont'd)

Technical

Tv engineer, 4 years, qualified any phases. Family man. Seeking studio supervision. References. Available two weeks. Box 400F, B•T.

Engineer, 18 months experience with large midwest vhf, first phone, own car. Will relocate. Box 406F, B•T.

Programming-Production, Others

Big news ahead! How's your coverage? Experienced versatile broadcaster, former radio-television news director and announcer, presently public relations manager medium sized industry, desires return to broadcast field. Single, 30, best references. Active personality showman with executive experience and spark that sells. Your inquiry appreciated. Box 312F, B•T.

Program director. Presently efficient, meticulous producer-director with creative ideas at full power midwest vhf. Thorough knowledge all phases production, programming. Box 412F, B•T.

FOR SALE

Stations

Southwest, 250 watt independent ideal for owner-operator, town of 30,000, rich industrial-farm area. Price $37,500. Terms to qualified operator. Box 409F, B•T.

Fm—multiplexing station, sale or lease. Best equipment, 35,000 watts. Biggest market to sell background music and programs to Chicagolands 6.5 million people. Write Was Corvine, 2707 North Drake, Chicago 47, Illinois.

Florida secondary market, $15,000 cash will handle, balance of $35,000 payable over 5 years. Paul H. Chapman, 84 Peachtree, Atlanta.

Located in one of "New South's" industrial cities, this station has substantial history of gross earnings. The asking price on sale of assets is below cost figure. It requires party in position to make cash payment in six figures. Another interest, television is the owner's reason for sale. Paul H. Chapman, 84 Peachtree, Atlanta.

FOR SALE—(Cont'd)

Stations

Owner going into larger market. Mid-Gulf States secondary market, relatively new and well equipped. Priced at costs: $40,500. Paul H. Chapman, 84 Peachtree, Atlanta.

Alabama single station market $29,737.57 total cost. Paul H. Chapman, 84 Peachtree, Atlanta.

Listing No. CC. Rocky Mountain single station market. Bustling trade center. Not in wilderness. $52,650 cash, includes real estate. Convenient to Denver, Colorado Springs, Pueblo. Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

We offer good radio and tv buys thoroughout the United States. Ask for our free bulletin. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, Calif.

Eastern buyers should contact me for good sound buys in radio and tv stations. John Hanly, 1739 Connecticut Ave., N. W., Washington, D. C.

Equipment

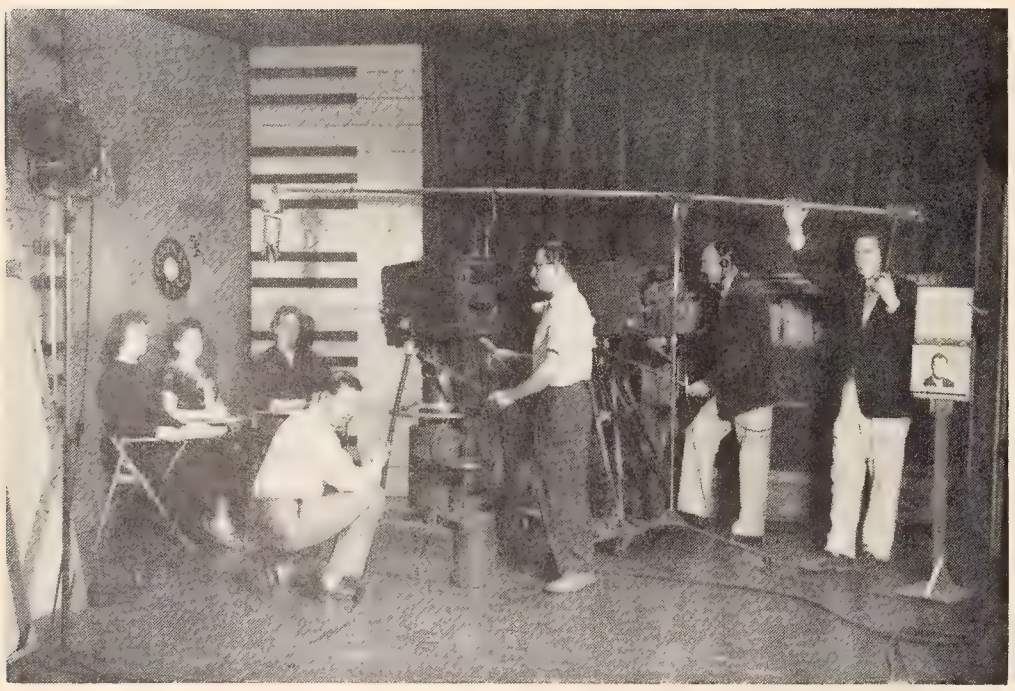
Motorola 150mc mobile transmitters $65.00; receivers $65.00. Also GE MC201 mobile unit complete with accessories, $160.00. Each above equipment, 6 volt. Box 402F, B•T.

Have your own complete sound effects library at a reasonable cost to you. 70 sound effects including boat whistle, door knock, door closing, laughing, water splash, footsteps, squeeky door, car starting, motor idling, car crash, etc. 70 sound effects which belong to you for $25. and your tape. Offer limited. Send today. All reproduction rights yours. Not from any previous recording or library service. Send today to Bill Hasbrook, KFXM, 512 Fifth Street, San Bernardino, California.

For sale: One RCA BTF-3B fm transmitter. One RCA Type BF 14B pylon. One Hewlett-Packard Model 335B fm frequency and modulation monitor. All equipment now in operation. KVOL, Lafayette, Louisiana.

Equipment for sale—Grey telop 11R and 20 slide holders for direct projection into Ike $1,000. RCA TK-1A monoscope without camera tube, $1,000. All in excellent condition. Contact W. E. Neill, WFMY-TV, Greensboro, N. C.

PHONE US COLLECT



HOLLYWOOD TV PRODUCTION CLASS

FAST RESULTS, TOP TV PEOPLE

We now have a few highly-trained, adaptable people for all phases of TV production available in YOUR area. These people are thoroughly trained in basic TV production work with emphasis on their individual abilities . . . yet they are eagerly adaptable to your way of doing things.

Call Northwest FIRST

Write, wire, or call collect, John Birrel, Employment Counselor . . .

NORTHWEST RADIO & TELEVISION SCHOOL

HOME OFFICE: 1221 N. W. 21st Avenue, Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822

CHICAGO, ILLINOIS. . . . . 540 N. Michigan Avenue DE 7-3836

WASHINGTON, D. C. . . . . 1627 K Street N. W. RE 7-0343

FOR SALE

Equipment

For Sale—1 RCA 7000 megacycle color corrected relay system. $5,000. WHAM-TV Rochester, N. Y.

Turntables—two RCA 70C2's Two new, one used but perfect. Rek-O-Kut T-12H's. Two new C12H portable case and Fairchild arms, equalizers. Make offer. H. Edwin Kennedy, WILM, Wilmington, Delaware.

2—**RCA TK-20-D** inoscope film camera complete with camera pedestals, control chassis, beam metering panels, DC power units, edgelight projectors, inter-connecting cables, and TP-9C multiplexers with adjustable RCA slide-projector pedestals. Equipment is less power supplies and master monitors. Like-new condition. Will sell 1 or both. Make us an offer. WKBN-TV, Youngstown, Ohio. STerling 2-1145.

For sale—one tapak tape recorder in good condition. Make offer. Contact Ken Kunze, WTTH, Port Huron, Michigan.

For Sale: Raytheon 1000 watt am transmitter, excellent condition. Jack Shea, WVIM, Vicksburg Mississippi.

Call letter items: Jewelry, car plates, mike plates, lapel pins, celluloid buttons, ash trays, bumper strips, satin banners, ties, etc. All books on broadcasting and telecasting! Lists free. Box 341, Decatur, Alabama.

Booth Leasing Corporation—A national leasing service—which includes everything from store and office fixtures to executive aircraft—whereby you choose the equipment you need—new or used—BLC purchases it from your supplier, and places it in your studio, transmitter and office on flexible lease terms written to meet your specific requirements. Rentals paid under leases drawn as recommended by BLC are tax deductable expense items. For full information for your attorney, tax counsel and yourself, write, wire or phone Gene O'Fallon & Sons, Inc., Channel 2, TV Building, 550 Lincoln Street, Denver, Colorado, KEystone 4-8281.

WANTED TO BUY

Stations

Wish to make moderate investment in new or existing am station as chief engineer. Fifteen years experience. Prefer midwest. Box 376F, B•T.

Interested in medium sized station midwest or west. Enclose complete data in reply. Box 389F, B•T.

Well known radio executive with interests in two radio stations will consider purchase of all or part of radio station in eastern U. S. Will make fair arrangements with present stockholders or estates desiring to retain interest. Replies confidential. Box 399F, B•T.

Good businessman wants to invest in Florida, California or Chicago location—experienced in sales, programming and production. Earl Shamberg, 1700 Toughy Avenue, Chicago 26, Illinois.

Sales and independent appraisals. Texas, Colorado, Arkansas, Oklahoma, Missouri, Kansas. Ralph J. Erwin, Broker, 1443 South Trenton, Tulsa.

Listings wanted. Stations in Virginia, Tennessee, Kentucky, West Virginia, Carolinas and adjoining states. Roy E. Giles, Broker, 2812 Cove Road N. W., Roanoke, Va.

Equipment

Equipment—RCA remote truck or equivalent with 2 IO chains. Need microwave link also. Must be in top condition. Box 166F, B•T.

Used tv microwave equipment preferably RCA, RCA TA5 or TA7 stab amp, fm transmitter, and 500 watt high band transmitter. Box 370F, B•T.

250 or 1kw fm transmitter, fm monitor, fm antenna. 44BX microphone any condition. Box 372F, B•T.

Wanted: One thousand watt transmitter, turntables, microphones, control console, in good used condition. Box 377F, B•T.

MISCELLANEOUS

Your station can do more business and make more money by using proven ideas and techniques. For further information, contact Ed Harris, 61 Church Street, Ware, Mass. Telephone 431-M.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 1-T, 821 19th Street, N.W., Washington, D.C

FCC first phone license. Start immediately Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W., 21st Street, Portland 9, Oregon.

FCC first class phone. After ten years successfully training men for their first class radiotelephone operators license, this same course is now available to you at home. Write the Don Martin School, Ext. Div., 1653 North Cherokee, Hollywood 28, California.

FCC license preparation; beginners, radio technicians, announcers. Evenings, Sat.—Monty Koffer, 743 Hendrix Street, Brooklyn 7, N. Y CL 7-1366.

RADIO

HELP WANTED

LET'S GROW TOGETHER

Wonderful opportunity to join fast growing, aggressive radio chain. Looking for competent assistant manager; Salesmen; Announcer engineers, announcers and program directors. Send complete background to Charles Holt, Dixie Broadcasting System, Post Office Box 1008, Hattiesburg, Mississippi.

Salesmen

Sales Engineers

Broadcast equipment manufacturer has opening for sales engineers in various territories to travel and call on radio stations, as well as for non-travelling positions for sales engineers in Midwest home office. Sales experience not absolutely necessary, but would be helpful. Technical radio background is essential, preferably as chief engineer of AM radio station. Please send complete resume with photo to

Box 316F, B•T

Programming-Production, Others

Program Director Wanted

Salary in Five Figures

Leading Eastern network affiliated station in one of the country's top ten markets is looking for experienced Program Director. Prefer aggressive, young, energetic, enthusiastic man who can handle talent and all phases of programming. All replies confidential. Send full details to

Box 429F, B•T

RADIO

Situations Wanted

Announcers

He came to us from a Southern station where he was P.D. One month with us and our local rivals were bidding for his services. Why? Because he's tops with DJ (doesn't mind a bit spinning the discs all night) . . . Tops at news, sports, and knows how to get the meat of a commercial across. We're sorry to lose him, of course, but he's done his best by us . . . so why shouldn't we give him a helping hand. For further details, you can contact Val Carter, our Station Manager here at WDOT, Burlington, Vermont, or the gentleman himself: Dan Bell, 1248 Fiftieth Street, Brooklyn 19, New York. GE 8-7549.

Programming-Production, Others

Experienced Broadcaster

Top man in News and Sports field wants major league or AAA baseball spot. 15 years experience in Big Ten football, major league and American Association baseball—pro basketball. Presently employed 50,000 watt station as News Director. Wide program and management experience. Excellent references.

Box 416F, B•T

TELEVISION

Situations Wanted

Managerial

FILM KNOW-HOW AVAILABLE

TV film production, expert on 3 cameras shooting methods. Top TV films and commercials seen on your screen now! Last job: 6 years with major network. Agency experience. Widely travelled. Likes challenging position with agency.

Box 433F, B•T

FOR SALE

Equipment

25 KW LOW BAND TV TRANSMITTER

Available for immediate delivery, one 25 KW Federal Communications Laboratories TV Transmitter complete. Used about one year on Channel 2. Factory condition. No reasonable offer refused. Terms to responsible party.

KREM-TV
4103 South Regal Street
Spokane, Washington

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

(Continues from page 112)

City below); Secy. **George M. McMillan** principal in above station sales, and Vice Pres. **Cecil Heftel**, manager-director KLO. Filed Feb. 8.

KLIX-AM-TV Twin Falls, Idaho—Seek transfer of control (88%) to KLIX Corp. for $95,598. KLIX is equally owned by Alhambra Corp. (real estate) and Paramor Corp. Principals include **A. L. Glasmann** and **George M. McMillan** (see **KGEM Boise, Idaho; KUTV (TV) Salt Lake City** and KOPR Butte, Mont. sales). Filed Feb. 8.

WJOL Joliet, Ill.—Seeks assignment of license to **WJOL Inc.** Corporate change only; no change in control. Filed Feb. 2.

WDYK Cumberland, Md.—Seeks transfer of control to Tower Realty Co., licensee of **WCUM-AM-FM Cumberland** for $60,000. Tower plans to exchange frequencies with WDYK and thereafter to relinquish WCUM's present frequency (1490). Filed Feb. 8.

KLWT Lebanon, Mo.—Seeks transfer of control to **Mildred Ashenhurst** as fulfillment of will. Miss Ashenhurst is sole owner of department store in Lebanon. Filed Feb. 6.

KOPR Butte, Mont.—Seeks transfer of control (67%) to Salt Lake City Bcstg. Co. for $40,000. Principals include Pres. **George C. Hatch** (50%), principal in **KUTV (TV) Salt Lake City** sale below; Vice Pres. **Wilda Gene Hatch** (50%), also KUTV (TV) principal; Secy. **George W. McMillan**, principal in **KGEM Boise, Idaho; KLIX-AM-TV Twin Falls, Idaho**, and KUTV (TV) sales, and Treas. **E. W. Campbell**, treas.-director of **KALL Salt Lake City.** Filed Feb. 8.

WMUR Manchester, N. H.—Seeks assignment of license to The Radio Voice of New Hampshire Inc. for $150,000. Pres-Treas. is **Madeleine M. Girolimon** (100%), insurance interests. Among directors is **Warren H. Journay**, former manager of **WKBR-AM-FM Manchester.** Call letters WMUR will not be assigned nor is WMUR-TV involved in transaction. Filed Feb. 6,

WQCY (TV) Allentown, Pa.—Seeks transfer of control to WKAP Inc. for $7,500. Transaction would eliminate those WQCY (TV) stockholders who are not also stockholders in **WKAP Allentown.** Filed Feb. 2.

KRUN Ballinger, Tex.—Seeks assignment of license to Runnels County Broadcasters for $1,680 cash and assumption of liabilities. Presently **Walter G. Russell** and **M. M. Rochester** each hold 45% of station's stock; each will hold 50%. Filed Feb. 2.

KUTV (TV) Salt Lake City, Utah—Seeks transfer of control of KUTV Inc. for $683,333. Principals include *Ogden* (Utah) *Standard Examiner* (51%), and *Salt Lake City Tribune* (35%). *Standard Examiner* has interest in **KLO Ogden, KIMN Denver, KMON Great Falls, Mont.,** and **KALL Salt Lake City.** *Tribune* presently has 50% interest in KUTV (TV). KUTV Inc. Pres. **A. L. Glasmann** holds *Standard Examiner* proxy and controls 72.3% of *Standard Examiner.* Secy. **J. W. Gallivan** holds *Tribune* proxy. Principals also include **George M. McMillan.** (See **KGEM Boise, Idaho; KLIX-AM-TV Twin Falls, Idaho** and **KOPR Butte, Mont.,** sales above.) Filed Feb. 8.

WACH-AM-TV Newport News, Va.—Seek involuntary assignment to **Russell A. Collins,** court appointed receiver in bankruptcy proceeding. Filed Feb. 8.

WTCS Fairmont, W. Va.—Seeks transfer of control to **Nicola Fantasia** for $21,500. Mr. Fantasia is sports director-account executive of WTCS. Filed Feb. 2.

WDLB-AM-FM Marshfield, Wis.—Seek transfer of control to Clarkwood Bcstg. Corp. for $150,000. Principals are Pres. **Hartley L. Samuels** (25%), account executive **WINS New York;** Secy. **Margery S. Samuels** (25%), housewife, and Vice Pres.-Treas. **Judith S. Scofield** (50%), insurance broker. Filed Feb. 8.

Hearing Cases . . .

FINAL DECISIONS

KMYC Marysville, Calif.—Granted increase in D power from 1 kw to 5 kw, operating on 1410 kc with 1 kw N; engineering conditions stipulated, including acceptance of interference that may be received in event of grant of increase in power of **KSTN Stockton, Calif.** Announced Feb. 2.

WFOB Fostoria, Ohio—Granted waiver of sec. 3.28 (c) of 10% rule and granted application to change DA-D and trans. with continued operation on 1430 kc, 1 kw unl. Announced Feb. 2.

WBLR Batesburg, S. C.—Granted change from 1410 kc, 1 kw D to 1430 kc, 5 kw D. Announced Feb. 2.

KVMC Colorado City, Tex.—FCC granted application for increase in power of **KVMC Colorado City** from 500 w to 1 kw, operating D on 1320 kc. Announced Feb. 2.

INITIAL DECISIONS

WSUX Seaford, Del.—Hearing Examiner Herbert Sharfman issued initial decision looking toward grant of application of Elizabeth Evans and W. Courtney Evans for cp to increase power of **WSUX Seaford** from 500 w to 1 kw, operating D on 1280 kc. Action Feb. 3.

WMAN Mansfield, Ohio—Hearing Examiner Herbert Sharfman issued initial decision looking toward (1) affirming and reinstating Commission Sept. 7, 1955, grant for license renewal of **WMAN Mansfield** and (2) holding in default protestant Mansfield Journal Co., Mansfield. Action Feb. 6.

OTHER ACTIONS

Tifton, Ga.—By memorandum opinion and order of Feb. 8, Commission denied petitions of **WWGS Tifton** for review of adverse ruling of hearing examiner and for other relief in proceeding on application of Radio Tifton for new am station, **WTIF Tifton.** (Proceeding was instituted by protest of WWGS to grant without hearing, on Dec. 15, 1954, of Radio Tifton application for new am to operate on 1570 kc, 1 kw D, in Tifton.)

Illinois-Indiana—FCC granted petition of Lawrenceville Bcstg. Co. for reconsideration of Commission June 8, 1955, action denying request for waiver of 10% rule in sec. 3.28 (c) and dismissing cp for new am to operate on 910 kc, 500 w D in Lawrenceville, Ill.; reinstated application and designated same, together with request for waiver, in consolidated proceeding with application of Southern Indiana Broadcasters Inc., for new am on 910 kc, 1 kw D in Newburgh, Ind. Announced Feb. 2.

KLAS Las Vegas, Nev.—FCC granted petition of Las Vegas Broadcasters Inc. insofar as it requests reconsideration of Commission April 27, 1955, action dismissing application for cp to change facilities of **KLAS Las Vegas** from 1230 kc, 250 w unl. to 1010 kc, 5 kw LS, 1 kw N; reinstated application and designated same for hearing with request for waiver of sec. 3.28 (c) of FCC rules. Announced Feb. 2.

WJAC-TV Johnstown, Pa.—FCC denied petition by WJAC Inc. for rehearing and partial reconsideration of Dec. 1 Commission action with petitioner's intent to expand exemption to power and height rule for tv stations in Zone 1 to enable **WJAC-TV Johnstown** to operate with maximum power. Announced Feb. 2.

KGUL Galveston, Tex.—FCC announced decision which (1) affirmed Oct. 27, 1954, denial of request by **KTRK-TV Houston, Tex.,** for reconsideration of Sept. 15, 1954, grant for **KGUL-TV Galveston,** and for proceedings against KGUL-TV; (2) affirmed Sept. 1, 1954, grant of mod. of cp for KGUL-TV to change trans. site to 28.5 miles northwest of center of Galveston and 22 miles south-southeast of center of Houston, with ERP of 261 kw vis., 131 kw aur., ant. 1,185 ft.; (3) terminated Oct. 27, 1954, action which postponed effective date of Sept. 1 grant pending hearing, and (4) made Sept. 1 grant effective immediately. Announced Feb. 2.

Routine Roundup . . .

February 2 Decisions

BY THE COMMISSION

Actions of Feb. 1

Granted SCA

KGMS (FM) Sacramento, Calif.; WHFI (FM) W. Paterson, N. J.; KBMS (FM) Glendale, Calif.; KFMU (FM) Glendale, Calif.

February 2 Applications

ACCEPTED FOR FILING

License to Cover Cp

KWEW Hobbs, N. M.—Seeks license to cover cp which authorized changed frequency, increased power, installation of DA-N and operation of trans. by remote control.

KGBT-TV Harlingen, Tex.—Seeks license to cover cp as mod. which authorized new tv station.

Modification of Cp

WAGA-FM Atlanta, Ga.—Seeks mod. of cp (which authorized changes in licensed station) for extension of completion date.

WCOC-TV Meridian, Miss.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Aug. 12.

Renewal of License

KLMO Longmont, Colo.; KXRA Alexandria, Minn.; KWPC-FM Muscatine, Iowa.

Remote Control

WMRY New Orleans, La.; KFOR Lincoln, Neb.

February 3 Decisions

ACTIONS ON MOTIONS

By Commr. Richard A. Mack

Evansville Television Inc., Evansville, Ind.—Granted petition for extension of time to Feb. 13 to file its opposition to petition for rehearing filed by On The Air Inc. on Jan. 26, in ch. 7 proceeding. Action Feb. 2.

By Commr. Robert E. Lee

Cherokee Bcstg Co., Murphy, N. C.—Granted petition for extension of time to Feb. 15 to file exceptions to initial decision re its am application and that of Valley Bcstg. Co., Murphy. Action Jan. 31.

By Chief Hearing Examiner James D. Cunningham

Comrs. of Lebanon County, Pa., Mayor and Council of City of Lebanon; Lebanon County Chamber of Commerce; Lebanon School District; Lebanon County Agricultural Extension Office; Lebanon County Ministerial Assn., Lebanon Valley College—By memorandum opinion and order denied joint petition to intervene as parties in matter of transfer of control of Lebanon Television Corp, permittee of **WLBR-TV Lebanon.** Action Feb. 1.

The Savannah Bcstg. Co., Savannah, Tenn., Columbia-Mt. Pleasant & Spring Hill Radio Corp., Columbia, Tenn.—Granted petition of Savannah insofar as it seeks dismissal of its am application; denied in all other respects; application dismissed with prejudice; removed from hearing status and returned to processing line application of Columbia-Mt. Pleasant. Action of Feb. 1.

By Hearing Examiner H. Gifford Irion

Dale R. Curtis, Salt Lake City, Utah, Tooele County Radio & Television Bcstg. Inc., Tooele, Utah—Granted petition of Curtis to amend his am application to specify 1470 kc, 1 kw D. and petition of Tooele County to specify correct coordinates of its trans. site; both applications, as amended, are removed from hearing. Action Feb. 1.

Hazard, Ky.—Ordered that hearing now scheduled to commence Feb. 15 is continued to March 14, and hearing conference will be held Feb. 15, in am proceeding re applications of Hazard Bcstg. Corp. and Perry County Bcstg. Co., Hazard. Action Feb. 2.

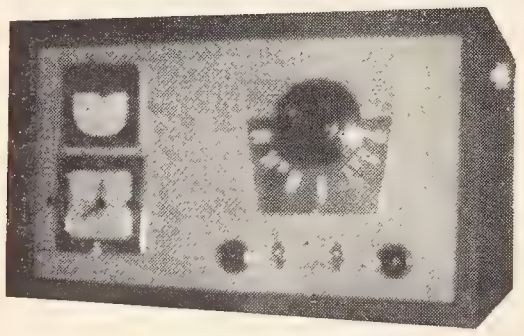
By Hearing Examiner Herbert Sharfman

The Wolf Point Bcstg. Co., Wolf Point, Mont.—Granted motion to extend time for filing proposed findings of fact and conclusions from Feb. 6 to Feb. 13, and on examiner's own motion extended time for filing replies to Feb. 23, in am proceeding re Hi-Line Bcstg Co., and The Wolf Point Bcstg. Co., Wolf Point. Action Feb. 2.

By Hearing Examiner Annie Neal Huntting

WYES Chateaugay, N. Y.—On examiner's own motion, prehearing conference scheduled for Feb. 3, re am application of **WYES Chateaugay** is continued without date, pending action upon

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request by grantee that its cp and hearing be cancelled. Action Feb. 1.

February 3 Applications

ACCEPTED FOR FILING

License to Cover Cp Amended

WABA Aquadilla, P. R.—License to cover cp which authorized increased power, changed frequency, and operation of trans. by remote control amended to delete request for remote control operation.

Remote Control

WDAY Fargo, N. D.

Renewal of License

KVOR Colorado Springs, Colo.

February 6 Applications

ACCEPTED FOR FILING

License to Cover Cp Resubmitted

WFHK Pell City, Ala.—Resubmits application for license to cover cp which authorized new am station.

License to Cover Cp

KMYR Denver, Colo.—Seeks license to cover cp which authorized changed frequency, increased power, changed trans. location and installation of DA-1.

WTRN Tyrone, Pa.—Seeks license to cover cp which authorized increase in power from 500 w to 1 kw.

WDUN-FM Gainesville, Ga.—Seeks license to cover cp (as mod. which authorized changes in licensed station).

Modification of License

KTVR (TV) Denver, Colo.—Seeks mod. of license to change corporate name to KTVR Inc.

Renewal of License

KPOF Denver, Colo.; KGLN Glenwood Springs, Colo.; KCOG Centerville, Iowa.; KNIM Maryville, Mo.; KCAP Helena, Mont.; KFNW Fargo, N. D.; KWBM Williston, N. D.

Modification of Cp

WTBO Cumberland, Md.—Seeks mod. of cp (which authorized changed frequency, increased power, installation of DA-2 and change in ant.-trans. location) for extension of completion date.

KDWI-TV Tucson, Ariz.—Seeks mod. of cp (which authorized new tv station) for extension of completion date to June 7.

KOA-TV Denver, Colo.—Seeks mod. of cp for extension of completion date to Aug. 1.

WICC-TV Bridgeport, Conn.—Seeks mod. of cp for extension of completion date to Sept. 2.

WLWA (TV) Atlanta, Ga.—Seeks mod. of cp for extension date to March 10, 1957.

WCMB-TV Harrisburg, Pa.—Seeks mod. of cp for extension of completion date to Aug. 26.

WARM-TV Scranton, Pa.—Seeks mod. of cp for extension of completion date to approx. Aug. 1956.

WNOK-TV Columbia, S. C.—Seeks mod. of cp for extension of completion date to Aug. 25.

WLVA-TV Lynchburg, Va.—Seeks mod. of cp for extension of completion date to Sept. 1.

WITI-TV Whitefish Bay, Wis.—Seeks mod. of cp for extension of completion date to Aug. 29.

WBRB Mt. Clemens, Mich.—Seeks mod. of cp (which authorized new am station) to change name of permittee to WBRB Inc.

WWTV (TV) Cadillac, Mich.—Seeks mod. of cp (which authorized new tv station) to extend completion date.

KFDM-TV Beaumont, Tex.—Seeks mod. of cp (which authorized new tv station) to extend completion date to June 30.

February 7 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of Feb. 3

Following were granted extensions of completion dates as shown: **WARM-TV Scranton, Pa.**, to 8-11-56; **WICO-TV Bridgeport, Conn.**, to 9-2-56; **WCMB-TV Harrisburg, Pa.**, to 8-23-56; **KOA-TV Denver, Colo.**, to 8-1-56; **WITI-TV Whitefish Bay, Wis.**, to 8-29-56; **WAIU-FM Wabash, Ind.**, to 4-28-56; **WNYC-FM New York, N. Y.**, to 4-8-56; **WMYR Fort Myers, Fla.**, to 6-1-56.

Following stations were granted authority to operate trans. by remote control: **WDAY Fargo, N. D.; KFOR Lincoln, Neb.**

Actions of Feb. 2

KVFC Cortez, Colo.—Granted license covering increase in power.

WTCB Flomaton, Ala.—Granted license for am station.

WCME Brunswick, Me.—Granted license for am station and specify studio location.

KVCL Winnfield, La.—Granted license for am station.

WBFC Fremont, Mich.—Granted license covering increase in power.

KGRT Las Cruces, N. M.—Granted license for am station.

WBEC Pittsfield, Mass.—Granted license covering changing trans. and studio locations.

WHER Memphis, Tenn.—Granted license for am station.

KSD St. Louis, Mo.—Granted license covering change in operation from 1 kw, 5 kw-LS, DA-N, to 500 w, 5 kw-LS.

KLIN Lincoln, Neb.—Granted license covering changes in ant. system.

KWK-TV St. Louis, Mo.—Granted license for tv station (ch. 4).

WIBW-TV Topeka, Kan.—Granted cp to change ERP to vis. 316 kw, aur. 158 kw, make ant. and other equipment changes. Ant. 1,010 ft.

KOOL-TV Phoenix, Ariz.—Granted mod. of cp to change ERP to vis. 302 kw, aur. 151 kw, change type ant. and make other equipment changes. Ant. 1,700 ft.

Following were granted extensions of completion dates as shown: **WAGA-FM Atlanta, Ga.**, to 5-8-56; **WQXR New York, N. Y.**, to 4-30-56.

Actions of Feb. 1

KUSN St. Joseph, Mo.—Granted license for am station and specify studio location.

WCLB Camilla, Ga.—Granted license covering change of facilities.

WBVL Barbourville, Ky.—Granted license for am station.

KCOB Newton, Iowa—Granted license for am station.

WISP Kinston, N. C.—Granted license covering increase in power.

WMYN Mayodan, N. C.—Granted extension of completion date to 5-2-56.

Following stations were granted authority to operate trans. by remote control: **KMAE McKinney, Tex.; KTLU Rusk, Tex.**

Actions of Jan. 31

KROY Sacramento, Calif.—Granted license covering changes in ground system.

WJCD Seymour, Ind.—Granted license covering increase in power.

WJWG Conway, N. H.—Granted license for am station.

WKLJ Sparta, Wis.—Granted license covering change of facilities, change in studio location and operation of trans. by remote control.

KWHO Salt Lake City, Utah—Granted license for am station.

Paramount Television Productions Inc., Los Angeles, Calif.—Granted informal application for mod. of extension of permit to transmit video transcriptions of *Wrestling From Hollywood* to Canadian tv stations **CBUT-TV Vancouver, B. C.; CHSJ (TV) St. John, N. B.; CHCT-TV Calgary, Alta.; CBHT-TV Halifax, N. S.,** and **CKCO-TV Kitchener, Ont.**, for broadcast by these stations in Canada, for period beginning 3 a.m. EST, Feb. 1, 1956, and ending not later than 3 a.m. EST, Feb. 1, 1957.

Following were granted extensions of completion dates as shown: **WGLV (TV) Easton, Pa.**, to 8-23-56; **WSEE (TV) Erie, Pa.**, to 9-1-56; **WIRI (TV) North Pole, N. Y.**, to 8-26-56.

Actions of Jan. 30

KBMS (FM) Los Angeles, Calif.—Granted license for fm station.

WCOS-TV Columbia, S. C.—Granted request for cancellation of cp (ch. 25) to expire by its own terms on 4-30-56; deletion of call letters.

WWNY Watertown, N. Y.—Granted authority to operate trans. by remote control, while using non-DA.

Following were granted extensions of completion dates as shown: **WTOC-TV Savannah, Ga.**, to 8-26-56; **WKAQ-TV San Juan, P. R.**, to 8-15-56.

February 8 Applications

Accepted for Filing

Modification of Cp

WBOP Pensacola, Fla.—Seeks mod. of cp (as mod. which authorized new am station) for extension of completion date.

WFLB Fayetteville, N. C.—Seeks mod. of cp (which authorized mounting of tv ant. on top of existing am tower) for extension of completion date.

License to Cover Cp

KCFM (FM) St. Louis, Mo.—Seeks license to cover cp (which replaced expired permit which authorized new fm station).

KSPC (FM) Claremont, Calif.—Seeks license to cover cp which authorized new non-commercial fm station.

WFLB Fayetteville, N. C.—Seeks license to cover cp which authorized mounting of tv ant. on top of existing am tower.

License to Cover Cp Amended

WAAB Worcester, Mass.—Application for license to cover cp which authorized changes in ant. pattern for D operation amended to change name of applicant to Wilson Bcstg. Corp.

Remote Control

WEZB Homewood, Ala.; KROY Sacramento, Calif.

SCA

KAIM-FM Honolulu, T. H.

UPCOMING

FEBRUARY

Feb. 15-16: Senate Interstate & Foreign Commerce Committee Investigation Hearing on Anti-Alcoholic Advertising Bill.
Feb. 16-17: House Interstate & Foreign Commerce Committee Investigation Hearing on Anti-Alcoholic Advertising Bill.
Feb. 19-22: Texas Assn. of Broadcasters, Casa de Palmas Hotel, McAllen, Tex.
Feb. 20: RAB Clinic, Roanoke, Va.
Feb. 21: RAB Clinic, Richmond, Va.
Feb. 23: RAB Clinic, Washington, D. C.
Feb. 24: RAB Clinic, Baltimore,
Feb. 27: RAB Clinic, Miami.
Feb. 28: RAB Clinic, Jacksonville, Fla.
Feb. 29: RAB Clinic, Columbia, S. C.

MARCH

March 1: RAB Clinic, Atlanta.
March 2: RAB Clinic, Birmingham, Ala.
March 2-3: Midwestern Adv. Agency Network, Business Meeting & Competitive Display, Drake Hotel, Chicago.
March 3: Michigan AP Broadcaseters Assn. Newsmen's Workshop, Kellogg Center, East Lansing, Mich.
March 5: RAB Clinic, Nashville.
March 6: RAB Clinic, Memphis.
March 7: RAB Clinic, New Orleans.
March 8: RAB Clinic, Houston.
March 9: RAB Clinic, Dallas.
March 10: Michigan State U. Dept. of Speech 11th Annual Radio-Tv Conference, East Lansing.
March 12: RAB Clinic, Burlington, Vt.
March 13: RAB Clinic, Boston.
March 14: RAB Clinic, Pittsburgh.
March 14-16: Assn. of National Advertisers Spring Meeting, The Homestead, Hot Springs, Va.
March 15: RAB Clinic, Rochester, N. Y.
March 16: Connecticut Broadcasters Assn., Waverly Inn, Cheshire, Conn.
March 16: Ohio Assn. Radio & Tv Broadcasters, Hotel Statler, Cleveland.
March 16: RAB Clinic, Schenectady, N. Y.
March 19: RAB Clinic, Billings, Mont.
March 19-22: Institute of Radio Engineers National Convention and Radio Engineering Show, Waldorf-Astoria, New York.

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00
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The Merchandising Mixup

IT ISN'T easy to do business in a competitive market without occasionally inserting enough concessions between preamble and dotted line to soak up all the profits.

This situation keeps appearing in various forms as advertisers and agencies search for the best time buys and as stations solicit their business. Agencies are inclined—understandably—to ask for all the merchandising and promotion aids they can get. After all, there's no harm in asking. And, after all, there's no law that forces a station to supply all that is asked.

A regional outlet, WFTC in Kinston, N. C., has finally broken the situation wide open by standing up on its hind legs and saying to a powerful agency, "It seems you're asking us to give all the remuneration back to you in the form of advertising." The words were spoken by J. Harold Vester, general manager, who voiced confusion at suggested merchandising aids submitted by Cunningham & Walsh for its L&M cigarette business.

Mr. Vester added, "All you need do to get positive results on this station is run your spot commercials as directed." He offered, however, to do all the proposed merchandising on an actual cost basis plus pay for the merchandising manager while calling on dealers.

Not all managers are going to agree with Mr. Vester's demand that the agency pay for merchandising. Dealer calls and letters, display pieces and other aids are offered by many of the best operators in the broadcast business as a normal service to the sponsor—a sincere attempt to support the advertiser's campaign. Presumably, however, the expenses of such services are considered by the stations in fixing their rates.

It is when merchandising aids are used as indirect means of rate-cutting that they do an injustice to radio and tv.

This might be an appropriate time to recall the observation made last fall by Worth Kramer, WJR Detroit, in a speech to the NARTB regional meeting at Colorado Springs when he recalled a Harlem song, "If I can't sell it, I'm gonna sit on it—I ain't gonna give it away."

Passing Scene, *Circa* 1956

DENVER: Live Broadcast of Court Proceedings Acclaimed. Washington: Senators Blast Radio Selling Talk; Poke Fingers in Tv Eyes. Hollywood: Tv Film Production Hitting New Records to Meet Demand. New York: Advertisers Are Rediscovering Radio as Saturation Medium. Washington: Court Sustains FCC Licensing Procedures. Washington: Political Campaigns Start Rolling with Multi-Million Radio-Tv Budgets.

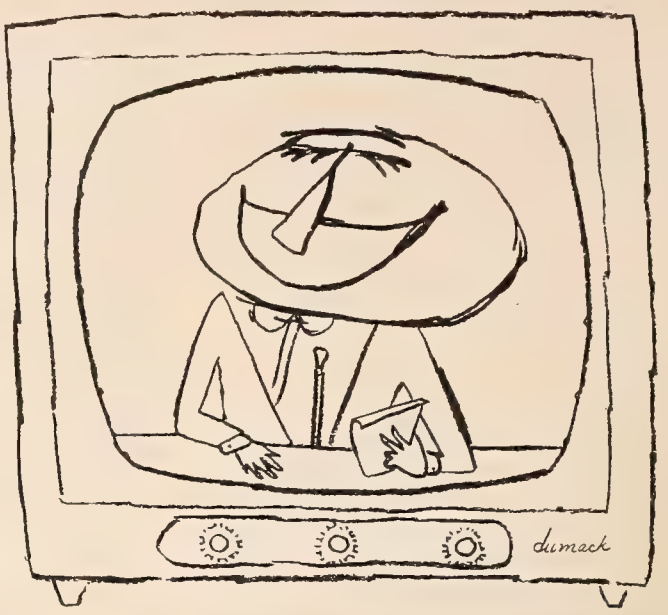
And so it goes. Television and radio are in the news (though surprisingly little of it gets on the air). The politicians know that a sure-fire way to get a headline is to pot-shot at the commercials (they seldom emote over the commercials in newspapers or magazines). Privately, however, most of them will tell you that without radio and tv campaigning they would be lost. In an election year, it seems to be good political strategy to play up those pursuits closest to the great American public. Everybody listens and almost everybody views. So our legislators hold hearings on special privilege bills and then sound off on wholly unrelated aspects dealing with programs and commercials. All members of the FCC and key members of its staff shuttle from one committee room to another, while important work downtown goes undone.

It has been said before but it needs saying again. The Communications Act of 1934 isn't bad law. It has served the people well in providing this country with the best broadcast service extant—so good that even the staid British have adopted it.

Certainly there have been mistakes. Certainly there are inequities in existing regulations. There will continue to be.

The real marvel is that after more than 35 years of broadcasting, there has been so little scandal or corruption associated with radio and tv, aside from the zany antics of some performers. It is all the more remarkable because no other pursuit is more sensitive to public reaction or closer to the public. How long this record can be maintained we don't know. No other major art or industry has been able to do it. Bigness attracts the charlatans and the fakers. Radio and tv haven't been immune but they have been able to root them out before they became malignant.

So the record, despite the anguished wails of the politicians, is pretty good. The law, basically, has stood the test of time. Conditions in a regulatory way have been good or bad, depending upon the men who were running the show at the FCC. The law, then, is as good or as bad as the men who administer it. The current FCC, while showing some tendencies to dip into the forbidden area of censorship, nevertheless stacks up well in contrast to some of those we've had since regulation began in 1927. In our government of checks and balances, it is standard operating procedure for our elected representatives to pop off whenever so minded. The trouble is that in election years there seems to be no substance or direction in these tirades.



Drawn for BROADCASTING • TELECASTING by Duane McKenna

"Transportation for tonight's guests was furnished by TWA, Checker Cab and Otis Elevator Co."

The Big Remote

IN a fashion, Radio Free Europe constitutes the mid-European branch of American radio. It began operations in 1950 under private auspices to get the truth to the Soviet-enslaved people—70 million of them—in the satellite countries of Central and Eastern Europe.

How well has RFE done its job? The best answer is given by the Kremlin bosses in their blistering attacks upon the Munich-based operation, in the demands of Khrushchev and Molotov that RFE be closed down and in the unrelenting efforts to jam all of RFE's 29 transmitters.

In so doing, the Kremlin has given to RFE its most potent reason for being. It gives RFE its best pitch for its campaign, beginning this month, to raise about $10 million through radio and television and other media to continue and intensify its inspired work in hitting the Commies hard in the five captive Iron Curtain countries.

The Voice of America speaks officially for the U. S. It must observe diplomatic amenities. It has been doing an increasingly effective job under the directorship of ex-broadcaster Theodore C. Streibert, as witness its increased appropriations by Congress with only cursory opposition. In pre-Streibert days, it was the most belabored of government agencies.

RFE, on the other hand, is a private operation, manned largely by men with experience in private American broadcasting. It is not hemmed in by diplomatic protocol or subject to official restraint. It hits as hard and as often against the Communist foe as it can. Broadcasters and their advertisers have given unstintingly of their time and substance in supporting the freedom cause. Now, with the Kremlin fat cats making purring sounds about peaceful coexistence, is the time to beef up the RFE job with private American broadcast time to appeal for those private American tax-deductible dollars.

History-making event in Seattle television



COLOR

"LOCAL LIVE"

KOMO-TV

FIRST LOCAL LIVE COLOR PROGRAM TELECAST FEBRUARY 1st, 1956

1st IN OUR AREA...18th IN THE UNITED STATES

The only television station in the big Northwest corner of the nation, fully equipped for color-casting. Now for the first time, Seattle and Western Washington viewers will see full color programming—LOCAL LIVE, network, film or slide.

With installation of our new RCA live color camera chain, KOMO-TV expresses unbounded confidence in the rapid growth of color television, and in the expanded service such a great new medium will render this important section of the country.

For black and white or compatible color...all the way

KOMO TV *channel* 4

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See NBC SPOT SALES

FOR SEATTLE & WESTERN WASHINGTON



Nielsen Rates KMBC-TV *First*

in 18 Quarter Hours During Daytime Segment!

Station B—First in 10 Quarter Hours... Station C—First in 8 Quarter Hours

The latest Kansas City Nielsen Survey (covering the period from Oct. 9—Dec. 10) shows KMBC-TV out-rates all other Kansas City channels during 18 quarter hours from 9:30 a.m. to 6:30 p.m. on the average broadcast day.

What makes these Nielsen figures even more impressive is the fact that the survey was begun *less than two weeks* after KMBC-TV initiated its new daytime format! The KMBC-TV peak hasn't yet been reached!

Anyway you look at it, KMBC-TV "Big-Time" Daytime — with its fresh, new concepts in programming presented by the finest television talent in the Heart of America—is the No. 1 TV buy in the Kansas City market! Compare ratings, compare cost per thousand, compare complete versatility of commercial handling with any other competitive daytime offering — and you'll see why KMBC-TV is the best place to put your television advertising dollars!

Your Free & Peters Colonel has the facts that prove the figures on Kansas City's best television buy. See him for choice availabilities!



the Swing is to "BIG-TIME" DAYTIME *on* KMBC-TV

Kansas City's Most Powerful TV Station

Don Davis, First V.P. & Commercial Mgr.
John Schilling, Vice Pres. & Gen. Mgr.
George Higgins, Vice Pres. & Sales Mgr.
Mori Greiner, Director of Television
Dick Smith, Director of Radio



FREE & PETERS, INC.
Exclusive National Representatives

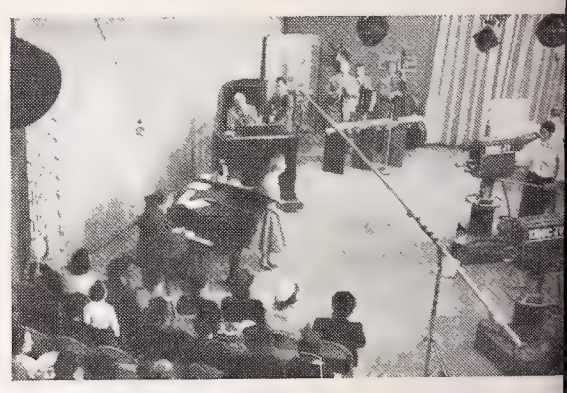
...and in Radio, it's KMBC *of* Kansas City — KFRM *for* the State of Kansas



Here are some samples of first-rate "Big-Time" Daytime Programming



WHIZZO'S WONDERLAND, a wonderful children's hour with the famous "Little Rascals," clever Walter Lantz cartoons and Frank Wiziarde as "Whizzo the Clown." Studio circus set with "junior clowns," magic tricks, talking dogs and other sensational live acts. "Big Time" Daytime!





NOON—a full-hour variety show featuring piano-playing emcee Rev Mullins, music by the famed Texas Rangers and Harry Jenks, Singer Norma Sinclair, news by Claude Dorsey. Live studio audience. "Big-Time" Daytime!

MY LITTLE MARGIE—Nighttime television in the daytime! A five-times-weekly half-hour strip that's one of the hottest properties in town. We might be able to clear a spot for you. Better consult your F & P Colonel! "Big-Time" Daytime!



MICKEY MOUSE CLUB—You know what this one's done nationally—and Kansas City is no exception. Sold out at present—but an occasional adjacency might be nailed down if you act fast! Ask your F & P Colonel about it. "Big-Time" Daytime!

FEBRUARY 20, 1956

35c PER COPY

BROADCASTING TELECASTING

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25TH year

THE NEWSWEEKLY OF RADIO AND TV

HEAP BIG HUNK OF RICH MICHIGAN MARKET!

Big wampum here! 80% of Michigan's 6-billion dollar buying power is covered by Knorr Broadcasting Corporation's 4 power-packed stations. And, folks listen, continuously . . . in their homes . . . in their cars . . . to the stations that broadcast what they love most . . . NEWS, MUSIC and SPORTS!

BUY ANY 2 OR MORE OF THESE POWERFUL STATIONS and SAVE up to 15%

WKMH—Dearborn-Detroit
WKMF—Flint, Mich.
WKHM—Jackson, Mich.
WSAM—Saginaw, Mich.

SAVE UP TO 15%

WKMH
DEARBORN – DETROIT

WKMF
FLINT, MICHIGAN

WKHM
JACKSON, MICHIGAN
Jackson Broadcasting & Television Corp.

WSAM
SAGINAW, MICHIGAN



The Community Stations



KNORR Broadcasting CORP.

Represented by HEADLEY-REED

202,960

Love Letters



from the land where TV means

"T'aint Visible"



BIG AGGIE LAND



Well, not exactly love letters, but the next best thing. You see, during 1955, WNAX-570 received a whopping total of 202,960 pieces of mail—155,117 of which *were specifically addressed to local commercial programs*—positive proof of active listener response!

This mail came from all over Big Aggie Land and beyond. A total of 428 counties in 8 states responded including the Big Aggie States of Iowa, Nebraska, the Dakotas and Minnesota—plus Wisconsin, Montana and Wyoming. Not audited by counties, but included, was mail from Illinois, Kansas and Missouri as well as 3 provinces in Canada.

Such an overwhelming testimonial of affection makes the WNAX-570 talent team and program director blush with joy. They know the 654,800 rural and medium-to-small town families in Big Aggie Land have definite ideas about radio entertainment. And these batches of mail tell them Big Aggie is giving the listeners what they want.

Translated into advertising importance, that means WNAX-570 gives national advertisers what they want, too. Programs that people like and listen to—popular shows that sell. Your Katz man will line you up.



WNAX 570

YANKTON, SOUTH DAKOTA

A Cowles Station. Don D. Sullivan, Advertising Director. Under the same management as KVTV Channel 9, Sioux City—Iowa's 2nd largest market. CBS Radio.



COVERAGE THAT COUNTS

WTHI-TV delivers 191,760 TV homes in the Terre Haute area. 108,000 of these are *unduplicated* CBS-TV homes.

GOING PLACES

WTHI-TV now carries CBS, NBC and ABC network shows, and is the *only* full-time station in the rich Terre Haute area.

DOING A MAN-SIZED JOB

ALL top 15 shows are on Channel 10 according to the latest Pulse* survey:

RANK	SHOW	STATION	RATING
1.	*I Love Lucy*	WTHI	51.8
2.	*$64,000 Question*	WTHI	50.3
3.	*December Bride*	WTHI	48.0
4.	*Groucho Marx*	WTHI	45.3
5.	*Talent Scouts*	WTHI	43.8
6.	*Climax*	WTHI	43.1
7.	*I've Got A Secret*	WTHI	41.5
8.	*Burns and Allen*	WTHI	41.3
9.	*Soldiers of Fortune*	WTHI	41.3
10.	*Meet Millie*	WTHI	40.5
11.	*Favorite Husband*	WTHI	40.0
12.	*Ed Sullivan*	WTHI	39.4
13.	*Eddie Cantor*	WTHI	38.8
14.	*Honeymooners*	WTHI	38.8
15.	*Phil Silvers*	WTHI	38.8

*November, 1955

SHARE OF AUDIENCE RATINGS*

MONDAY THRU FRIDAY

STATIONS	7 A.M.-NOON	NOON-6 P.M.	6 P.M.-MIDNIGHT
WTHI	65	46	65
WTTV	15	46	27
Misc.	20	9	8
Average ¼ Hour H. U.T.	13.0	22.4	45.1

*Pulse, November, 1955

WTHI-TV channel 10

TERRE HAUTE, INDIANA

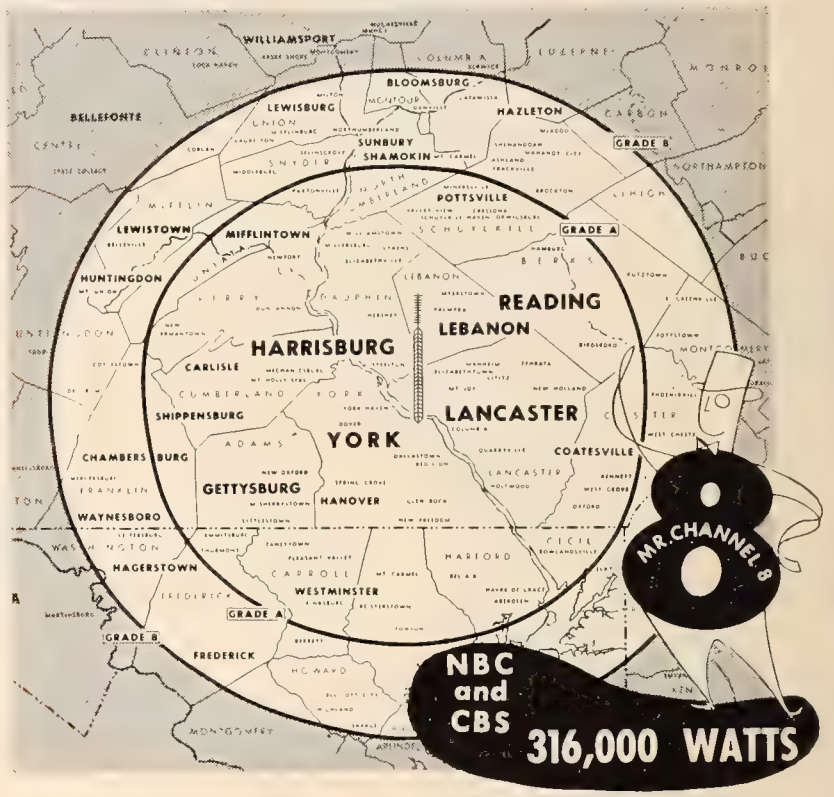
REPRESENTED NATIONALLY BY THE BOLLING, CO., NEW YORK — CHICAGO

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

WGAL-TV

LANCASTER, PENNA. **NBC and CBS**

CHANNEL 8 MULTI-CITY MARKET



do it yourself

Buy the Channel 8 Multi-City Market which performs an essential selling role for hundreds of America's foremost national and regional advertisers. Here are the facts: population—3½ million; TV sets—917,320; yearly effective buying income—$5½ billion.

STEINMAN STATION
Clair McCollough, Pres.

REPRESENTATIVES:

MEEKER TV, Inc.

NEW YORK CHICAGO LOS ANGELES SAN FRANCISCO

closed circuit®

NOT ENOUGH • What was greatest impression made upon FCC's Network Committee and its special staff during its "clinical study" of network tv and related operations in New York? Answer is unequivocally: shortage of competitive facilities in top 100 markets. This was recognized not only by networks but also advertising agencies, station representatives and other groups contacted during sessions which concluded last Tuesday.

B•T

EXPANSION of CBS-TV colorcasting this year will depend on trend in set sales, network executives confirmed last week at Hollywood staff meeting. Current schedule is considered heavy enough for present. Colorcasting was one of many matters considered at high level Hollywood conferences last week involving William S. Paley, CBS chairman; Frank Stanton, CBS president; J. L. Van Volkenburg, CBS-TV president; Hubbell Robinson Jr., CBS-TV program vice president, and West Coast vice presidents Howard Meighan, Al Scalpone and Guy Della Cioppa.

B•T

LOOK, NO HANDS • There'll be eye-openers in station automation gear when NARTB equipment show is held at Chicago in March. Newest features will be automatic program techniques for tv as well as radio stations. Program for whole day will be shown, based on tape control relays which trigger program equipment. Even live tv programming can be included for any specific length of time and sequence of periods.

B•T

NEARLY 100 tv stations have contributed to fund of Television Transmission Tariff Committee, functioning under aegis of NARTB and chairmanned by Richard S. Salant, CBS Inc. vice president. Stations were asked to contribute their highest quarter-hour rate, with three tv networks committed to match station fund. Committee is making overall study of tv coaxial cable and microwave tariffs and has retained Cravath, Swaine & Moore. NARTB staff liaison is Tv Vice President Thad H. Brown.

B•T

CLEAN-UP TIME • FCC Chairman George C. McConnaughey feels confident that Commission will have cleaned up its major workload, which includes rule-making on tv allocations, network inquiry, and subscription tv, by June 30, 1957, which is by way of saying that he plans to be on FCC at least until that date which happens to be day on which his term on FCC would expire.

B•T

BEST thinking on FCC is that all pending tv hearing cases will be decided within year. FCC expects Opinions & Review to knock out final decisions at average rate of about two per month. Latest box score shows 11 cases awaiting final decision, 9 awaiting oral argument, 3 awaiting initial decision and 12 in hearing.

B•T

WHAT'S IT MEAN? • There were unhappy members out in NARTB precincts last week as referendum vote was taken on by-laws changes which would eliminate at-large directors (small, medium, large and fm stations, two each) from Radio Board. Complaints were based on charge that NARTB didn't explain meaning of changes and thinking behind them, in way to permit intelligent voting by average member. By-laws ballots will be tabulated today at NARTB headquarters.

B•T

GEORGE KERN, associate media director, Lennen & Newell, New York, and before that with Benton & Bowles in similar capacity, expected to join McCann-Erickson, New York, as tv-radio account executive.

B•T

SMALL BUSINESS, BIG ORDER • FCC is in quandary as to how it can best respond to detailed questionnaire of House Small Business Subcommittee covering tv waterfront on cases decided, who handled them, what outside contacts were made, etc. In addition, committee seeks information on out-of-town trips by commissioners and staff, expense accounts and honorariums which may have been received [B•T, Jan. 23, 30]. Some members are disposed to suggest to committee that commissioners are perfectly willing to appear personally and answer questions orally but that detailed written response would require fantastic amount of work and phenomenal memories.

B•T

INTEREST aroused in both House and Senate Small Business Committees over plight of daytimers, who seek increased power and uniform hours of operation, is having repercussions on several fronts. Subcommittee of Senate group shortly will be named to study complaints and probably hold hearings this session. House subcommittee started its job by sending FCC penetrating four-page questionnaire [B•T, Jan. 23, 30]. Daytime Broadcasters Assn. is headed by Jack Younts, WEEB Southern Pines, N. C., and last August retained former FCC Comr. Frieda B. Hennock as Washington counsel.

B•T

SUPPORTING PLAYERS • Sidelight to House Small Business Subcommittee activity: assistant counsel and investigator is George L. Arnold, son of Thurman Arnold, former assistant attorney-general and senior law partner in firm of Arnold, Fortas & Porter. Young Arnold is son-in-law of columnist Drew Pearson. Another familiar name on House side is J. Lacey Reynolds, newspaperman, who has joined House Government Operations Committee's Government Information Subcommittee, before which FCC appeared Friday. Mr. Reynolds was formerly Washington representative of Edward Lamb newspaper and broadcast interests.

B•T

IT'S conceivable that new twist may be added to NBC-TV's This Is Your Life *in April or May in form of program's first posthumous treatment of subject. Ralph Edwards will be featured entertainer at $50-a-plate memorial dinner at Palmer House for late Richard Finnegan, former executive vice president and editor and later consulting editor of Marshall Field's* Chicago Sun-Times, *to raise funds for sanitarium for rheumatic youngsters. There's fair prospect, it's learned, that Mr. Edwards may do Mr. Finnegan's life (he died in May 1955), with subject known, of course, in advance.*

B•T

DAYLIGHT SCHEDULES • New live-plus-hot-kine scheduling for DST months developed by CBS-TV, which privately claims "enthusiastic" response from stations approached thus far, though others take dimmer view. Details being kept strictly in CBS-TV family, but it's understood it will work thus: via hot kines from West Coast, programs originating at 7:15-8 p.m. EDT will be fed to Central Zone's standard time stations at 6:15-7 p.m. CST; those originating at 8-9 p.m. EDT will be fed these stations by kine at 9-10 p.m.; those originating between 9 and 12 p.m. EDT will reach them live (7-10 p.m. CST). Thus these stations will be carrying network from 6:15 to 10 p.m. local time—instead of 5:15 to 9 as in past—and so will have to give up local sales in 9-10 p.m. period. Schedule obviously also juggles lineup from competitive standpoint, and also has some agency people wondering how presently scheduled spot adjacencies will fare.

B•T

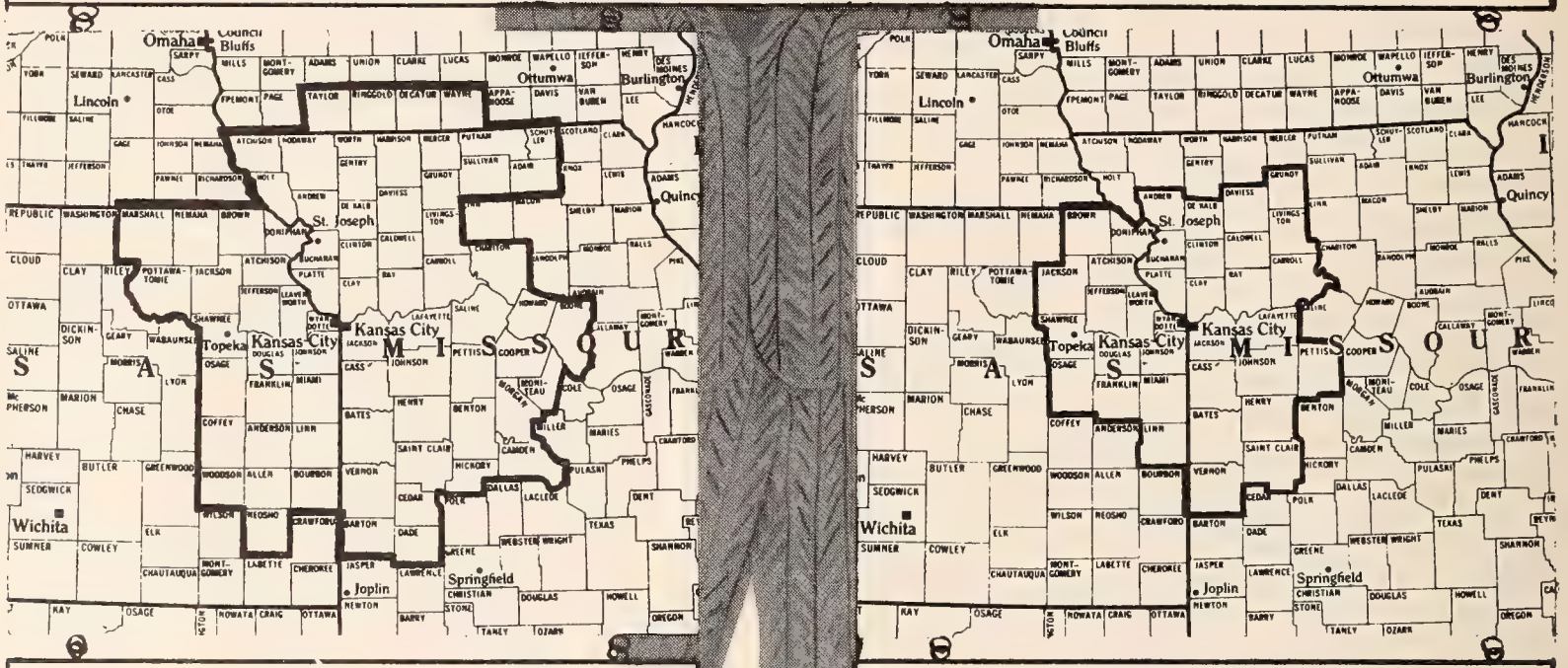
NBC-TV also is working on DST scheduling that'll pay special attention to Central Zone, but it's not quite set yet (ABC-TV's plans, page 75). Basic principles are understood to have been suggested by NBC-TV affiliates, and four-man affiliate group due to confer with network officials today (Mon.) to apply finishing touches. Affiliate group includes Jack Harris, KPRC-TV Houston; Lawrence H. (Bud) Rogers, WSAZ-TV Huntington, W. Va.; Edwin K. Wheeler, WWJ-TV Detroit, and, representing optional stations, Fred C. Mueller, WEEK-TV Peoria, Ill.

Sure, WHB dominates Kansas City. But how about area?

It's WHB's REGION, too!



The Proof's in PULSE and NIELSEN



70-County **AREA PULSE**

620,400 Radio homes
WHB is first in *every* time period!
Average share of audience 25% ahead of second station!

N. S. I. AREA

542,700 radio homes
WHB all-day average: 42.9% (second station: 16.6%)
WHB first by far in *every* time period!

Latest Kansas City Hooper (Oct. 1955-Jan. 1956) gives WHB whooping first place with 47.3%. WHB leads in every Hooper ¼ hour, 6 a.m.-6 p.m., Mon.-Sat. So WHB dominates the metropolitan area as it dominates the whole area. More reason than ever to talk to the man from Blair, or WHB General Manager George W. Armstrong!

WHB

10,000 watts—710 kc
Kansas City

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

WDGY, Minneapolis-St. Paul
Represented by
Avery-Knodel

KOWH, Omaha
Represented by
H-R Reps., Inc.

WHB, Kansas City
Represented by
John Blair & Co.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

at deadline

VITAPIX, HAL ROACH TO JOIN FORCES

VITAPIX Corp. and Hal Roach Studios Inc. agreed Friday at Chicago meeting on joint production and distribution of tv programs on film, described as "new concept in national spot sale of tv programs." Vitapix 57-station list to be expanded to 100. Roach studios will start immediately new half-hour film program for release to Vitapix members in fall, producing at own expense and undertaking sale to national sponsors.

Vitapix will perform as time clearance agency for its members. Roach organization expected to become full partner with Vitapix members in entertainment and in time is to be 50% owner of corporation. New Vitapix board lineup now includes John E. Fetzer, Fetzer Stations, chairman; Kenyon Brown, KFEQ-TV St. Joseph, Mo., president; Edward E. Hall, executive vice president; Hal Roach Jr., (president of studio), vice president; Ned Koenig (Roach sales manager); William Winckle (Roach attorney); William Fay, WHAM-TV Rochester; Richard A. Borel, WBNS-TV Columbus, Ohio; Joseph E. Baudino, Westinghouse Broadcasting Co.; George B. Storer Jr., Storer Broadcasting Co, and J. Leonard Reinsch, WSB-TV Atlanta. Paul O'Bryan is Vitapix secretary.

Negotiations have been underway several months.

Action Coming on Bill For Uniform Daylight Time

REP. HARLEY O. STAGGERS (D-W. Va.) said last week chairman of House Commerce Committee is appointing subcommittee to hold hearings on his bill (HR 395), introduced Jan. 5, 1955, to create nationwide uniformity in daylight saving time to solve present confusion. He said "annual conflict" over daylight saving "may be determined" this session of Congress. (Also see story page 75.)

He said "two-clock" system has created confusion during summer months with rise of radio-tv, transportation and other activities and expressed confidence "that we will reach some agreement" to eliminate "confusing situations" yearly from April to September.

Rep. Staggers' bill would make it possible for Congress to provide, by concurrent resolution each year, that clock would be advanced one hour beginning not later than last Sunday of April and ending not later than last Sunday of September, such period to be designated as daylight time. Violators (federal employes or private businesses) would be fined up to $100.

Advertisers, Publishers Enter Opposition to Liquor Ad Bills

OPPOSITION to anti-liquor advertising bills being heard by Senate and House committees last week (see page 80) was registered Friday by Assn. of National Advertisers and American Newspaper Publishers Assn. Gilbert Weil, ANA general counsel, said legal right to sell alcoholic beverages is rendered "illusory" if means for sales are forbidden. He said Congress has right to "regulate" but not "prohibit" commerce.

Mr. Weil said dry states seek to protect residents from evil of drinking alcoholic beverages, not "reading or hearing about them," and that bill fosters "thought-control" and seeks to balk internal policy of non-prohibition states. He said non-advertising is encouragement to inferior (i.e., bootleg) products and bill discriminates against interstate as against local advertising.

Cranston Williams, ANPA general manager, wrote both committees that Congress "should not now say, by law, that it is legal to sell liquor but the fact that it is being sold must be kept a secret." He added that advertisement of liquor or any other lawful item is in public interest.

Blair Labels MBS Rate Plan As '20-Year Backward Step'

GUARANTEED cost-per-thousand rate plan of MBS (story page 52) is "a giant, 20-year backward step," according to John Blair, president of John Blair & Co., station representative. He termed it "tacit admission" of doubt that network campaign can deliver audience.

Mr. Blair said there are more radio sets than ever before—in homes, cars, public places; more listening than ever before though it is difficult to measure true dimensions of radio audience because of its vast extent. While network program influence is declining, he claimed, good radio stations have been building up local programming and service, offering spot advertiser no-gamble buys based on established local programs with proven acceptance and audience plus solid record of sales performance.

Senate Approves $250,000 For Commerce Committee

SENATE Friday approved by "division" vote S Res 163 providing $250,000 to Senate Commerce Committee for latter's investigation of tv networks and uhf-vhf troubles, and for other studies. Amount will be reduced by one-twelfth, however, since staff salaries are being paid for this month from contingent Senate funds because resolution was delayed. Amount can be expended under S Res 163 through Jan. 31, 1957.

Senate Minority Leader William Knowland (R-Calif.) tried to cut amount to $200,000 by amendment, which was rejected after two quorum calls.

Committee got $200,000 last year (Feb. 1, 1955, to Jan. 31, 1956), but turned back $50,000 because some of studies didn't get off ground.

STUMPING VIA TV

PRESIDENT EISENHOWER should limit his campaign, should he decide to run, to few nationwide appearances in last weeks with emphasis on tv, Vice President Richard M. Nixon said Thursday night in NBC-TV *News Caravan* appearance.

• BUSINESS BRIEFLY

FOUR FOR FASHION • Four one-hour fashion shows in live color will be telecast next fall on NBC-TV for Warner Bros. Co. (corset manufacturer), N. Y. Details still to be worked out, but arrangements call for shows to be telecast Saturdays, probably 1-2 p.m. EST, beginning in September. Warner's agency is C. J. LaRoche N. Y.

GOP ON MBS • In what spokesman for MBS Friday called "unusual purchase of political time this early in election year," Republican national congressional and senatorial committees have contracted for strip of five-minute *Interview Digests* from Washington, Feb. 20-March 16. Mon-Fri. programs (MBS, 8:45-8:50 p.m. EST) will be heard on eve of major primaries. Agency: Leo Burnett Co., Chicago.

RONSON LOOKING • Ronson Corp., Newark, through Norman, Craig & Kummel, N. Y., looking for half-hour evening network television show.

AS IS GLEEM • Procter & Gamble, Cincinnati, for its Gleem toothpaste, interested in half-hour evening television network sponsorship through Compton Adv., N. Y.

GETTING 'EM IN LINE • All advertisers on *Mickey Mouse Club* (ABC-TV five times weekly at 5-6 p.m.) have been asked to sign renewal contracts for next year, effective March 1. Although talent cost will be increased at least 30%, most sponsors are expected to underwrite show again for next season. One advertiser, Mars candy, understood reluctant to re-sign because of sponsor conflict unhappiness.

ADDED FACTOR • Max Factor & Co. (cosmetics), Hollywood, adding 13 scattered, supplementary markets to existing schedule of 54 on 42-week tv spot campaign, effective immediately. Agency: Doyle Dane Bernbach, N. Y.

Budweiser Back to Cardinals

ANHEUSER-BUSCH Inc. (Budweiser beer), after one year lapse, will resume full sponsorship of St. Louis Cardinals baseball coverage on regional network headed by KMOX, and also telecasts on KTVI (TV) there. Cost estimated in excess of $1 million, encompassing 64 road game telecasts starting April 17 and all exhibition and regular season broadcasts on approximately 100-station regional radio network starting April 1. Anheuser-Busch last year sponsored half of each game on regional network, with local stations selling other half to participating sponsors. Agency is D'Arcy Adv. Co., St. Louis.

Walter Gross, AB-PT, Dies

WALTER W. GROSS, 60, director, vice president and general counsel of American Broadcasting-Paramount Theatres, died suddenly Thursday night of heart attack at his New York City home. Surviving are his wife, former Harriet Shoben of Los Angeles; two sons, Woolf Paul and Martin Louis, and daughter, Annette Marian. Funeral in Troy, N. Y., was set tentatively for today (Mon.)



there can be

ONLY ONE LEADER...

IN CENTRAL
NEW YORK IT'S

WHEN-TV

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW	WOW
RADIO	TV	RADIO	TV	RADIO	TV	RADIO	TV
810 kc.	Channel 5	620 kc.	Channel 8	910 kc.	Channel 5	590 kc.	Channel 6
ABC	CBS	ABC	CBS	ABC		CBS	NBC

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. — BLAIR TV, INC.

MEREDITH *Radio and Television* STATIONS

affiliated with **Better Homes and Gardens** and **Successful Farming** magazines

at deadline

Community Tv Overlap To Get FCC Scrutiny

OVERLAP due to community tv operations under gun of FCC in $370,000 purchase of WPAR-AM-FM Parkersburg and WBLK-AM-TV Clarksburg, both W. Va., by WSTV Inc. (WSTV-AM-FM-TV Steubenville, Ohio). In second letter to WSTV indicating hearing on purchase may be necessary, FCC asked for information regarding overlap effect of community antenna systems between WSTV-TV and WBLK-TV.

FCC said it wants to know: number, location, rates, identification, hours and number of subscribers of community antenna systems retransmitting WSTV-TV signal or other signals; if any agreements exist between WSTV-TV and WBLK-TV and community antenna group that retransmission of stations' signals will be terminated upon request. FCC asked for estimate of field strength of WSTV-TV signal at each community system's receiving antenna.

Commission also called for legal citations covering stations' right to compel discontinuance of rebroadcast by community antenna system of station's signal. WSTV-TV also was asked what it would do to prevent retransmission of its signal if Commission announces systems violate FCC rules.

WSTV-TV was asked to relate details of any network arrangements hinging on FCC approval of WBLK-TV sale.

Two Tv Permits Granted In Hot Springs, New Orleans

PERMITS were granted by FCC Friday for new tv stations in Hot Springs, Ark., and New Orleans—latter an educational outlet—and new am in Ponce, Puerto Rico.

Video Independent Theatres was granted Hot Springs' ch. 9 with 151 w effective radiated power, antenna 660 ft. above average terrain. Video, which is headquartered in Oklahoma City and operates motion picture theatre chain in Southwest, owns 12.5% of KWTV (TV) Oklahoma City and is permittee of Santa Fe, N. M., ch. 2. Video principal C. B. Akers is general manager and approximately 2% owner of KVOO-TV Tulsa, Okla., and 5.267% owner of KGLC Miami, Okla.

Greater New Orleans Educational Television Foundation Inc. was given permit to operate on ch. 8 with 25.7 kw visual, antenna 380 ft. above average terrain. Permittee is 38th educational grant.

Ponce Broadcasting Corp. was granted 1170 kc, 250 w unlimited hours. Principals include President Charles Cordero (20%) and Julius H. Conesa (20%), general manager and chief engineer, respectively, of WXRF Guayama, P. R.

ABC Due to Enter TvB

LONG-PENDING entry of ABC into membership of Television Bureau of Advertising signalled Friday as TvB released list of 15 newly added members. All five of ABC's owned television stations were on list, which brings total TvB membership to 193—all three tv networks, 180 stations and 10 representation firms.

President Doesn't Gag FCC, Hyde Tells House Probe

FCC Comr. Rosel H. Hyde Friday told House Government Information Subcommittee that Commission is not bound by presidential directive, but by statute, in releasing information to Congress and public. He said FCC considers executive directives only "advisory."

Subcommittee, headed by Rep. John E. Moss (D-Calif.), heard testimony by Comrs. Hyde, John C. Doerfer and Robert Bartley on FCC policies in releasing information. Rep. Moss said FCC was being questioned, not because of complaints, but because Commission cited May 17, 1954, letter from President Eisenhower during Senate's Army-McCarthy hearings, directing Army (part of Executive Branch) not to reveal confidential information to Senate committee. FCC cited letter in answer to questionnaire sent out by Moss group last year [B•T, Aug. 15, 1955].

Comr. Hyde said FCC delayed giving data to Senate Commerce Committee on radio and tv licensee finances, submitted to Commission on confidential basis, until Attorney General told FCC release of information to Senate group would not violate statutes. Data was asked (in late 1954) in Senate committee's tv network and uhf-vhf probe and Attorney General's letter was written in June 1955.

WRDW, Other Sales OK'd

APPROVAL of ownership changes involving one tv and five radio stations given by FCC Friday. Leading sales grants was $1 million purchase of WRDW-AM-TV Augusta, Ga., by *Augusta Chronicle*. Others: (1) WOBS Jacksonville, Fla., and WWOK Charlotte, N. C., swapped—with WWOK owner R. W. Rounsaville paying $50,000 to WOBS owner Carmen Macri. Additionally, Mr. Macri got okay to buy WQIK Jacksonville, Fla., for $85,000. Mr. Macri retains control of WOBS-TV Jacksonville. (2) WFBL Syracuse sold for $227,500 to Radio Hawaii (KPOA Honolulu, WTAC Flint, Mich., and through parent Founders Corp. 50% of KTVR [TV] Denver).

Reprieve for WHOL

WHOL Allentown, Pa., given reprieve Friday by FCC, pending disposition of petition to U. S. Supreme Court to review nine-year-old 1230 kc case. Petition for writ of *certiorari* due to be filed this week. Already up through courts to high tribunal once, case involves 1947 grant to WHOL, protested by competing applicant, *Easton* (Pa.) *Express*. Commission said station could continue operation until 30 days after disposition of case.

UPCOMING

Feb. 20: Senate Interstate & Foreign Commerce Committee resumes hearings in investigation of tv networks and uhf-vhf problems, U. S. Capitol.

Feb. 20-22: Conference of State Broadcasters Assn. Presidents, Statler Hotel, Washington.

Feb. 22: Annual Voice of Democracy Awards Luncheon, Shoreham Hotel, Washington.

For other Upcomings see page 121

PEOPLE

DAVID PORTER, vice president of Hearst Magazines in charge of *Cosmopolitan,* has joined Screen Gems, N. Y., as manager of national sales.

PAUL RUSSELL, account executive on Minnesota Mining & Mfg. Co., BBDO, Minneapolis, to BBDO, N. Y., as account executive on American Radiator & Standard Sanitary Corp.

JAMES FULLER, account executive, NBC Radio Sales, N. Y., appointed Friday to CBS Radio Sales, N. Y., in same capacity.

DON RATCHFORD, formerly with KTVI (TV) and KXOK St. Louis, appointed public relations director at D'Arcy Adv. Co. there. **JIM MAYFIELD** shifts from outdoor to radio-tv timebuying department, and **BOB CHASE,** formerly producer at KWK-TV St. Louis, to agency in similar capacity.

IRVING FIELD, former eastern sales manager, Motion Pictures for Television, N. Y., appointed eastern sales manager, UM&M Tv Corp., N. Y. **FRANK SOULE,** recently with Guild Films, N. Y., has joined UM&M as non-theatrical sales manager, and **JOHN L. D. PETERS,** former traffic manager, Hilton & Riggio, N. Y., named UM&M advertising manager.

Three AB-PT Executives Sell Sizable Stock Blocks

THREE high-level executives of American Broadcasting-Paramount Theatres Inc. disposed of sizable percentages of their respective holdings of AB-PT common in January, New York Stock Exchange records showed Friday.

Robert H. O'Brien, vice president, secretary and board member, sold 7,000 shares and retained 5,600; Robert M. Weitman, then vice president of AB-PT and programming and talent vice president of its ABC division (who since has resigned and this week joins CBS-TV as program development vice president [B•T, Feb. 6]), sold 6,500 shares and retained 6,033; and Edward L. Hyman, vice president, sold 2,500 and retained 10,000. As of Dec. 31, 1955, there were 4,138,165 common shares issued and outstanding.

Dates of sales not shown. On Jan. 3, first day exchange was open this year, AB-PT common opened at 27, reached high of 27⅛ and closed at 26⅝, its low for that day.

Margaret to Leave 'Weekday'

ALTHOUGH not officially announced, Margaret Truman is expected to end her association with NBC Radio's *Weekday* (Mon.-Fri. daytime service) this Friday in order to devote more time to her tv appearance contract —also with NBC. That contract expires in June with eight to nine appearances to be made in interval. Miss Truman quoted as saying she might appear in some dramatic, comedy and singing roles. The former President's daughter had contract with NBC Radio as hostess on *Weekday* on 13-week contract basis. Now in second 13-week cycle to end in May, Miss Truman obtained network approval to terminate contract this week.

U. S. Tv Families Now 74%

TV SET OWNERSHIP in U. S. increased from 70% of total families last October to 74% last month, Market Research Corp. of America reported Friday. Market Research said notable increases were in small towns and rural areas. Data, issued quarterly, is based on 6,000-family panel.

the week in brief

RADIO CURVE STARTS UP AGAIN

1955 time sales were $455.6 million net, $4 million ahead of 1954, according to annual B•T estimate. Local advertising was up $30 million in year 31

RETAILERS PREFER TELEVISION

NBC rebuts newspaper claims, reaffirms validity of its own research showing grocers and druggists think tv best national medium 33

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News of movie company's tv studio expansion prompts speculation that Paramount will go into tv film operations in big way 46

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Radio network offers advertisers makegoods if they don't reach promised audience. Other networks are cold, cool or non-commital, about plan .. 52

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ABC hooks short Campbell Soup spot to 365 station cues per week on 41 western stations. It's regarded as test, may lead to wider application by network 56

NARTB URGES REMOTE CONTROL

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NIGHT FALLS ON DAYLIGHT TIME

Proposal to stretch DST in New York from early April through October probably won't pass legislature this year 75

NBC BACKS SEC. 315 CHANGE

Network supports proposals of its rival, CBS, to let broadcasters put candidates on news and discussion shows without having to offer equal time to others 76

TOLL TV GETS SETBACK

New York City Council adopts resolution urging FCC to deny subscription tv 78

DRYS WAR ON BEER-WINE ADS

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*Reg. U. S. Patent Office

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Pulling Power!

WJBK-TV LEADS IN 121 OUT OF 180 DAYTIME RATED PERIODS IN DETROIT

Daytime TV viewing and advertiser interest are on the upswing, and both ARB and Pulse show WJBK-TV as the completely dominant daytime buy for the Detroit area's 1,600,000 TV homes. Here are the figures for the 180 weekday periods indicated:

MON.-FRI., 8 A.M. TO 5 P.M., DECEMBER ARB

WJBK-TV,	First in	**121**	Quarter Hour Periods		
STATION B,	" "	**23**	"	"	"
STATION C,	" "	**21**	"	"	"
STATION D,	" "	**10**	"	"	"
TIES		**5**	"	"	"

Further, 50 of these periods on WJBK-TV have ratings of 8.0 or above, comparable on a rate card basis to a nighttime rating of 21.0. December Pulse not only agrees, but shows WJBK-TV's position to be even stronger: 26 firsts out of 36 Monday through Friday quarter-hour strips, 8 A.M. to 5 P.M. Average rating 8.2.



Such pulling power means extra selling power for you on WJBK-TV in the rich Detroit and Southeastern Michigan market. Cash in on the greater audience you get with WJBK-TV's top CBS and local programming, commanding Channel 2 dial position, 1,057-foot tower and maximum power of 100,000 watts.

WJBK-TV CHANNEL 2 DETROIT

A STORER STATION

Represented Nationally by THE KATZ AGENCY

National Sales Director, TOM HARKER, 118 E. 57th, New York 22, MURRAY HILL 8-8630

In Spot TV too...

Value increases with Time!



No need to tell you how Peter Minuet bought the Isle of Manhattan from the Indians for $24.00 in trinkets ...or how much New York real estate you can buy for that money today.

Properties in Spot Television mushroom even faster. The program making its debut to thousands yesterday plays to many more thousands today. Fifteen thousand new TV sets are bought daily and viewing time per home keeps increasing.

That's why alert advertisers who secure Spot TV franchises in important markets today will find their investments priceless in the months ahead.

As your Petry account executive will show you, this Company's research and analysis can be of great value in your Spot TV planning for these markets.

Edward

THE ORIGINAL

NEW YORK • CHICAGO • ATLANTA



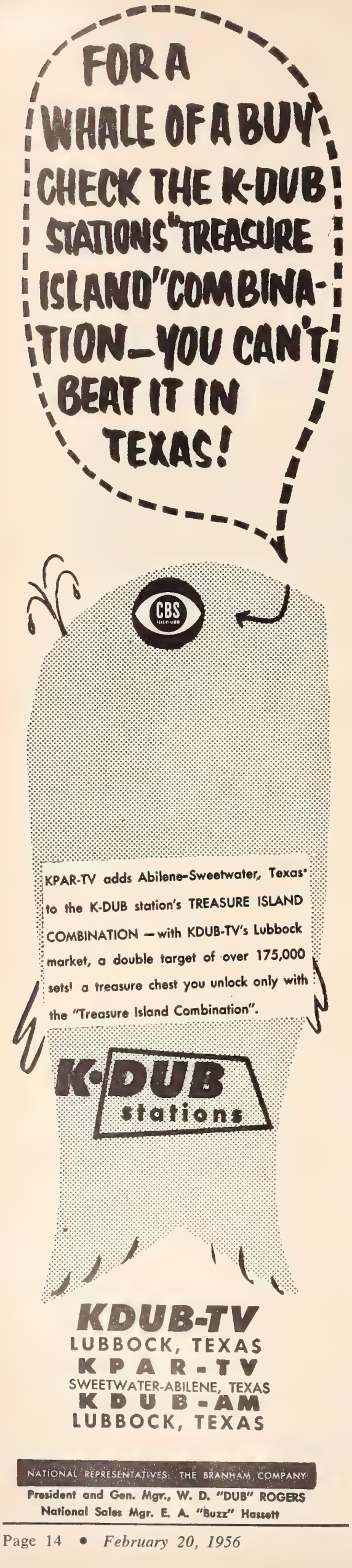
WSB-TV	Atlanta
WBAL-TV	Baltimore
WFAA-TV	Dallas
WTVD	Durham-Raleigh
WICU	Erie
KPRC-TV	Houston
WHTN-TV	Huntington
WJIM-TV	Lansing
KARK-TV	Little Rock
KABC-TV	Los Angeles
WISN-TV	Milwaukee
KSTP-TV	Minneapolis-St. Paul
WSM-TV	Nashville
WTAR-TV	Norfolk
KMTV	Omaha
WTVH	Peoria
KCRA-TV	Sacramento
WOAI-TV	San Antonio
KFMB-TV	San Diego
KGO-TV	San Francisco
KTBS-TV	Shreveport
KREM-TV	Spokane
KOTV	Tulsa
KARD-TV	Wichita
ABC	Pacific Television Regional Network

epresented By

Petry & Co., Inc.

TATION REPRESENTATIVE

ETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS



IN REVIEW

THE DAY LINCOLN WAS SHOT

ONLY a handful of the most meticulously proper Lincolnians could have quarreled with CBS-TV's version of what transpired in Washington from 8 a.m., April 14, 1865, to 7:22 the following morning.

Granted, no tv script—however comprehensive its authors may have wanted it to be—could have done full justice to Jim Bishop's copious research. Nor could it have hoped to recapture—in 90 minutes—that memorable Good Friday in all its entity, irony and historical importance. Less a historical documentary than a narrative about two separate worlds drawn together by passion and circumstance, "The Day Lincoln Was Shot" was both commercially and artistically sound.

Except for a needless break in trans-continental video transmission at the program's outset that blacked out the screen for nearly five minutes, and a few minor technical fluffs, the play was one of the most satisfying productions of the current season. Devoid of frills and details, the Gregory-Laughton effort became organically whole through use of such scene-binders as black-and-white lithographs and Thomas Nast political cartoons, solitary guitar interludes and Mr. Laughton's poetry reading. Camera work, too, was at its very best, notably in the hotel room scene in which assassin-elect Lewis Thornton Paine sharpens his dagger while Booth, reclining on the bed, sharpens his wits.

As far as we're concerned, there aren't enough superlatives to describe Jack Lemmon's subtle, demonic characterization of the fanatic Booth. Though surely competent, neither Raymond Massey (whose Honest Abe by this time is as much a part of him as Cyrano is to Jose Ferrer) nor Lillian Gish (whose Mary was more tempest than teapot) lived up to expectations.

Production costs: Approximately $200,000.
Sponsored by Ford Motor Co., through J. Walter Thompson Co., New York, on CBS-TV, every-fourth-Saturday, 9:30-11 p.m. EST.
Produced "live" and in color by Gregory Assoc. Inc., Hollywood, for CBS-TV, under supervision of Harry Ackerman.
Written by Jean Holloway and Terry and Denis Sanders, based on the book by Jim Bishop, Harper & Bros., 1955.
Producer: Paul Gregory; director: Delbert Mann; sets: Robert Tyler Lee and Buck Henshaw; narrator: Charles Laughton.

MY FRIEND FLICKA

FRIDAY NIGHT, Feb. 10, 1956, when Flicka thundered out of the Montana plains, onto the living-room floor and straight into the hearts of 6th graders, we may well have witnessed the beginning of a glut of telefilms in which the horse gets star billing over the people who ride him.

Though a far cry from the 20th Century-Fox film back in 1945 that gave us, among other things, Roddy McDowall, the tv series got off to a promising start. Not only did it have a pat story line that will guarantee it unlimited success (boy gets horse, boy loses horse, boy wins horse and greater love hath no boy for his horse), but it also had just about every other necessary ingredient: scenery, action, understanding and a barnful of empathy ("Flicka's my friend—he'll never hurt me!").

As regular members of this solidly-constructed commercial soap-opera, Gene Evans, Anita Louise and 10-year-old Johnny Washbrook will never win Emmy Awards so far as acting is concerned; but then, they don't have to. Flicka? Well, that's a horse of a different color. He'll surely give Rin-Tin-Tin (on ABC-TV, same time) a run for the box-top set's money.

Production costs: Approximately $35,000.
Sponsored by Colgate-Palmolive Co. (Ajax, Florient, Palmolive), through Lennen & Newell, New York, on CBS-TV, Fri., 7:30-8 p.m. EST.
Filmed in Hollywood by TCF Television Productions Inc., subsidiary of 20th Century-Fox Film Corp.
Producer: Sam White; director: Robert Gordon; script: George Sloven and George W. George, based on an original novel by Mary O'Hara.
Cast: Gene Evans (Rob McLaughlin), Anita Louise (Nel McLaughlin), Johnny Washbrook (Ken McLaughlin).

CAMPAIGN '56

CBS RADIO is off and running with its 1956 political campaign coverage. Veteran newsman Walter Cronkite handles the chore ably, as always, and use of taped news events lends real authority to the production.

Biggest problem: it's set up for only 10 minutes once a week. CBS says it will expand when necessary, and we would suggest that that time has arrived. Last Tuesday's broadcast had just barely time to cover the news of the President's latest diagnosis, and none at all for other campaign news of the week. If once a week, let it be longer; if kept short, let it be more often.

Production costs: $750.
Broadcast sustaining on CBS Radio; produced by CBS News; producer-director: Robert Skedgell; narrator: Walter Cronkite.

BOOKS

HARRISON, TEXAS: Eight Television Plays by Horton Foote. Harcourt. Brace & Co., New York 17. 266 pp. $3.95.

THE legitimacy of television drama is once again stressed by this anthology of eight plays performed on the *Philco-Goodyear Playhouse* and other tv programs in 1953-54. Mr. Foote, one of a group of talented writers (Reginald Rose, Paddy Chayevsky, Rod Serling, et al) developed by Fred Coe & Co., writes about the people who inhabit a mythical Texas town called Harrison: their loves, hates and other frustrations. Contents include such outstanding dramas as "A Trip to Bountiful" and "A Young Lady of Property."

RADIO PHILATELIA, by Herbert Rosen, Audio-Master Corp., 17 E. 45th St., New York, N. Y. 48 pp. $2.

THE AUTHOR, an ardent philatelist who has been in broadcasting for 30 years, offers an interesting, topical compilation of stamps that reflect the history of telecommunications. With listings of over 500 stamps, several hundred postmarks and 300 illustrations, the book devotes each page to a different phase of broadcasting. There are stamps dedicated to stations, broadcast buildings, microphones, commemoratives of radio conferences, congresses and electronic exhibits. Some stamps listed cover use of radio in the air, at sea, during war and in the Arctic and Antarctic. Others feature Ampere, Morse, Marconi, Popov and other men of science connected with the growth of communications. Publication is in English, German and French. All stamps are listed in the four leading international catalogs.

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

BEELINE RADIO

delivers more for the money



. . . JUST LOOK AT

KFBK

THE BEELINE NETWORK'S SACRAMENTO STATION

KFBK has more top rated daytime shows . . . 9 out of the 10 most popular daytime programs in the Sacramento area are KFBK shows, reports latest Pulse.

KFBK has wider coverage than any competitive station, daytime or nighttime. (SAMS)

KFBK has a wider FCC contour, daytime and nighttime, than any competitive station.



Inland California's Beeline stations, purchased as a unit, give you more listeners than any competitive combination of local stations . . . and at the lowest cost per thousand.
(SAMS & SR&D)

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • Paul H. Raymer Co., National Representative



OPEN MIKE

A Shocker

EDITOR:

. . . A good many of our people were shocked at B•T's handling of the settlement of the government antitrust suit against the American Assn. of Advertising Agencies. . . . I think it's the headline that shocked people most. The story is not too bad. . . .

Frederic R. Gamble, Pres.
American Assn. of Advertising Agencies
New York

[EDITOR'S NOTE: B•T wrongly said in part of a headline (and twice in the lengthy story that followed Feb. 6) that the AAAA had agreed "to quit" and "to cease" practices to which the government had objected. Except for the incorrect implication that the AAAA had agreed to cease rather than refrain from the practices, B•T sticks by its story.]

Never Heard of It

EDITOR:

In your Feb. 6 issue I noticed in the very first paragraph on your CLOSED CIRCUIT page an item which indicated "Currently being talked up is proposal to cut down 17 district directorships to eight regional directors after 1957 convention."

I personally have not heard of any such conversation among the staff or among the directors. Even though that might have been considered by the committee on recomposition of the board, it was discarded in favor of elimination of the at-large directors. What concerns me about this particular paragraph is that it was published the very same week that the ballots were sent to the membership on the question of amending the by-laws and thereby eliminating the at-large directors. This combination of circumstances will undoubtedly have an effect on the outcome of this balloting. I am afraid that a lot of broadcasters may get the idea that this elimination of at-large directors is only the first step in cutting down the size of the radio board to the detriment of radio and to the advantage of television which, of course, is not true. . . .

Henry B. Clay, Exec. V. P. & Gen. Mgr.
KWKH Shreveport, La.
(Chairman, NARTB Radio Board)

Giveaway

EDITOR:

An executive of the Shell Oil Co. was in my office today to line up CFUN to carry a heavy campaign of announcements on safe driving, a campaign sponsored in the U. S. and Canada by Shell.

The spots, dozens of them, are to be carried free of charge, naturally.

He suggested emphatically that our free spots be broadcast Feb. 27 thru March 9 so as to coincide with the *paid* newspaper ads.

So, come on, chumps, let's make this campaign a huge success for the newspapers.

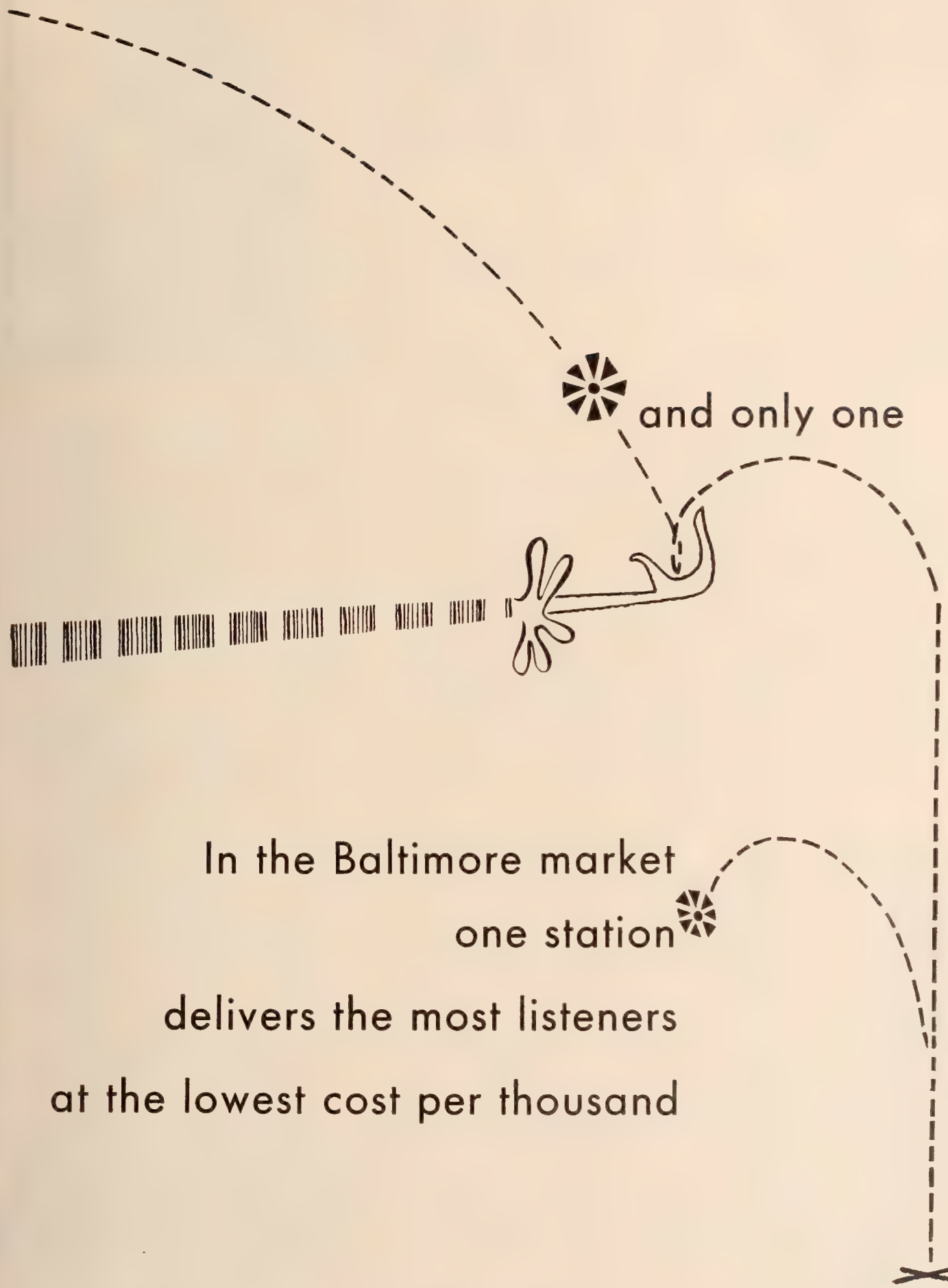
An after-thought—any station carrying this campaign complimentary should be prohibited from ever asking "What's wrong with radio?" If these hundreds of firms can get it free, why on earth should they buy it?

Patt McDonald, Mgng. Dir.
CFUN Vancouver, B. C.

Rebuttal

EDITOR:

By now I think educators are getting a little tired of hearing the same old hackneyed arguments about reservation of educational channels. . . . You point your finger to the number of educational channels lying fallow. Have you ever considered the number of commercial



In the Baltimore market

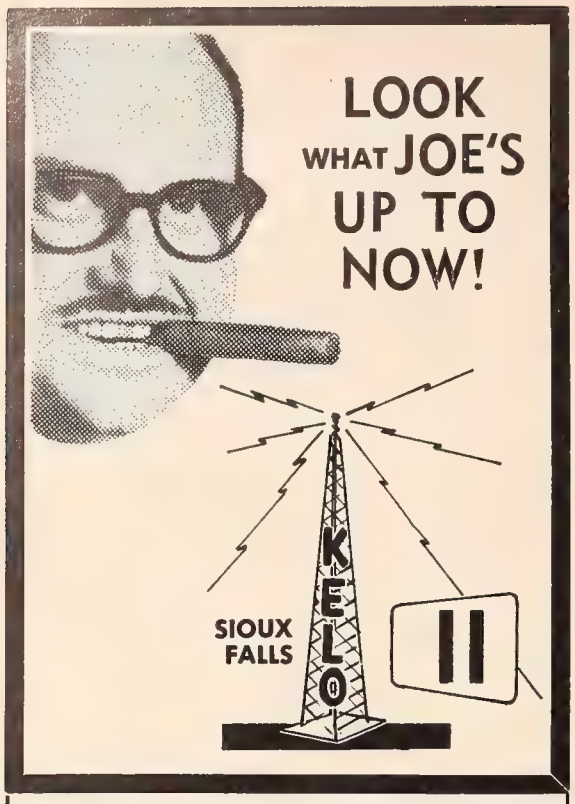
one station

delivers the most listeners

at the lowest cost per thousand

WFBR Baltimore's Best Buy

REPRESENTED BY JOHN BLAIR AND COMPANY



1,032 FEET!!!

That's how high Joe Floyd's building the new KELO-TV tower. That makes it one of the two highest structures in the Midwest, beaming KELO-TV's picture to a wider market than ever in Minnesota, South Dakota, Iowa and Nebraska. And when you add Floyd's neighboring KDLO-TV, you've got more than 1800 FEET OF TOWERING TV SALESMANSHIP!

THE BIG TV COMBO



78% of South Dakota, plus western Minnesota, northwestern Iowa

KELO-TV KDLO-TV

JOE FLOYD, *President*

Evans Nord, Gen. Mgr. Larry Bentson, V. P.

NBC PRIMARY

represented by H-R TELEVISION

channels lying fallow? Isn't it strange that with over 2,050 channels allocated that only 346 (by your count) are on the air? I think we can be proud of the fact that we already have 18 stations on the air and that so many more are in the process of securing the funds to follow suit.

Sure it is a slow process, but it's not quite as easy for a community to raise enough money to create and operate a station in a short time as it is for big business or big business interests.

You recommend the use of commercial channels for educational programs . . . [but] . . . how many commercial stations will grant Class A time to educational groups on a regular basis?

Henry H. Mamet, Mgr.
KRMA Denver

[Editor's Note: For another answer to B•T's Feb. 6 editorial, "A Plan for New Orleans (and the U.S.A.)," see EDUCATION, this issue.]

Surprised

EDITOR:

I was surprised to read the story [on WARL Arlington, Va.] in Feb. 6 B•T, concerning the new method of gathering news. Surprised, because four years ago we submitted an item of a similar nature.

I believe we can go WARL a couple better. In addition to the things they do, we also have added two completely equipped cars, equipped with radio transmitters to broadcast directly back to the station any news happening. If of sufficient importance (accident, fire, etc.), it is broadcast direct from the scene, otherwise it is taped for a regular news show.

The only twist used by WARL that is not in use here, is the calling of persons located near the scene for a report. Instead of this method, we take our radio transmitter equipped car to the scene and broadcast our own findings and interview witnesses right on the spot.

Several stations we know have followed, with variations, the same format used here at KTKR, not for months, but for years.

Kenneth Aitken, Pres.
KTKR Taft, Calif.

[EDITOR'S NOTE: In the WARL article, the "twist" (of using telephone interviews with eyewitnesses) was the thing. To B•T's knowledge it is a unique technique, and therefore of interest to other broadcasters.]

The California Story

EDITOR:

Please accept our congratulations for your California market story which appeared in the Jan. 30 issue of B•T. The story is extremely well done; it's realistic, it's based on fact, it's accurate, and as completely descriptive as one could get in that amount of space.

Dan Bellus, Prom. Dir.
KFMB-TV San Diego

EDITOR:

. . . We think the California story is terrific. . . .

Graham H. Moore, Sales Mgr.
KSBW-TV Salinas, Calif.

EDITOR:

Just want to compliment B•T for publishing the recent article about California.

Of course the story is a great one, and Larry Christopher did a magnificent job in research, writing, and creating the intangible spirit of progress that is felt by everyone living here.

Please send three extra copies.

L. E. Chenault, Gen. Mgr.
KYNO Fresno, Calif.

[EDITOR'S NOTE: Reprints of "The California Story" are available at $15 per 100, plus shipping costs.]

IT TAKES B-5* TO KEEP HIM SMILING!



***HIS BIG 5 DISC-JOCKEYS**

They keep Larry Bentson, top man at WLOL, grinnin' 24 hours a day! He knows they call the tune for a million-and-a-half-plus radio listeners.

Surveys confirm WLOL's vast popularity—its smart programming of music, news and sports.

Start your Northwest sales records smiling with a success campaign on WLOL!

THE STATION WITH B-5!

THE TOPPER IN

INDEPENDENT RADIO

WLOL

MINNEAPOLIS - ST. PAUL

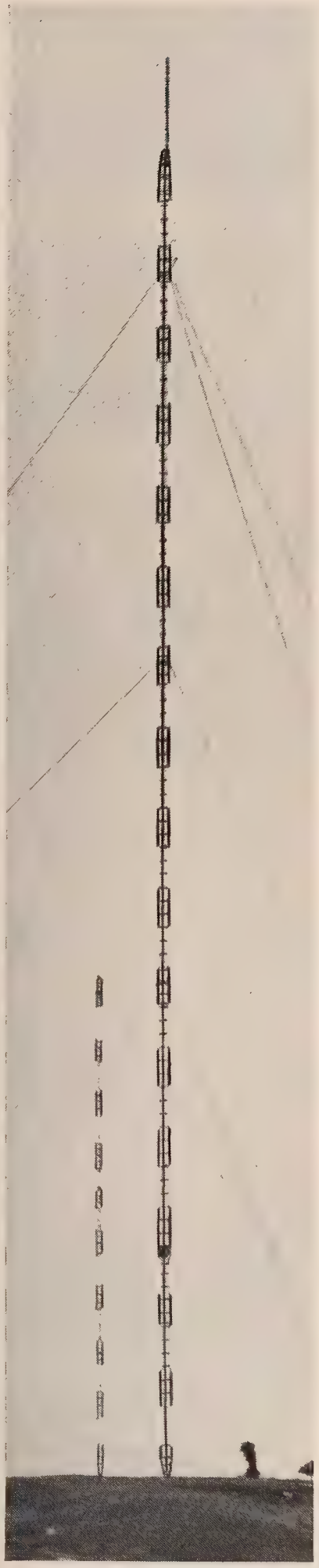
5000 watts—1330 on your dial

LARRY BENTSON, *Pres.*

Wayne "Red" Williams, *Mgr.*

Joe Floyd, *Vice-Pres.*

Represented by AM RADIO SALES



NEW 1282-FOOT TRUSCON TOWER HELPS WWTV REACH 42 COUNTIES

More than 300,000 television sets are now receiving a signal from WWTV in Cadillac, Michigan, thanks to their new cloud-scraping Truscon Tower.

Truscon® designed, built and erected this gigantic steel structure which replaced a 530-foot Truscon tower that had been used since the station went on the air January 1, 1954.

One of the tallest in the world, this installation is typical of the Truscon Towers going up all over the country to serve our increasing television requirements. Station executives realize that for year-in, year-out dependability, nothing stands up so well through extremes in wind and weather—in all types of topography—as Truscon Steel Towers.

A dramatic demonstration of their great stability is the remarkable record established during the Eastern hurricanes. Not a single report was received of a Truscon Tower's having been damaged by the terrific onslaught of the high winds.

Truscon, with unexcelled engineering ability and modern, efficient manufacturing facilities, can create the tower you want . . . guyed or self-supporting . . . tapered or uniform in cross section . . . for A.M., F.M., T.V. or Microwave transmission.

To get your Tower program started, just write or call your nearest Truscon District Office or tower headquarters in Youngstown.

Firmly supported by guy wires, WWTV's majestic 200-ton Truscon Tower measures 1,202 feet, is topped by an 80-foot television antenna. The old 530-foot tower is in the background.

Erection is underway on the big tower. Triangular in shape, the sides measure 11 feet. A glance at the completed tower (left) shows a long way to go.



TRUSCON®

TRUSCON STEEL DIVISION
REPUBLIC STEEL

1074 ALBERT STREET • YOUNGSTOWN 1, OHIO
Export Dept.: Chrysler Bldg., New York 17, N. Y.

A NAME YOU CAN BUILD ON

It's Here! RCA's Production



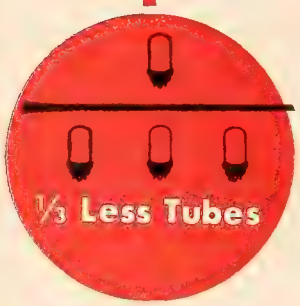
MORE EFFICIENT

"All-in-one" Processing Amplifier combines the signal processing functions of previous channel amplifier, gamma corrector, shading generator, and monitor auxiliary.



COMPACT

The new equipment utilizes only 100 inches of rack space; can be mounted in only 1⅓ racks for efficient, compact installation.



LOW OPERATING COST

Requires half the ac power needs of conventional equipment and permits elimination of 50% of former dc power supplies. Uses 9 less rack-mounted units, and 134 fewer tubes — conservatively operated for extended life.



FAST SETUP

Centralized controls minimize setup time, require but a single operator for control functions. In addition, over-all stability, improvement in camera performance and picture quality are assured.

. . with the revolutionary

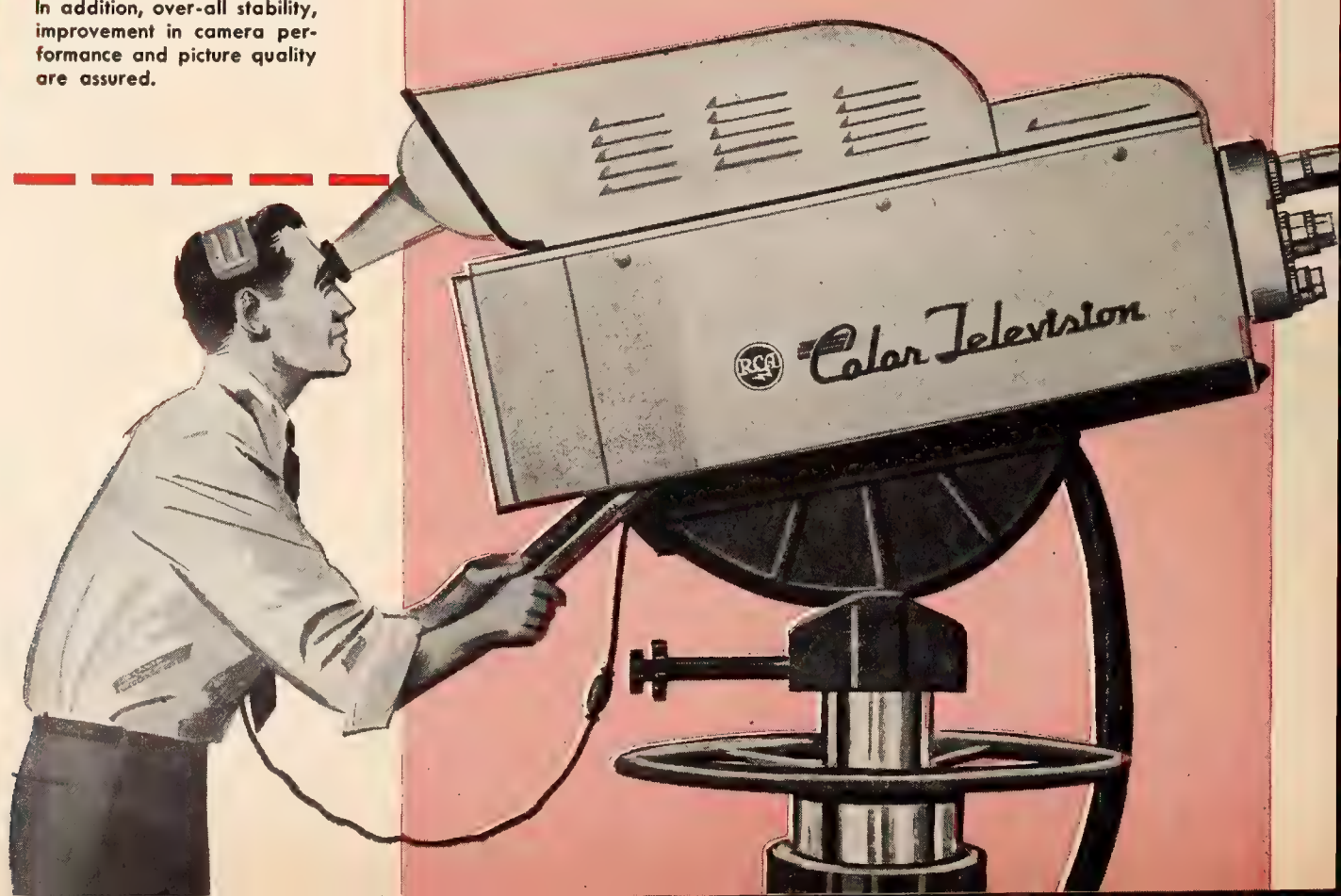
all-electronic

processing amplifier

and only 2 operating controls for entire camera chain

12-Page Descriptive Brochure Available on Request.

RCA TK-41 TYPE COLOR CAMERA



COLOR CAMERA TV EQUIPMENT

No need to wait any longer for *production* live color TV equipment! RCA has it now . . . a complete new TK-41 Color Camera chain with new all-in-one Processing Amplifier, which combines four major functions in one. It not only provides important savings in components, floor space and operating costs, but assures highest quality at lowest expense.

This is the complete color camera TV equipment that television stations are now using in their swing to color, or in expanding their color facilities. For complete technical information, call your RCA Broadcast Sales representative. In Canada, write RCA VICTOR Company Limited, Montreal.

CA Pioneered and Developed Compatible Color Television

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT **CAMDEN, N.J.**

Wise Owl: sells drug products in L.A. on KMPC

• Owl Drug Company's recent renewal of their 60-programs-weekly schedule on 50,000-watt KMPC is based on their 4-year experience on the station. *The agency with drug product accounts may well follow the lead of this successful retailer, who checks sales results at cash registers daily.*

• As with drug store items, so with other products and services. KMPC, with its Music-News-Sports program pattern, has success stories by the handful in every important category. Ratings? Consistently good. Your favorite measurement service will show KMPC in a favored place in Los Angeles.

. . . If You Want To SELL Southern California . . . BUY

KMPC

710 kc LOS ANGELES

50,000 watts days 10,000 watts nights

Gene Autry, President

Robert O. Reynolds, V.P. and Gen. Mgr.

Represented Nationally by AM Radio Sales

our respects

to JOSEPH McKINLEY BRYAN



WHEN A MAN's love of outdoor life lands him in the position of investment expert for an insurance company—when, in that capacity, he puts his company into the speculative business of broadcasting in the middle of the depression—when, 13 years later, a demonstration of colorcasting convinces him that this is the time to get into black-and-white tv station ownership—and when all of these moves pay off handsomely—there's the unusual story of an unusual man—Joseph M. Bryan, president, Jefferson Standard Broadcasting Co. (WBT-WBTV [TV] Charlotte, N. C.; WBTW [TV] Florence, S. C.) and senior vice president of the parent company, Jefferson Standard Life Insurance Co., which also owns WBIG Greensboro and a 16.5% interest in WFMY (FM) and WFMY-TV Greensboro, N. C.

The paradoxical trend of Joe Bryan's life was set at his birth, Feb. 11 in the election year of 1896, in Elyria in the strongly Republican state of Ohio. He was promptly given the middle name of McKinley to offset the Democratic implications of his surname. Educated in the public schools and Mount Herman Preparatory School, Mount Herman, Mass., young Joe traded his school books for a rifle and a trip abroad with the AEF in World War I.

When he shed his sergeant's chevron's at the end of hostilities, Joe decided that the West Indies would be a good place to settle down, so he wangled a job as Haitian representative of a New York firm of cotton and coffee brokers. This worked out not only well but too well and in 1923 he found himself back in Manhattan as a member of the New York Cotton Exchange. It was here, with the short but hectic operating hours of the exchange, that Joe learned to go without lunch, a habit that has enabled him to keep up with his reading while others eat, he says. It's also proved valuable in times of negotiations, he comments, as he can continue indefinitely while the others get hungry and in a mood to compromise.

Come 1931 and the effects of the crash had hit the cotton exchange as well as the stock market and Joe, now a husband and father, was looking for a change, particularly one that would take him away from the city to some better place for the kids to grow up and incidentally, of course, some place where he could go golfing or fishing or shooting a little oftener. So, when his father-in-law, Julian Price, president of Jefferson Standard Life Insurance Co., suggested that there was an opening for a man with investment experience in the home office at Greensboro, N. C., he was not hard to convince.

It was three years later, after Mr. Bryan had become secretary and a director of the insurance company, that Jefferson Standard had a chance to buy a local radio station—WBIG Greensboro—at a depression type price that outweighed his professional distaste for so speculative an insurance company investment. "For many years I was able to report to the board each year that the earnings had equalled 100% of that investment," he now recalls.

Encouraged by the success of this venture, and also by his experiences in financing station purchases of others who came to Jefferson Standard for loans, the firm was prompt to buy WBT Charlotte, N. C., when CBS put that station on the market in 1945. Two years later, while in New York for the World's Series, he noted the bars packed with people watching the games on tv. At that time he also saw a CBS demonstration of color tv which so impressed him that he rushed home and obtained the first tv grant issued for North Carolina.

"That was in 1948," he says, "and after I'd calmed down and remembered that, beautiful as it is, color was still some years away, I began to wonder whether I'd been a trifle hasty in getting into television so soon. But Jefferson Standard has a tradition of pioneering to live up to, so we went ahead and, fortunately, this venture has turned out better than we had any right to expect when we went into it."

So, one might comment, did the Bryans' move to Greensboro work out better than could have been foreseen in 1931. Here Joe and Mrs. Bryan (the former Kathleen Price) have lived and raised their three children: Kathleen (Mrs. Ray H. Taylor Jr.), Nancy and Joseph McKinley Jr. Here Mr. Bryan has steadily climbed to the top of his profession, a position certified last year when he was elected president of the American Life Convention, leading insurance trade association whose membership comprises the 250 companies doing 98% of the nation's life insurance business.

In addition to his posts as president of Jefferson Standard Broadcasting Co. and first vice president, director and member of the executive and finance committees of Jefferson Standard Life Insurance Co., Joe Bryan is also board chairman, director and executive committee member, Pilot Life Insurance Co., Greensboro; president and director, Carolina Apartment Hotel Corp., Raleigh; director and member of the executive committee, Security National Bank, Greensboro.

Mr. Bryan belongs to many fraternal, business, civic and social clubs, among them the Masonic order, and is a past president of the Southeastern Shrine Assn. and board member of the Greenville Unit, Shriner's Hospital for Crippled Children. He still finds time for golf and has not neglected his shooting, recently completing a term as president of the North Carolina Skeet Assn.

KTBS-TV CHANNEL 3

SHREVEPORT, LOUISIANA

LEADING IN

55 *NIGHTTIME QUARTER-HOURS*

95 *DAYTIME QUARTER-HOURS*

(ARB December Survey)

MAXIMUM POWER

199,710 TV Sets

A Billion Dollar Market

1¼ Million People +

TOWER HEIGHT: 1143 Ft. Above Average Terrain 1153 Ft. Above Ground. 1403 Ft. Above Sea Level

E. NEWTON WRAY
President and General Manager

NBC-ABC

Represented Nationally by
Edward Petry & Co., Inc.

DOMINANT STATION OF THE ARK-LA-TEX

THE PULSE

WFBC

GREENVILLE

RADIO

*That's South Carolina, Suh!

AGAIN SWAMP

IN RICH CAROLINAS



WFBC-Radio is 1st in South Carolina's 1st Market



Newest, Most Modern Radio and Television Facilities in the South!

PULSE Radio Listening Report Dec. 5-9, 1955 for Greenville 5-County Area

Station	6:00 A.M. to 12:00 Noon	12 Noon to 7:00 P.M.
WFBC	22	24
"B"	15	13
"C"	13	13
"D"	12	7
"E"	8	13
"F"	6	5

NBC AFFILIATE

WFBC

5,000 WATTS · 19 HOURS DAILY

AFFILIATED WITH WFBC-TV

GREENVILLE, S. C.

REPRESENTED BY AVERY-KNODEL

The PULSE Report for December 5th-9th, 1955 in the Greenville Market Area embracing the counties of Greenville, Anderson, Laurens, Oconee and Pickens, show WFBC's continuing leadership among all radio stations in this great market. Market Data for the five counties:

Population	400,500
Incomes	$504,335,000
Retail Sales	$307,563,000

Write the Station or Avery-Knodel for details of this latest PULSE Survey, and for complete information about WFBC's rich 5-county Greenville Market.

REPORTS:

BC TELEVISION

. C.*

COMPETITION

INDUSTRIAL AREA

WFBC-TV Leads Others by Wide Margin in Latest Pulse Survey

AREA PULSE SURVEY OF TELEVISION AUDIENCE INDEX (5 Counties)
SHARE OF TELEVISION AUDIENCE DECEMBER 4-10, 1955

Time	TV Sets In Use	WFBC-TV	Station B	Station C	Station D	Other Stations
SUNDAY						
12 Noon-6:00 P.M.	35.7%	48%	24%	15%	8%	4%
6:00 P.M.-Midnight	51.3%	55%	23%	16%	2%	4%
MON. THRU FRI.						
7:00 A.M.-12:00 Noon	13.2%	64%	36%	0%	0%	0%
12:00 Noon-6:00 P.M.	25.5%	61%	21%	15%	3%	0%
6:00 P.M.-Midnight	46.0%	56%	18%	17%	3%	6%
SATURDAY						
10:00-12:00 Noon	32.5%	70%	30%	0%	0%	0%
12:00 Noon-6:00 P.M.	27.3%	51%	31%	12%	2%	4%
6:00 P.M.-Midnight	54.6%	58%	16%	15%	6%	5%

*The five counties are Greenville, Anderson, Greenwood, and Spartanburg, S. C. and Buncombe (Asheville) N. C. They make up the rich industrial area of the Piedmont Carolinas.

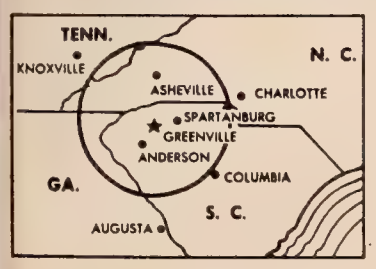
NBC NETWORK

Channel 4

WFBC-TV

Greenville, S. C.

WFBC-TV Has A Total Market of 60 Rich Counties in 4 States!



Within WFBC-TV's 100 Microvolt contour are parts of the four states of South Carolina, North Carolina, Georgia and Tennessee. This area has more than 450,000 Homes, Incomes of nearly 2-Billion Dollars, and Retail Sales of 1¼-Billion Dollars. Ask our Representatives for complete data.



Video—100,000 watts (FCC MAXIMUM)
Audio— 50,000 watts

Antenna height—1204 feet above average terrain. 2204 feet above sea level.

REPRESENTED BY WEED TELEVISION CORP.

"The Giant of Southern Skies"

another first for K-NUZ

TWLM

The World's Largest Microphone!



"BIG MIKE STUDIO"

"BIG MIKE No. 2"

"BIG MIKE No. 2"—K-NUZ's second and newest radio station on wheels was born a Chevrolet Nomad Station wagon. The custom built broadcasting equipment in "Big Mike No. 2" enables K-NUZ to broadcast disc jockey shows direct from any point in Houston. The fidelity of musical broadcasts from "Big Mike Studio" is the talk of the Houston radio world.

"BIG MIKE STUDIO"—The World's Largest Microphone is over 14 feet high, and is an exact scale model of the "newsman's mike". "Big Mike Studio" is equipped with turntables and a complete console. The leather upholstered and fully carpeted interior is large enough so that a disc jockey can interview as many as four people in air conditioned comfort. Together with "Big Mike No. 2", it makes a complete and self-sufficient Radio Station on wheels. Now, greater than ever ON THE SPOT COVERAGE means MORE SALES . . . WILL MOVE MORE MERCHANDISE . . . AT NO INCREASED COST!



"BIG MIKE No. 1"

In addition to K-NUZ's five-man news staff, "Big Mike No. 1" is a well-known "news personality" in Houston. Wherever news is being made, HOUSTONIANS LOOK TO "BIG MIKE" for complete coverage FIRST . . . and they get it . . . ON THE SPOT.

K-NUZ

"Houston's 24-Hour Music & News"

NAT'L REPS.—FORJOE AND CO.

IN HOUSTON, CALL DAVE MORRIS

JAckson 3-2581

STILL HOUSTON'S TOP RATED INDEPENDENT BY EVERY SURVEY!



HUBERT R. SWEET

on all accounts

HUBERT R. SWEET, media director of Atherton & Currier, New York, admits to spending both his business and social hours in "hunting." When he isn't scouring the countryside for radio-tv spot availabilities, he's likely to be tracking down a historical relic to add to his swelling collection of early American memorabilia.

In his 25 years in agency affairs, Mr. Sweet also has been called upon to hunt late American fauna. During the early years of World War II, as agency producer of Penn Tobacco Co.'s *Vox Pop* program on CBS Radio, he was seen chasing a billy-goat down Granby St., Norfolk's main thoroughfare. The goat was intended as a prize for that night's celebrity guest, the commandant of the Norfolk Naval District.

Currently, Mr. Sweet is hard at work to sell more and more Brylcreem to American males, a task he admits is made easier for him through the "wonder of spot tv"—so wonderful that for the client, Harold F. Ritchie Co., Clifton, N. J., Mr. Sweet spends over 90% of his yearly advertising budget in spot tv alone. Returns on this three-year investment show Brylcreem to have quadrupled its sales within the period. Brylcreem, one of five products A&C places in broadcast media (the others being Eno salts, Scott's Emulsion, Cuticura soap and Cuticura ointment) not only is claimed to be out-pacing its U. S. competitors, but also is said to be the world's largest-selling hair tonic.

Mr. Sweet, a journalism graduate (U. of Wisconsin), broke into advertising during early depression years as a cub with H. M. Kiesewetter Co., predecessor of Kiesewetter, Baker, Hagedorn & Smith, which dissolved last summer. By the end of 1932, he had married the former Ruth Snow and had also become the agency's production manager. In 1939, he became Mr. Kiesewetter's one-man radio production department, supervising *Vox Pop* and *Col. Stoopnagle*, the latter for the Mennen Co. In 1947, he joined Badger & Browning & Hersey, New York, and in 1951 he was named media director, resigning Jan. 1, 1955, to take a similar post with Atherton & Currier.

A direct descendant of a captain in the New York Militia who saw action at Gettysburg and the Battle of the Wilderness (Fredericksburg, Va.), "Hugh" Sweet naturally has joined the vast student-of-the-Civil-War cult. Whenever he has the time, he and his three sons set out to gather additional historical momentos on their forages into the country to add to his collection in his Riverdale, N. Y., apartment, now pretty well filled with relics.

"Special Events"* are important...

*We ought to know . . . we boast more children per executive than just about anybody.



And in Louisville...

WHAS-TV Programming pays off!



A recent WHAS-TV "special event" combined live feeds from Dayton and Nashville for a Saturday night "dream doubleheader" featuring 4 of the nation's top 10 basketball teams: University of Louisville vs University of Dayton and University of Kentucky vs Vanderbilt University.

Are you participating?

VICTOR A. SHOLIS, *Director*
NEIL CLINE, *Station Mgr.*
Associated with The Courier-Journal & The Louisville Times
Represented Nationally by Harrington, Righter & Parsons,

316,000 WATTS
WHAS-TV
Channel 11
LOUISVILLE, KENTUCKY

BASIC CBS-TV Network

Your Sales Messages Deserves
The Impact of Programming of Character

ZIV'S

VOTED No. 1
NEW SYNDICATED
SHOW FOR '55!



"SCIENCE FICTION THEATRE"

ALL-STAR CAST . . . William Lundigan, Don DeFore, Howard Duff, Keefe Brasselle, Pat O'Brien, Vincent Price and others.

42.1
JACKSONVILLE
beats George Gobel , Ford Theatre, Dragnet, Studio One and others.

46.5 BOISE
beats Groucho Marx, Jackie Gleason, Arthur Godfrey, Bob Hope and others.

44.8 BAKERSFIELD
39.8 PORTLAND
32.8 FRESNO
ARB—November '55

RATE C

"HIGHWAY PATROL"



STARRING
BRODERICK CRAWFORD

An Award-Winning Performance by Academy Award Winning Star!

51.9
BAKERSFIELD
beats Ed Sullivan, I Love Lucy, Disneyland, George Gobel and others.
58.2 JOHNSTOWN
30.5 COLUMBUS
40.2 PEORIA
ARB—Nov., Dec. '55

SELLING FOR BALLANTINE'S IN 23 MARKETS!

"I LED 3 LIVES"



STARRING
RICHARD CARLSON

Now 3rd Year in production!

26.6
BOSTON
beats Dragnet, Milton Berle, Studio One, Big Surprise and others.
48.4 PITTSBURGH
39.3 OMAHA
27.5 HOUSTON
TELEPULSE—Oct., Dec. '55
ARB—Nov. '55

RENEWED PHILLIPS 44 MARKE

NOTHING TURNS ON THE HEAT LIK

SHOWS

CHAMPION OF THE PEOPLE! HERE'S PROOF!



"Mr. DISTRICT ATTORNEY"

starring **DAVID BRIAN**

37.6
OKLAHOMA CITY
beats Ed Sullivan, Disneyland, George Gobel, Arthur Godfrey and others.

56.6 CHARLOTTE
beats What's My Line, Studio One, Ford Theatre, Godfrey and Friends and others.

31.5 BOSTON
25.6 BALTIMORE

RENEWED BY CARTER'S IN 37 MARKETS!

ARB—Oct., Nov., Dec., '55

GREAT!

ZIV Television

NEW YORK • CHICAGO
CINCINNATI • HOLLYWOOD

NEW! ZIV'S NEXT BIG RATING-GETTER



"The Man Called X"

STARRING BARRY SULLIVAN

. . . . . ZIV PRODUCTIONS !

Tops in Indianapolis



CBS TELEVISION

All ratings confirm that
the one *dominant* station
in Indianapolis is

WISH-TV
channel **8**

BROADCASTING TELECASTING

February 20, 1956 Vol. 50, No. 8

RADIO NET TIME SALES RALLY TO $455.6 MILLION IN 1955

Biggest factor in radio's start to a recovery from the 1954 recession year is local radio's gain during 1955 of more than $30 million over the previous year. Estimates are B•T's, based on its annual analysis of radio economics prepared for the Yearbook & Marketbook.

VIGOROUS selling and revitalized programming combined last year to pull radio out of its 1954 dip.

Combined net time sales of the country's radio stations and networks amounted to $455,649,000, according to B•T's estimate, more than $4 million ahead of the 1954 combined net of $451,330,000 and only 4.5% below the all-time industry high of $477,206,000 achieved in 1953.

The above figures are net time sales, after all frequency and promotional discounts but before deduction of commissions to advertising agencies and sales representatives and other sales expenses. On a gross revenue basis, calculated at the one-time rate and before deductions of any kind, the combined 1955 radio station and network times sales amounted to $709,493,000.

The 1955 radio time sales figures are estimates, of course. Official tabulations, compiled each year by the FCC, will not be available for some months to come. These estimates of last year's radio business were made by B•T for the 1956 Broadcasting Yearbook & Marketbook (see next page) going into the mails this week.

The B•T estimate is based on a formula which has proved accurate year after year since its development more than a decade ago by Dr. Herman S. Hettinger, noted economist.

It was at the local level that radio made its greatest gains during 1955, gains of more than $30 million and more than enough to outweigh the $23 million drop in network time sales and $3 million decline in national spot business. Aided by an $800,000 increase in regional network time sales, the pickup in local business was sufficient to put radio back on the old schedule of every-year-better-than-the-last from which it deviated in 1954 when the overall industry net time sales fell 5.4% from the 1953 high.

With a 12.3% gain in 1955 from the 1954 level, local radio business in 1955 accounted for 61.0% of the radio industry total. National network time sales, down 30.3% from the previous year, made up 17.5% of the total. National and regional spot business, off 2.6% from 1954, equaled 25.6% of the overall time sales. Regional networks scored a 16.9% increase last year, but this class of business is only 1.2% of all radio time sales.

Television continued to expand its revenues in 1955, with the gross advertiser investment in tv for the year estimated at $1.045 billion by Television Bureau of Advertising, an increase of 30% over 1954. TvB puts the overall video net time sales at $692 million (compared to radio's $455.6 million) and breaks sales down this way: network: $312 million; spot: $235 million; local: $145 million. Tv today is largely a medium for national advertisers, just the reverse of radio, whose time is chiefly sold on the local level.

The non-broadcast media also showed increased billings in line with the generally improved business conditions prevailing last year in comparison with 1954. Newspapers, magazines and direct mail advertising revenue are estimated well ahead of the previous year.

National advertising in newspapers for 1955 was put at $675 million by the Bureau of Advertising, American Newspaper Publishers Assn. This would represent a gain of 14% over the $594.12 million gross for 1954. It should be kept in mind that this figure is gross, that is, it is calculated at the one-time rate before any discounts have been subtracted, and also that it covers only the national advertising space and does not include the local ads in newspapers. Hence, the newspapers' $675 million cannot be compared either to net or gross radio billings.

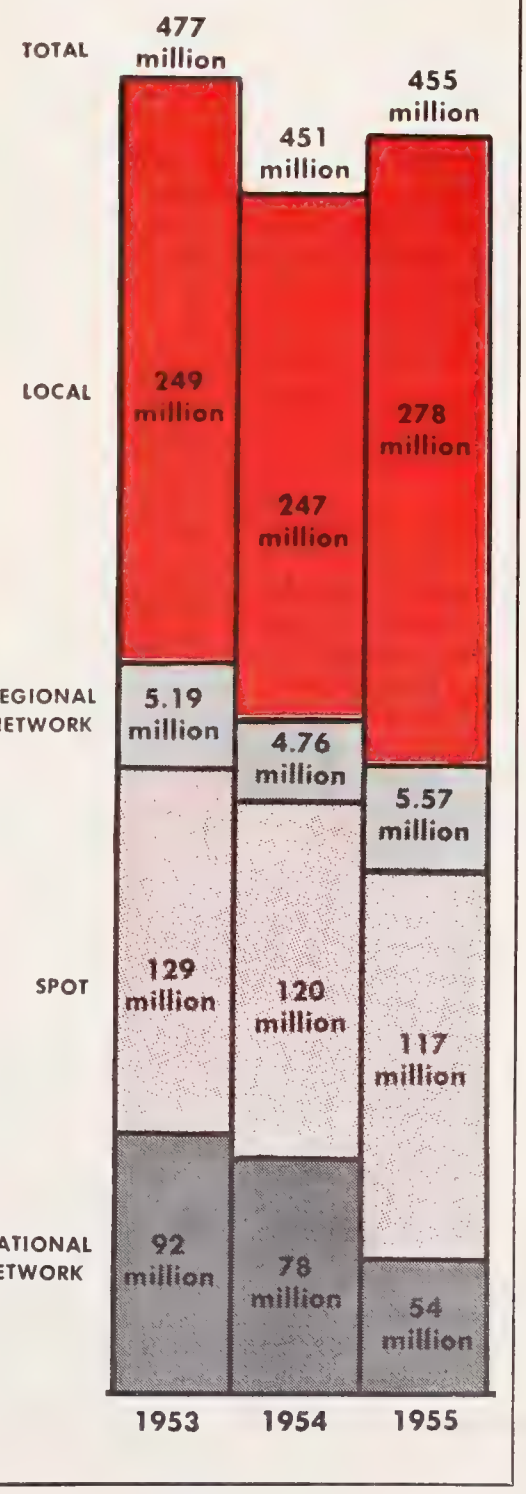
Magazine advertising gross billings for 1955 are estimated by Publishers Information Bureau to total $653 million. PIB noted that some magazines had dropped out of its lineup during 1955 and that therefore this total is not comparable to the gross of $604.12 million reported for 1954 but rather to an adjusted 1954 gross of $597 million. On that basis, 1955 saw a 9.4% increase in the gross advertising revenue of magazines. The $653 million magazine figure is comparable to the gross figure of $709.5 million for radio.

Direct mail advertising last year amounted to $1.5 billion, according to an estimate made by the Direct Mail Advertising Assn. This is an increase of 13% over the 1954 estimated total of $1.3 billion. These figures cover the cost of production and mailing of letters, postcards, booklets, brochures and all other types of direct mail advertising. Again, the direct mail figure is not comparable with radio time charges alone, but could be more appropriately compared to time plus program costs.

The accompanying tables give a clear picture of the trend of the radio broadcasting busi-

A DIP & A RISE

Radio's total net time sales, after an alltime high in 1953, sagged slightly in 1954 but rallied last year to recoup some losses.



RADIO'S NET TIME SALES: A 21-YEAR REPORT

Year	National Network	Change from previous year (%)	Regional Network	Change from previous year (%)	National Non-Network	Change from previous year (%)	Local	Change from previous year (%)	Total	Change from previous year (%)
1935 [1]	$ 39,737,867	....	[1].....	....	$ 13,805,200	....	$ 26,074,476	....	$ 79,617,543	....
1936 [2]	.....	....	.....	....	.....	....	.....	....	.....	....
1937	56,192,396	41.4	2,854,047	....	23,117,136	67.4	35,745,394	37.1	117,908,973	48.1
1938	56,612,925	0.7	[2].....	....	28,109,185	21.6	32,657,349	—8.7	117,379,459	—0.6
1939	62,621,689	10.6	[2].....	....	30,030,563	6.8	37,315,774	14.2	129,968,026	10.7
1940	71,919,428	13.1	1,869,583	....	37,140,444	23.8	44,756,792	20.0	155,686,247	20.5
1941	79,621,534	10.7	2,752,073	47.2	45,681,959	23.0	51,697,651	15.5	179,753,217	15.4
1942	81,744,396	2.7	3,444,581	25.2	51,059,159	11.8	53,898,916	4.2	190,147,052	5.8
1943	99,389,177	21.6	6,256,508	81.6	59,352,170	16.2	64,104,309	18.9	228,102,164	20.0
1944 [3]	121,757,135	22.5	7,612,366	21.7	73,312,899	23.5	84,960,347	29.3	287,642,747	26.1
1945	125,671,834	3.2	8,301,702	9.1	76,696,463	4.6	99,814,042	17.5	310,484,046	7.9
1946	126,737,727	0.8	8,043,381	—3.1	82,917,505	8.1	116,380,301	16.6	334,078,914	7.6
1947	127,713,942	0.8	7,012,689	—12.8	91,581,241	10.4	147,778,814	27.0	374,086,686	12.0
1948	133,723,098	4.5	7,329,255	4.3	104,759,761	14.4	170,908,165	15.6	416,720,279	11.4
1949	128,903,467	—3.6	5,994,858	—18.2	108,314,507	3.4	182,144,301	6.5	425,357,133	2.1
1950	124,633,089	—3.3	6,897,127	15.0	118,823,880	9.7	203,210,834	11.6	453,564,930	6.6
1951	113,984,000	—8.5	8,481,000	23.0	119,559,000	0.6	214,519,000	5.6	456,543,000	0.6
1952	102,528,000	—10.0	7,334,000	—13.5	123,658,000	3.4	239,631,000	11.7	473,151,000	3.6
1953	92,865,000	—9.4	5,192,000	—29.2	129,605,000	4.8	249,544,000	4.1	477,206,000	0.9
1954	78,917,000	—15.0	4,767,000	—8.2	120,168,000	—7.3	247,478,000	—0.8	451,330,000	—5.4
1955 [4]	54,997,000	—30.3	5,573,000	16.9	117,070,000	—2.6	278,009,000	12.3	455,649,000	1.0

[1] Nation-wide and regional networks combined.
[2] Data not available.
[3] Figures prior to this date not comparable in all categories.
[4] 1955 figures estimated.

★ ★ ★ ★ ★

ness, both for the immediate past and for the industry's entire recorded history, starting with 1927 when the inauguration of network broadcasting introduced the regular reporting of sales records for the industry. Early records divide the industry gross sales into two classes, network and all other revenue. In 1935 Dr. Herman S. Hettinger devised for B•T his system of estimating the more meaningful net time sales data, which also provides a breakdown of revenue by national network, regional network, national and regional spot and local business.

A comparison of 1954 and 1955 net time sales, shows at a glance that the postwar trend of increased emphasis on local business continued with increased acceleration last year, with time sales on the local level the only type to increase appreciably its share of the total. Regional network business was up slightly, spot declined a little and national network business continued its precipitous plunge.

Above is shown how each type of radio business has fared over a period of 21 years, beginning with 1935. In that year network radio time sales accounted for half of the industry total, a percentage figure never reached since, although the networks' dollar income continued to rise until 1948. In 1935, spot business was 17.3% of the industry total and local business 32.7%. By 1945 the figures had changed to: national networks: 40.4% (a sizable drop); spot: 24.7% (a sizable gain), and local: 32.1% (just about the same share). Last year, 1955, the division was national networks: 12.2%; spot: 25.6%; local: 61%. Regional networks have never amounted to more than 3% nor less than 1% of the overall total.

The two tables below report on radio's gross time sales (figured at the one-time rate, before discounts of any nature) for 1955 and for the 1927-1955 span, respectively.

★ ★ ★

THE TALLY OF ESTIMATED GROSS BILLINGS IN 1955

Class of Business	Estimated Gross Billings
National Network	$113,300,000
Regional & Miscellaneous Network	8,293,000
National Non-Network	174,196,000
Local	413,704,000
Total	$709,493,000

★ ★ ★

RADIO'S ESTIMATED GROSS SINCE 1927

(000,s omitted)

Year	National Network	Others	Total
1927	$ 3,833	$ 987	$ 4,820
1928	10,227	3,873	14,100
1929	19,196	7,604	26,800
1930	27,694	12,806	40,500
1931	37,502	18,498	56,000
1932	39,107	22,793	61,900
1933	31,516	25,484	57,000
1934	42,659	30,228	72,887
1935	49,315	38,209	87,524
1936	59,671	47,880	107,551
1937	68,828	75,314	144,142
1938	71,728	78,390	150,118
1939	83,114	88,000	171,114
1940	96,456	123,344	219,800
1941	106,900	154,274	261,174
1942	118,200	167,280	285,480
1943	151,791	200,499	352,290
1944	190,677	256,033	446,710
1945	190,747	288,583	479,330
1946	193,010	319,400	512,410
1947	190,930	364,470	555,400
1948	198,996	417,600	616,500
1949	187,800	441,200	629,000
1950	183,069	489,482	672,551
1951	174,719	511,249	685,968
1952	163,453	551,522	714,975
1953	160,535	580,278	740,813
1954	137,641	554,186	691,827
1955	113,300	596,193	709,493

BROADCASTING YEARBOOK IN THE MAILS

THE 1956 BROADCASTING YEARBOOK AND MARKETBOOK, 22nd edition of an annual series of reference works published by B•T uninterruptedly since 1935, goes in the mails to subscribers this week.

Major feature of the new volume, as of it predecessors, is the radio station directory, listing every am and fm station in the U. S. and in Canada and the Latin American countries as well. In addition to showing the call letters, power, frequency, the year the station began operation and other such pertinent data right down to the street address and telephone number, the station listings also include the names of the licensee and chief executives, plus those of such specialists as news, sports, farm and women's directors.

The 1956 YEARBOOK continues a feature begun last year, the inclusion of market data for every one of the more than 3,000 U. S. counties. The latest available population figures, number of radio homes, total retail sales and individual food and drug sales, and the number of passenger automobiles are included in the market data tables.

Another continuing feature is the exclusive B•T estimate of radio billings for national and regional networks, spot and local business for 1955, together with similar net billings figures dating back for 21 years. Arthur C. Nielsen, president of A. C. Nielsen Co., market research firm, analyzes radio audience trends in another exclusive article.

A new feature is the directory of U. S. stations carrying foreign language programs, as well as a listing of those stations specializing in Negro programming.

Updated to Jan. 1, 1956, are the YEARBOOK's complete listings of the executives of all the radio networks, RCA, Columbia Broadcasting Systems Inc. (parent company), Federal Communications Commission, National Assn. of Radio & Television Broadcasters and Radio Advertising Bureau, as well as the lists of consulting radio engineers and of attorneys admitted to practice before the FCC.

Details of group ownership and newspaper ownership of radio stations are reported in the new YEARBOOK, as are regional networks and their members, station representatives and their lists, equipment manufacturers and their products, program organizations and their services, advertising agencies and their clients, labor unions, trade associations and other organizations connected with the broadcasting industry.

The 1956 BROADCASTING YEARBOOK AND MARKETBOOK is the radio counterpart of the 1955-56 TELECASTING YEARBOOK AND MARKETBOOK which currently is in use. The 1956-57 TELECASTING YEARBOOK AND MARKETBOOK will be published in August of this year.

NBC-TV BACKS UP RESEARCH SHOWING TV INFLUENCE IN FOOD, DRUG SALES

Network rebuts newspaper protest against survey in which Fort Wayne, Ind., grocers and druggists chose tv as top medium for national advertising. Later survey by newspapers is criticized.

TWO newspapers and NBC last week were engaged in arguing the respective powers of television and newspapers to influence food and drug sales in Fort Wayne, Ind. Each was quoting surveys with conflicting results.

• Attorneys-at-law (Helmke, Philips & Beams) for Fort Wayne Newspapers Inc. *(News-Sentinel* and *Journal Gazette)* have protested statements in a B•T article reporting results of an NBC-TV survey in the city (issue of Nov. 14, 1955), asking publication of the contents of their letter of protest and results of a follow-up newpaper survey.

• NBC-TV and the research firm of W. R. Simmons & Associates Research Inc., last week made a point-by-point rebuttal of the legal protest and the newspaper survey.

Summed up, the law firm's letter to B•T states that food stores and supermarkets replied to a newspaper survey by indicating substantial disagreement with B•T and its reporting of the NBC-TV survey. Similarly the Fort Wayne Pharmaceutical Assn. contended all of the main points "are not true," according to Helmke, Philips & Beams.

NBC-TV and the Simmons firm explain why their tv study "is a solid example of thorough, accurate and important research, and that the figures cited in NBC's report are an accurate reflection of the opinions and attitudes of Fort Wayne food and drug dealers toward national advertising media at the time of this study."

The law firm said its newspaper client had contacted 54 grocery stores and supermarkets doing a $33.6 million annual volume, or 73.7% of the total in Fort Wayne and Allen County. Of these, 33 completed a newspaper questionnaire (see complete results on this page, as supplied to B•T by Helmke, Philips & Beams).

Aside from stating that the B•T account of the NBC-TV survey "is in error and very misleading,"* the law firm did not claim the Simmons technique in its tv survey was at fault nor was a charge made that it was biased or marked by efforts to influence respondents.

On the other hand, Hugh M. Beville, NBC planning and development vice president, told B•T the newspaper survey has "such sharp discrepancies in sample, date, subject-matter and question-wording as to render any comparison of results entirely meaningless."

The Simmons firm, he pointed out, successfully interviewed 85% of the food and drug retailers listed, constituting "almost a census rather than just a sample of the dealers." He added, "The questions devised by Simmons were free of bias, the approach was objective and the results accurately reported."

The Simmons sample included 249 dealer replies compared to the 33 replies in the newspaper sample, he said, adding that the tv survey was conducted in April 1954. The law firm's letter to B•T noted that 17 of the 54 food stores and supermarkets contacted by the newspapers explained store managers do not answer questionnaires of any kind nor do they take part in surveys without permission of the general offices.

On the other hand, W. R. Simmons, head of the Simmons firm, said five of seven grocery chains that refused to answer the newspaper questions had submitted replies to the Simmons questions "perhaps because our interviewers were local Fort Wayne residents who were often personally acquainted with the managers."

Mr. Beville said "Simmons' objectivity in not disclosing the survey's sponsorship is clearly demonstrated by the newspapers' own finding that 87% were not aware that they had been interviewed in a 'tv survey,' though several of those submitting testimonials for the newspaper had themselves been personally interviewed."

He questioned the objectivity of the newspaper survey this way: "The fact that the newspapers present letters and testimonials which were clearly solicited may raise some question as to the objectivity of the data they present. There are few more effective techniques for biasing a survey than to let the respondents know who is behind it and what he wants to prove."

A key point of Mr. Beville's statement centers on the subject matter of the two surveys. He said, "The NBC survey is explicitly directed toward *national* advertising. The newspapers' survey fails to specify, but the context distinctly implies *local* advertising. The testimonials appear to have been solicited by the retail advertising department of Fort Wayne Newspapers Inc., and dwell chiefly on local advertising.

"Simmons' investigation specifically concerned attitudes toward national advertising and care was taken to employ this phrasing in each question. This phrasing was also used in the heading of each chart in the NBC report and was reproduced with these charts in the B•T article. The NBC report makes it very clear that the figures are concerned with national advertising media: By actual count, the phrase 'national advertising' is used 23 times in the eight pages. The newspapers' discussion ignores completely this fact. Argument would hardly be expected if their respondents were thinking primarily of local and ours of national advertising."

Discussing the difference in the NBC-TV and newspaper questionnaires, Mr. Beville said, "The newspaper's survey avoided using the questions reproduced in B•T and instead submitted a quite different set of questions. The Simmons questions were carefully pre-tested for objectivity and freedom from bias. They concerned all national media impartially and required substantiation of the respondent's answers with specific examples and concrete experiences. The newspapers' questions, on the other hand, were highly generalized statements answered with only a superficial 'yes-no' or 'true-false'—a method hardly comparable with the solid research procedure of Simmons."

The Survey's Showings

The results of the newspaper questionnaires completed by 33 food stores and supermarkets show among other things the following, according to Helmke, Philips & Beams:

"1. That 62.5% answered yes to the question, 'In your opinion do tv ads get more dealers to stock new brands than do newspaper, radio, magazines or other media,' when your (B•T's) article stated, 'Two out of every three dealers queried reported that tv more than other forms of advertising started people talking about the brands.'

"2. That 57.5% of the grocers answered no to the following question, 'Do tv advertised brands encourage more dealers to promote them in stores by more or better or special displays

RESULTS OF NEWSPAPER SURVEY

FOLLOWING is the text of results of Fort Wayne newspaper survey of food stores, as supplied to B•T by Helmke, Philips & Beams, counsel for Fort Wayne Newspapers Inc.:

In your opinion are dealers more aware of tv than any advertising medium?

10 stores answered NO to the above question.
23 stores answered YES to the above question.
70% answered YES to this question.

In your opinion do tv ads get more dealers to stock new brands than do newspapers, radio, magazines or other media?

12 stores answered NO to the above question.
20 stores answered YES to the above question.
1 store did not answer this question.
62.5% answered YES to this question.

Do tv advertised brands encourage more dealers to promote them in stores via more and better or special displays and shelf space?

19 stores answered NO to the above question.
14 stores answered YES to the above question.
57.5% answered NO to this question.

Dealers are more impressed with the specific selling performance of tv in their stores than any other kind of advertising and as a result more of the dealers urge manufacturers to support lines they stock with tv (true or false?).

18 stores answered FALSE to the above question.
15 stores answered TRUE to the above question.
54.5% answered FALSE to this question.

Have you ever been contacted before regarding any kind of television survey?

26 stores answered NO to the above question.
4 stores answered YES to the above question.
3 stores DID NOT ANSWER this question.
87% answered NO to this question, out of the 30 stores which answered the question.

* NBC officials have said that B•T's story accurately described the results of the Simmons survey.

and shelf space?', when your (B•T's) article states that the situation was the reverse.

"3. That when asked whether the following statement was true or false, 'Dealers are more impressed with the specific selling performance of tv in their stores than any other kind of advertising and as a result more of the dealers urge manufacturers to support lines they stock with tv,' 54.5% answered false to this question. Your (B•T's) article specifically stated that 'Three out of four said they would recommend tv, 2½ times the number advising newspapers and also greater than the sum total of newspaper, magazine and radio advertising recommendations.'

"4. That 87% answered no when asked the following question, 'Have you ever been contacted before regarding any kind of tv survey?' "

The newspaper survey material included letters from such food firms as Kroger Co., Rogers Markets, Marsh Foodliners, A. H. Perfect & Co., Maloley Brothers, Bazley Markets and Bursley & Co. These letters supported the newspaper survey findings and in several cases voiced disagreement with the B•T account of NBC-TV's survey.

Discussing the views of Fort Wayne druggists, Helmke, Philips & Beams supplied this summary, "The Fort Wayne Pharmaceutical Assn., of which 54 pharmacies in Fort Wayne are members, wrote a letter signed by the officers and board of directors to our client (Fort Wayne Newspapers Inc.) in which they stated that 'All of the main points brought out in this article (B•T's) by Dr. Thomas E. Coffin (NBC manager of research) are not true.' These 54 pharmacies represent 98% of the total number of pharmacies in Fort Wayne. This letter, a photostatic copy of which is attached hereto as Exhibit B, definitely disagrees with your (B•T's) article and substantially states that the pharmacies in Fort Wayne, Ind., prefer that their suppliers and manufacturers spend their advertising money in the newspapers when they advertise in the Fort Wayne market."

The law firm's letter to B•T, signed by Walter E. Helmke, concludes, "My client would appreciate it very much if you would publish the contents of this letter in one of the forthcoming issues of your magazine."

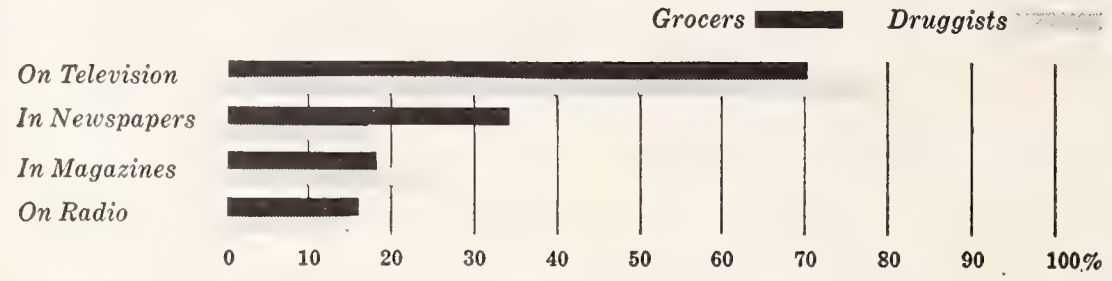
Mr. Simmons said any similarity between the NBC-TV and newspaper studies "must be considered somewhat coincidental." He said the NBC-TV sample was taken from a list of food and drug stores prepared by the newspapers themselves. He continued, "Excluding delicatessens and stores which carried meat and fish only, their lists total 289 stores in the area covered. Of these, we interviewed 260 (205 grocery stores, 55 drug stores) in the first wave of interviewing and six months later reinterviewed 249 (196 grocery, 53 drug). Thus, two-wave interviews were completed with over 85% of the drug and grocery stores in the area. Certainly, in the field of retail surveys, this sample is an unusually large proportion of the entire universe being studied."

He expressed surprise "that even 15 dealers would say they 'urge' manufacturers to do any kind of advertising. It is even more surprising that so many should 'urge' tv advertising when that one medium is pitted against all other media collectively. None of the questions reported in the NBC study are, in any sense, the equivalent to this (newspaper) one. I would not like to hazard a guess as to how the result should be interpreted. I certainly do not consider it comparable, as has been suggested, to our (NBC-TV's) question about the form of advertising dealers would suggest for a national product they carry."

The chart below appeared in B•T's Nov. 14, 1955, account of NBC-TV's Ft. Wayne study:

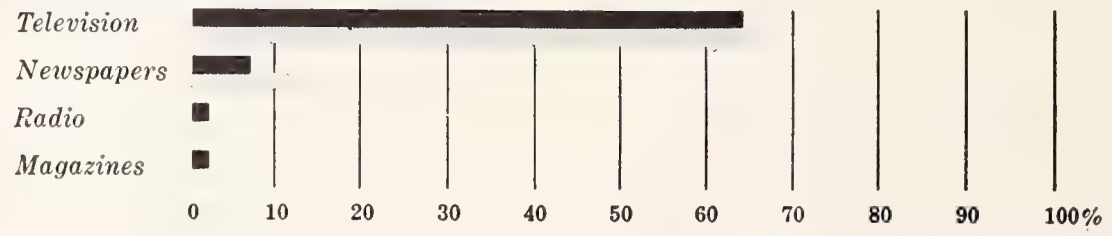
WHAT NBC FOUND IN FT. WAYNE

Have you recently noticed any national advertising for products you carry in your store? Where?

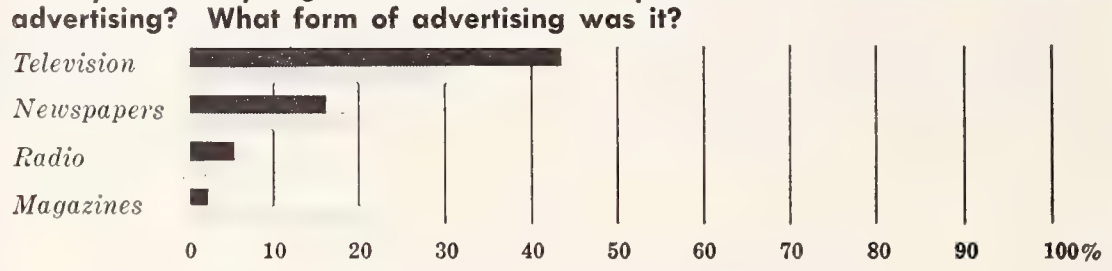


Note: On this and the following questions some retailers mentioned more than one medium.

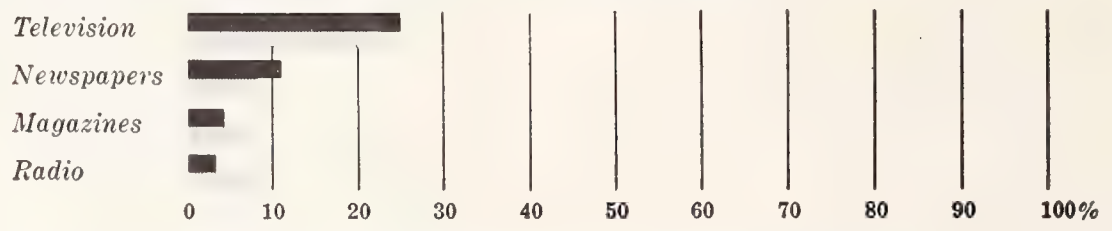
Which form of national advertising seems to cause more comment among your customers?



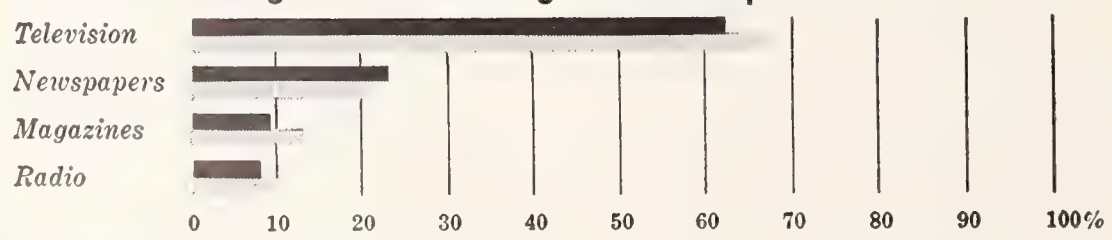
Have you recently begun to stock a brand or product as a result of its national advertising? What form of advertising was it?



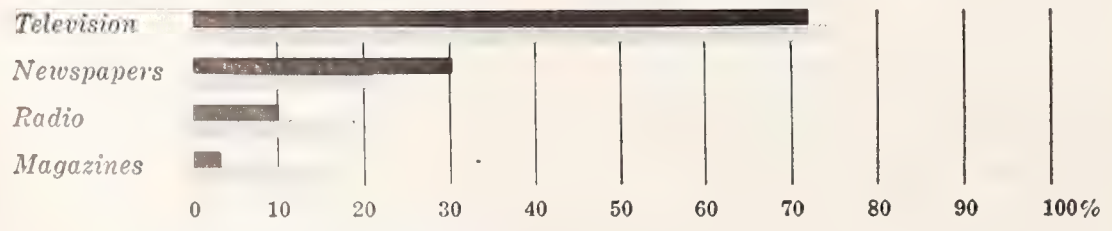
Have you recently given a brand more or better shelf space as a result of national advertising? What type of advertising was it?



Can you name any brands which have sold particularly well due to effective national advertising? What advertising was most responsible?



Which form of national advertising would you advise a company to use in a national advertising campaign?



JWT Makes Appointments On New Schlitz Account

APPOINTMENTS of an account supervisor and account executive to work on the newly-acquired Jos. Schlitz Brewing Co. business have been made within J. Walter Thompson Co.

George P. Richardson Jr., vice president in JWT's Detroit office, is transferring to Chicago as account supervisor. He has been an executive on the Ford account since 1946.

Ross Littig, formerly account executive on Swift & Co. products and currently on *Better Homes and Gardens,* also moved to Schlitz.

The Thompson agency already has assigned three vice presidents in its New York, Los Angeles and Chicago offices as a "coordinating" team for the beer account [B•T, Feb. 6].

10 BBDO OFFICES IN C-C MEETING

BBDO, New York, which holds its annual convention Friday in New York, will use closed circuit tv to permit all of its 1,900 employes in 10 offices across the country to view major proceedings at the convention [CLOSED CIRCUIT, Jan. 9]. The theme will be "What's New at BBDO."

Marketing and advertising trends in such varied industry categories as food, drug, soft goods and utilities will be analyzed at the all-day session. BBDO client case histories will illustrate developments in these fields.

The first BBDO annual convention was held in 1929.

"I believe this is the first time that an advertising agency will have tried out closed circuit television on a meeting of its own people," Ben Duffy, BBDO president, said. "We're using this as an additional means of keeping everyone in the agency informed of the newest and best things we're doing for clients."

The BBDO management will discuss the agency's operations and outlook, its analysis of trends in various media, the direction that BBDO services are taking, and the general position of the agency in 1956.

Among the members of the agency's management scheduled to appear on the televised phase of the convention program are Bruce Barton, chairman of the board; Alex F. Osborn, vice chairman of the board; Mr. Duffy; Fred Manchee, executive vice president and treasurer; and J. Davis Danforth, Charles H. Brower and Edward A. Cashin, executive vice presidents.

Sheraton Closed Circuit Inc. is in charge of arrangements for the television network which will connect meeting rooms in Sheraton Hotels in the 10 BBDO office cities: Los Angeles-Hollywood; Buffalo; Detroit; Boston; San Francisco; Minneapolis; Chicago; Pittsburgh; Cleveland, and New York.

Falstaff Airs Special Show On ABC-TV Regional Network

FALSTAFF BREWING CO., St. Louis, will sponsor a 90-minute tv spectacular March 1 in the San Francisco-Fresno-Sacramento area on a special regional ABC-TV network. The program, featuring Vivian Blaine, Jonathan Winters, the Sportsman Quartet and other nationally-known talent, will mark Falstaff's third year of distribution activities in the California market.

The Falstaff show, an expanded version of the company's regular, half-hour KGO-TV *San Francisco Tonight* program with Don Sherwood, will originate in that city's War Memorial Opera House. KGO-TV will feed it to KBAK-TV Bakersfield, KJEO (TV) Fresno and KCCC-TV Sacramento. Agency for Falstaff is Dancer-Fitzgerald-Sample, San Francisco. Production for the one-time spectacular will be handled by members of D-F-S's New York office, who will travel to the West Coast for the program.

Pabst Brewing Co. Elects Marshall Lachner President

MARSHALL S. LACHNER, formerly vice president of Colgate-Palmolive Co.'s Soap Div., has been appointed president of Pabst Brewing Co., effective April 3, it was announced last week. Harris Perlstein continues as board chairman and chief executive officer of the brewery, which is a heavy radio-tv advertiser. Mr. Perlstein was president for 29 years.

LATEST RATINGS

NIELSEN

Top Television Programs
Two Weeks Ending Jan. 21, 1956

Number of Tv Homes Reached (000)
†Total Audience

Rank		Rating
1.	Peter Pan (NBC)	18,077
2.	64,000 Dollar Question (CBS)	17,620
3.	Ed Sullivan Show (CBS)	16,918
4.	Disneyland (ABC)	16,041
5.	I Love Lucy (CBS)	15,374
6.	Dragnet (NBC)	14,918
7.	Jack Benny Show (CBS)	13,794
8.	You Bet Your Life (NBC)	13,689
9.	Ford Star Jubilee (CBS)	13,443
10.	December Bride (CBS)	13,338

‡Average Audience

Rank		Rating
1.	64,000 Dollar Question (CBS)	16,567
2.	I Love Lucy (CBS)	14,637
3.	Dragnet (NBC)	14,110
4.	Peter Pan (NBC)	13,654
5.	Disneyland (ABC)	13,654
6.	Ed Sullivan Show (CBS)	13,619
7.	You Bet Your Life (NBC)	12,952
8.	Jack Benny Show (CBS)	12,917
9.	Ford Theatre (NBC)	12,601
10.	Private Secretary (CBS)	12,145

Percent of Tv Homes Reached*
†Total Audience

Rank		Rating
1.	Peter Pan (NBC)	54.4
2.	64,000 Dollar Question (CBS)	52.2
3.	Ed Sullivan Show (CBS)	50.7
4.	Disneyland (ABC)	47.3
5.	I Love Lucy (CBS)	45.2
6.	Dragnet (NBC)	43.4
7.	Jack Benny Show (CBS)	41.6
8.	Ford Star Jubilee (CBS)	40.7
9.	You Bet Your Life (NBC)	40.2
10.	Perry Como Show (NBC)	40.1

‡Average Audience

Rank		Rating
1.	64,000 Dollar Question (CBS)	49.1
2.	I Love Lucy (CBS)	43.1
3.	Peter Pan (NBC)	41.1
4.	Dragnet (NBC)	41.0
5.	Ed Sullivan Show (CBS)	40.8
6.	Disneyland (ABC)	40.2
7.	Jack Benny Show (CBS)	38.9
8.	You Bet Your Life (NBC)	38.0
9.	Ford Theatre (NBC)	36.9
10.	December Bride (CBS)	36.4

† Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.
‡ Homes reached during the average minute of the program.
* Percented ratings are based on tv homes within reach of station facilities used by each program.

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PULSE

Top Radio Programs
Evening

	Program Average Rating Nov. Dec.	Sept. Oct.
Our Miss Brooks (CBS)	5.9	5.3
Two for the Money (CBS)	5.6	5.0
Lowell Thomas, (6:45 p.m., M-F) (CBS)	5.5	4.5
Tennessee Ernie, (7-7:30 p.m., M-F) (CBS)	5.5	
E. R. Murrow, (7:45 p.m., M-F) (CBS)	5.2	4.4
Groucho Marx (NBC)	5.2	4.6
Dragnet (NBC)	5.0	4.4
Bergen-McCarthy (CBS)	4.8	4.1
Gunsmoke (CBS)	4.8	4.4
Suspense (CBS)	4.7	

Monday-Friday Daytime

	Program Average Rating Nov. Dec.	Sept. Oct.
Our Gal Sunday (CBS)	5.7	
Helen Trent (CBS)	5.4	5.4
Ma Perkins (CBS)	5.3	5.3
Arthur Godfrey (CBS)	5.2	5.2
Guiding Light (CBS)	5.2	5.2
Perry Mason (CBS)	5.2	5.2
Road of Life (CBS)	5.2	5.1
Young Dr. Malone (CBS)	5.2	4.9
Brighter Day (CBS)	5.1	
Nora Drake (CBS)	5.1	4.9
Wendy Warren (CBS)	5.1	5.2

Saturday & Sunday Daytime

	Program Average Rating Nov. Dec.	Sept. Oct.
Gunsmoke (CBS)	4.0	4.1
City Hospital (CBS)	3.6	3.3
Robert Q. Lewis (CBS)	3.4	3.4
Romance (CBS)	3.3	3.8
Woolworth Hour (CBS)	3.3	

TRENDEX

Top 10 Programs for Evening Network Television
Week of Feb. 1-7

1.	The Ed Sullivan Show (CBS)	40.3
2.	$64,000 Question (CBS)	40.0
3.	Perry Como (NBC)	36.4
4.	I Love Lucy (CBS)	36.0
5.	December Bride (CBS)	33.0
6.	Talent Scouts (CBS)	29.7
7.	You Bet Your Life (NBC)	29.6
8.	Red Skelton (CBS)	29.3
9.	What's My Line (CBS)	28.4
10.	Disneyland (ABC)	27.2

VIDEODEX

TOP TEN SPOT SHOWS *
JAN. 3-9, 1956

	Name of Program	Homes %	Homes (000)	Cities
1.	I Led Three Lives (Ziv)	19.4	6,309	133
2.	Dr. Hudson's Secret Journal (MCA-TV)	19.0	3,864	94
3.	Highway Patrol (Ziv)	18.9	6,480	157
4.	Liberace (Guild)	18.6	3,370	76
5.	Badge 714 (NBC Film)	18.3	4,991	122
6.	Science Fiction Theatre (Ziv)	17.0	5,320	125
7.	Eddie Cantor (Ziv)	16.5	2,519	85
8.	Guy Lombardo (MCA-TV)	16.4	2,931	77
9.	Confidential File (Guild)	16.3	3,703	66
10.	Cisco Kid (Ziv)	16.2	3,530	73
	Man Behind The Badge (MCA-TV)	16.2	2,743	65

* Appearing in a minimum of 20 markets

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Atlantic Refining Planning 1956 Baseball Sponsorship

ATLANTIC REFINING Co., one of the nation's top baseball sponsors for more than a score of years, is completing its 1956 schedule through N. W. Ayer & Son, Philadelphia. The sponsorship lineup on radio and television will follow the pattern of recent years plus an expanded tv schedule of 75 Philadelphia games. Pre-season games start March 10.

Completion of the Atlantic schedule awaits final negotiations with co-sponsors, particularly in the Pittsburgh area where the oil company has fed a tri-state network for many years. Plymouth Dealers and Atlantic share the Pirates network keyed from WWSW Pittsburgh.

The Philadelphia hookup will be shared on a one-third basis with Ballantine beer. Tasty Kake Co. and Phillies Cigars each will sponsor one-sixth of the package. This year the Philadephia tv schedule will be enlarged by adding a group of night games away. Last year 50-odd weekday home and away games were sponsored. Stations are WFIL-TV, WRCA-TV, and WPFH (TV) Wilmington, Del., with WGAL-TV Lancaster, Pa., carrying some games. WIP will key a radio hookup.

In New England Atlantic will share Red Sox sponsorship with Narragansett Beer and Chesterfield on WHDH Boston and Yankee Network plus 51 tv games on WBZ-TV. Yankees will be sponsored on upstate New York stations.

Dodger Series Renewed

F. & M. SCHAEFER Brewing Co. and American Tobacco Co. for Lucky Strike will again sponsor the 102-game Brooklyn Dodgers baseball series over WOR-TV New York this year, marking Schaefer's seventh and Luckies' fifth season on the station. BBDO, New York, is agency for both.



HOW TV LIFTED ROTO-BROIL FROM

'DISMAL OBSCURITY' TO TOPS IN THE FIELD

THROUGH TELEVISION, Roto-Broil Corp. of America—three years ago a johnny-come-lately in the infra-red appliance field, today reportedly the world's largest manufacturer of automatic rotisseries —has increased its sales by 2,000% after only 2½ years of national advertising, 75% of it on tv.

To RBA president Albert Klinghoffer and Les L. Persky, head of Product Services Inc., New York, its agency, nothing looks quite as good today as the picture of their "Roto-Broil Fiesta" on a 21-inch video tube.

And little wonder, for hardly a day passes that does not see both client and account executive huddled together in the agency's New York office, looking for new and "different" ways in which to make the American public more "Roto-Broil-conscious."

Statistically, there is little that remains to be done along those lines. Three years ago, when the 25-year-old Jay Broiler Co. of New York, fighting for but a fraction of a total $20 million infra-red rotisserie business, engaged Product Services Inc. and changed its corporate name to Roto-Broil Corp. of America:

- its yearly retail sales were $1.8 million;
- its first three-month budget was $600 a week for combined media;
- it employed fewer than 200 people in an overcrowded New York loft.

Today, 36 months and $38 million later:

- its yearly retail sales exceed $40 million;
- it spends well over $50,000 a week, 75% in tv, 5% in radio, 20% in print;
- it occupies 400,000 sq. ft. of air-conditioned space in a refurbished $3 million Queens, New York, factory taken over from the Squibb division of Olin-Mathiesen Chemical Co., maintains a staff of over 1,500 to keep up with consumer demand.

"I would be the first to say," Mr. Persky told B•T last week, "that were it not for the draw and saturation of tv, there wouldn't *be* a Roto-Broil Corp. with nationwide distributors."

For RBA, the television picture shapes up like this: three years ago, the agency spent the entire $7,200 allocated by the client for *all* media in four local (WRCA-TV New York) spots a week. Today, it sponsors 30 minutes of the hour-long ABC-TV *Super Circus* program with Jerry Colonna (Sun., 5-6 p.m. EST) in 77 major cities. It syndicates its own packaged *Roto-Broil Magic Chef* 15-minute filmed tv cooking show with Lester Morris in approximately 65-70 national markets. It conducts a fluid series of local spot tests based on a modified "call-in" basis, i.e. "Call Western Union Operator 25," and has recently ordered a $100,000, 70-market monthly spot campaign effective March 1 [B•T, Jan. 30]. Furthermore, by early autumn, RBA expects to be sponsoring its first *nighttime* network series.

For agency head Persky, whose firm handles a total annual billing of $5 million, tv ratings mean little as compared to actual unit sales. "Because we are a small shop," he said, "we've kept our eyes open for bargains, and I don't mind saying that I consider myself a sharp trader."

One such "bargain" that netted RBA "fantastic results" was its first, totally unplanned entry into network tv. With a 1954 total budget of $500,000 (double the previous year's), Product Services had intended to push its Roto-Broil markets to the West Coast, piecemeal fashion, until opportunity knocked in late August. "In our case," Mr. Persky recalled, "We'd have to have been damned fools not to open the door."

Which is just what they did—right into the homes of some 30 million U. S. families.

What happened was that with few advertisers or their agencies dreaming of a congressional upset in the 1954 off-year elections, sponsorship of election-night coverage went begging. For a combined $165,000, RBA picked up an open-end, 300 station link on CBS-TV and NBC-TV, scheduled three live spots per hour until the final tally and, for its money, had not only a wide-open commercial field but also the otherwise luxuriously priced services of Edward R. Murrow and Dave Garroway. (A top CBS-TV executive later said, according to Mr. Persky, that RBA got what was "by far the best buy anyone ever got from us for that kind of coverage.")

For the next four months, Roto-Broil executive vice president Arthur O. Bregstein reports, "all hell broke loose." By April, RBA's December-March sales report listed 450,000 units sold, price-ranged at $39.95-$59.95. (Roto-Broil recently came out with a luxury model priced at $119.95.) In the meantime, Mr. Klinghoffer ordered all advertising stopped while Roto-Broil's production lines went into 24-hour operation. By mid-May, when the supply had once again caught up with the demand, Product Services resumed its efforts with three separate "live" demonstration spot campaigns on NBC-TV's participating *Today, Home* and *Tonight* shows from June through December.

"The biggest surge of orders followed election night," Mr. Persky said, "so that by the time their 1954 fiscal year ended, Roto-Broil could safely account for $11 million of wholesale business, $7 million more than in 1953."

Last year, with most U. S. advertisers stressing "gracious, modern living for the young at heart," the agency turned the campaign to pursuit of the younger, "more prolific" family by sponsoring a program that appealed to children. With its renewal last month of *Super Circus,* following the first 13-week cycle, and with current weekly sales averaging 20,000 units, the client feels he has made "more than a happy choice."

Roto-Broil Corp. of America, entering its 28th year in business (the first 25 were spent, according to Mr. Klinghoffer, in "dismal obscurity"), has now reached the enviable status of being able to go no further. Though the rotisserie market is far from exhausted, Klinghoffer & Co. feels it would be wasteful to remain known only as the world's foremost infra-red broiler manufacturers.

By April, Roto-Broil will have begun its first diversification process. By going into the deep-fat fryer, electric skillet and griddle field, RBA looks forward to active competition with such established home appliance leaders as Sunbeam, Presto, Westinghouse and General Electric.

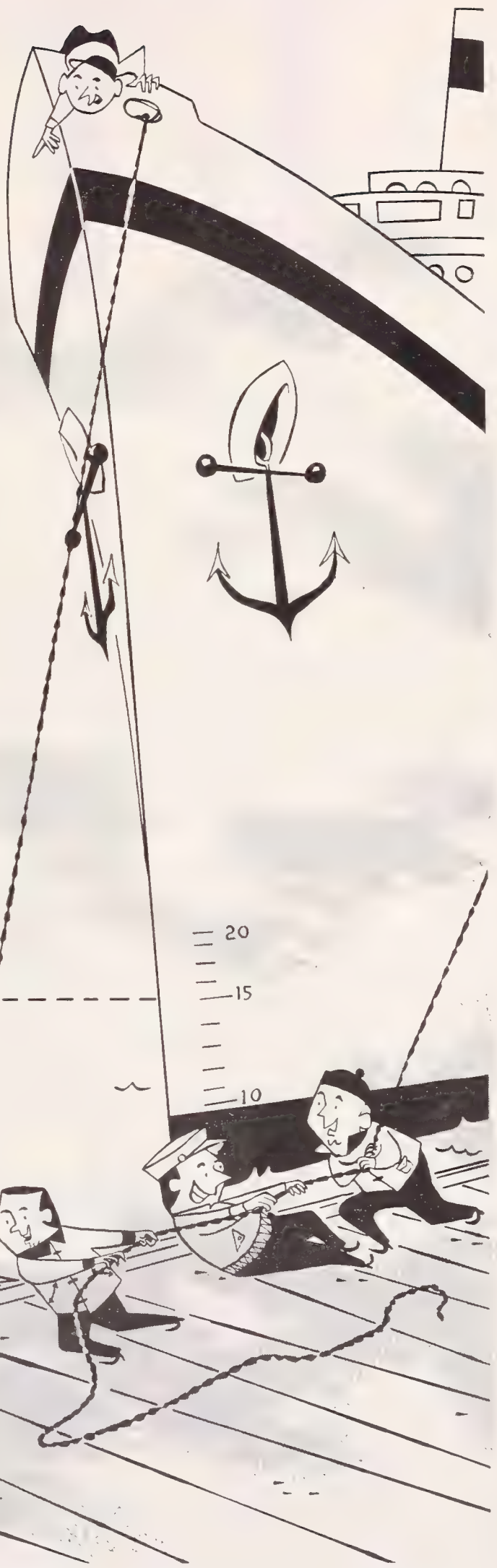
"Television?" asks Albert Klinghoffer. "I *love* television!"



A PRINT of the *Roto-Broil Magic Chef* is examined by company president Albert Klinghoffer (l), executive vice president Arthur O. Bregstein (r) and president Les Persky of Product Services.

WORKING PARTNERS

Everybody works on the H-R team, including the mature and experienced partners who started this organization. We emphasize this point because it means that we can render a more valuable service to buyers of time and station operators. Every man on our staff has been selected on the basis of experience, background and "know how", in the field of radio and television. Every man must have a thorough understanding of the problems and needs of those we serve. This is how we keep our promise to "Always send a man to do a man's job".



RADIO **H-R** TELEVISION

FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
CARLIN FRENCH, Vice President
PAUL WEEKS, Vice President

380 Madison Ave.
New York 17, N. Y.
OXford 7-3120

35 E. Wacker Drive
Chicago 1, Illinois
RAndolph 6-6431

6253 Hollywood Boulevard
Hollywood 28, Calif.
Hollywood 2-6453

155 Montgomery Street
San Francisco, Calif.
YUkon 2-5701

415 Rio Grande Bldg.
Dallas, Texas
Randolph 5149

101 Marietta Street Building
Atlanta, Georgia
Cypress 7797

520 Lovett Boulevard
Room No. 1D
Houston, Texas
Justin 1601

FIRST

in out-of-home audience

Survey after survey has proved that W-I-T-H leads every station in Baltimore in out-of-home audience. The latest was a Hooper Radio Audience Index of business establishments. With a 20.3% share of this audience, W-I-T-H is the No. 1 station.

We don't have to tell you how important this big out-of-home audience is. It's a big BONUS—and from W-I-T-H you get the BIGGEST BONUS of all!

Let your Forjoe man tell you all about W-I-T-H —the station that delivers listeners at the lowest cost-per-thousand in town!

IN BALTIMORE BUY

W-I-T-H

Tom Tinsley, President **R. C. Embry, Vice President**

Schlitz Returns to Radio, Buys in Morning Godfrey

THE Joseph Schlitz Brewing Co. (Schlitz beer) will return to network radio, on or about April 1, sponsoring segments of the morning *Arthur Godfrey Time* on CBS Radio, in a purchase said to represent more than $1 million in gross annual billing.

This will be the beer firm's first use of network radio since Schlitz dropped sponsorship in 1952 of the *Halls of Ivy* program on CBS Radio. The spring start is reported to be keyed to a Schlitz campaign to appeal to the supermarket shopping habits of the housewife. An estimated 60% of all the beer sold in the U. S. is purchased by women.

Schlitz will sponsor the first 30 minutes of the program, on an alternating schedule, averaging 2½ days weekly (Tuesday and Thursday of one week and Monday, Wednesday and Friday of the other week).

J. Walter Thompson received the Schlitz account after it left the Biow Co. Biow resigned the account after taking over from Lennen & Newell [B•T, Jan. 30, 23].

$100,000 Campaign in L. A. Opens 12 Robert Hall Stores

ROBERT HALL CLOTHES, operator of 220 stores in metropolitan centers across the U. S., is spending $100,000 on radio and television in the greater Los Angeles area, starting today (Monday), to support the simultaneous opening March 1 of 12 new "family clothing" outlets there.

M. B. Scott Inc., Beverly Hills, is the agency handling western advertising for Robert Hall Clothes' national agency, Frank Sawdon Inc., New York.

California Loan Firm Expands Radio-Tv Budget

IDEAL MORTGAGE Co., Beverly Hills, Calif., loan firm which has relied principally on radio and television during the past several years, is expanding its broadcast budget by more than 50% this year, to $150,000, and will be spending more than $1 million by 1959, President Robert Bergman announced last week.

Mr. Bergman attributed the company's growth chiefly to radio-tv advertising, explaining 75% of its annual advertising budget goes to broadcasting. Firm has opened new branch offices in San Diego and Oakland, where local radio is used, and plans 15 offices throughout the state by the end of 1958. Local radio also is used in San Bernardino as well as two programs weekly on KCOP (TV) Los Angeles.

Ideal's expansion program calls for a $450,000 radio-tv budget next year and $750,000 in 1958. Ideal Mortgage's Los Angeles agency is Smith & Ganz and Robert Selby & Assoc., San Francisco, handles the firm's account in that area.

Medium-Small Market Survey Purchased by ABC, NBC

AMERICAN RESEARCH BUREAU last week reported the signing of ABC and NBC for its full 1956 report of coverage and viewing habits in 225 medium to smaller markets, which was mailed to clients today (Monday). Over 100 others already had signed for the report, which is in addition to the 100 top markets ARB surveys regularly.

James Seiler, ARB director, reported that the joint surveys provide a picture of coverage and viewing habits in over 90% of the nation's tv homes.

Bottling Company's Sales Go Way Up Because of Tv

SALES RECORDS of the Squirt-Detroit Bottling Co., Detroit, over the last few cold-weather months were 70% ahead of the firm's sales the previous quarter, thanks to tv. The bottling company, which sponsors a five minute late evening weather show on WJBK-TV Detroit, has regularly used all media for its soft drink. What makes its October-December sales gain so impressive, however, was that Squirt used television only during the three-month period.

According to W. D. Jordan, president of the Detroit bottling company, "this unique marketing success reflects the value of television in a coordinated sales drive."

Mr. Jordan said that while there is no way to determine how much of the actual increase can be attributed directly to tv, the company was certain the visual medium was an "important factor."

The firm sponsors *Miss Fairweather* on WJBK-TV, 11:15-11:20 p.m., twice weekly. Late autumn and early winter usually are responsible for the bottling firm's lowest sales periods, Mr. Jordon reported.

K&E Makes Runyon V. P.

JACK W. RUNYON, in charge of the Los Angeles office, the Biow Co., has been elected a vice president in charge of the Los Angeles area for Kenyon & Eckhardt. Mr. Runyon also was manager for the former Lord & Thomas and Buchanan & Co. agencies in Los Angeles.



MR. RUNYON

Lee Sholty Jr. continues as manager and account executive of Kenyon & Eckhardt's Los Angeles-Hollywood office.

Miss Gray Flannel

SOMEWHERE along New York's advertising agency row there's a girl with the professional ability, personality and good looks which really make her fit for charcoal or gray flannel. And the Assn. of Advertising Men & Women is out to find her. The woman hunt to elect "Advertising's Miss of the Year" closes March 15. The winner on April 1 will begin a seven-day reign as "Queen of Inside Advertising Week"; be awarded a trip for two to Barbados Island, British West Indies, and a series of invitations to appear on New York tv shows. Information may be obtained from the association, Room 1107, 79 Madison Ave., New York 16.

COLORCASTING

Advance Schedule Of Network Color Shows

(All times EST)

CBS-TV

Feb. 21 (9:30-10 p.m.) *Red Skelton Show,* S. C. Johnson & Son through Needham, Louis & Brorby, and Pet Milk Co. through Gardner Adv. on alternate weeks.

Feb. 25 (7-7:30 p.m.) *Gene Autry Show,* William Wrigley Jr. Co. through Ruthrauff & Ryan (also March 3, 10, 17, 24, 31).

Feb. 28 (9:30-10 p.m.) *Red Skelton Show,* S. C. Johnson & Son, through Needham, Louis & Brorby, and Pet Milk Co. through Gardner Adv. on alternate weeks.

Mar. 1 (8:30-9:30 p.m.) *Climax,* Chrysler Corp. through McCann-Erickson.

Mar. 6 (9:30-10 p.m.) *Red Skelton Show,* S. C. Johnson & Son through Needham, Louis & Brorby, and Pet Milk Co. through Gardner Adv. on alternate weeks.

Mar. 15 (8:30-9:30 p.m.) *Shower of Stars,* Chrysler Corp. through McCann-Erickson.

NBC-TV

Feb. 20-24 (5:30-6 p.m.) *Howdy Doody,* participating sponsors (also Feb. 27-March 2, 5-9, 12-16).

Feb. 21 (8-9 p.m.) *Milton Berle Show,* Sunbeam Corp. through Perrin-Paus, and RCA and Whirlpool Corp. through Kenyon & Eckhardt.

Feb. 21 (9:30-10 p.m.) *Armstrong Circle Theatre,* "Terror at My Heels," Armstrong Cork Co. through BBDO.

Feb. 23-24 (3-4 p.m.) *Matinee,* participating sponsors (Feb. 27-March 2, 5-9, 12-16).

Feb. 26 (4-5 p.m.) "Antarctica: Third World," sustaining.

Feb. 26 (7:30-9 p.m.) *Sunday Spectacular,* "Panorama," participating sponsors.

Mar. 5 (8-9:30 p.m.) *Producers Showcase,* "Caesar and Cleopatra," Ford Motor Co. through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey.

Mar. 11 (2:30-5:30 p.m. EST and PST) "Richard the Third"—General Motors divisions as participating sponsors.

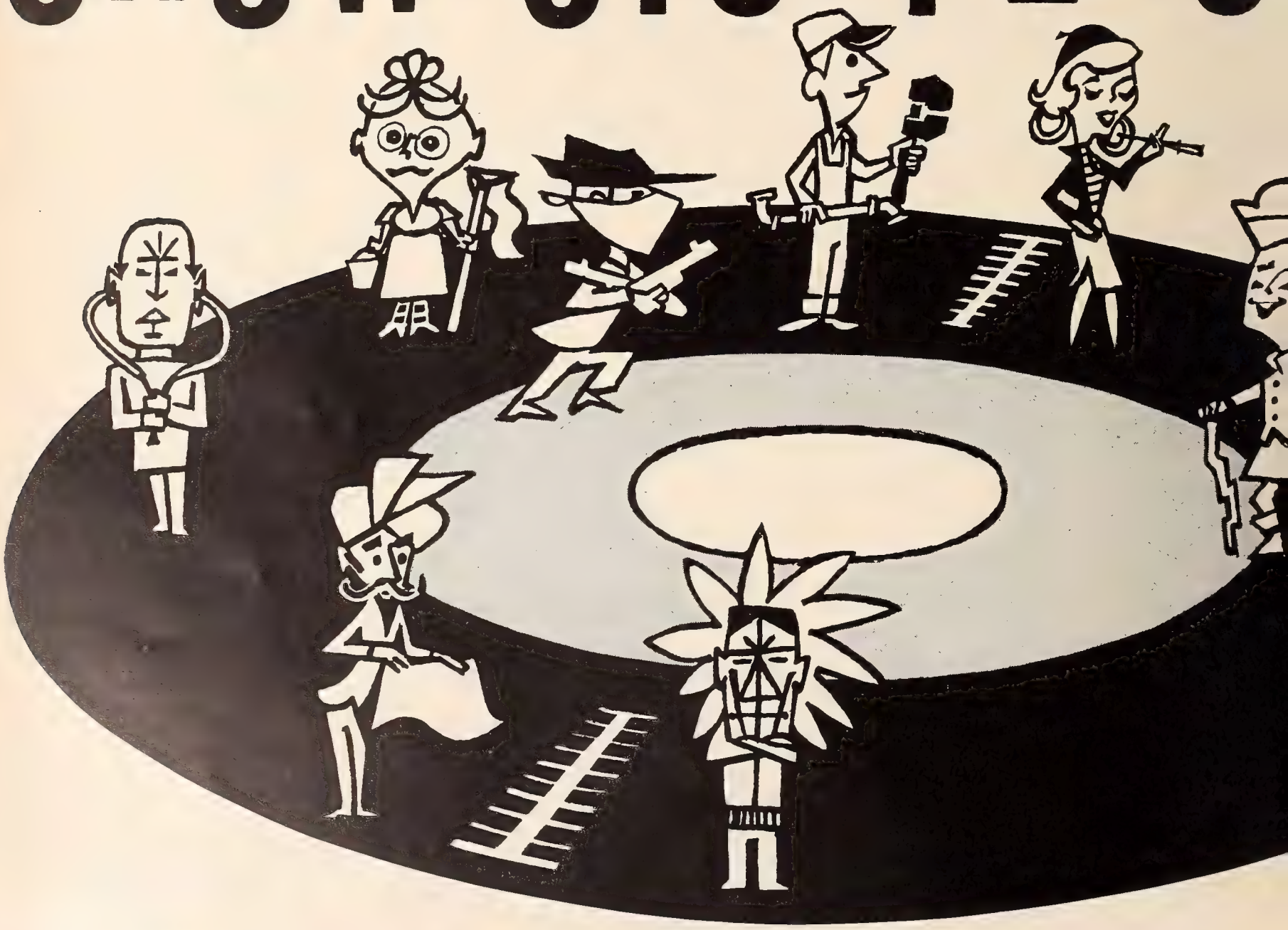
Mar. 13 (8-9 p.m.) *Milton Berle Show,* Sunbeam Corp. through Perrin-Paus, and RCA and Whirlpool Corp. through Kenyon & Eckhardt.

[Note: This schedule will be corrected to press time of each issue of B•T]

MAKE YOUR 'DJ' SHOW

with RCA *Thesaurus* exclusive, new

SHOW STOPPERS



LEARN HOW YOU CAN GET SHOW STOPPERS **FREE** OF ANY EXTRA COST

THE TALK-OF-THE-TOWN



MOST VERSATILE RECORDED PROGRAMMING AID SINCE DJS WERE INVENTED!

At last—a way to make *your* deejay show bigger and better than competition, fresher and different for both listeners and sponsors, with SHOW STOPPERS—RCA Thesaurus' new, exclusive series of recorded dialogue by more than 60 different "characters." Each voice track comes with appropriate lead-in continuity to be spoken by you (or you can make up your own lead-in to suit your own style), plus special, attention-arresting sound effects for maximum audience interest and impact.

GREATEST LOCAL AUDIENCE-BUILDER EVER OFFERED DJS BY A TRANSCRIPTION LIBRARY!

SHOW STOPPERS can be your greatest programming sensation of '56. Once your listeners hear the first startling humorous bits, they'll stay tuned in for more of the same. SHOW STOPPERS will inject fresh top-rating dynamite into your format. They'll bring back old listeners, bring in new listeners. Equally important, SHOW STOPPERS will build a high level of listener-attention that will carry over to commercial messages, too, making your show do a better job for sponsors.

THE PERFECT ANSWER TO "DEEJAY SAMENESS"!

The tremendous success and popularity of two-man DJ teams has shown that radio audiences *want* the give-and-take dialogue, the ad lib jokes and fun, the novelty appeal that "character impersonations" make possible when more than one voice is available. SHOW STOPPERS make it possible for you to add, at will, not one, not two, *but more than 60 different characters, more than 60 interesting voices, including 17 different dialects!* And all this under *your* complete control.

SHOW STOPPERS ARE THE TALK OF THE DEEJAYS! MAKE THEM THE TALK OF YOUR TOWN.

SHOW STOPPERS come on 45 RPM records, complete with continuity for live "lead in" by disc jockey or announcer.
SHOW STOPPERS are available to RCA Thesaurus subscribers at no increase in cost. If you are not an RCA Thesaurus subscriber, contact your RCA Thesaurus sales representative *today* for availability and full details.

For Free Audition Disc and more details, CALL, WIRE or WRITE your nearest RCA Recorded Program Services office.

RCA RECORDED PROGRAM SERVICES

RADIO CORPORATION OF AMERICA RCA VICTOR RECORD DIVISION

155 East 24th Street, New York 10, N. Y. • MUrray Hill 9-7200
445 N. Lake Shore Drive, Chicago 11, Ill. • WHitehall 4-3530
522 Forsyth Bldg., Atlanta 3, Georgia • LAmar 7703
1907 McKinney Ave., Dallas 1, Texas • RIverside 1371
1016 N. Sycamore Ave., Hollywood 38, Cal. • OLdfield 4-1660

TMKS. ®

Dan Miner Co. Promotes Two

APPOINTMENT of Fred Kaplan as vice president of the Dan B. Miner Co. was announced last week by John C. Morse, president of the Los Angeles agency. Mr. Kaplan, art director, has been associated with the firm since 1948. He is a member of the National Society of Art Directors and a past first vice president of the Los Angeles Art Directors' Club. At the same time, Mr. Morse announced that Arthur E. Trask, a vice president and account supervisor for the agency, has been elected a member of the board of directors.

McClafferty Joins Ayer

FREDERICK K. McCLAFFERTY, ABC network sales department, has been appointed a timebuyer of N. W. Ayer & Son, New York. Also added to the Ayer New York radio-tv department last week were William J. Ratcliff, CBS-TV Hollywood, to program production staff; Charles W. Liotta, Lennen & Newell, New York, and Roger C. Harvey, National Biscuit Co., both to traffic, and Carol A. Dean, to research.

SPOT NEW BUSINESS

E. F. Drew & Co., N. Y., for new premium margarine, Tri-Nut, using women's radio and tv shows in Boston market to introduce product. Agency: Ruthrauff & Ryan, N. Y.

NETWORK BUSINESS

Sperry & Hutchinson Co. (S&H Green Stamps), N. Y., has bought more than $1 million worth of participations on NBC-TV's *Today, Home* and *Tonight* programs for its cash-discount stamps [AT DEADLINE, Feb. 13]. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

Kasco Mills Inc., Div. of Corn Products Sales Co. (dog food), Waverly, N. Y., enters network radio on CBS sponsoring 3:15-3:30 p.m. EST, Thursday segment of *House Party* (Mon.-Fri., 3-3:30 p.m. EST); 11:15-11:30 a.m. EST, Friday portion of *Arthur Godfrey Time* (Mon.-Fri., 10-11:30 a.m. EST), both effective currently, and two five-minute segments of *Robert Q. Lewis Show* (Sat., 11:05 a.m.-12 noon EST), starting March 17. Agency: Clark & Bobertz, Detroit.

Prudential Life Insurance Co. of America has renewed sponsorship of CBS-TV's *You Are There* (Sun., 6:30-7 p.m. EST) through August 1957. Calkins & Holden, N. Y., is agency.

Gillette Safety Razor Co., Boston, will sponsor final holes of 15th annual Palm Beach Golf Championship in New Rochelle, N. Y., June 10, on NBC-TV (4:30-5:30 p.m. EST). It marks first time this tournament will be telecast. Agency: Maxon Inc., N. Y.

AGENCY APPOINTMENTS

Cigar Institute of America names Doherty, Clifford, Steers & Shenfield, N. Y. Benton & Bowles, N. Y., resigned account.

Chicago Chevrolet Dealers organization appoints Clinton E. Frank Inc., same city, to handle advertising for combined Chevrolet dealers group in Chicago.

Montebello Liquors Inc., Baltimore, appoints Applestein, Levinstein and Golnick Adv. Agency for new brand Orange Driver. Radio will be used. **Schapiro Kosher Wine,** N. Y., names same agency for Baltimore area, and **Pompeian Olive Oil Corp.** appoints AL&G for Pompeian spaghetti sauce mix.

Bulova Watch Co., Canada, will move radio-tv segment of its dominion advertising to Toronto offices of McCann-Erickson (Canada) Ltd., April 27.

Foley & Co. (Honey and Tar cough syrup), Chicago, appoints Olian & Bronner Inc., same city.

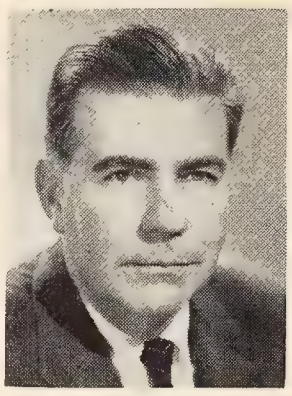
M&R Dietetic Labs (dairy products), Columbus, Ohio, appoints Mullay & Nichols, N. Y., to handle advertising for its special products division. Products marketed by division are Pream Packets, Ten-B-Low and Colac ice cream mixes, Par-T-Kreme and Insta-Sol powdered cream for vending machines, Powdered Whole Milk and Par-T-Whip powdered whipping cream mix.

TEB Research & Development Co. (waterproof shoe polish), Atlanta, Ga., appoints Fred Gardner Co., N. Y. Current plans call for local advertising in N. Y. metropolitan area through combined print and broadcast media.

Tote Brush Inc. (folding toothbrushes), Chicago, appoints R. Jack Scott Inc., same city.

A&A PEOPLE

Wirt McClintic Mitchell, senior vice president, Lennen & Newell, N. Y., to Geyer Adv., N. Y., as vice president in charge of all creative departments.



MR. MITCHELL

Raymond Lind, administrative head, commercial tv art and production, **Edward Mahoney,** senior producer, commercial tv department, and **Gordon Webber,** tv copy supervisor, elected vice presidents, Benton & Bowles, N. Y.

Don O'Leary, Metropolitan Sunday Newspapers, N. Y., and **Sam Alter,** Biow Co., N. Y., to Kenyon & Eckhardt, N. Y., as account executive and field account executive, respectively. **Fred Papert,** copy supervisor Foote, Cone & Belding, N. Y., to K&E as copy supervisor; **Ken Sellers,** copy group member, Biow Co., N. Y., and **Leslie Forester,** Young & Rubicam, N. Y., both to K&E as copywriters.

Alden Sulgar, account executive, Biow Co., N. Y., to Grey Adv., N. Y., in similar capacity. **Thomas Murray,** advertising manager, Coca Cola Bottling Co., N. Y., to Grey Adv., N. Y., as account executive.

Clint Carpenter, vice president and copy supervisor, Kenyon & Eckhardt, N. Y.: to copy staff, Kudner Agency, N. Y., on Buick account.

Margery Kerr, formerly with N. W. Ayer and William Morris Agency, both N. Y., to radio-tv department, Young & Rubicam, N. Y., as casting director.

Monte Starkey, BBDO, L. A., appointed account supervisor, Revlon account, BBDO, N. Y.

E. B. Weiss, merchandising consultant, Doyle Dane Bernbach Inc., N. Y., named director of merchandising.

Norris O. Johnson, Minneapolis ad man, to Jenkins Adv., Minneapolis, as production manager.

Clifford L. Parsons, Detroit accountant, to Betteridge & Co., Detroit agency, as treasurer-office manager. **Thomas E. Dodds,** assistant production manager, BBDO Detroit branch, to Betteridge as assistant production manager in charge of traffic.

Wallace H. Husted, Grant Adv., Chicago, to Geoffrey Wade Adv., that city, as creative director.

Norton T. Gretzler, account executive, NBC-TV, N. Y., appointed radio-tv producer, Ketchum, MacLeod & Grove Inc., Pittsburgh and N. Y. agency.

Albert Bart, director, Bleier & Weiss, N. Y. agency, to Ridge Adv. Assoc., Hackensack, N. J., as art director. Also to Ridge: **Mrs. Senora V. Wood,** media; **James Reilly,** production, and **Dorothy Whitley,** research.

Royall Smith, senior copywriter, Young & Rubicam, N. Y., to Lennen & Newell, N. Y., as copy supervisor.

Jay Leon Schiller, supervisor of media research, ABC, to Compton Agency, N. Y., as director of media research.

Mrs. Joan W. Danneberg, formerly advertising manager, Goldmans Department Store, Kansas City, to Cary-Hill Inc., Des Moines and Kansas City agency, as art production manager.

Selwyn Torby, Jack Mullin and **Jacques Wilson** to art and production staffs of Applestein Levinstein & Golnick Adv. Agency, Baltimore.

Robert Spick, copywriter at Waldie & Briggs Inc., Chicago agency, transferred to W&B account management staff as assistant account manager.

Richard Henderson, assistant account executive at U. S. Advertising Agency (formerly Ewell & Thurber Assoc.), to Chicago sales staff of Venard, Rintoul & McConnell Inc., station representative.

Harry Coon, formerly sales service manager, WBBM-TV Chicago, promoted to account executive. **Justin A. Cassidy** appointed sales service manager.

In-Store Color Pitch

A TIE-IN merchandising campaign, national in scope, involving Owens-Corning Fiberglas Corp., Allen B. DuMont Labs. and department stores in 33 cities, starts today (Monday) with the first "Fiberglas Color Cavalcade" opening at Burdine's department store, Miami.

Object of the tour, scheduled to run 10 months, is to display products made of Fiberglas on color tv sets placed about the store. Studio operations in the store will be handled closed circuit via DuMont's Vitascan process. In announcing the Fiberglas-DuMont operation, DuMont indicated that this system of point-of-sale merchandising by closed-circuit color tv may come into common usage. The planners of the cavalcade estimate 10 million shoppers will be exposed to the display technique. DuMont said it will invite tv station owners, managers and operators en route to witness the color system in operation. Owens-Corning Fiberglas' agency is McCann-Erickson, New York.

KWFT-TV is now

KSYD-TV

CHANNEL 6

CBS TELEVISION

100,000 WATTS

MAXIMUM POWER—WITH COLOR

In Wichita Falls, Texas Your Best TV Advertising Buy Is KSYD-TV

HERE IS PROOF POSITIVE!

Figures Just Released

Pulse dated Dec. 1-Dec. 7, 1955 Proves Audience Preferences in the Metropolitan Wichita Falls Area to be:

ONCE A WEEK SHOWS

1. $64,000 Question (CBS) **KSYD-TV**
2. Ed Sullivan (CBS) **KSYD-TV**
3. I Love Lucy (CBS) **KSYD-TV**
4. December Bride (CBS) **KSYD-TV**
5. Jack Benny (CBS) **KSYD-TV**

Big 5 of the Top 5 All on KSYD-TV

MULTI-WEEKLY SHOWS

1. Patti Page **KSYD-TV**
2. Looney Tunes **KSYD-TV**
3. 10 p. m. News & Weather **KSYD-TV**
4. 5:45 p. m. News & Weather **KSYD-TV**
5. **Station B**

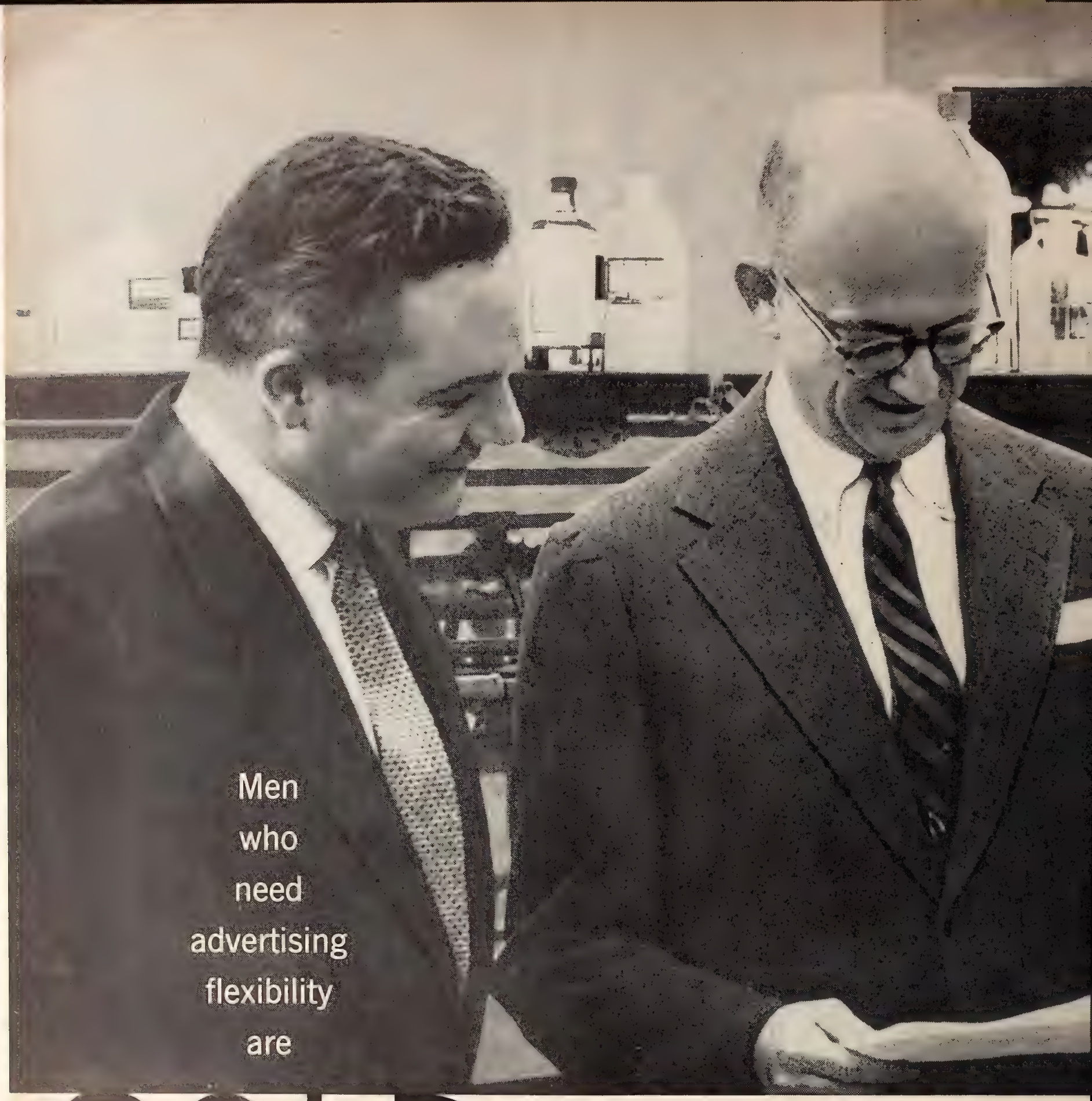
4 of the Top 5 on KSYD-TV

HOAG-BLAIR COMPANY
Nat'l Sales Representatives

KSYD-TV

Wichita Falls, Texas
CHANNEL 6

SYD GRAYSON,
General Manager



SOLD ON SPOT

Grove Laboratories and its agency, Harry B. Cohen Advertising Company, are Sold on Spot as a basic advertising medium.

As the weather turns cold in various sections of the country, Grove Laboratories puts a large part of its advertising budget for 4 Way Cold Tablets into Spot TV and Spot Radio.

This use of Spot in seasonal campaigns provides the company with powerful impact and complete flexibility at low cost in selected key markets, and has helped make 4 Way the largest selling cold tablet in the United States.



Spot can do the same for you on the stations represented by NBC Spot Sales in fourteen major markets, accounting for 48% of the nation's retail sales.

Left to right: GENE K. FOSS, *V.P. in charge of Advertising, Grove Laboratories, Inc.;* JAMES H. GROVE, *Pres., Grove Laboratories, Inc.;* HARRISON MULFORD JR., *TV Representative, NBC Spot Sales;* HARRY B. COHEN, *Pres., Harry B. Cohen Advertising Co., Inc.*

NBC Spot Sales Represents
TELEVISION STATIONS:
WRCA-TV, *New York*
WNBQ, *Chicago*
KRCA, *Los Angeles*
WRCV-TV, *Philadelphia*
KSD-TV, *St. Louis*
WRC-TV, *Washington, D. C.*
WBUF-TV, *Buffalo*
KOMO-TV, *Seattle*
KPTV, *Portland, Ore.*
KOA-TV, *Denver*
WAVE-TV, *Louisville*
WRGB, *Schenectady-Albany-Troy*
KONA-TV, *Honolulu, Hawaii*

NBC Spot Sales Represents
RADIO STATIONS:
WRCA, *New York*
WMAQ, *Chicago*
WRCV, *Philadelphia*
KNBC, *San Francisco*
KSD, *St. Louis*
WRC, *Washington, D. C.*
KOMO, *Seattle*
KOA, *Denver*
WAVE, *Louisville*
KGU, *Honolulu, Hawaii*
and the NBC
WESTERN RADIO NETWORK

NBC SPOT SALES

30 Rockefeller Plaza, New York 20, N. Y.,
Chicago, Detroit, San Francisco, Los Angeles, Charlotte*,
Atlanta*, Dallas*

*Bomar Lowrance Associates



Excellent
singer,
Pleasure to see,

Forgot the lyrics,
A flop on TV!

BUT - not with
TELEPROMPTER*
SERVICE

That's why —
ADVERTISERS PREFER
TelePrompTer stations like

KPHO-TV
Channel 5
Phoenix

KCMO-TV
Channel 5
Kansas City, Mo.



TELEPROMPTER CORPORATION
300 W. 43 St., New York • JU 2-3800
LOS ANGELES CHICAGO WASHINGTON TORONTO

SPECULATION HIGH ON PARAMOUNT PLANS

Question arises again on studio's entry into film packaging and expansion of tv network with announcement that the firm's television center in Hollywood will be available for tv film producers' rental June 1 with Stanton M. Osgood named general manager.

SPECULATION broke out anew last week as to how soon Paramount Pictures Corp. will plunge directly into television film packaging or expand the Paramount Television Network, a nucleus operation for four years but which has over 50 tv outlets under contract and is programmed to a limited extent by Paramount's KTLA (TV) Hollywood.



MR. BALABAN

It came with the announcement by Barney Balaban, Paramount president, that the major studio's huge television center in downtown Hollywood will be available June 1 on a daily rental basis by tv film producers, many of whom are very short on working quarters on the West Coast [B•T, Aug. 22, 1955].

Of equal significance was Mr. Balaban's announcement that Stanton M. Osgood, manager of television film productions and assistant director of television operations for NBC-TV New York, would be general manager of Paramount's new tv studios at 5800 Sunset Blvd. Mr. Osgood, before joining NBC in 1951, had been director of production for CBS-TV and earlier was a production executive in the movie and legitimate theatre fields.

Mr. Balaban said that the new Sunset Blvd. tv studios will be operated by a subsidiary firm, Paramount Sunset Corp. The facilities are separate from the expanding quarters of KTLA on the same 10-acre tract. KTLA is under the supervision of Klaus Landsberg, vice president and general manager of Paramount Television Production Inc.

Next week Mr. Landsberg goes to New York for talks with Paramount officials and it is expected that KTLA's venture into regular weekly color programming [B•T, Jan. 23] as well as possible network expansion and film syndication plans may be on the agenda. KTLA is colorcasting 1½ hours of its shows each week with RCA Distributing Corp., Los Angeles, picking up the tab for the extra costs not charged to regular sponsors on the shows. RCA Distributing is receiving air credits promoting home color receivers although the firm is not identified on a regular sponsor basis.

KTLA is expanding its master control operation, installing new equipment and has refurnished studio theatre and office quarters. The station's mobile color van, backed up to the entrance of the color theatre studio, is used as engineering control for the weekly full-hour *Western Varieties*, live show now colorcast under Mr. Landsberg's personal direction.

Mr. Balaban announced that the rental studios include five modern sound stages, three containing 8,000 sq. ft. each, one 16,000 sq. ft. and another 34,000 sq. ft. Associated technical equipment, office space, cutting rooms and dubbing rooms will be available. More than $2 million has been spent in remodeling, rebuilding and modernizing the plant and the equipment, Mr. Balaban said. The lot was acquired from Warner Bros. in 1954. It had not been used for more than a decade.

Paramount also has a substantial minority interest in Allen B. DuMont Labs. (WABD [TV] New York and WTTG [TV] Washington). Aside from KTLA and Paramount Sunset Corp., other Paramount subsidiaries include International Telemeter Corp. (subscription television proponent) and Chromatic Television Labs. (color tube developer).

Disney Re-elects Board

WALT DISNEY Productions, Burbank, Calif., has announced the re-election of its board of directors, including Walt Disney, Roy O. Disney, Gunther R. Lessing, Paul L. Pease, Floyd B. Odlum and Gordon E. Youngman. The annual stockholders meeting also resulted in naming of John E. Barber, formerly with U. S. Steel Corp., as director to replace the late E. H. Wadewitz. Two new vice presidents were named: E. Cardon Walker, in charge of sales, and William H. Anderson, in charge of studio operation.

'Fabulous Forty' Sales Climb

GROSS SALES on National Television Assoc.'s *Fabulous Forty* package of feature films have topped the $1.6 million mark following a sale to WLAC-TV Nashville, according to an announcement today (Monday) by Harold Goldman, vice president in charge of sales for NTA. The package has been sold in 97 markets, Mr. Goldman said.

'Science' Sponsors Renew

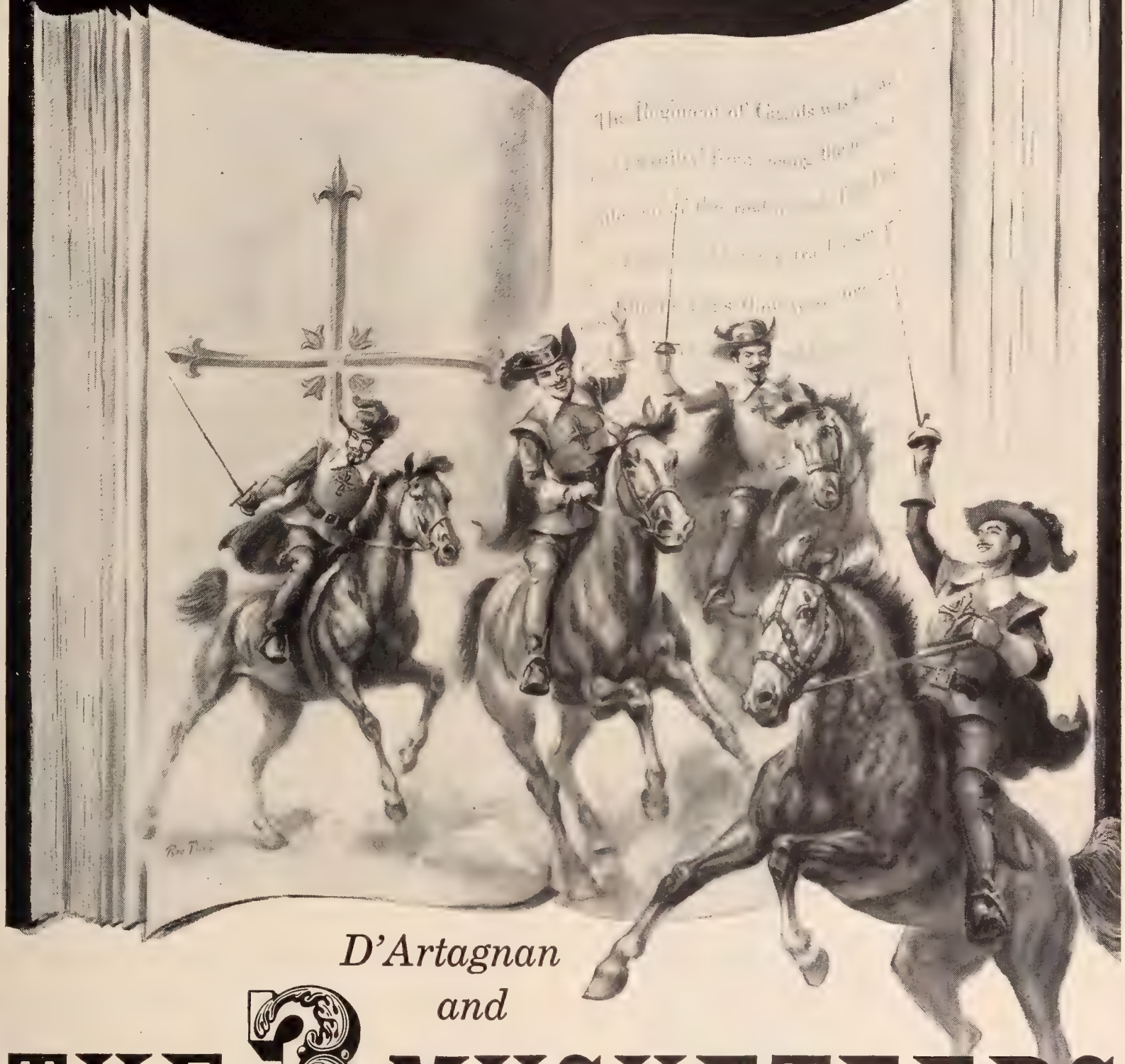
A LIST of second year renewals of Ziv Television Programs' *Science Fiction Theatre* tv film series has been announced by M. J. Rifkin, vice president in charge of sales. Effective this spring, Emerson Drug Co., Baltimore, through Lennen & Newell, New York, will sponsor the series in 17 major markets; Olympia Brewing Co., Olympia, Wash., through Botsford, Constantine & Gardner Adv., Seattle, in 21 major West Coast markets, and Arizona Public Service Co., in a number of markets in Arizona.

$25 Million Business

GROSS DOLLAR volume for the production of tv film commercials last year amounted to $25 million, according to estimates released last week by Ross Reports on Television, New York. The total was gathered from Ross Reports' recently-published "1955 Survey of Tv Film Commercials."

The survey singled out Transfilm Inc., New York, as the largest film commercial producer in the country, "probably accounting for 8-10% of the total dollar volume for the industry." New York is "by far the main center of television film commercial production," according to Ross, followed by Los Angeles, Chicago and other cities. In the East, Ross Reports lists Sarra Inc. of New York and Chicago among the top three producers of film commercials, and in the West tabs United World Films Inc., and Hal Roach Studios, both Hollywood, as the leading tv film commercial producers.

ABC *Film Syndication presents the Immortal Foursome of adventure, intrigue, and romance—*



D'Artagnan and

THE 3 MUSKETEERS



Brand new—a tremendous sales opportunity

Contact your nearest office of

ABC FILM SYNDICATION, Inc.

10 EAST 44TH STREET, NEW YORK 17 • OXford 7-5880

CHICAGO • HOLLYWOOD • DALLAS • ATLANTA • SAN FRANCISCO • NEW ENGLAND (Westfield, Mass.)

LEADE I

SELLING



JIM DELINE
The Jim Deline Gang



DEACON DOUBLEDAY
Farm Director



FRED HILLEGAS
News Editor



JOEL MAREINISS
News Commentator



BILL O'DONNELL
Sports Editor

The finest local talent staff employed by any radio station in Central New York works for WSYR. They are all professionals . . . people who have made a successful career of serving the listening interests and tastes of 428,000 homes in WSYR's 20-county service area. They know what they're doing and they like doing it. They have earned public acceptance by consistently superior performance over a period of years. They are relied upon confidently for good entertainment, dependable news reporting, vital public service. Naturally, they exert a powerful selling influence for the products they advertise.



The Measure of a Great Radio Station

NBC

WS

5 KW • 570 KC

R S H I P

N

P O W E R !

WSYR's leadership in local programming service is clear beyond dispute. And when it comes to coverage, WSYR's wide margin of superiority, daytime and night-time, is attested by every recognized coverage service. It is this kind of leadership which makes WSYR the clear first choice of radio advertisers in one of America's truly important markets. The WSYR service area has a population of more than 1.5 million — annual buying power in excess of $2.2 billion. And metropolitan Syracuse is ranked by Sales Management as the best test market in the nation.



ELLIOTT GOVE
Timekeeper Show



CARL ZIMMERMAN
News Commentator



ED MURPHY
The Ed Murphy Shows



ROBERT NELSON
News Commentator



JENNIE-BELLE ARMSTRONG
Women's Director

ffiliate

Y R

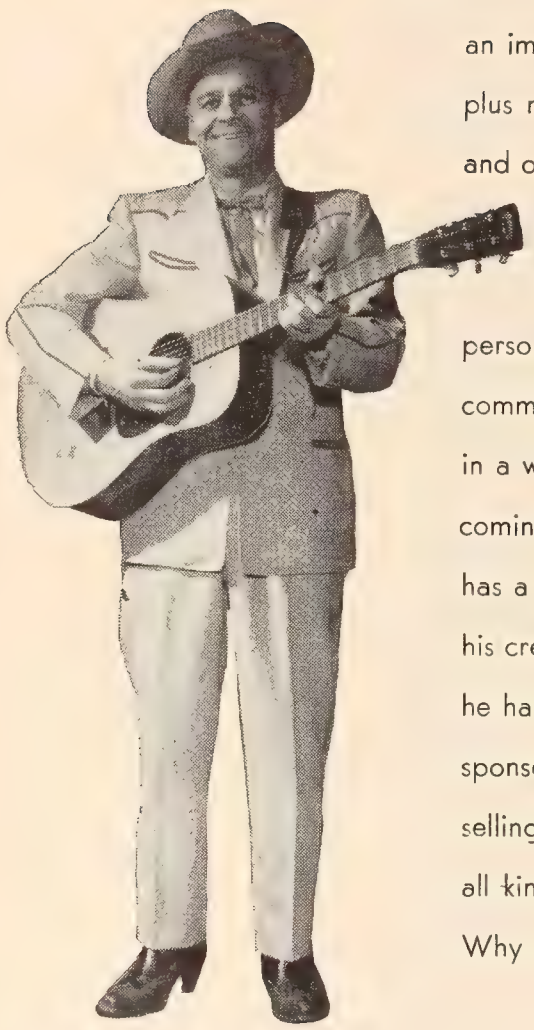
SYRACUSE, N. Y.

Represented Nationally by

THE HENRY I. CHRISTAL CO., INC.

NEW YORK • BOSTON • CHICAGO

DETROIT • SAN FRANCISCO



Meet WFDF's Country Gentleman . . . "Smilin' Max" Henderson. He delivers the only live country music on Flint radio on the Monday through Friday "Smilin' Max Show" from 5 to 6 PM. Max knows how to sell the Flint area. Eight years of local radio, an impressive list of Serenade records, plus numerous personal appearances and over two years of TV make Max the best known country star in and around our town. His warm, personal approach with a song and a commercial deliver sure-fire results in a way that keeps his sponsors coming back for more. "Smilin' Max" has a number of published songs to his credit . . . and many more that he has tailored for his individual sponsors. He does a well-rounded selling job in all departments, for all kinds of products.

Why not include yours?

our country music is live

Call the KATZ AGENCY today for the full results story on WFDF and the "Smilin' Max Show."

wfdf

flint, michigan • nbc affiliate

Associated with WFBM AM & TV Indianapolis—
WOOD AM & TV Grand Rapids—
WTCN AM & TV Minneapolis - St. Paul

Australian Stations Buy Seven Screen Gems Series

IN ITS FIRST Australian contract, Screen Gems Inc., New York, last week reported the largest one-time international sale since it entered the foreign field nine months ago.

John H. Mitchell, vice president in charge of sales of the Columbia Pictures Corp. subsidiary, said TCN-TV Sydney and HSV (TV) Melbourne—both scheduled to go on the air later this year—had each bought seven Screen Gems series.

In addition to these Australian sales, Mr. Mitchell said that the firm also made "two other premier sales" to the government-controlled television networks of Denmark and Switzerland.

Mr. Mitchell also said that Screen Gems, whose films already are showing in Italy, France, Canada, West Germany, Holland, Belgium, England and Thailand, will soon invade the Latin American market.

ABC Films to Australia

SALE of five ABC Film Syndication series for showing on tv stations in Sydney and Melbourne, Australia, was announced last week by George T. Shupert, president of ABC Film Syndication, who termed the transaction "the first sale of tv film programs in the Australian market."

Under terms of the contract with Australian Consolidated Press, ABC Film Syndication will supply the overseas organization with *The Three Musketeers, Racket Squad, Passport to Danger* and *Kieran's Kaleidoscope,* totaling 133½ hours of programming.

FILM RANDOM SHOTS

Consolidated Film Industries, N. Y., opened new processing laboratory for television, motion picture and industrial film producers at 521 W. 57th St., New York 19. Telephone: Circle 5-4400.

Peter Zanphir Adv., N. Y., was referred to inadvertently as Peter Wanphir Adv. in a B•T article Feb. 13, announcing the agency would continue to represent Television Programs of America, N. Y. The agency will work closely with Elihu E. Harris, newly-named director of advertising for TPA.

FILM PEOPLE

Harold L. Danson, formerly director of television advertising and publicity, National Screen Service, N. Y., appointed to New York City sales staff of Ziv Television Programs.

James E. Darst, in St. Louis industrial motion picture sales and production, to Premier Film & Recording Corp., St. Louis, as director of sales for motion pictures, tv commercials and commercial recordings.

Karl Von Schallern, MCA-TV Ltd., Chicago sales staff, assigned to midwest station sales division, Chicago.

Eli Feldman, formerly with Chad Assoc., N. Y., and radio-tv commercial film production department of Dancer-Fitzgerald-Sample, N. Y., appointed agency-client liaison for television spots and commercial films with UPA Pictures Inc., N. Y. **Rita Cummings,** publicity and public relations representative for UPA in Burbank, Calif., transferred to N. Y. office in same capacity.

"As in the case of newspapers or magazines, a radio station attains leadership through good management and good programming.

"...such a station will attract a major proportion of those living in the area it covers."

— from a recent statement by the media head of one of the nation's leading agencies.



Measure of a Great Radio Station

WBAL	Baltimore (NBC)	*The Hearst Corp.*
WBEN	Buffalo (CBS)	*Buffalo Evening News*
WGAR	Cleveland (CBS)	*Peoples Broadcasting Corp.*
WJR	Detroit (CBS)	*The Goodwill Station, Inc.*
WTIC	Hartford (NBC)	*Travelers Broadcasting Service Corp.*
WDAF	Kansas City (NBC)	*Kansas City Star*
KFI	Los Angeles (NBC)	*Earle C. Anthony Inc.*
WHAS	Louisville (CBS)	*Louisville Courier-Journal & Times*
WTMJ	Milwaukee (NBC)	*Milwaukee Journal*
WGY	Schenectady (NBC)	*General Electric Company*
WSYR	Syracuse (NBC)	*Herald-Journal & Post-Standard*
WTAG	Worcester (CBS)	*Worcester Telegram-Gazette*

THE HENRY I. CHRISTAL CO., INC.

NEW YORK — BOSTON — CHICAGO — DETROIT — SAN FRANCISCO

Representing Radio Stations Only

Want

ADDITIONAL

Revenue?

Can you use $10,000 (or more)?

You can have it—in 90 days—through a plan that is as sound as a dollar. In fact $10,000!

We have a client who wants to use *your* station.

Want to know how? Write today!

John Esau & Company

INCORPORATED

Suite 1601—Graybar Bldg.

420 Lexington Avenue

New York 17, N. Y.

MU 4-1159

MBS GUARANTEES CIRCULATION; NIELSEN RATINGS TO BE GUIDE

If Mutual fails to deliver on guarantee, it will give advertiser time until guarantee is met. Network says it will pay stations for make-good time. Will other radio networks follow suit? ABC says never; NBC is cool; CBS won't comment.

A RADICAL departure in network radio sales concepts—the offer of a "guaranteed cost per thousand" to advertisers—was announced last week by Mutual [CLOSED CIRCUIT, Feb. 13], effective immediately.

The actuality of a guaranteed circulation, long wanted by many agency executives but not expected by most, drew relatively little immediate reaction. This reticence was due at least partially to lack of familiarity with the plan or desire for more time to study it.

Reaction among other radio networks ranged from NBC officials' acknowledgement that they had considered the guarantee principle from time to time but were disinclined to adopt it, to an ABC top executive's blunt statement that ABC Radio has no intention of ever doing such a thing. CBS Radio declined comment.

An official of one major advertiser said he found the plan "hard to appraise" but that in general it had the sound of a "desperation move." At the other extreme, a leading agency executive thought it "an interesting idea if the network can offer coverage and if the guarantee price is low enough."

Harry Trenner, Mutual's sales vice president, who said he had discussed the plan with a number of agency executives and that it had received an enthusiastic welcome although no sales had been made on it yet, announced details at a news luncheon in New York Tuesday. As he described it, the offer is this:

Time will continue to be sold at Mutual's regular card rates, but each advertiser will get a guarantee as to how many homes his campaign will reach. The size of the guarantee, however, will depend on several factors, including the appeal of the program involved (its "track record," if it's an established program), the time period (strength of competing programs, etc.), and number of stations used.

Thus sponsors of different quarter-hours can get different guarantees as to how many homes they will reach. The guarantees will not be made public.

If Mutual fails to deliver the number of homes that were guaranteed, the advertiser will be given make-good time until that minimum guarantee has been reached. Average audience ratings as published in the A. C. Nielsen Co. Pocketpiece reports will be the yardstick in determining homes reached. The guarantee will be based on the total length of the contract, not on week-to-week performance.

Mr. Trenner made plain that some exceptions are involved, and that probably some "minor adjustments" will be necessary as the plan is smoothed up in actual operation.

The guarantee is offered, for instance, only to advertisers having a product. It will not be applicable to political or religious broadcasts.

Nor will it be applicable to short-term campaigns, owing to the need to get enough Nielsen measurements to determine whether the guarantee is being met. Mr. Trenner said that if an advertiser wanted to make a heavy buy for six or eight weeks, it might be worthwhile to Mutual to have special ratings made, but that ordinarily a contract should be considerably longer than that to qualify for a guarantee.

Mr. Trenner, announcing the plan at a news luncheon also attended by Mutual Executive

MEASURING PERFORMANCE AGAINST PROMISE

HOW will Mutual go about judging cost-per-thousand performance in the operation of its new guaranteed circulation plan? In announcing details of the plan (see story, this page, Sales Vice President Harry Trenner offered the following "guide," prepared by research and planning director Richard J. Puff:



MR. TRENNER

"1. Nielsen Pocketpiece reports will be the source of rating material.

"2. Average audience ratings will be used.

"3. Total U. S. radio homes data will be taken from Nielsen ratings reports and will be changed as frequently as Nielsen adjusts its U. S. radio homes figures.

"4. Guarantee will be based on commercial minute home impressions.

"5. Guarantee will be computed on the basis of 'gross' audience data.

"6. Guarantee will be computed on the net weekly cost, before agency commission.

"7. Guarantee will be on the basis of total length of contract.

"8. First review of guarantee will be on the basis of the first four reports available after start of new contract. From that point on, all additional rating information will be accumulated for the purpose of determining commercial minute home impressions.

"9. Commercial minute home impressions will be computed on the basis of total number of commercial minutes used. For example, a five minute period will be computed on the basis of 1¼ minutes of commercial time.

"10. Data will be based on ratings published for the specific programs as reported in the regular Nielsen Pocketpiece. However, if any program should not be rated because of Nielsen's non-subscriber program policy, then an average of the programs on either side will be used for all computations.

"11. In the event that MBS does not deliver the minimum guarantee, then additional commercial time will be allotted to bring the audience to the specific guarantee.

"12. Should make-good time be required, Mutual will use its best efforts to reach a type of audience similar to that indicated in the original purchase. This would obviously involve control factors such as program type and day parts."

Another . . . first run . . . network caliber syndication program from

SCREEN GEMS

BIG TIME DRAMA SERIES AVAILABLE NOW!

STARRING . . . JOSEPH COTTEN • LINDA DARNELL • EDWARD G. ROBINSON • MONA FREEMAN
DANE CLARK • ANN SHERIDAN . . . AND MANY OTHER TOP STARS!



Scan all ratings . . . Screen this show!

OKLAHOMA CITY 23.9

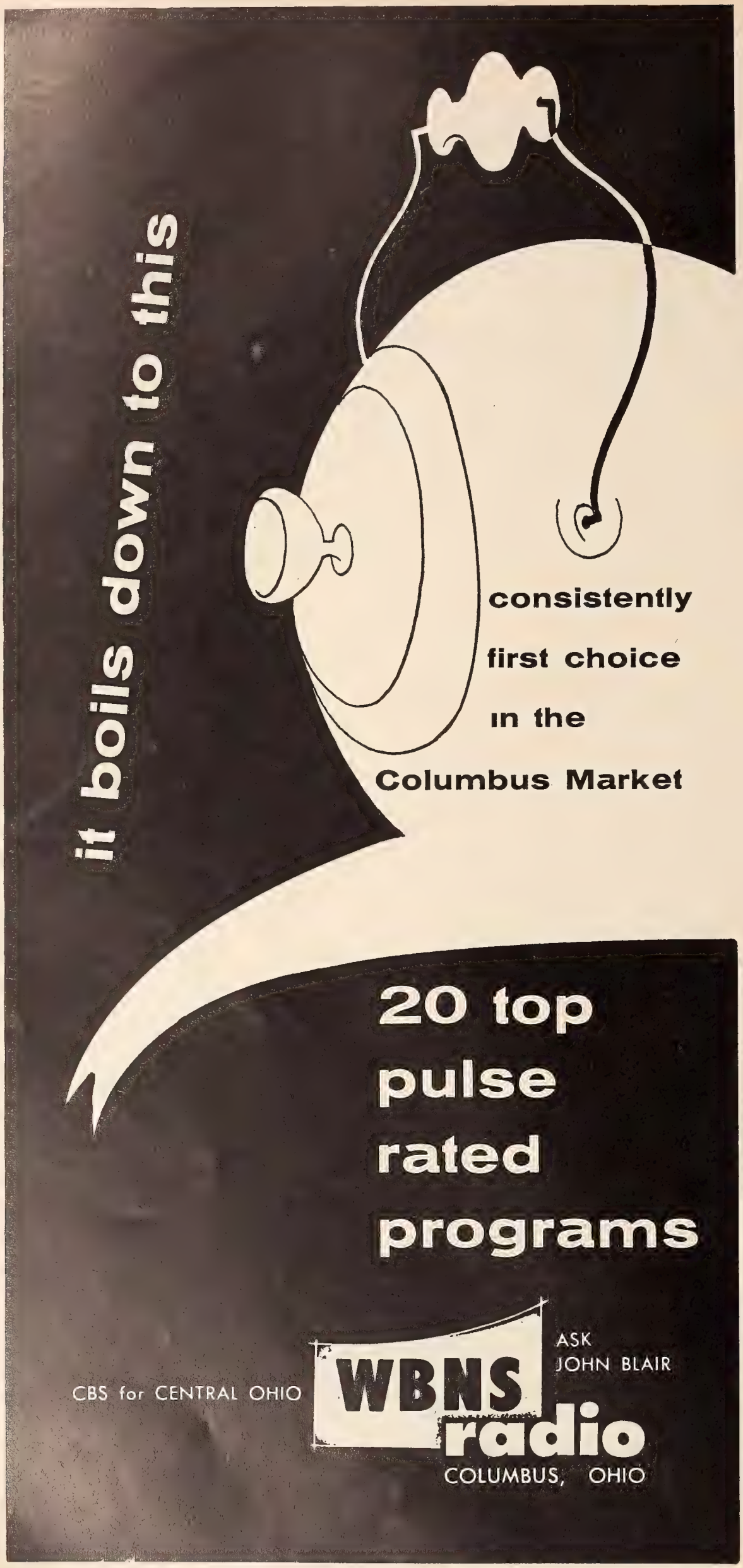
BAY CITY, MICH. 31.2

NEW ORLEANS 33.2

DAVENPORT, IA. 28.9

*Nov.-Dec. 1955 A.R.B.

SCREEN GEMS Inc.
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.
233 West 49 St. New York, New York



Vice President John B. Poor and other network officials, stressed that the circulation guarantee takes "the gamble out of network radio broadcasting."

Under Mutual's plan, he said, the advertiser "will know what he's buying before he buys."

He also emphasized that by guaranteeing the number of home tune-ins to be delivered, the plan goes farther than print media's circulation guarantees.

"We think that network radio has reached a point where it must take its place alongside other stable media on a statistical basis," he asserted, adding that as such it is a "sound and efficient buy."

In response to questions, Mr. Trenner said Mutual's affiliates "have no responsibility" in the guarantee plan—that they will continue to be compensated on the usual basis. In fact, if Mutual fails to deliver the minimum guarantee on a contract, the affiliates stand to gain—because Mutual itself will compensate them, he said, for carrying any make-good time that is necessary.

Mr. Trenner and Robert A. Schmid, vice president in charge of advertising and public relations, both stressed that when it becomes apparent during the course of a guaranteed contract that Mutual is falling short of the promised figure, then efforts will be made to "beef up the programming." Audience and program promotion will be intensified, and similar efforts made to raise listenership and thus boost the ratings average up to the guaranteed figure.

The use of make-good time rather than rebates for unmet guarantees was decided upon, Mr. Trenner said, because "the advertiser appropriates money to reach a given number of people, not to get it back." The use of make-good, he noted, assures him of reaching that number.

No 'For Instances'

He said no tentative cost-per-thousand price tags had been placed on any existing shows and that Mutual had no "list of for instances" to offer. Rather, he said, each guarantee will be tailored individually in accord with what the advertiser's budget is, whom he wants to reach, and what sort of spread he wants.

Newsmen, however, posed a hypothetical case of an advertiser who signs for 39 weeks on a guarantee of a 10 rating. If the average for the 39 weeks came to an 8 rating, Mr. Trenner said, then Mutual obviously "owes him some time." But, he added, Mutual would have been watching the ratings all along and, seeing them down, might have given the sponsor some extra time before the end of the 39 weeks and meanwhile would have been trying to increase the rating.

Although the specific guarantees given to advertisers will be kept secret and may vary according to time periods, programs and station lineups involved, he said there would be no variance between guarantees given different advertisers using the same programs; (participants in Mutual's "Multi-Message Plan," for instance).

The idea of guaranteeing circulation, although never attempted on so broad a scale at the network level before, has been adopted by some individual stations and was offered on a limited basis by NBC a little more than four years ago.

NBC officials, discussing the Mutual plan last week, recalled that their own was limited to participations in three programs and that the guarantee was established at a point which NBC felt it could meet and also assure advertisers of good coverage. Though offering a lower cost per thousand than print media,

Another . . . first run . . . network caliber
syndication program from

SCREEN GEMS

EVERYONE...EVERY AGE...EVERYWHERE
IS GOING WILD OVER THE BRAND NEW . . .



Scan all ratings . . . Screen this show!

NASHVILLE, TENN. 20.1

DETROIT, MICH. 19.6

TULSA, OKLA. 25.5

BOISE, IDAHO 41.8

SUPPORTED WITH TREMENDOUS MERCHANDISING AIDS!

*Nov.-Dec. 1955 A.R.B.

SCREEN GEMS Inc.
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.
233 West 49 St. New York, New York

they said, it still was not the lowest in network radio, and advertisers apparently preferred to "gamble" on unguaranteed purchases of time rather than pay the extra cost of the guaranteed circulation.

NBC's plan—which resulted in no sales—was called "Guaranteed Advertising Attention Plan." It offered advertisers a chance to sponsor parts of three programs and guaranteed each user that an average of at least 5.3 million full one-minute advertising impressions would be heard each week for a period of 13 weeks at $2.75 per thousand [B•T, Nov. 19, 26, 1951].

Since then, officials reported, the guarantee concept has been considered a number of times. But it has many problems, they said, acknowledging that "there's always a possibility" that NBC will adopt some form of circulation guarantee but indicating that this is not probable soon.

A top ABC Radio official was even less equivocal, asserting flatly that his network has no intention of adopting such a plan. He maintained that ABC Radio already delivers "the best cost-per-thousand possible" and that "when you start guaranteeing circulation you're getting into the realm of per inquiry business."

Cohen to ABC Business Post

APPOINTMENT of Harold D. Cohen as assistant to the vice president of the business affairs department of ABC, effective immediately, is being announced today (Monday) by James A. Stabile, vice president in charge of the department.

Mr. Cohen served most recently as executive assistant to Ted Ashley of the Ashley-Steiner Agency, New York, supervising negotiations and legal affairs.

DOES 'GUARANTEE' BREED DOUBT?

WHILE Mutual was polishing up its new "Guaranteed Circulation" plan last week, the James M. Vicary Co., New York motivation and marketing research organization, was putting the finishing touches on a release dealing with the word "guarantee." Intended for advertiser and agency benefit in the preparation of campaigns to sell the public, the Vicary release said:

"Ad men ought to be out combing the dictionary for a word to take the place of 'guarantee.' When the advertiser presents his patent medicine with the promise that 'it will bring immediate relief every time,' he thinks he's using the old magic wand of salesmanship.

"But a guarantee is like a red flag of doubt in the buyer's subconscious mind. By offering him his money back if the product fails to satisfy, the headache sufferer's suspicions are aroused. My headache may last forever, reasons his subconscious.

"Using word association, one of the techniques of clinical psychology, researchers from the market consultant firm of James M. Vicary asked housewives to give the first word that came to mind for 'guarantee' and 'promise.' An unusually high percentage of utter silence greeted this request, indicating women are confused or frightened by the words. It's all because 'guarantee' and 'promise' have a long history of negative implications. It shows up in hundreds of proverbs studied by psychologist Vicary. 'Promises and piecrust are made to be broken.' 'Fair promises bind fools.' 'They promise mountains and perform molehills.'

"A promise or guarantee will work only if it serves to allay a fear already in the customer's mind. Otherwise, it can raise false fears.

"But advertisers will not find it easy to replace the word 'guarantee' with one better designed to soothe the troubled emotions. Vicary has already investigated a few substitutes and found that 'confidence,' 'trust' and 'pledge' also bring disturbed reactions."

ABC Appoints John Hymes

JOHN D. HYMES, formerly account executive with Lord & Thomas, agency predecessor of Foote, Cone & Belding, has been appointed by ABC as account executive for KGO-AM-TV San Francisco ABC o & o stations, it was reported last week. Besides his agency affiliations. Mr. Hymes also served as manager of WLAN Lancaster, Pa.

ABC RADIO'S NEWEST: 'QUICKIE' SOUP SPOTS

Brief announcements for Campbell start on 41 western stations, tying in with network's cue for station breaks. Protest charges network hinders local spots and programming for competitive products.

"QUICKIE" commercials within the ABC Radio network system cues are being used by Campbell Soup Co. on 41 Mountain and Pacific states stations.

The campaign, employing all ABC system cues on these stations seven days a week for 12 weeks, is described as "a test" for both ABC and Campbell Soup—presumably meaning that if it works satisfactorily for both, Campbell may go more heavily into system cues usage, and that ABC Radio may accept them on a larger scale. The system cue commercial being used by Campbell runs like this, with possible variations: "This is ABC. Campbell Soups are MMMMM-MMMM good."

Launching of the 46-station campaign prompted at least one station manager to complain that the move was a further encroachment on station rights and prospects. He said:

"Since the total time for the commercial and system cue will not exceed the time now used for the system cue alone, we're told it does not make it an infringement on station time. Assuming this is correct, how are individual affiliates going to schedule any other spots or programs of companies whose products may be competitive to that of the system cue sponsor? As we see it, the webs are now destroying our few remaining adjacencies by commercializing system cues. I wonder how many other net affiliates will soon be 'on the spot' if this test case is successful out here in the Mountain and Pacific zones?"

Noting that some 365 system cues per week are involved, the station executive asserted that "affiliates are required to carry at least 150 to qualify for the compensation based on one-fifth of one percent of our hourly network rate per spot."

ABC Radio authorities maintained, however,

STATION SALES

KIDDER, PEABODY & CO.—

- Maintains close contact with all phases of the Television and Radio industry.
- Has an established relationship with most of the important sources of investment capital in the country.

—We invite the station owner to take advantage of this dual coverage when considering the sale of his property.

Address inquiries to:
ROBERT E. GRANT
Kidder, Peabody & Co.
First National Bank Building
Chicago 3, Illinois
Telephone ANdover 3-7350

KIDDER, PEABODY & CO.
FOUNDED 1865
NEW YORK BOSTON PHILADELPHIA
CHICAGO SAN FRANCISCO
Offices and correspondents in thirty other principal cities in the United States

Another . . . first run . . . network caliber
syndication program from

SCREEN GEMS

TOPS

COMPETITION IN 57 OUT OF 60 MARKETS!
...BACKED BY 35 UNIQUE PREMIUMS!

TALES OF THE TEXAS RANGERS



Scan all ratings . . . Screen this show!

DENVER, COLO.	NORFOLK, VA.	PORTLAND, ORE.	GREENSBORO N. C.
20.0	35.3	24.5	24.2

*Nov.-Dec. 1955 A.R.B

SCREEN GEMS Inc.
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.
233 West 49 St. New York, New York

that the system cue sponsorship gives the participating stations the equivalent of more than five quarter-hours per week in terms of money; that this is "found money" that they would not be getting otherwise, and that the announcements are cued so that the stations may cut away after "this is ABC" if they have another soup product adjacent.

The campaign started Feb. 6. BBDO, New York, is agency for Campbell.

Nat Wolff to Direct NBC Show Planning

NAT WOLFF, vice president in charge of creative programming, Young & Rubicam's radio and television department, will join NBC April 1 as director of program planning for NBC-TV, Robert W. Sarnoff, president, announced last week.



MR. WOLFF

Mr. Wolff, who will headquarter in New York but also spend much of his time on the West Coast, will have creative responsibilities in NBC-TV's future planning of regular and special programs.

He will report to Thomas A. McAvity, vice president in charge of NBC-TV. Mr. Sarnoff noted that Mr. Wolf has 30 years "creative" experience in the entertainment, broadcasting and advertising fields, having been a writer, packager, developer of talent, properties and programs as well as having originated new program concepts.

Mr. Sarnoff said Mr. Wolff will have "wide latitude in creating and developing new programs and properties, working with established stars and building new ones."

Mr. Wolff joined Young & Rubicam in 1951, leaving Metro-Goldwyn-Mayer where he was a top executive after World War II. During the war, he was deputy chief of the Office of Facts and Figures and later head of West Coast operations for the Office of War Information.

He entered broadcasting in 1926 with the Buffalo Broadcasting Corp. He went to Hollywood in 1934 to write, produce and direct Mary Pickford's radio program, and eventually established a radio department on the West Coast for H. N. Swanson Co., writers' agents. His next move was to the Myron Selznick organization, where as radio head he represented most of the top motion picture stars. Later, he left Selznick and set up his own agency, handling Hollywood stars for radio. When A & S Lyons bought out his organization, Mr. Wolff was elected a vice president for Lyons on the West Coast.

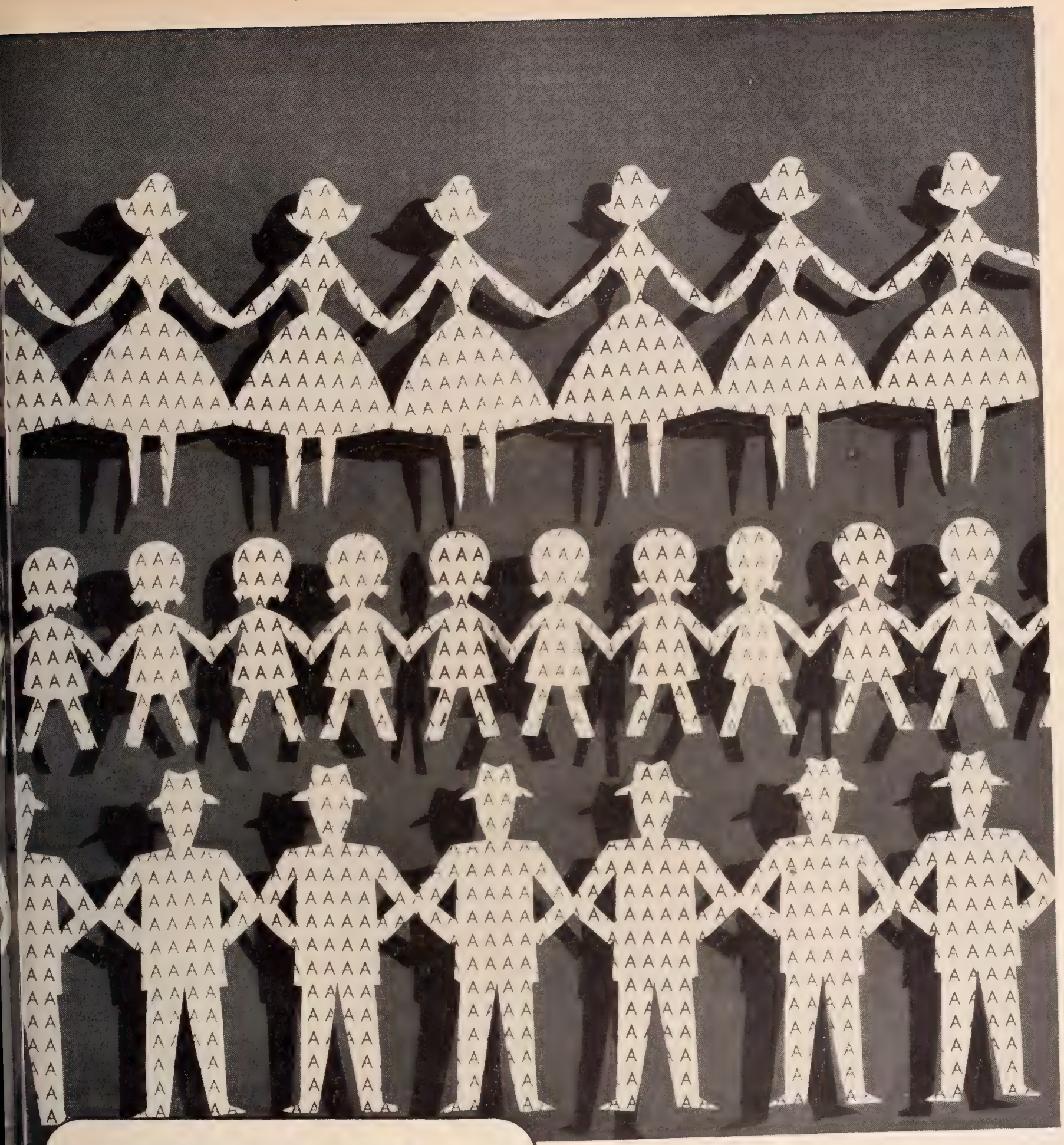
ABC Chicago Plans Move Of All Tv Units by 1957

COMPLETE tv broadcasting facilities of ABC Chicago will be moved from Kemper (Civic) Bldg. to State-Lake Bldg., 190 N. State St., on or about March 1, 1957, American Broadcasting-Paramount Theatres Inc. has announced. Studios for the network's WBKB (TV) will be "greatly enlarged." The move encompasses employes of WBKB and ABC Central Div., including radio-tv departments. WBKB thus returns to its original site of a few years ago before the purchase by United Paramount Theatres Inc. from Balaban & Katz.



Straight "A"

SALES OFFICES: NEW YORK, CINCINNATI, DAYTON, COLUMBUS, ATLANTA, CHICAGO, MIAMI



NEW **TRIPLE-A** PLAN

AUDIENCE and	A	A	A
ACTION in	A	A	A
ATLANTA	A	A	A

WLW-A Atlanta

WLW-A now offers you the big, brand new, smash *TRIPLE-A Plan* . . . guaranteeing *Audience* and *Action* in *Atlanta!* Here's a time-tailored, product-picked television package cut out for you—kiddies' shows for kiddies' products, daytime shows for women's products, nighttime shows for family products. Only WLW-A gives you this TV selective-audience package—the big new *TRIPLE-A Plan* . . . guaranteeing *Audience* and *Action* in *Atlanta!*

A MEMBER OF THE CROSLEY BROADCASTING CORPORATION, A DIVISION OF AVCO MANUFACTURING CORPORATION

NEW YORK, WASHINGTON SEE NBC-TV'S 'WINDOW'

'New concept in store merchandising' began last week with three sponsors in the two cities. NBC-owned stations in other cities plan to present program as soon as sponsors are signed.

THE FIRST *Window* programs, described by NBC's-owned station department as a "new concept in store merchandising" [B•T, Jan. 30, 16], went on the air last week in New York and Washington. Coincidentally, officials announced that Bergdorf Goodman (women's fashions), New York, had signed as the third *Window* sponsor.

In Washington, the Hecht Co. (department stores) sponsors *Window* five times weekly, 7:55-8 a.m. Mondays, Wednesdays and Fridays and 11:25-11:30 a.m. Tuesdays and Thursdays, on WRC-TV. In New York, Bergdorf Goodman and Gimbel Bros. (department store) sponsor in color the 8:55-9 a.m. and the 9:55-10 a.m. *Windows,* respectively, on WRCA-TV. In line with NBC's original plan, local *Windows* are placed adjacent to or in the middle of network shows. Both the 7:55 and 8:55 a.m. segments in Washington and New York are placed respectively in the middle and at the end of NBC-TV's *Today.* WRCA-TV's 9:55 a.m. *Window* precedes *Ding Dong School,* and WRC-TV's 11:25 a.m. Tuesday and Thursday *Window* is placed on station time during the network's 11 a.m.-noon *Home* show.

Henry J. Kaufman & Assoc., Washington, is the agency for Hecht's; Monroe Greenthal Co., New York, is Gimbels' agency, while the WRCA-TV-Bergdorf Goodman contract was negotiated direct.

Pegeen Fitzgerald in New York acts as guide for both Gimbels' and B-G's *Windows,* Patty Cavin and Inga in Washington.

Window "explores" a new facet of the sponsor's store and its personality each day. On last Wednesday's 8:55 a.m. telecast, for instance, Mrs. Fitzgerald displayed Bergdorf's Miss Bergdorf Shop for young women by featuring its current best seller: gray flannel suits—with accessories—some of which were priced as high as $90. All clothing shown was draped about store dummies, but this did not necessarily detract from their attractiveness as Mrs. Fitzgerald and the WRCA-TV camera thoroughly examined each item, giving life to the material.

Considering that heretofore all of Bergdorf's advertising has been concentrated in newspapers or magazines, television—via camera action—was notably effective in making the wares come alive. Mrs. Fitzgerald took especial care to show her viewers the by-now-famous Bergdorf Goodman clothes box with its distinct identification marks, emphasizing the store's "personality."

Jay Heiten, WRCA-TV sales manager, said last week that Mrs. Fitzgerald, as "reporter-editor," picks out whatever merchandise she feels "goes over best on tv." However, the sponsor "has the last word, should he wish to play up one item or play down another." Where Bergdorf's, a high-fashion store specializing in women's clothing, restricts its *Window* displays to silks, cottons and wools, both Gimbels' and Hecht's will make wide use of the program in moving general merchandise, ranging from soft goods to hardware and luxury gift items. Similar programs, all locally originated, are planned for Chicago, Los Angeles and Philadelphia as sponsors sign for them, according to Charles R. Denny, NBC vice president in charge of owned stations and spot sales.

MILWAUKEE'S NEW WISN

PRESENTS



MILT BRANDL SHOW

5:30-9:00 A.M. DAILY

The New WISN presents music, news, weather and sports . . . and now the cream of the ABC network . . . and everybody's feeling the results!

Milt Brandl's share of the 460,814 radio families . . . who spent over $2 billion last year . . . is on the increase! Milt's a good entertainer . . . a fine salesman. Put him to work for you on WISN's growing early morning audience.

FOR AVAILABILITIES CALL WISN SALES OR Edward Petry & Co., Inc.

1150 WISN Milwaukee

Basic ABC Affiliate

MILWAUKEE'S FIRST STATION

Network Is Radio's Backbone, Taylor Tells N. Y. Ad Clinic

NETWORK radio is "getting healthier and healthier" and its programs are still the backbone of the radio industry, Sherrill Taylor, co-director of sales promotion and advertising for CBS Radio, told a radio and tv clinic of the New York Advertising Club last Thursday night.

Mr. Taylor noted a growing feeling among advertisers that radio listeners seek only local d. j. shows and news. On the contrary, he said, a Pulse survey made recently in the top ten markets showed that 90% of the top ten daytime and top ten nighttime radio shows were network-originated. It is name talent primarily, he said, that makes the difference between network and local programming.

He said CBS Radio's billings for the last quarter of 1955 were higher than the same period of 1954 and that the first quarter of 1956 also is running ahead. Further, he asserted, most local stations have just experienced the best revenue year they've ever had.

NBC Radio Names Jonas

APPOINTMENT of Paul Jonas as sports editor of NBC Radio was announced last week by Tom S. Gallery, sports director of NBC [CLOSED CIRCUIT, Feb. 13]. Mr. Jonas was for 17 years director of sports for MBS until he joined the NBC sports department last fall.

rates as low as radio

85% UHF

most local sponsored Time

700,000 population within 6 miles

most local live programs

WTOV TV Channel 27

$130,000,000 in contracts started since Jan 1 at this desk

THE NORFOLK STORY ~ ~ ~

"May Be World's No. 1 UHF Market"

See McGillvra

New York
Murray Hill 2-8755

Chicago
State 2-5282

Los Angeles
Dunkirk 4-7352

Memphis
5-5338

San Francisco
Exbrook 2-0167

Tim Bright's newest Best Seller on the Eastern Seaboard

ABC Will Cut Shows For Political Plugs

ABC was reported last week to have offered to shorten any program on its schedule—except news shows—by five minutes in order to make additional time available for political broadcasts during the forthcoming campaign.

The offer is contingent upon the political parties' giving "adequate" notice as to which five-minute periods they wish to buy, in order that there will be ample time to shorten the regular programs that would be affected. "Adequate" was defined in the general term "months."

Disneyland, as an example, is slated to be cut from 60 to 55 minutes during the heat of the campaign in order that the last five minutes of the program's present period (Wed., 7:30-8:30 p.m. EST) may be politically sponsored, probably by Democrats and Republicans on alternate weeks.

Norman, Craig & Kummel, agency for the Democratic National Committee, has sought—and through an apparent misunderstanding thought it had acquired—an option on the 8:25-8:30 p.m. *Disneyland* portion for Democratic sponsorship during the campaign [CLOSED CIRCUIT, Feb. 13]. The situation was clarified last week when ABC authorities made clear that they do not give options for political time.

Loudon Promoted at NBC

WILLIAM A. LOUDON, television account executive for NBC Spot Sales for three years, has been appointed supervisor of radio network sales for the NBC Pacific Div. He has been with the network since 1946, except for Army service 1950-52.

ABC-TV's Hullinger Dies

NED HULLINGER, 43, regional manager, ABC-TV station relations department, died Tuesday night in Jackson Heights, N. Y., of a heart attack. After his graduation in 1934 from Northwestern U., Mr. Hullinger was engaged in newspaper work until the war. He joined ABC as a publicity writer in 1946, and subsequently was named publicity director of the network's Western Div. and then station relations manager in Los Angeles. He was appointed to the regional managership in 1953. He is survived by his wife, Janet.

CBS Plans Race Track Events

CBS will broadcast on radio-tv two consecutive Saturday horse races from Gulfstream Park, Hallandale, Fla., March 17 and 24, possibly telecasting a renewal of the turf feud between Swaps and Nashua. Though park officials had not confirmed reports that Swaps and Nashua would be the featured runners in the March 17 Gulfstream Park Handicap, it was reported last week that the purse would be increased from $50,000 to $100,000. CBS-TV will carry the race at 5-5:30 p.m. EST, and CBS Radio the 5:15-5:30 portion.

NETWORK PEOPLE

Howard Kiser, former MBS and DuMont network sales executive, to NBC Radio sales staff, N. Y. **George W. Clark,** formerly with Television Programs of America, N. Y., and previously head of own radio-tv station representative firm, to staff of NBC Radio network sales in Chicago.

Paul Roberts, former director of radio, Benton & Bowles, N. Y., named to producer-director staff of CBS Radio's program department for N. Y. originations of *CBS Radio Workshop,* and new *Indictment* series.

Pamela Good, former freelance tv talent-writer-producer, to staff of Will Rogers Jr., on CBS-TV's new *Good Morning* program (Mon.-Fri., 7-8 a.m. EST and CST).

Ralph Nelson, television writer-actor-producer, to CBS-TV's creative programming staff in Hollywood.

Jack Watson, formerly ABC stage manager, named operations director, ABC-TV, Hollywood, succeeding **Dick Marsh,** resigned.

Richard Harkness, NBC correspondent, elected president, Overseas Writers, Washington.

Caroline Burke, special events producer, *NBC Matinee Theatre,* named chairman of celebrities committee, 1956 campaign for American Cancer Society.

Bing Crosby, CBS Radio and motion picture personality, has contributed $101,900 to Crosby Memorial Library at Gonzaga U., Spokane, of which Mr. Crosby is an alumnus.

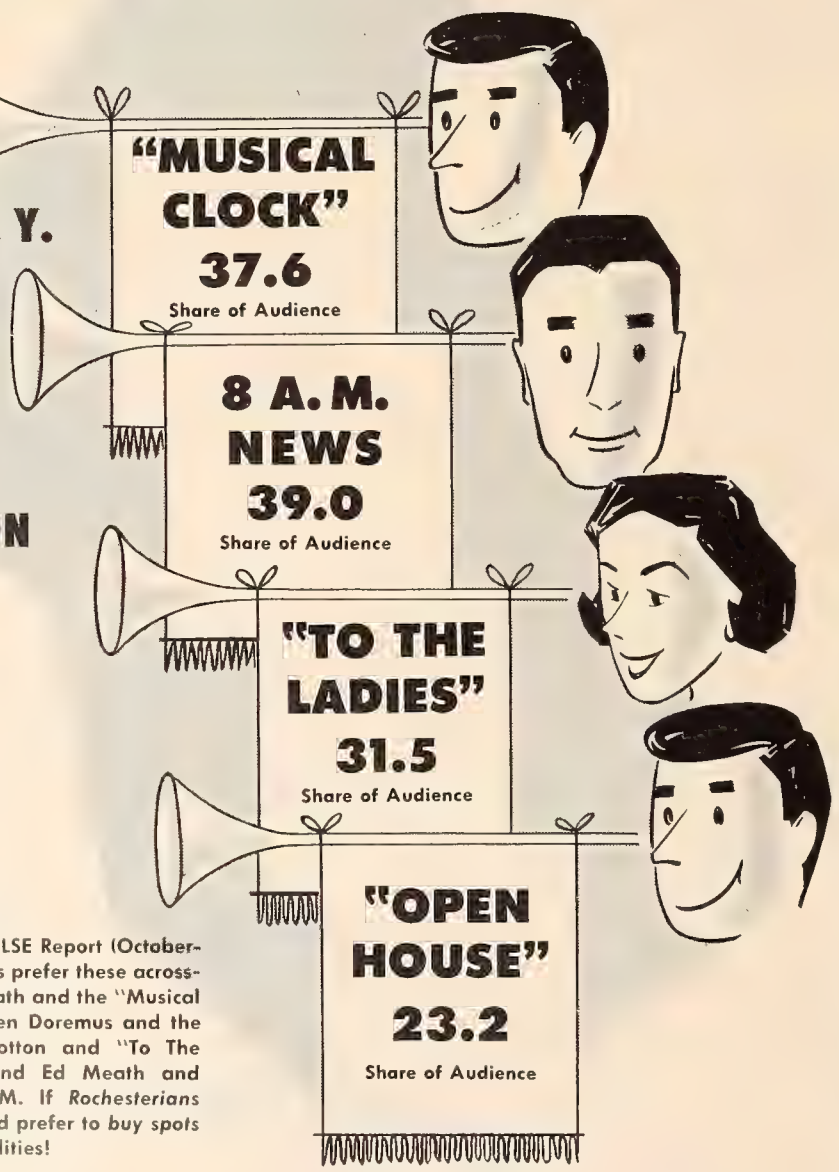
Howard W. Angus, 65, formerly assistant vice president, general manager and director of personnel for NBC, died Feb. 11 in Fall River, Mass.

Mrs. Frances Beirne Witzell, 61, professionally known as **Ann Rolling,** died Feb. 13 in New York, following long illness. She was one of first radio personalities of early 1930's in field of news analysis.

Briggs Baugh, station relations representative, ABC Radio, father of girl, Anne Sherburne.

SOME "FAN FARE"!

IN ROCHESTER, N. Y. EACH OF THESE 4 PROGRAMS RANKS FIRST IN COMPETITION WITH FIVE OTHER RADIO STATIONS!



Yes, according to the latest PULSE Report (October-November, 1955) Rochesterians prefer these across-the-board radio shows: Ed Meath and the "Musical Clock", 6:15-9:30 A.M.; Warren Doremus and the "8 A.M. News"; Dorothy Cotton and "To The Ladies", 9:30-10.00 A.M.; and Ed Meath and "Open House", 5:00-6:00 P.M. If *Rochesterians* prefer to *watch* 'em, you should prefer to *buy spots* in 'em! Contact us for availabilities!

BUY WHERE THEY'RE LISTENING: —

WHEC of Rochester
NEW YORK
5,000 WATTS

Representatives: EVERETT-McKINNEY, Inc. New York, Chicago, LEE F. O'CONNELL CO., Los Angeles, San Francisco

MARCH OF DIMES REPORTS CONTINUED BY STATIONS

Radio and tv outlets give additional reports on efforts to make annual polio campaign a success this year.

SINCE publishing a story on media participation in the March of Dimes [B•T, Feb. 6], several reports of other radio and tv stations which participated in the drive have been received. They include:

WAFB-TV Baton Rouge, La., personality Orene Muse promoted a "Mad Hatters Day" with Bob Earle, WIBR Baton Rouge manager, serving as m. c. A "Mad Hatters" brunch raised $2,000. WAFB-TV also held a March of Dimes telethon, featuring singers Johnny Desmond and Ella Mae Morse.

KCSJ-TV Pueblo, Colo., staged a seven-hour telethon which raised $3,000 for the local chapter. The program was simulcast on KDZA, KCSJ and KGHF, all Pueblo.

WLWT (TV) Cincinnati staged the Golden Gloves for Polio boxing championships, attended by 13,348. All proceeds from the fights were turned over to the polio fund.

WCKY Cincinnati, in addition to participating with other area stations in promoting the Starliner train [B•T, Feb. 6], also placed Rex Dale, station personality, in an iron lung in a downtown store window. The "Rescue Rex" goal of $2,000 was reached in just under seven hours.

Former Poster Girl

WPEN Philadelphia used its *950 Club* to collect contributions and featured a guest visit by four-year-old Nancy Kuestner, a former March of Dimes poster girl.

WSJV (TV) Elkhart, Ind., staged a 6½ hour telethon featuring 150 entertainers which raised over $5,000.

KRON-TV San Francisco devoted two films and two live 15 minute programs to the polio drive.

WLAC-TV Nashville, Tenn., staged a 14 hour Poliothon which raised $37,317. Over 100 separate entertainment acts were used in urging viewers to phone in contributions.

Tommy Woodward, 1956 March of Dimes poster boy, visited the *Helen Neville Show* on WGR-TV Buffalo, N. Y., arriving in a fire engine with a police escort. Soon after his appearance, the station's switchboard was swamped with calls from viewers wanting to make donations.

Disc jockeys on WICK Scranton, Pa., charged a dime for each request played, with a goal of $1,400, representing the station's kilocycles. The promotion lasted three weeks and over 21,000 requests were received with 5,539 listeners visiting the studios.

WKOW-TV Madison, Wis., staged a 16-hour telethon which exceeded its $20,000 goal by $10,000. Motorists, who drove past live cameras to put money in a "fishbowl," caused a 10-block traffic jam.

KOTA-TV Rapid City, S. D.'s *Captain Glenn's Fun Wagon* helped boost the area over its $20,000 goal and at the same time gained several sponsors. *Fun Wagon* was scheduled to leave the air Feb. 1 for lack of a sponsor. After the program's efforts on behalf of the March of Dimes, four Rapid City businessmen demanded that they be allowed to sign 52-week contracts to sponsor *Fun Wagon*.

WKBR Manchester, WTSV Claremont, WTSL Hanover-Lebanon, all New Hampshire, auctioned various items donated by businessmen, raising $7,000. New Hampshire Gov. Lane Dwinell served as one of the auctioneers.

RFE to Be Spotlighted

A DAY-LONG announcement campaign stressing the work of Radio Free Europe and Free Europe Press is to be presented as a joint venture by MBS and Crusade for Freedom for broadcast on Mutual on Feb. 22—George Washington's Birthday. Special series of live and transcribed announcements between 9 a.m. Feb. 22 and 1 a.m. Feb. 23 will be preceded by "Behind the Iron Curtain," a regular MBS feature narrated by John H. Tobin, Feb. 20. Program will detail the accomplishments of RFE and Radio Free Asia in the last five years. In addition, MBS has sent out to all of its affiliates a series of six transcribed spots which, the network says, will be played in addition to approximately 35 announcements scheduled by the network.

Radio-Tv Backing of Red Cross Urged by Strouse at N. Y. Meet

THE NEED for aid to the Red Cross by radio and television stations and networks was stressed at a luncheon a fortnight ago by Norman H. Strouse, president of J. Walter Thompson Co. and chairman of public information committee, New York Chapter of the Red Cross.

Mr. Strouse explained the need of help by communication people to gain the $6.4 million goal for the New York Chapter this year.

A kit containing special radio and television announcements and programs was distributed at the luncheon.

Kits and any further information for radio and television may be obtained from Hope Lawder Ritchie, director, radio-tv division, 1956 fund campaign.

This year the national drive starts Feb. 29 with President Eisenhower's message, which will be followed during March with scripts, program inserts, spot announcements, features and human interest stories which will be forwarded to program directors and commentators.

Time Donates Recordings To Rochester Public Library

TIME Inc., publisher and past producer of *The March of Time* radio and film program, has announced the donation of its entire *MOT* recording library to the Rochester (N. Y.) Public Library. Over 400 transcriptions, spanning a 15-year period of weekly broadcasts covering 1929-1944, are included in the gift.

Time Inc., principal stockholder of KDYL-AM-FM Salt Lake City and 50% stockholder in KOB-AM-TV Albuquerque, first entered the broadcasting field in 1924 with its production of *The Pop Question Game*, a radio news quiz based on *Time's* editorial content. Four years later, it launched its second series of news programs which, the company claims, was responsible for the introduction of the word "newscast." In 1931, it launched *The March of Time*.

The company currently participates in a series of five-minute news dramatizations titled *It's Time* on ABC Radio and sponsors parts of newscasts on ABC-TV.

Media Supports Heart Fund

RECORD total of air time for spot radio and television announcements and educational feature programs is expected to be allocated this month to the Heart Fund campaign, it was reported last week by the American Heart Assn.

The association said that 92 leaders in the fields of entertainment and public affairs are represented in the filmed announcements and recorded talks that are being sent to radio and television networks. A special feature of the campaign is a half-hour television film, *Heart of America*, which AHA's 56 affiliates and 350 chapters are "successfully spotting on most of the stations in their individual areas throughout the month."

WNCT (TV) Debuts 'Tax Telethon'

TAX EXPERTS from the Raleigh, N. C., regional office of the Internal Revenue Department are serving as guest panelists for WNCT (TV) Greenville's new *Tax Telethon* program. Viewers call in any tax problems they have and the fourteen-member panel discusses it and gives the answer over the air. The show will be continued until April 1. It is not necessary for callers to identify themselves.

NBC Launches Conservation Program

NBC RADIO has launched a special 13-week series of broadcasts on conservation of soil and other natural resources under the title of *Today and Tomorrow*, (10:30-11 p.m. EST; WRCA New York only on Sun., 6:35-7 p.m. EST). The programs are narrated by actor James Cagney, who owns two farms, one at Millbrook, N. Y., and the other at Martha's Vineyard, Mass. *Today and Tomorrow* will be broadcast as a public service in cooperation with the conservation foundation, a non-profit, independent organization.

WLWT (TV) Charity Drive Raises $100,000

WLWT (TV Cincinnati reports it raised nearly $100,000 among viewers for the annual Ruth Lyons' Christmas Fund for hospitalized children and over $520,000 since fund was started in 1947. Sum was raised on Miss Lyons' *50-50 Club*, also carried by WLWD (TV) Dayton and WLWC (TV) Columbus, also Crosley outlets.

WTVJ (TV) Telethon Nets $401,000

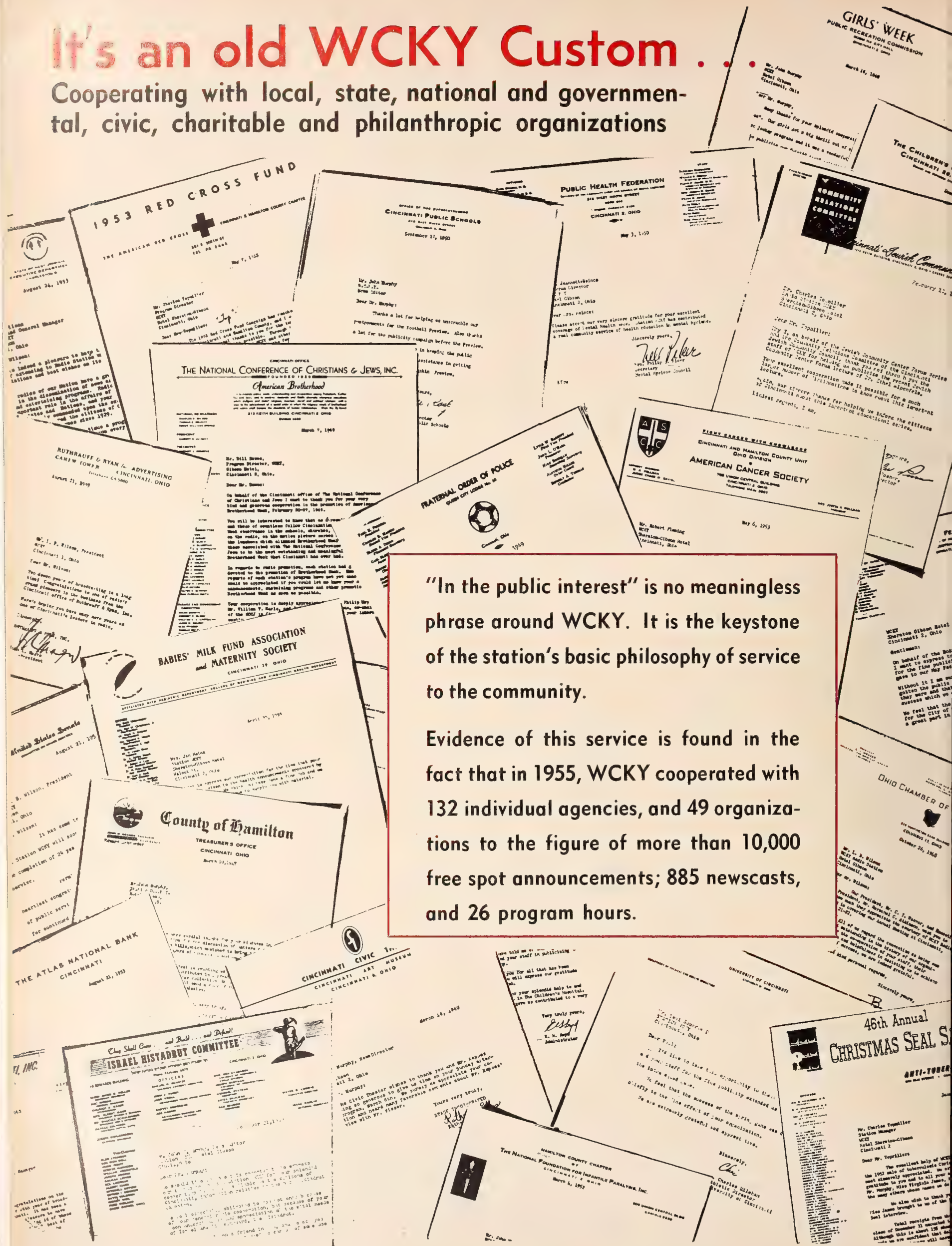
OVER $401,000 in cash has been collected from a United Cerebral Palsy telethon programmed by WTVJ (TV) Miami. The drive started at 10:30 p.m. Jan. 21 and concluded at 3 p.m. Jan. 22. According to Otto Fenias, telethon chairman, pledges not yet collected are expected to bring the total to over $420,000. "This is the largest amount ever collected by a CP Telethon not only in Miami but among those programmed in other cities around the nation," Mr. Fenias said.

WCIA (TV) Debuts Conservation Program

AN agricultural public service program, *You and Conservation*, is being programmed by WCIA (TV) Champaign, Ill. Designed to inform farmers about the importance of conservation, and to tell city people how they also benefit from good soil practices, the quarter-hour program is being presented as part of a 13-week series. The show is hosted by Bernard Fleming, a director of the Assn. of Illinois Soil Conservation Districts.

It's an old WCKY Custom . . .

Cooperating with local, state, national and governmental, civic, charitable and philanthropic organizations



"In the public interest" is no meaningless phrase around WCKY. It is the keystone of the station's basic philosophy of service to the community.

Evidence of this service is found in the fact that in 1955, WCKY cooperated with 132 individual agencies, and 49 organizations to the figure of more than 10,000 free spot announcements; 885 newscasts, and 26 program hours.

. . and it's an old Cincinnati Custom

(firmly established over a 27 year period)

for citizens to listen to, and give loyal support to the station which helps all of them, and to the advertisers who use WCKY's facilities to reach the whole Cincinnati market.

82.4% of Cincinnati Homes Listen to WCKY each week

. . . and that is why, also, advertisers in constantly increasing numbers choose WCKY to carry their sales stories to ALL Cincinnati, and to cash in on the increased sales created by this WCKY advertising, reaching its loyal, responsive audience.

Follow the custom in Cincinnati

BUY WCKY

L. B. Wilson, Inc.

WCKY

CINCINNATI

For availabilities wire or phone collect

NEW YORK
Tom Welstead
Eastern Sales Mgr.
53 E. 51st St.
Phone: Eldorado 5-1127

CINCINNATI
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 1-6565

CHICAGO
A M Radio Sales
Jerry Glynn
400 N. Michigan Ave.
Phone: Mohawk 4-6555

SAN FRANCISCO
A M Radio Sales
Ken Carey
607 Market St.
Phone: Garfield 1-0716

LOS ANGELES
A M Radio Sales
Bob Block
5939 Sunset Blvd.
Phone: Hollyw'd 5-0695

OUR HOURS A DAY ● SEVEN DAYS A WEEK

WTVR
Channel 13
TELEVISION HILL, BALTIMORE, MD. • AFFILIATE AMERICAN BROADCASTING COMPANY
Represented Nationally by Harrington, Righter & Parsons, Inc.—New York, Chicago, San Francisco
TOP POWER 316,000 WATTS

REMOTE CONTROL FOR ALL ASKED IN NARTB PETITION

Association files 400-page brief describing experience and experiments in the field, asks Commission begin rule-making procedure.

ALL RADIO broadcast stations, including those with 50 kw power and directional signals, can be operated by remote control without degrading their service, NARTB's Engineering Dept. claims after a two-year field study.

Based on a 400-page roundup of its extensive operating tests, the association last week asked FCC to scan this array of charts and tables and then start rule-making procedure. NARTB proposes amendment of Secs. 3.39, 3.66, 3.527 and 3.274 to extend the present remote limitation from non-directional stations up to 10 kw so all am-fm outlets can use automation equipment.

A. Prose Walker, NARTB engineering manager who directed the field work, and John F. Meagher, NARTB radio vice president, filed NARTB's formal petition at the Commission Wednesday.

Exhibits supporting NARTB's own tests include the operating experience of British Broadcasting Corp. and Canadian stations as well as the technical reports compiled by U. S. stations under NARTB auspices.

This mass of documentary proof, NARTB points out, supports these two premises: present remote control operations show a high degree of reliability, and the experimental data clearly demonstrates that remote control may be extended to directional and 50 kw am-fm stations "with the assurance that equal reliability will be achieved."

Backing up these statements, NARTB adds, "The opinion of the professional radio engineers and the results of the experimental data from remote operation of American stations are confirmed by evidence collected from stations in actual remote operation."

Mr. Walker said a change in FCC's rules to allow 50 kw and directional stations to operate with remote gear would benefit about 850 more stations. Already 714 stations have been granted remote permits.

In explaining the NARTB's petition, Mr. Meagher said the association seeks revision of FCC's rules "to bring them abreast of the ever-advancing technological development within the industry." He outlined the two-year program of Mr. Walker's department. This included equipment and similar arrangements, actual development of data from equipment operations conducted by qualified technicians, a field study of foreign experience, collection and preparation of exhibits and preparation of the final petition.

U. S. stations conducting the directional field tests included KMCO Conroe, Tex.; KDNT Denton, Tex.; WDLP Panama City, Fla.; WPDQ Jacksonville, Fla.; WFIL Philadelphia; KSEI Pocatello, Idaho, and WHBF Rock Island, Ill.

Stations conducting remote tests on their 50 kw transmitters, both directional and non-directional, were KDKA Pittsburgh; WSB Atlanta; WOWO Fort Wayne, Ind., and KIRO Seattle.

Reports of unattended directional operations in Canada came from CKPC Brantford, Ont.; CFNS Saskatoon, Sask.; CKY Winnipeg, Man.; CFPL London, Ont.; CKBI Prince Albert, Sask.; CHLN Trois Rivieres, Que., and CJOC Lethbridge, Alta. D. B. Williamson, of Canadian Westinghouse, prepared the exhibit relating to Canadian operations.

Mr. Walker pointed out that extension of remote operation to all standard broadcast stations "will enable a considerable increase in the effectiveness of the Conelrad emergency system of communication." He proposed that any future remote control grant be conditioned upon the station's equipping itself for satisfactory Conelrad participation and, by remote switching of the transmitter or use of a separate transmitter, change from its normal frequency to either 640 or 1240 kc." He added that switching time would be shortened.

The original NARTB petition to permit remote operation was filed Feb. 1, 1952. Rule-making procedure was set in motion and over 2,000 comments were filed with FCC, whose grant to the industry limited remote operations to non-directional stations up to 10 kw. NARTB recalled that "the Commission stated



PETITION asking remote control privilege for directional and 50 kw am-fm stations was filed Wednesday with FCC Chairman George C. McConnaughey (r) by A. Prose Walker, NARTB engineering manager.

the most important consideration was whether the revision in question would result in any degradation of the Commission's technical standards."

In denying a petition to reconsider this action, the FCC said March 30, 1953, ". . . the technical problem was the critical issue." It explained the 10 kw non-directional limit this way, ". . . it was felt that the relaxation should extend to that level of power at which no serious problems would be encountered because of the nature of the transmitting equipment, itself."

With this FCC position made clear, NARTB now contends the remote privilege should be broadened because any possible technical doubts have been removed.

NARTB's petition for rule-making procedure was submitted by Robert L. Heald, chief attorney, and Walter R. Powell Jr., attorney.

Among those active in directing the field experiments were John M. Outler Jr. and A. R. Holbrook, WSB; Lincoln W. Miller and Bill Reuter, KIRO; Robert J. Sinnett, WHBF; Henry H. Fletcher, KSEI; Henry Rhea, WFIL; Calvin Howrigan, WDLP; Earnest Harrelson, WPDQ; Harwell V. Shepard, KDNT, and John W. Neathery, KMCO.



First in Kentucky—

"The Blue-Chip Buy in the Bluegrass State"

Romance and glamor aside, here's one Kentucky institution you can't afford to miss. It's WAVE-TV, *first by far* in Kentucky and Southern Indiana television.

First In CHANNEL — Brilliant Channel 3!

First In COVERAGE — Effectively serves 173,000 more TV families than Louisville's second station!

First In PROGRAMMING — The best from NBC and ABC, plus topnotch local shows!

First In ADVERTISING — Carries more local and national advertising, year in and year out, than Louisville's other TV station!

First ON THE AIR — More and better *experience* — by more than a year!

WAVE-TV

CHANNEL **3** LOUISVILLE

FIRST IN KENTUCKY
Affiliated with NBC & ABC

NBC SPOT SALES
Exclusive National Representatives

AMONG ALL the maddening federal regulations confronting the American businessman, perhaps none are more restrictive than those governing election-year behavior of the broadcast media. This is an election year, and broadcasters are concerned again to find themselves in that familiar quandary between public service regulations on the one hand and Section 315 on the other. The first prescribes that during campaigns stations should broadcast an "adequate" volume of rival political claims. The second prescribes that once any candidate is allowed broadcast facilities, his opponents, no matter how frivolous, must be allowed equal facilities.

Efforts toward a more equitable arrangement of the broadcaster's obligations are current on Capitol Hill, centered mainly around a proposal by CBS President Frank Stanton that would exempt broadcasters from equal time provisions of Section 315 in the case of news, debate and forum-type programs. Bills (HR 6810 in the House, S 2306 in the Senate) have been introduced to implement the suggestion. Other pending legislation would permit broadcasters to turn down Communist candidates and free broadcasters from damages for libel uttered by a candidate on radio or tv.

Next Monday, The Brookings Institution will publish a comprehensive work which details television's place in and effect on American politics (*Television and Presidential Politics*, Brookings Institution, Publications Div., 726 Jackson Place, N. W., Washington, D. C. 168 pages. $1.50). A portion of Chapter Five is devoted to Section 315. B•T's editors consider it one of the most penetrating analyses yet assembled on the subject, and have secured from Brookings permission to preprint the section in full. It follows at right.

Television and Presidential Politics was authored by Dr. Charles A. H. Thomson, a senior staff member of the Institution whose specialty is communications and politics. Dr. Thomson presents impressive credentials in both fields. He served during World War II as a colonel with the Office of War Information as a psychological warfare planning officer, and in 1950-51 was staff director of the President's Communications Policy Board. He also is the author of *Overseas Information Service of the United States Government*, published by Brookings in 1948. He holds a Ph. D. from Harvard in political economics (1949), with earlier degrees in political science from Pomona College (B.A. 1934, M.A. 1935) and Harvard (M.A. 1944).

Dr. Thomson's book begins with television and politics prior to 1952, when the medium's potential was scarcely guessed. It moves into the 1952 campaign itself, with special attention to the nominating conventions and the problems and techniques of handling them. Having brought the reader up to date, it then proceeds to analyze the present status of that relationship. Chapter Five deals with policy. It takes up, in addition to Section 315, the questions of open or closed proceedings, public service obligations, commercial sponsorship and editorial stand by networks.

Television and Presidential Politics was begun in 1954 as part of a larger investigation of the presidential nominating process. The larger study, under direction of Paul T. David, director of governmental studies for Brookings, is planned for publication as *The Politics of National Party Conventions.*

Throughout his book Dr. Thomson poses alternative answers to problems encountered in the field. Both broadcaster and politician will find them worthy of consideration.

A WAY OUT

SECTION 315 of the Federal Communications Act provides that holders of broadcasting licenses shall give equal access to all bona fide candidates for political office, or nomination therefor; and it prohibits censorship of the utterances of any such candidates. The standard of equal treatment is reasonably well met today, although the accidents of time and circumstance, the pocketbooks of the candidates and the parties, and the characteristics of radio and television broadcasting make it Utopian to think that all candidates and parties can have exactly equal opportunities to express their political pleas. But the achievement of full access falls well short of ideal, and the definition of candidates and the prohibition of station censorship seem to be working against it.

In their testimony before the Senate Subcommittee on Privileges and Elections, the networks explained clearly how the requirement of equal access to candidates operates to reduce access to the medium. This testimony goes beyond the point of candidate's access to show how the requirement prevents forms of political discourse that would be of great public interest and value, such as debates between the nominees of the two major parties. In the words of Richard S. Salant, "The fact unquestionably is that Section 315 keeps us from covering political campaigns, and presenting candidates, as extensively and as intelligently as we would otherwise do." [8]

Much but not all of the networks' difficulties arising out of Section 315 relates to campaigning *after* the nominations. Section 315 includes candidates *for the nominations;* and it requires a network presenting the major candidates on one of its sustaining pre-convention programs to open its facilities to all other candidates for the nomination whether or not they have anything important to say or represent any substantial body of persons or opinion. FCC decisions in the Schneider case* and in other cases,[9] press the networks to reduce to a minimum the appearances of people who are avowed candidates for the nomination. Salant concluded: "Section 315 and Mr. Schneider make us very doubtful that our pre-convention coverage in 1956 can be nearly as complete as it was in 1952." [10]

The issue of prohibition of censorship of the utterance of any candidate seems simple on its face. Stations should obviously not interfere with the political statements of candidates. However, in practice it is more difficult. The prohibition is clear and sweeping, insofar as it concerns the freedom of candidates to say exactly what they please. The FCC has decided that the candidate need not stick to political issues, but can say anything he deems best.[11]

[8] See the testimony of Richard S. Salant, Vice President, CBS, before the Senate Subcommittee on Privileges and Elections, April 1955 (CBS mimeo., no date), p. 10.

[9] The FCC has decided that the appearance of a candidate on such a show as "Pick the Winner" requires an offer of substantially equal opportunity to other candidates for the same office. This time need not be on the same show, but the obligation is not discharged by providing an equivalent amount and class of time. The audience as affected by the first candidate's appearance must be considered. The FCC regards the parties as responsible for initial efforts toward an agreeable solution. See letter of FCC to CBS, Oct. 31, 1952, requiring the offer to the vice-presidential candidate of the Socialist Workers party opportunity to use CBS facilities equal to that enjoyed by Senator Sparkman. The FCC has also decided that reports of senators to their people constitute a use of facilities within the meaning of Section 315 if the senator is a legally qualified candidate for office. Declarative ruling of the FCC, May 15, 1952, in the matter of Radio Station KNGS Hanford, California.

[10] Testimony of Richard S. Salant, April 1955 (CBS mimeo., no date), p. 12.

[11] See FCC Public Notice of Sept. 8, 1954, p. 4, which cites the FCC ruling in the case of WMCA, Inc. (7 R.R. 1132).

*[Editor's Note: In 1952, a William Schneider of Chicago demanded time on CBS. It was refused. He then filed in the New Hampshire and Oregon presidential primaries, and iterated the demand for broadcast time. Mr. Schneider took the CBS refusal to the FCC and to the courts, and as a result was granted one half-hour free on both the CBS radio and tv networks.]

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OF THE SEC. 315 TRAP

Even if he were to call for revolution, the station could do nothing about it in advance, and might be held jointly liable for abetting a criminal utterance. Stations as a matter of practice can ask for copies of candidates' speeches in advance, and try to persuade them against any utterances that they feel would put the network or the station in an improper or false position; but they cannot insist on seeing the speech in advance, let alone make any deletions or changes without the speaker's consent.

Better solutions of the issues are not easily found. If the networks and stations were given more freedom under the law or its interpretation to determine who is a substantial candidate in an open nominating contest, enormous power would be granted to them. While television is not indispensable to political success, it has unique characteristics that make it especially valuable to the political late-comer. The public is interested in a wide choice among competent candidates, and the accidents or designs of network or station policy should not be allowed unduly to hamper that range of selection.

The broadcasters could now, under the law, reduce drastically the amount of public service time granted to candidates for nomination. They are already hinting that they must do so, and have indicated their willingness to sell time to political office-seekers in the pre-convention period. By closing their public service time to avowed candidates for the nomination, networks or stations could press potential candidates toward withholding declarations of candidacy until the last possible moment, in order to preserve their chances of getting on television as invited guests. This would further reduce the importance of the existing presidential primaries in which candidacies must be avowed or not disavowed in order to participate effectively, as in New Hampshire and several other states. The stations would still retain their present great power to decide who is to be selected to appear on various occasions when candidacies have not yet become overt. It would give an advantage to potential candidates already in some office—governors or congressmen—who have access to television by virtue of their public position.

THE FOUR ALTERNATIVES

There appear to be four courses of action with respect to the equal-access provisions of Section 315: (1) leave them alone; (2) remove them from the law, and leave complete discretion with licensees to govern access of candidates to the air; (3) have the government purchase or pre-empt time for political broadcasting; (4) revise the standard in the act.

As to the first course, it now appears that the networks and stations are serious about limiting public service political time in the pre-convention period, and view with great misgivings the problem of political broadcasting, even on a paid or news-show basis, in the campaign period. To leave the section untouched is to risk real diminution of the usefulness of television as a medium of political communication.

To remove all standards governing equal access from the law, leaving the judgment to the licensees as to who can use the potentialities of television and when, seems to delegate excessive political power and responsibility to the networks and stations. The networks and stations are not requesting it, and no one has seriously suggested this course of action.

To have the government purchase or pre-empt a good block of political time, under the legal principle that access to the electromagnetic spectrum is a privilege granted by government and revocable by it, is a proposal that has had a good many recent proponents. But if the government were to buy time from the networks and make it available to all comers, there would be a long series of headaches or worse in sorting out political time among the various applicants. If the government were to force the networks to give up enough time to accommodate everybody, this would amount to a taking of property (not the access to the spectrum, but the right to sell time over broadcasting stations). Such a taking might be justified on the ground that it is for a legitimate public purpose, but the facts might not bear it out. In the case of candidates toward the fringe of seriousness and political stature, there might be no public gain. And the public stands to suffer from an overdose of political television and deprivation of substantial quantities of its accustomed television programming. Underlying both procedures would be the question whether it is better to have government or private decisions as to who shall have access to one communications medium. The industry has already made the point that it is unfair for the government to force television to give up valuable air time for political broadcasting, when similar deprivations are not required from other media. Possibly more important are those issues that revolve on the question of the propriety of allowing a government agency to make vital decisions concerning the freedom of competing political organizations to conduct campaigns and discuss issues.

The final course is to revise the standard in the act, so as to improve the chances of full political use of television while avoiding some of the difficulties and dangers of the other courses. Two steps under this course of action seem worthy of discussion. As a first step, amend the Communications Act so as to define a *major party* and to make the equal-time provision apply only to candidates of such parties, or their authorized representatives, and leave to the discretion of stations decisions on how far their general responsibilities for giving balanced treatment to controversial issues require them to give time to other political parties.[12] The second step would be to amend the act further to define a *leading candidate,* and to restrict the benefits of the equal-time provision to leading candidates of major parties in the case of pre-nomination campaigns. Since these two steps are separable and involve somewhat different issues of administration, they are discussed separately.

The problem of defining a major party has been dealt with often, to all intents and purposes, by state legislation in connection with the admission of parties to the primary election machinery of the states. And the pending Douglas-Bennett Bill proposes a federal criterion for a national party.[13] The important point is to require a certain minimum of electoral support distributed over several states.

A proposal to define major parties and to make the equal-time provision run to them would open the way to a better balanced and more varied use of television time for political purposes during the campaign itself. If the broadcasters had to assure equal treatment only for four candidates—two for President and two for Vice President—at the national level, they might find it advisable to give

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[12] See editorial, *Washington Post and Times-Herald* (June 27, 1955), p. 18; and letter from Frank Stanton, President, CBS, in the same issue.

[13] See Paul T. David, Malcolm Moos, Ralph M. Goldman, *Presidential Nominating Politics in 1952,* Vol. I (1954), p. 217. The criterion for a party proposed there is that the organization shall have polled at least 10 million votes in the past presidential election. The Democratic and Republican parties are the only political parties that have ever met this criterion in the United States.

public service time more generously after the nominations.[14] They might also find it possible to produce forms of political discussion that are now too risky to attempt. The parties might bargain with the broadcasters for a trade of the valuable property of their convention against a definite allotment of time for political purposes during the campaign.[15] And the requirement of equal treatment would work toward an equitable balance of the contribution of television to campaigns of both parties, and reduce the advantages now possible to whichever party has the deeper pocketbook or the more astute time-buyers.

This proposal is open to the objection that it discriminates unjustly against new or minor political parties, and makes it more difficult for new political constellations to take form. The force of this objection is reduced by the observation that the formation of new political parties is probably no longer a feasible way to shift our basic political arrangements. New political forces will mainly make themselves felt within the framework of the existing major parties, or will appear as results of the fission of one or the other of them. Even if this argument is not wholly sound, it would nevertheless be possible so to design a redrafted Section 315 as to protect the interest of any third party that could amass a certain minimum of political support—poll, say, 1,000,000 votes in a national election with at least 100,000 in each of five or more states; or produce a petition for recognition as a major party signed by a comparable number of voters.

The foregoing remedy would help the ills of political broadcasting during the campaign period, but would not help in the pre-convention period. So far, neither the industry nor political candidates have come up with any solutions that seem both politically just and administratively workable for the earlier and longer period. Hence the second step we propose may merit serious consideration.

WHAT MAKES A 'LEADING CANDIDATE'?

This step requires a definition of "leading candidates" as well as of "major parties." The problem of defining a leading *candidate* has not been attempted, as has the definition of "party," but is susceptible of solution. A statutory definition substantially as follows might suffice: "A leading candidate for a party nomination shall be deemed to be any candidate who is able, on demand, to adduce substantial evidence of his probable ability to secure at least 15 per cent of the vote on the first ballot of the party convention or primary in which the party nomination will be made." Such a criterion could easily be applied in the first instance by networks or stations. In cases of controversy in which the licensee did not want to stretch its interpretation of the facts, and the prospective candidate was determined to assert his right to air time, the matter could be taken to the Federal Communications Commission or to the courts. Evidence of meeting the standard could come from at least four sources: (1) reputable polling surveys, by Gallup or others; (2) extent of announced support by political leaders; (3) results in state primaries; and (4) expert opinion, based on these and other factors.

The level of 15 per cent is not sacrosanct; it could be put up or down. But to drop the level to 10 per cent might permit a favorite son from one of the most populous states to qualify simply on the basis of support in a single state. To raise it to 20 per cent would be to put it unnecessarily high. The experience of 1952 shows that a 15 per cent level would have restricted the equality requirement to the real leading candidates. In the Republican convention, only Taft and Eisenhower polled as much as 10 per cent at any time. In the Democratic convention, Kefauver, Russell, and Stevenson each polled over 20 per cent; Harriman barely 10 per cent; and no other candidate over 6 per cent. The only serious contender who would have been excluded was Stevenson, and this on the ground that he refused to be a candidate in the pre-convention period.

The kinds of candidates who would be omitted by such criteria would be frivilous candidates, favorite sons without much following outside their own states, and candidates of minor parties. And they would not be excluded from the air. On the contrary, their chances of access might actually be increased. If they proved themselves really noteworthy because of their ideas or their personalities, the networks would want to put them on, and would not be inhibited from doing so by the present rigid equality provisions.

Section 315 could advantageously be redrawn to assure equal treatment to the candidates for President and Vice President of major parties during the campaign period. In addition, the act might well be further redrawn to restrict the legal requirement of equal time to the leading candidates of major parties during pre-nomination campaigns for these offices.[16] The result should be a more intensive and searching presentation of politics on television, featuring confrontations between the major contenders. A further result might be a more varied diet, as networks or stations could present a variety of political candidates without exposing themselves to undue demands on their schedules, or having to inject excessive doses of possibly trivial political personalities or ideas into their programs. More important, such redrafting would reduce the risk that licensees will cut their political broadcasting to the absolute minimum in self-protection. The FCC should be alert, however, to see that licensees are not lax in carrying out their public service obligations.

Should the censorship provisions of Section 315 be redrawn? This question deals with a situation in which attempts at cure might be worse than the disease. The networks and stations are not too badly off now, and the candidates are in a strong position (if they can get air time at all). No Communists have seized the opportunity to promote revolution via television. The changes in their status worked by the Communist Control Act of 1954 have not been fully determined, but the act diminishes danger. Many stations, acting within the temper of the times, already refuse time to Communists or other persons suspected of Communist affiliations. Most candidates are grateful enough for access to television to be willing to work intelligently and cooperatively with it, opening themselves up to the kind of advice which offers *de facto* protection to the broadcaster against suits for libel or for abetting criminal utterance.

Given these mitigating circumstances, it would seem that the threat of political crisis would have to deepen a good deal further before tighter censorship is timely. And if it does come, it is likely that closer controls over candidates will be more important than controls over stations.[17] It does seem, however, given continuation of our relative domestic tranquillity, that if stations are prohibited from censoring the utterances of candidates, or even requiring that they stick to a theme related to their candidacy, the stations should be relieved by federal law (as they are in many states) of liability arising out of such utterances.[18]

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[14] Anticipating a possible change in Section 315, President Stanton of CBS announced on May 23, 1955, that CBS and its affiliated television stations would offer free network time to the presidential candidates of the two major parties in 1956 for a series of "electronic 'Lincoln-Douglas' debates." In the press release making the offer, Dr. Stanton pointed out that the network was not asking for freedom to pick and choose in carrying ordinary campaign speeches, whether made in the course of political rallies or delivered in the studios. Nor would CBS modify its policy of not granting free time once the campaign has begun. To permit the debate between the candidates of the two major parties, Dr. Stanton suggested that Section 315 be amended by adding the following provision: "Appearance by a legally qualified candidate on any news, news interview, panel discussion, debate or similar type program where the format and production of the program and the participants therein are determined by the broadcasting station, or by the network in the case of a network program, shall not be deemed to be use of a broadcasting station within the meaning of this subsection."

[15] The suggestion that the parties might bargain with the networks for an exchange of the right to cover the conventions by television for a good share of public service time during the campaign, has its pitfalls. The networks might be able to play the parties off against each other, and restrict both convention coverage and post-convention time, if one or both conventions did not appear to be particularly newsworthy in any campaign. With increasing costs of, and commercial demand for television time, the networks are in an increasingly strong bargaining position that may not be matched by that of the parties.

[16] While the present suggestion is restricted to national offices, it might lead to valuable experience that would in turn open up similar possibilities for political television in state and in local campaigns.

[17] This would be true in conditions of social tension short of a point where a single treasonable utterance over a broadcasting station could suffice to trigger revolution.

[18] The FCC has supported this position in the past in its comments to Congress on proposed legislation, and the Commission has discussed its intricacies in the Port Huron decision (12 FCC 1069). *Editor and Publisher* has taken the opposite position that there should be no discrimination between news media, and therefore broadcasters should be given both the power to censor political utterances, and clear responsibility for any libelous material uttered over their facilities. (See editorial, July 12, 1952, p. 40.)

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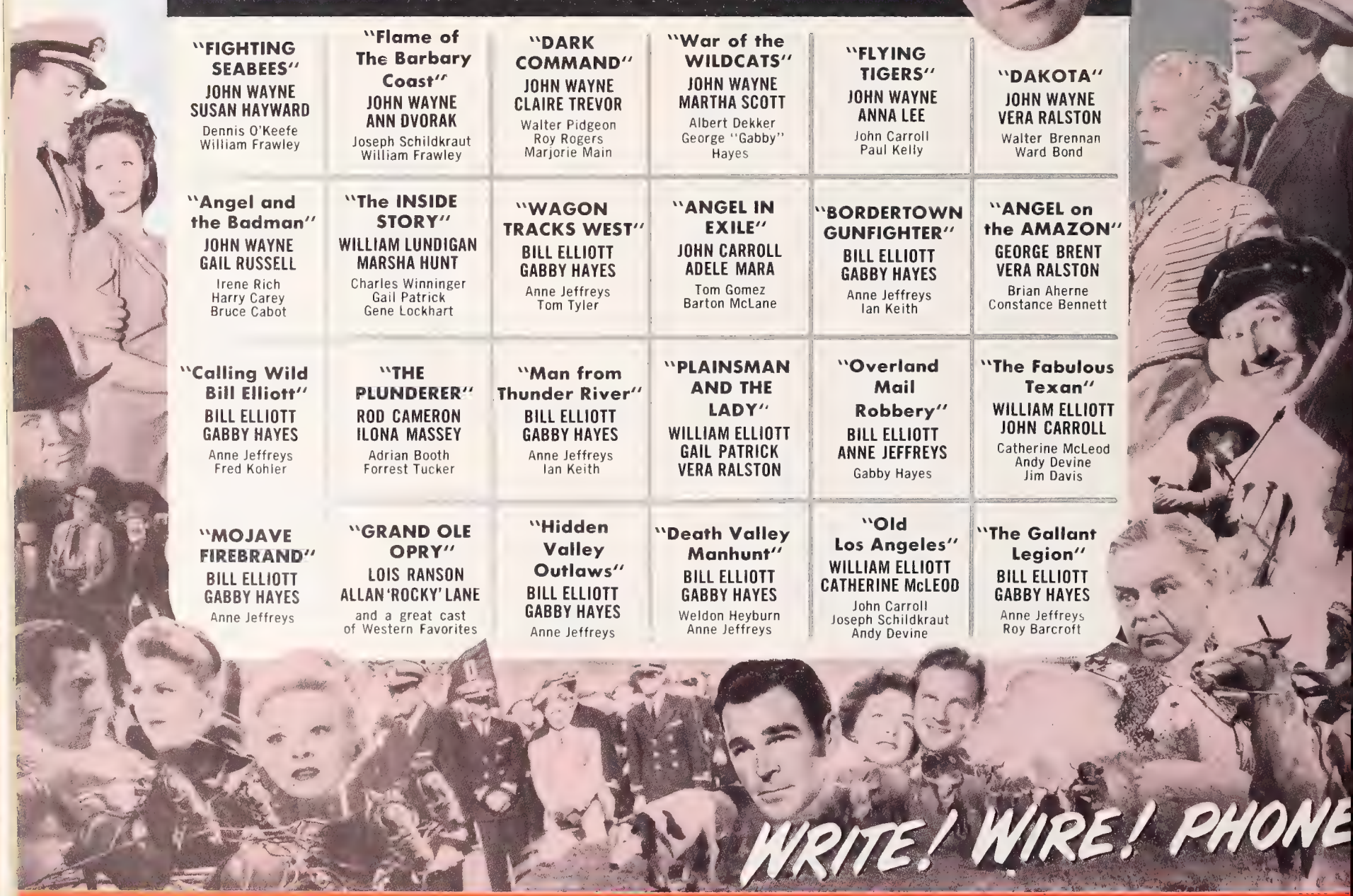
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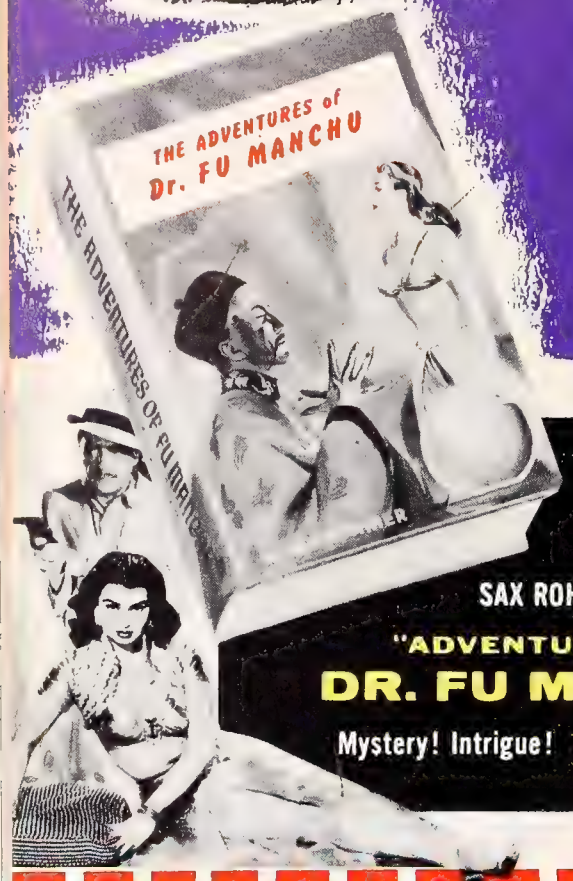
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COURT INDICATES STAND ON VHF STAYS

Appeals tribunal tells why it denied stays on Corpus Christi, Evansville and Madison grants, reaffirms injunction on Vail Mills drop-in.

THE U. S. Court of Appeals will not stay an FCC television grant if it's been made in accordance with the Sixth Report & Order, but it will look favorably to granting a stay if the Commission authorizes a vhf drop-in that may hurt an existing station.

That seems to be the nub of the appeals court's thinking, according to two opinions issued last week. Involved were the FCC's vhf grants in Corpus Christi, Tex.; Evansville, Ind., and Madison, Wis., and the Commission's authorization to drop in ch. 10 at Vail Mills, N. Y., just outside the Albany-Schenectady-Troy area.

In an opinion explaining the court's denial of the stay requests in the three vhf cases, decided this month [B•T, Feb. 6], Circuit Judge George T. Washington, for himself and Judge John A. Danaher, held that the petitioners did not show sufficient likelihood of winning their cases. This is one of the standards by which stay petitions are judged. Other common criteria are irreparable injury and the public interest. Petitioners in these cases were all uhf stations which have been urging deintermixture in these areas.

Judge Washington said that "Petitioners' real aim appears to be to stop these adjudicatory proceedings from reaching a conclusion until what they hope will be a more favorable channel allocation rule is adopted by the Commission." He added: "If extinction of uhf stations results from the Commission's policy and actions, the responsibility must lie at the Commission's door."

In a discussion of the differences between the court's attitude in these cases and in that involving the Vail Mills drop-in, Judge Washington summed up with these words:

"Thus, petitioners opened their uhf stations with notice of the potential competition from vhf stations on channels already allocated to their areas, whereas in the Greylock 'drop-in' situation [Vail Mills] the uhf station had had no such notice."

The decision last week in the Vail Mills ch. 10 case was actually a reaffirmation of the court's decision last December issuing a stay order on the basis that Greylock Broadcasting Co. (ch. 19 WMGT [TV] Pittsfield, Mass.) would be injured [B•T, Dec. 12, 1955]. WROW-TV Albany had asked for reconsideration. WROW-TV, now operating on ch. 41, had asked for and secured the Commission's approval assigning ch. 10 to Vail Mills. This had been attacked by WMGT and the now dark ch. 35 WTRI (TV) Albany.

The opinion on the rehearing was written by Circuit Judge E. Barrett Prettyman, for himself and Judge David L. Bazelon. Judge Prettyman wrote:

"The making of the allocation now, while the question whether it is ultimately to remain is under formal consideration by the Commission, serves no useful purpose, so far as we can ascertain from the material before us . . . every interest of fair distribution will be served by postponing the allocation until the Commission decides, in the proceeding already under way, whether there is to be such an allocation to this area."

He continued: "If this court were to declare now that a new vhf station, which would eliminate uhf stations presently in an area, is in the public interest, that declaration would conclude the whole controversy now being so exhaustively explored by the Commission."

Judge Prettyman said that it was clear that the new allocation "would impose on Greylock losses which it could not recover, and that this threat of loss is not offset by any advantage to the public interest."

In the three vhf cases, Judge Bazelon dissented. In the Vail Mills case, Judge Danaher dissented.

Judge Bazelon held that the refusal to grant a stay in the three vhf cases conflicts with the Vail Mills opinion. The Commission is reexamining its previous determination to intermix, he said, and refusing to stay the vhf grants raises the question "whether due process and common sense require the Commission to consider deintermixture and other proposals as means of saving uhf before leaving it to face certain destruction on the heretofore uncharted rocks of vhf competition."

In the Vail Mills case, Judge Danaher reasoned that the court's action in granting the stay interfered with the Commission's performance of its duties. "The Commission has here specifically found that operation of ch. 10 is *in the public interest,*" Judge Danaher said. "I believe the Commission's action was dutiful and within its province."

N. Y. SENATOR SHELVES BILL FOR DST EXTENSION

However, he indicates that passage will be sought in next session of legislature. ABC-TV announces summer schedule time variations caused by DST.

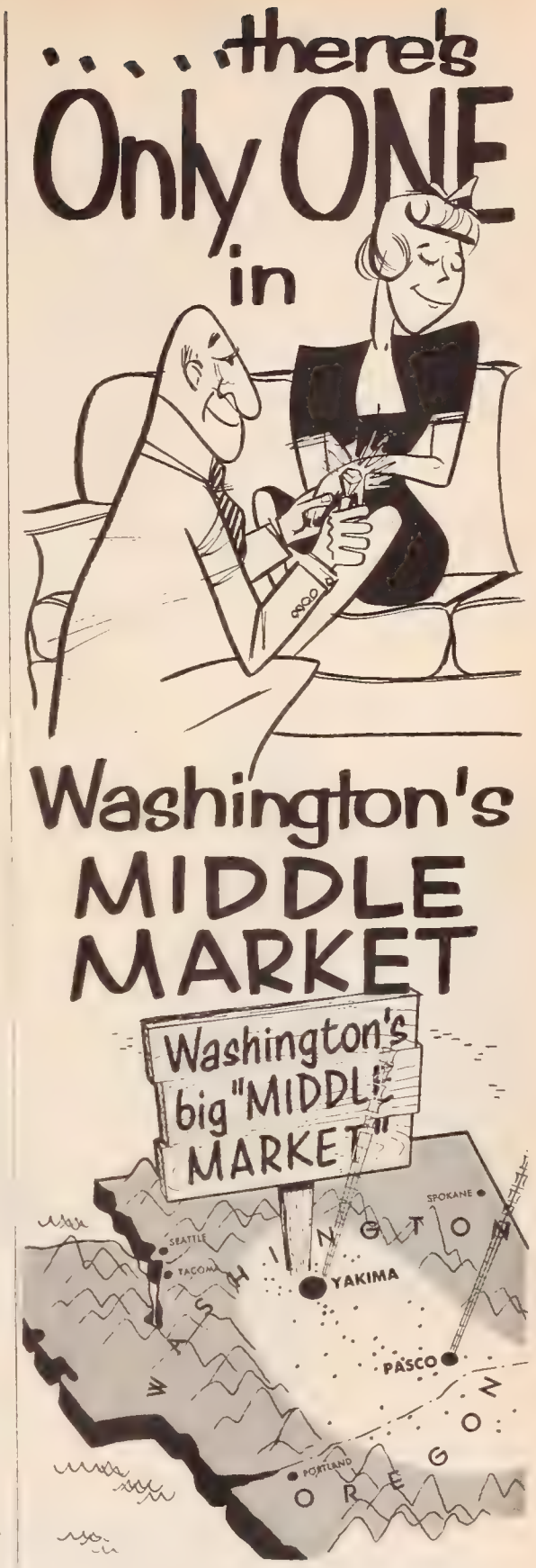
ONE PHASE of broadcasting's perennial Daylight Saving Time problem appeared last week to have receded—at least for this year.

The sponsor of a pending New York State bill to move the DST starting date in New York back to the first Sunday in April, Sen. Pliny W. Williamson (Republican), was quoted as saying he would not press for passage at this session. In addition to this public statement, he was understood to have given radio-tv authorities assurances in the same vein.

This was taken to imply the death also of another pending bill, that is almost identical, although network authorities were notified last Thursday that a public hearing is scheduled for Wednesday (Feb. 22) on the second measure, which was introduced by Assemblyman Robert Walmsley (Republican). Network opposition is slated for presentation at the hearing, although observers felt the bill has little chance of passage now, particularly without Sen. Williamson's support in the upper house.

Thus it appeared that DST in New York would start the last Sunday in April as usual, but barring an amendment of a measure passed a year ago, the DST period will continue through October instead of ending on the last Sunday in September. No such amendment has been indicated.

Even if efforts to start DST a month earlier are dropped for this year, there is belief that they may be resumed a year from now. Sen. Williamson is understood to have indicated privately that a main reason for not pushing his pending bill is that it could not be passed in time to permit the railroads to make their



Your next proposal should include one of the most unusual television buys in the land. It's Washington State's big "MIDDLE MARKET" where mountains and miles make it the exlcusive property of KIMA-TV, Yakima with its satellite KEPR-TV, Pasco. Now . . . an even bigger buy with the bonus of KLEW-TV, Channel 3, Lewiston, Idaho. Unusual? You bet! Just check with our rep.

KIMA-TV
YAKIMA with its Satellite
KEPR-TV PASCO
NATIONAL REPRESENTATIVES: WEED TELEVISION
PACIFIC NORTHWEST: MOORE AND SUND

schedules conform to the stepped-up clock.

Broadcasting executives are generally agreed that just an extension of DST through October will provide more than enough trouble. Like New York, many areas across the U. S. stayed on DST an extra month last year while many others returned to Standard Time at the end of September (or stayed on Standard Time throughout the summer). Radio networks are able to handle the time differences with relatively little trouble, but in tv alone last October's confusion was estimated to have cost the three national networks close to $1.5 million [B•T, Oct. 3, 1955].

ABC-TV, however, has since announced development of a new system of delayed program feeds which officials of that network compare to ABC's pioneering in the use of repeat broadcasts via tape recordings more than a decade ago. The new film system, announced in January and installed in Chicago, enables live programs to be stored an hour and replayed without loss in quality, officials said [B•T, Jan. 23].

Following up this announcement, they reported last week that ABC-TV's DST schedule across the country this year will be as follows:

Eastern Standard Time stations will carry the network schedule one hour earlier, at its "live" Eastern Daylight Time during the first year.

Most Central Standard Time stations will receive the programs at their regular local time via the delayed feed.

Central Daylight Time stations will present the programs at their "live" time, Eastern Daylight Time.

Mountain Standard Time stations will carry most programming at their regular local time through delayed feeds from Chicago as needed.

Pacific Daylight Time stations will also carry most programming at their regular local time.

Pacific Standard Time stations, as the Eastern Standard Time stations, will carry the network schedule one hour earlier, in terms of local time, than during the winter months.

Exceptions are special events, including the *Wednesday Night Fights,* which will be carried "live," and the *Mickey Mouse Club,* which is broadcast in all areas at 5-6 p.m. local time.

ABC Radio meanwhile announced that its "pioneer plan for program repeats" during DST months—taped broadcasts fed one hour later to stations in areas remaining on standard time —will go into effect on April 29 and continue through Oct. 27.

NBC GIVES BACKING TO STANTON PLAN

Network tells House group it concurs with rival that broadcasters should be free to present political discussion, forum shows without being subject to equal time demands.

NBC last week formally gave its support to pending bills to amend Sec. 315 of the Communications Act dealing with political broadcasts. The network submitted written comments in a letter to Rep. Oren Harris (D-Ark.), chairman of a House Commerce subcommittee on Transportation & Communications which held hearings on the proposed legislation two weeks ago [B•T, Feb. 6, 13].

In the same letter NBC opposed pending resolutions, which would limit tv towers to 1,000 ft. above ground unless the FCC found affirmatively that higher structures were required for proper coverage.

Full approval was given by NBC to HR 6810, which would exempt from the Sec. 315 provisions (which require that a broadcaster offer equal time to all other candidates for a political office if it has permitted one candidate to use its facilities), news, interviews, documentaries, panel discussions, debates and similar type programs on which a candidate or candidates appear. The network said that the bill:

". . . recognizes that we live in an era of electronics journalism and that the literal application of the equal time provision tends to defeat itself. It also would remove to a degree an existing discrimination. In no other field of programming is the broadcaster so mistrusted that there is a statutory imposition of equal time for all contenders. We believe that the handling of controversial issues by the broadcasting industry has shown that on the whole broadcasters are a responsible group capable of performing their function fairly."

HR 6810 is based on proposals advanced by CBS President Frank Stanton.

In discussing HR 3789, which would permit broadcasters to turn down candidates who are Communists, NBC suggested that an applicant for time under Sec. 315 be required to furnish under oath a form stating that he is a legally qualified candidate for public office and that he is not a Communist. This form should be submitted to the FCC, the U. S. District Attorney in the district where the applicant resides, and the broadcaster. The bill should be amended, NBC recommended, to relieve the broadcaster from liability in the event he refuses a candidate time on ground the applicant falls within the proscription of HR 3789.

In favoring the proposed bill (HR 4814), which would exempt broadcasters from damages for libel uttered by a candidate using radio or tv



The Kansas Farmer: His income is phenomenal—he has $8,830 to spend after taxes! That's 52% above the national average!* He's got the cash to buy just about anything he wants!

WIBW is his station. Ever since the crystal set days of radio, we've programmed first, last, and always to the Kansas Farmer. That's why he listens to WIBW more than any other radio station†—that's why he buys WIBW-advertised merchandise.

* Consumer Markets, 1955.

† Kansas Radio Audience, 1954

TOPEKA, KANSAS

Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV
in Topeka
KCKN in Kansas City

"See Your Capper Man"
WIBW
CBS RADIO

Rep: Capper Publications, Inc.

SERVING A MARKET 52% ABOVE THE U. S. AVERAGE

WSAR

...heap big medicine

in Southeastern New England



WSAR
FALL RIVER

Music . . .
News . . .
and the Best of ABC

REPRESENTED NATIONALLY BY
HEADLEY-REED

Kettell-Carter — Boston

facilities, NBC suggested several clarifications, namely that the provision which provides immunity unless the licensee or his agents or employes participate, be changed to "willingly, knowingly and with intent to defame" participates. The network also suggested that it apply to both civil and criminal defamation.

NBC said its opposition to pending House resolutions which would limit antenna heights (H J Res 138-139) is based on the fact that "The absolute standard of 1,000 ft. above the surface of the earth is unrealistic." Height of the antenna tower is only one of the "numerous variable factors" which must be taken into account in determining possible impact on air navigation, the network said. Tall towers are "one of the most effective means available for improving service," NBC said.

NEW YORK COUNCIL FIGHTS PAY-SEE TV

Action follows hearing on resolution. Groups espousing toll television refused to attend hearings on grounds that Council has no jurisdiction and that matter is before FCC.

THE NEW YORK CITY Council last week adopted a resolution calling on the FCC to disapprove applications seeking the adoption of toll television.

Last week's action followed a public hearing held Feb. 10 by the Council's Rules Committee on the resolution. At the hearing, representatives of veteran, labor and business organizations, including Louis Hausman, vice president of CBS Inc., unanimously supported the resolution opposing pay-tv. The Skiatron Electronics & Television Corp., Zenith Radio Corp. and International Telemeter Corp., which have developed toll tv systems, declined to attend the hearing on the ground that the issue of toll television currently is being considered by FCC.

Following the passage of the resolution, James M. Landis, special counsel for Skiatron and representing other pay-tv proponents, called the Council's action "utterly meaningless." He claimed the City Council had "completely ignored the basic fact that pay-as-you-see television will be supplementary to free television and that the public will benefit from it by having the opportunity of seeing outstanding programs that are not available now."

In absenting themselves from the hearing, Mr. Landis wrote that the three companies refused "to be drawn into a snap judgment proceeding on a matter long under consideration and now under extended hearings by the FCC." Mr. Landis gave four reasons for the boycott of the hearing:

(1) The FCC is the forum set up by Congress to determine whether toll television is in the public interest, and the New York City Council has "no jurisdiction over any kind of television"; (2) a fair hearing to proponents of pay television has been denied by the City Council because they requested six weeks to prepare their case and they were informed of the hearing only one week in advance; (3) the resolution "completely misstates" the issue presented by the three companies to the FCC in that they have never suggested that progarms now being received free by the public should be paid for, but they have stated they desire to use "hundreds of frequencies and channels" now available that are not being used because of economic reasons, and (4) the Council should be "aware" that hundreds of polls on toll tv have showed that "the public, when properly advised of the objectives of pay tv, has voted heavily for its introduction."

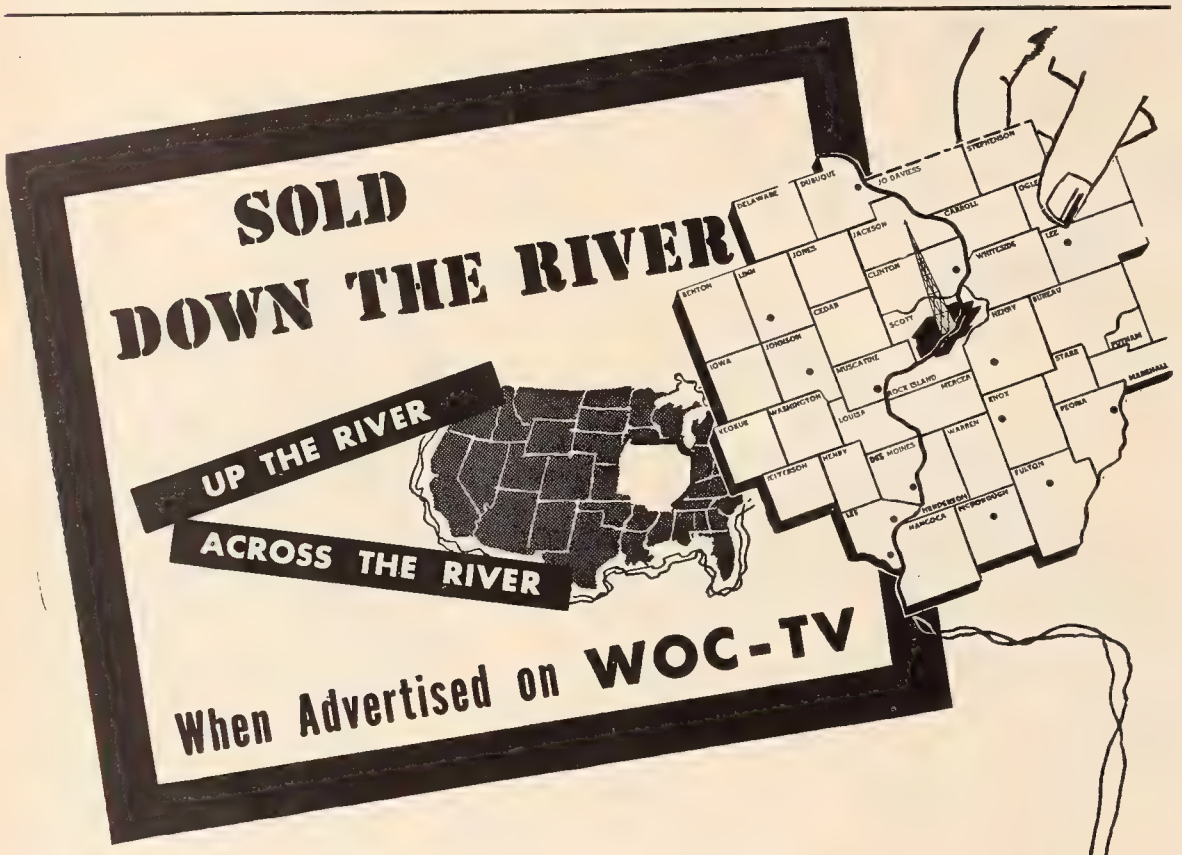
Typical of the arguments advanced for the resolution opposing pay tv was that of CBS, as outlined by Mr. Hausman. He gave two basic reasons for CBS' support of the resolution before the Council:

"One: pay television, when in operation, would black out the channels dedicated to the use of the entire public except to those willing and able to pay, and, if successful, would siphon, from free television, all the popular programs now being broadcast free. For the first time, it would divide the television audience along economic lines, reducing to 'second-class' citizens those who cannot afford to pay for their television programs, creating a brand new caste system in television viewing.

"Two: pay television is a betrayal of the more than four million families in the New York television area who have paid over $1 billion for their television sets in the expectation that they could use them as much as they wanted without any further charge for viewing."

Abe Stark, City Council president, said at the hearing that the pay-tv advocates "did not have the courage to face the people on this issue. The weakness of their argument makes it impossible for them to stand open debate."

He said further: "I accuse a small group of self-seeking monopolists of attempting to destroy free television viewing in the United States. I accuse them of violating the spirit and intent of the Communications Act. . . ." Mr. Stark's other remarks at the hearing were substantially the same as Mr. Hausman's.



WOC-TV *Sells* . . . because it offers the advertiser:

39 Iowa-Illinois counties with a population of 1,558,000.*

39 Iowa-Illinois counties with 481,700* families, 62% of which have TV sets (as of January 1, 1955).

39 Iowa-Illinois counties with an annual Effective Buying Income of $2,455,303,000.*

39 Iowa-Illinois counties that spend $1,800,717,000* a year in retail outlets.

WOC-TV *Sells* . . . because it offers the advertiser:

Maximum power—100,000 watts video—transmitted over a 602-foot-high antenna system on Channel 6.

Basic NBC programming plus market-WISE local programming.

A responsive audience that sent this station 157,422 pieces of program mail in 1954—82 per cent of which was in response to local, studio-produced programs.

WOC-TV *Sells* . . .

because its 6 years of telecasting experience make it *the channel that is watched* throughout the Quint-Cities area. To find out more about what WOC-TV offers the advertiser, write us direct or contact your nearest F & P office.

* 1955 Sales Management "Survey of Buying Power"

CENTRAL BROADCASTING CO., Davenport, Iowa

Col. B. J. Palmer, president • Ernest C. Sanders, resident manager

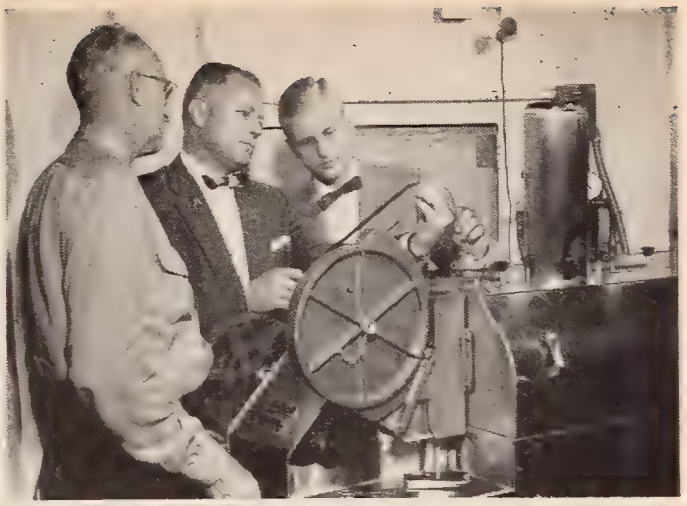
BETTENDORF AND DAVENPORT
IN IOWA
ROCK ISLAND, MOLINE
AND EAST MOLINE
IN ILLINOIS

The
QUINT CITIES

CHANNEL 6
WOC-TV



Paul Threlfall (above), past president of NPPA, director of Film Production at KAKE-TV, has covered every major news event in the Midwest for the past two decades. He says, "Because of the high quality and dependability of Du Pont Rapid Reversal Motion Picture Films, we use them *exclusively* for our work!"



Verle Hearing (left), head of processing lab, Mr. Threlfall and Du Pont Representative Dick Allen examine Type 930 Motion Picture Film as it comes from processor.



General Manager Martin Umansky (right) and Paul Threlfall view footage of a specially filmed news event for possible use on a popular nighttime information show which originates at station KAKE-TV, Wichita.

VETERAN NEWS CAMERAMAN REPORTS:

"Du Pont Rapid Reversal Motion Picture Film—my guarantee of finest TV coverage...anywhere!"

These words of praise come from nationally known cameraman, Paul Threlfall, Director of Film Production at KAKE-TV, Wichita, Kansas.

"We've used Du Pont Rapid Reversal Films since going on the air in 1954," says Mr. Threlfall, "and they give us everything we could want in a motion picture film. In the studio, for sports coverage in all kinds of weather, or for meeting air time for newscasts, Du Pont 930 and 931 prove beyond the shadow of a doubt they've got what it takes!

"Last year a town near Wichita was literally wiped off the map by a tornado . . . in spite of darkness, high wind, hail and torrential rain, we were able to get images with good reproductive quality — thanks to Du Pont 931. And prints of our footage were made for two national networks and a Kansas City station.

"Recently we covered a plane crash with Du Pont 931 . . . the film was rushed back to the station for processing, and the tragedy was televised as the lead story on a newscast *just 30 minutes later!*"

The processing lab at KAKE-TV is headed by Verle Hearing, who says, "Du Pont Type 930 and 931 Motion Picture Films are always dependable — even with extra rapid processing. The wide latitude emulsion gives a broad contrast range with maximum shadow detail, even when shots are made under lighting conditions that would 'wash out' an ordinary film!"

General Manager Martin Umansky adds, "Local and regional motion picture coverage has made our news and sportscasts *true television* rather than the usual 'visual radio' programs. One of our news shows has a rating almost four times higher than each competitor station . . . due in part to the high speed and rapid processing feature of Du Pont Films!"

FOR MORE INFORMATION, contact your nearest Du Pont Sales Office or the Du Pont Company, Photo Products Department, Wilmington 98, Delaware. In Canada: Du Pont Company of Canada Limited, Toronto.

SALES OFFICES

ATLANTA 5, GA.	805 Peachtree Building
BOSTON 10, MASS.	140 Federal Street
CHICAGO 30, Ill.	4560 Touhy Ave., Lincolnwood
CLEVELAND 14, OHIO	1033 Union Commerce Building
DALLAS 7, TEXAS	1628 Oak Lawn Avenue
LOS ANGELES 38, CALIF.	7051 Santa Monica Boulevard
NEW YORK 11, N.Y.	248 West 18th Street
PHILADELPHIA 2, PA.	225 South 15th Street
EXPORT	Nemours Bldg., Wilmington 98, Delaware

DU PONT
REG U.S. PAT OFF

BETTER THINGS FOR BETTER LIVING . . . *THROUGH CHEMISTRY*

DU PONT MOTION PICTURE FILM



THESE are the drys, who last week made vocal their opposition to liquor advertising in all media, and especially radio-tv

DRYS WAGE LIQUOR AD FIGHT IN CAPITOL HILL HEARINGS

- **Familiar prohibitionist bills would stop ads in all media**
- **But, as usual, radio and tv catch brunt of the attack**
- **Industry rebuttal says 'products are legal, ads are legal'**
- **And points to small volume of liquor ads, self-policing**
- **While brewers say bills would destroy their industry**

THE DRYS invaded and enveloped Capitol Hill last week in a show of force for testimony before Senate and House committees in favor of proposals in both houses to outlaw the advertising of alcoholic beverages on radio and tv and in other media.

Their arguments were met by a determined if smaller group representing radio and tv, newspaper and magazine publishers, national advertisers and agencies and the brewing, vintaging and distilling industries.

Hearings by the Senate Interstate & Foreign Commerce Committee, headed by Sen. Warren Magnuson (D-Wash.), began Wednesday, ran through Thursday, the last scheduled day, and were continued Friday, with the extra day added because of the large group of drys testifying all day Wednesday and into Thursday.

The House Interstate & Foreign Commerce Committee, chairmanned by Rep. J. Percy Priest (D-Tenn.), began hearings Thursday and continued through Friday.

Testimony before both committees was idenical and by the same persons on both sides, for the most part. As in the past few years the drys' ammunition consisted mostly of charges against radio and television advertising although the bills would prohibit beer, wine and liquor advertising via any medium, including the mail.

The bills in the Senate and House are similar to bills introduced in the past, all of which have failed to be reported from the respective commerce committees. The Senate version (S 923) is authored by Sen. William Langer (R-N.D.) and the House equivalent (HR 4627) by Rep. Eugene Siler (R- Ky.).

Both Sen. Langer and Rep. Siler made introductory statements on behalf of their respective measures.

The dry forces for several weeks have been "softening up" congressmen with a deluge of petitions and letters favoring passage of the bills. Both committees also have been flooded with letters urging passage of the bills, one staff member in the Senate committee noting that last Monday's mail brought 1,000 letters and succeeding days an average of 500.

The dry ranks appeared to be much better organized than in past years, with shepherding by Methodist Bishop Wilbur E. Hammaker, chairman of the National Temperance & Prohibition Counsel's Committee on Congressional Hearings, and Clayton M. Wallace, executive director of the National Temperance League.

Within a few minutes after the Senate group opened hearings Wednesday morning the Senate Caucus Room—largest room available for Senate hearings—was full and spectators, mostly dry forces, were standing three-deep in the aisles. One woman fainted, but quickly recovered.

Testimony by both sides, as condensed by B•T, was as follows:

DRYS SAY LIQUOR ADS ARE OFFENSE AGAINST SOCIETY

Leslie B. Logan, executive director of the Interchurch Temperance Movement of Colorado, criticized a local beer commercial, which he said interrupted a tv interview of Catherine Marshall, widow of Peter Marshall, former Senate chaplain and Washington minister, on Edward R. Murrow's *Person to Person,* a CBS-TV program.

Methodist Bishop Wilbur E. Hammaker, chairman of the National Temperance & Prohibition Counsel's Committee on Congressional Hearings, said the "offense against society lies in the winsome words and pictures so skillfully put forth to inflame the imagination and stir the emotions," and added, "I make no apology for stressing the basic religious and moral realities involved."

Kenneth L. Wilson, managing editor of the *Christian Herald* magazine, declared that his organization (World Christian Endeavor Union) does not consider the bill as "a back-door approach to prohibition"; that the *Christian Herald* has "no ax to grind save the axes of decency; safety; economic, physical and moral health." He said sale of liquor always has been subject to control, and that "alcohol's limited status, so expressly recognized in all other areas, should also be adequately recognized in the field of advertising."

Mrs. Glenn G. Hays, president of the National Women's Christian Temperance Union, said tv advertising "glamorizes beer and presents alcoholic beverages in a manner designed to interest and entice youngsters." She condemned animated tv beer commercials, and charged that tv makes appeals to youngsters as potential customers and to women.

Paul S. Bosley, president of the National Conference of Methodist Youth, said his group favors the bill and criticized radio-tv advertising appeals which "obscure from the young person the very real problems inherent in consumption of alcoholic beverages."

Dr. Caradine R. Hooton, executive secretary of the Methodist Church's Board of Temperance, said passage of the bill would penalize "false and misleading advertising of a product the use of which results in widespread damage," and would protect American home life "in the enjoyment of its right not to drink."

Clayton M. Wallace, executive director of the National Temperance League, read a statement of his own and one in behalf of Duke K. McCall, president of the NTL and of the Southern Baptist Theological Seminary, Louisville, Ky.

Mr. Wallace referred to a 1954 address by ABC President Robert E. Kintner in which he said Mr. Kintner, talking to the U. S. Brewers Foundation annual convention in Los Angeles, described the ABC network as "a willing servant of the beer industry," and "we in radio and television have also played a part in putting beer in the home and making it the national family drink of moderation."

Mr. McCall's statement said that alcoholic beverage advertising containing "half-truths" is projected by radio and tv into homes where it is seen by children and adults, under conditions leaving the householder "little practical choice." These commercials "are often injected following the most worthwhile programs for the purpose of reaching the audience attracted by the preceding program," he said.

Dr. W. R. White, president of Baylor U., Waco, Tex., said that "no form of advertising is more unrealistic or more misleading than the advertising of intoxicants. It is glamorized far beyond that which the facts will justify." He said liquor commercials are beamed alike into Texas' 142 dry, 82 partly dry and 30 wet counties.

Dr. Sam Morris, radio temperance speaker *(The Voice of Temperance)* and president of Preferred Risk Mutual Insurance Co., described the difficulties he had in purchasing network and station time to present his temperance talks. He said many stations have refused to sell him time on grounds his subject was "controversial." He said most networks and stations had been uncooperative in selling him time in other cases.

Dr. Andrew C. Ivy, head of the U. of Illinois Dept. of Clinical Science, described the harm done by alcohol and presented material designed to show the relationship between alcohol advertising, alcoholic consumption and crimes and misdemeanors.

Edward B. Dunford, Washington attorney for



"Our home on fire—and me 2000 miles away..."

"They paged me on arrival—it was a wire from my wife. 'Fire badly damaged house. Everyone safe. We are at mother's.' And here I was—2000 miles away, trying to close a business deal.

"I phoned right away and told her I'd take the next plane home. 'Stay where you are and finish your job,' she said, 'we're all right. Our insurance took care of everything.' I found that Chet Williams, our agent, had located my wife, gone out to our house, inspected the damage and reported it to the insurance company. He even arranged for temporary repairs and for an adjuster to see me when I got back. I'll never forget what Chet did—it's a relief to know my insurance is in such good hands."

★

Your Capital Stock company agent works for you every minute, day or night. Because he's your neighbor he knows your problems and can give you good advice on all kinds of property insurance. In business for himself, he's as close to you as your phone, so check with him regularly.

Your agent is one of 200,000 representing Capital Stock fire insurance companies. These companies provide you with many public services like inspection of municipal fire-fighting facilities, arson detection and safer building methods—services that go beyond your policy for your benefit.

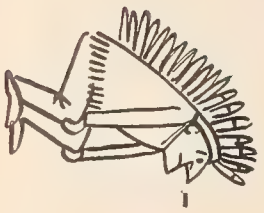
Look for the symbol printed below. Only an independent Capital Stock company agent or broker may display it.

CAPITAL STOCK ★ Standard protection ★ COMPANY INSURANCE

NATIONAL BOARD OF FIRE UNDERWRITERS

A Service Organization Maintained by 224 Capital Stock Fire Insurance Companies

85 John Street, New York 38, New York
222 West Adams Street, Chicago 6, Illinois
465 California Street, San Francisco 4, Calif.



TALENT SCOUTING?

Look no further. The talent's on WMBR-TV, reaching 343,428 homes with the highest rated shows, national and local.

WMBR-TV
Jacksonville
Basic CBS
Channel 4
CBS Television Spot Sales

the National Temperance League, said congressional committees for several years have referred anti-alcohol advertising bills to the Justice Dept., the FCC, Federal Trade Commission and other agencies and have been advised under both Democratic and Republican administrations, that such proposals present "only a question of legislative policy, no grounds for constitutional objection being cited."

He cited briefs and court decisions which he said support the view that Congress is empowered to enact the present proposal.

Mr. Dunford said the courts have decided since the 21st (repeal) Amendment that, among other things: The pending bill applies only to advertising practices under control of Congress and for which it is responsible; that prohibitions or regulations upon commercial advertising are "a legitimate incident" to the policing of the liquor traffic among the various states, and that the manufacture and sale of liquor is "not one of the inherent rights of citizenship," but a privilege to be exercised under state laws. He said restrictions upon the liquor business have been upheld which could not be sustained "when applied to essential or harmless industry."

A. C. Miller, executive secretary of the Southern Baptist Convention's Christian Life Commission, said his group believes that interstate advertising of alcoholic beverages is not in the interest of the public welfare and that, in keeping with the "spirit and meaning of the definition of the term 'false advertising' as set forth in the Federal Trade Commission Act, we believe that an analogous situation exists in the interstate advertising of alcoholic beverages . . . [and] . . . should be forbidden by act of Congress."

Leonard M. Campbell, representing the National Assn. of Evangelicals, said, "We are aware that the radio and tv broadcasters have brought forward some evidence which makes it appear that the proportion of alcoholic beverage advertisements has been reduced . . . but the basic problem has not approached solution."

William F. McConn, president of Marion College, Marion, Ind., a member of NTL's executive committee and president of the Indiana Temperance League, said the state's right to control liquor sale and advertising "is being violated by radio and tv programs and by many magazines."

James Renz, representing the Church of the Brethren, Elgin Ill., cited figures purporting to show that beer and liquor advertising in magazines and newspapers is higher than that of other products during certain times of the year.

J. Renwick Patterson, executive secretary of the National Reform Assn. and editor of the *Christian Statesman*, said, "It is most certainly not in the best interest of our children and our youth to turn our living rooms into sales rooms for alcoholic beverages." He said "subtle" beer and wine commercials suggest to the housewife "that she is something less than a good hostess . . . if she fails to provide beer and wine with the other refreshments."

Mrs. W. J. H. McKnight, chairman of the temperance education committee of the United Presbyterian Church of North America's general assembly, asked, "Are those millions of us who do not drink, who hate the stuff and know the evil consequences of its use, going to be forever denied the freedom in our own homes to turn on the radio and tv and not have our intelligence and finer sensibilities insulted and outraged by this obnoxious propaganda of the liquor forces?"

Erwin F. Bohmfalk, vice president of Texas Alcoholic-Education Inc., criticized radio and tv beer jingles as appealing to children.

Lewis C. Berger, superintendent of the Temperance League of Ohio, criticized the spot announcement advertising beer and wine, saying parents never know when the announcement is coming and thus cannot turn off their tv sets.

Roy S. Hollomon, superintendent of the Kansas United Dry Forces, said his "organization holds that the liquor traffic is not a legitimate business, but is a traffic that is only tolerated in parts of these United States."

Harold A. Young, superintendent of the Iowa Temperance League, said that although public opinion in Iowa is against liquor advertising, radio and tv stations carry it anyway. He said the state legislature feels it is a problem for Congress.

Warren J. McFate, representing the Iowa Conference of the Evangelical United Brethren Church, said alcohol "is the only poisonous narcotic allowed the privilege of advertising their product."

James Sloan, chairman of the Iowa-Des Moines annual conference of the Board of Temperance of the Methodist Church, said the liquor interests "stress their own ability for self-regulating; however, practical results are seldom forthcoming."

Others who made or were scheduled to make statements favoring the bill were:

Mrs. Augusta K. Christie, president of the Maine WCTU; Mrs. Violet Hill Whyte, a member of the Batlimore Police Dept.; Lloyd C. Halverson, National Grange; Dr. W. A. Scharffenberg, American Temperance Society; Dr. J. Warren Hastings, National Body of Disciples of Christ; Dr. Charles X. Hutchinson Jr., secretary, International Reform Federation; Mrs. Ruth Peterson, National Grand Lodge of the International Order of Good Templars.

James Overpeck, Rogers, Ark.; Carl Sjulin, president, International Nurseries, Hamburg, Iowa; Mrs. Harvey Wiley, Washington; Dr. Samuel A. Jeanes, New Jersey State Baptist Organization; Carroll Cross, Lakeland, Fla., representing calendar publishers; Rev. E. N.

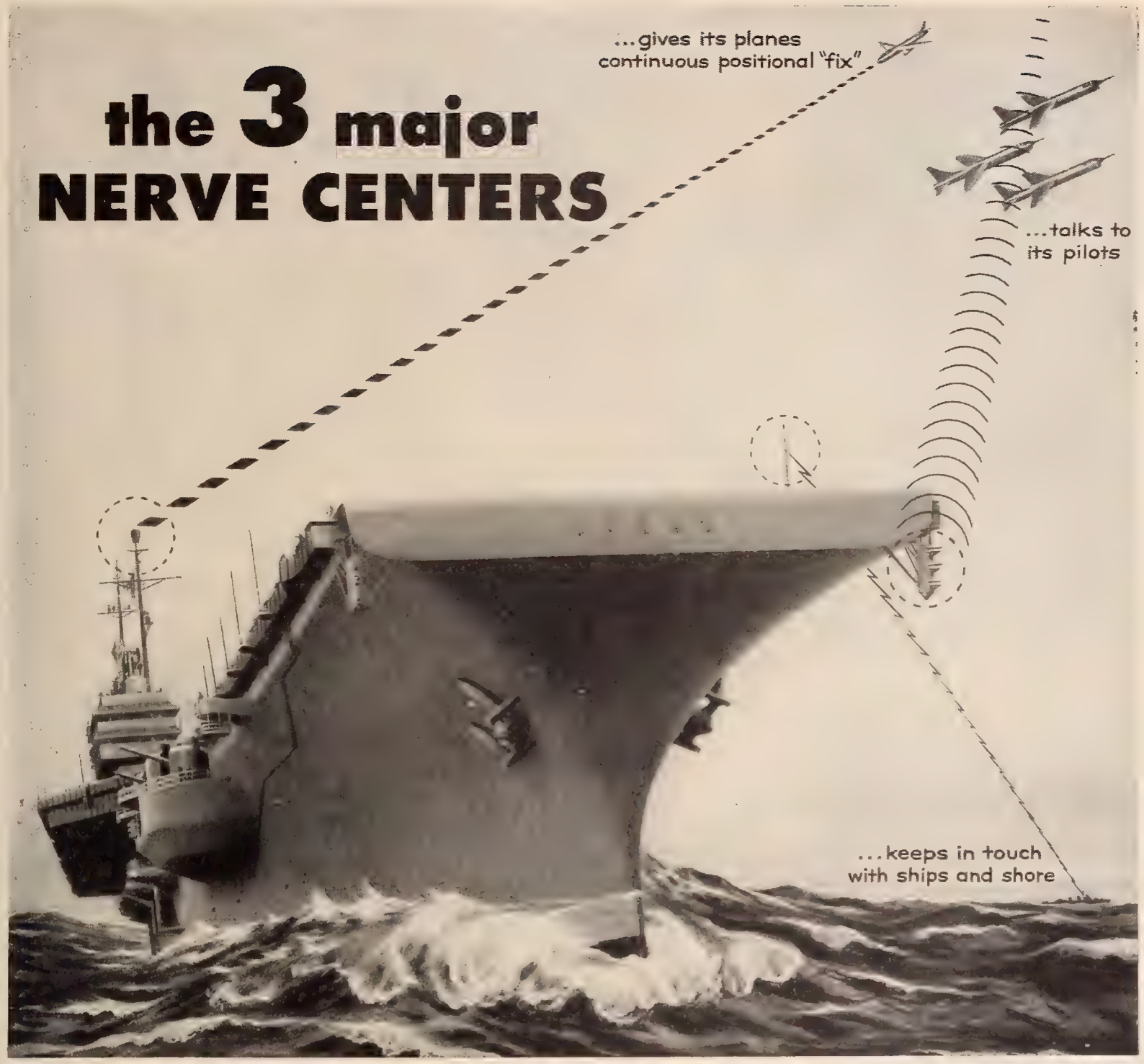
Out of This World

ONE James Overbeck of Rogers, Ark., testifying before the Senate committee Thursday in a talk believed to be in favor of the bill, departed from the usual arguments of the drys—in fact, he departed from this earth.

Mr. Overbeck, apparently sponsored only by himself, said that of all the planets, only the earth has a liquor problem. He said it had been proved that since these planets have no liquor problems, they don't have police. Don't need them. But it took atomic wars to fix up the other planets, he said, leaving unsaid the suggestion that it might take the same to straighten out the earth.

Mr. Overbeck not only didn't like liquor. Neither did he like coffee, tea, sugar, starches or other such things and he said grocery stores should be prohibited from selling them. He said these items and "four bottles of beer" every day had "seduced and debauched" the U. S. armed forces.

Whenever Mr. Overbeck paused for breath, which was seldom, Sen. Andrew Schoeppel (R-Kan.), acting as chairman, kept saying "thank you," apparently in the hope Mr. Overbeck had finished. When he finally did, the audience was convulsed.



the 3 major NERVE CENTERS of the Mighty FORRESTAL

The U.S.S. FORRESTAL . . . 60,000-ton sea giant . . . the most powerful carrier afloat . . . owes much of its fighting efficiency to its modern sensory system . . . including its advanced-design communication and air navigation "nerve centers" developed by Federal Telecommunication Laboratories, a division of International Telephone and Telegraph Corporation.

To guide its planes safely home through darkness, fog, and stormy weather, the FORRESTAL utilizes Tacan . . . revolutionary new system that continually indicates position of moving ship to its fast-flying planes.

To keep in constant two-way voice contact with its pilots in the air, the FORRESTAL uses a new ultra high frequency radio system . . . with an effective range over one-and-one-half times greater than many previous systems . . . beaming its power through new-type antennas in new locations below the level of the flight deck.

For ship-to-ship and ship-to-shore communication the FORRESTAL's medium-and-high frequency radio system provides clear and dependable transmission for voice, teleprinter, high-speed code and facsimile.

The same electronic "nerve centers" will be installed on the new super carrier U.S.S. SARATOGA and other great aircraft carriers to come.

These vital developments . . . Tacan, UHF and MHF radio . . . are outstanding examples of IT&T's continuing contributions to electronic progress . . . to the growing might of America's defensive forces.

INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION, 67 Broad Street, New York 4, N. Y.



Bergerstock, president, National Civic League; Dr. R. H. Martin, president emeritus, National Reform Assn.

Louise F. Jones, Hyattsville, Md.; Alvin W. Smith, chairman of temperance committee, Reformed Presbyterian Church of North America; Mrs. C. V. Biddle, vice president, WCTU; Wilbur Korfhage, administrative director, United Temperance Movement of Minnesota; Dr. Max Goldman, president, North Iowa Methodical Conference Temperance Board; Ethel H. Darkes, Pennsylvania WCTU.

ADVERTISING INDUSTRY POSES OPPOSITION TO DRY BILLS

George Link Jr., general counsel, American Assn. of Advertising Agencies, said the 4A's wished to register strong opposition to the bill because it would discriminate against the use of advertising as a "legitimate and necessary form of selling in our economy." The bill would deny the right to advertise a lawful product, Mr. Link said.

In discussing the amount and type of self-policing that the advertising industry does, and the low percentage of bad advertising in general, Mr. Link referred to the AAAA plan known as the monthly "Interchange of Opinion on Objectionable Advertising." Agencies report each month to AAAA any advertising they consider objectionable. Acting as an intermediary, the AAAA notifies the agency involved that a complaint has been received. Although no pressure is brought to bear, Mr. Link stated, "this simple, low-pressure registering of views has brought improvement."

In 1955, he said, a total of 91 advertisements were criticized through this means. Not one was for alcoholic beverage advertising, he declared. In 1954 there were 10 criticisms of alcoholic beverage advertising, Mr. Link said, and in 1953, 14.

John Dwight Sullivan, general counsel, Advertising Federation of America, objected to the bill because, he said, it was punitive. "It would deny to particular industries rights enjoyed by every other lawful business and industry in the United States, the right to advertise one's product."

The bill, Mr. Sullivan averred, would conflict with the right to advertise any product which may be lawfully made and publicly sold. It would, he added, possibly violate the First Amendment prohibiting the Congress from making any law abridging freedom of speech or of the press.

He called attention to the lack of liquor advertising on radio or television and pointed to this as an indication that the advertising has the force and will to police itself.

The amount spent in advertising alcoholic beverages is "trivial," Mr. Sullivan said, "compared to the total of advertising lineage and expenditure in the United States."

Harold Fellows, NARTB president, opposed the bill on the ground that it would deny to radio and tv the advertising of products which are legal products of general availability and use.

The broadcasting industry, Mr. Fellows said, long ago voluntarily decided not to carry hard liquor advertising. In fact, he pointed out, broadcasters have gone beyond that. Rarely if ever, he said, does a television commercial show an individual tasting beer. This change has come about in the past two years, he said.

Complaints to the Television Code Review Board regarding the advertising of beer and wine on television have been "negligible", Mr. Fellows said.

Mr. Fellows submitted a 1953-54 survey of beer and wine advertising on radio and tv which showed that less than 3% of tv programs were sponsored by beer and wine advertisers and that the time consumed by such programs amounted to 3.07%. Beer and wine spot announcements amounted to only 3.53% of all spot announcements carried by tv stations, he said.

In radio, Mr. Fellows pointed out, only 1.62% of all programs were sponsored by beer and wine advertisers, with only 2% of total time devoted to such programs. Only 2.85% of all spot announcements were devoted to this type of advertising, he said, and this amounted to 0.3% of stations' total time.

Clinton M. Hester, Washington counsel, U. S. Brewers Foundation, said the bill violates the free speech and free press guaranties of the 1st Amendment; the due process clause of the 5th Amendment and the 21st (Repeal) Amendment.

He said the bill would impose prohibition on wet states as well as dry and would reduce beer sales 50%. "The prohibitionists want prohibition," he said, "they are not interested in moderation." He predicted the bill in time would destroy the brewing industry.

Mr. Hester said the brewing industry is pouring $2 billion annually into the national economy, paying $980 million in taxes and license fees, $350 million in wages and salaries, $275 million for agricultural products, $200 million for cans and bottles and several hundred million for other supplies and services.

He noted the failure of anti-alchohol advertising bills in the states of Washington and North Dakota in 1954 and 1955, respectively.

Mr. Hester said the U. S. Brewers Foundation has made a special effort to urge brewers to improve their advertising; to review their commercials and maintain them in good taste, and that brewers have given serious consideration to criticism and have taken corrective steps. Today, he said, beer advertising is in good taste, no longer irritating, consumes less time and does not interfere with the program. Drinking scenes have been eliminated from beer commercials, he said.

Among others who appeared or were scheduled in opposition to the bill, were:

Frank Braucher, president, Magazine Advertising Bureau Inc.; Norton B. Jackson, executive director, Point-of-Purchase Advertising Institute; Arthur P. Bondurant (Glenmore Distillers Co.), Distilled Spirits Institute; Joseph M. Treacy, National Licensed Beverage Assn.; Edward W. Wootton, U. S. Wine Industry; R. E. Joyce, vice president, Distilled Spirits Institute.

S. J. Musey, executive secretary, Texas State Council of Brewery Employees; Joseph E. Brady, coordinator of state councils, International Union of United Brewery, Flour, Cereal, Soft Drink & Distillery Workers of America, AFL-CIO; Bernard E. Esters *(Houlton* [Me.] *Pioneer-Times),* chairman, Legislative Committee, National Editorial Assn.; Clarence L. Chapin, president, Repeal Associates Inc.; Arthur J. Packard, chairman, Governmental Affairs Committee, American Hotel Assn.

Joseph E. Kunz, Coopers International Union; George D. Riley, legislative representative, AFL-CIO; John E. O'Neill, general counsel, Brewers' Assn. of America; Abraham Tunick, Washington counsel, Wine & Spirits Wholesalers of America; Randolph W. Childs, executive director and counsel, Pennsylvania Alcoholic Beverage Study Inc.; Paul E. Maxwell, secretary, West Virginia Glass & Pottery Workers Protective League; E. S. Miller, general president, Hotel & Restaurant Employes & Bartenders International Union (AFL-CIO); Anthony J. Ferro, executive secretary, Council of Brewery, Soft Drink & Allied Industries Workers Inc., and M. O. Ryan, manager, American Hotel Assn.

"upholds the finest traditions of the fourth estate"



says **LAWRENCE VALENSTEIN**
President
Grey Advertising Agency

"If I were to pick a single feature out of Advertising Age's editorial program that appeals to me most strongly — and this is difficult to do because I am extremely enthusiastic about the entire editorial program — that single feature would be what I could only describe as editorial courage. This has become something of a diminishing quantity, I think, in the editorial field, and therefore I doubly appreciate the fearlessness which to my mind upholds the finest traditions of the fourth estate."

LAWRENCE VALENSTEIN

One hundred dollars plus an abundance of youthful exuberance and enthusiasm went into the founding of the Grey Advertising Agency by 18-year-old Lawrence Valenstein in 1917.

Today, Grey is a $30 million agency employing almost 400 people, housed in four and a half floors of the new, glittering, glass-fronted building at 430 Park Avenue.

Among its many and varied accounts, Grey lists Gruen Watch, RCA Victor, Mennen Baby Products and Women's Products, NBC, Chock Full O' Nuts, Emerson Radio & Television Sets, Firestone Foamex and Plastics, Necchi Sewing Machines, Van Heusen Shirts.

Week in and week out, when Monday morning rolls around, Advertising Age gets called on by most of the sales, advertising, and marketing executives who are important to you. Through the years, turning to Ad Age for up-to-the-minute news about advertising events, trends and developments has become a *weekly* work habit — not only with those who *activate* broadcast decisions, but with executives who *influence* market and media decisions.

For example, subscription records show that Grey Advertising Agency, where a radio-tv billing of $8,000,000 was placed in 1955, *56 subscription copies of AA are received each week.* Further, among the top 36 agencies representing $812,500,000 in radio-tv billings last year*, *AA averages over 75 copies per agency.*

Add to this AA's similar penetration of advertising agencies with a paid circulation of 8,448 each week, its weekly audience of top executives in major advertising companies, its total readership of 120,000 based on 32,000 paid subscriptions — and you'll recognize in Advertising Age a most influential medium for swinging broadcast decisions your way in 1956.

**Broadcasting-Telecasting 1955 Report*

important to important people



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We're

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But—

It's Purr-ty Nice

To Be WELCOME In

90,000 HOMES

This Winter!!!

NBC Affiliate

WJHP-TV

ABC

Jacksonville, Fla.

FTC TELLS SEN. MAGNUSON COMMERCIALS WATCHED

Federal Trade Commission says it has examined 3,676 commercials in five-month period, but not ad libbed ones.

IN a five-month period, to Jan. 20, the Federal Trade Commission has examined 3,676 radio and tv commercials, an average of almost 25 a day.

But, FTC Chairman John W. Gwynne added in a letter to Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, no attempt is made to monitor local stations. "For that reason," Mr. Gwynne stated, "advertising that is 'ad libbed' would not come to our attention."

The FTC chairman's letter was in response to an inquiry by Sen. Magnuson regarding alleged "false and fraudulent" advertising on the air. It arose two weeks ago at the start of the Senate Committee's hearing on television [B•T, Feb. 13]. Airing their unhappiness with radio commercials were Sens. Magnuson, A. S. Mike Monroney (D-Okla.) and John O. Pastore (D-R. I.).

Mr. Gwynne said in his letter that the FTC requests and receives written continuities of all radio and tv advertising originating on local stations for one selected 24-hour period every three months. The networks, Mr. Gwynne said, voluntarily forward to the FTC written transcripts of all advertising messages for a selected eight-day period, once a month.

Advertising on film or transcriptions is not required to be sent in to the agency, the FTC chairman said. Instead, the FTC asks for a list of sponsors, products and advertising agencies. "If it appears that some sponsor, product or agency is involved with which the Commission is already concerned, a request is made for the transcripts," the letter said.

In addition, Mr. Gwynne said, all continuities submitted are examined by attorneys and when any appear to warrant further action they are referred to FTC's Bureau of Investigation or the responsible department. This applies also to all complaints of false and misleading advertising received from the public or competitors, Mr. Gwynne said.

"When an investigation is instituted in any case we do not rely entirely on the submittals by the radio and television station but obtain all the relevant advertising material either from the advertiser itself or other sources," the FTC chairman said.

Enclosed with the letter were documents relating to six Washington, D. C., cases involving false or misleading advertising on radio or tv.

Losing Bidders Challenge Knoxville Ch. 10 Grant

THE FCC grant of ch. 10 Knoxville, Tenn., to WBIR there [AT DEADLINE, Jan. 16], was attacked on two fronts last week by losing applicants for that channel. Scripps-Howard Radio Inc. (WNOX Knoxville) asked the FCC to reconsider and set aside the WBIR grant and award the channel to WNOX. Meanwhile, Tennessee Tv Inc., claiming it should have been preferred in the three-way contest, asked the U. S. Court of Appeals to nullify the Knoxville grant and remand the applications to the Commission for further hearing.

The FCC decision misapplied the diversification principle, Scripps-Howard said, by considering media interest on a nationwide basis rather than considering the degree of control in the community which is the subject of the applications. The FCC erred and acted contrary to its recent decisions by failing to find WBIR's alleged superiority in the diversification area was overcome by Scripps-Howard's superiority in broadcast experience and better programming, Scripps-Howard said.

Tennessee Television's court appeal charged that the FCC's decision was inconsistent with findings that Tennessee Tv was superior to WBIR in areas of local ownership, civic participation and diversification. Tennessee Tv, which has no media interests, said the FCC reasoning penalizes a newcomer and gives a preference to an applicant who already is a broadcast licensee.

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 11

Bristol, Va.-Tenn., ch. 5; Canton, Ohio, ch. 29; Corpus Christi, Tex., ch. 10; Miami, Fla., ch. 10; Norfolk-Portsmouth, Va., ch. 10; Omaha, Neb., ch. 7; Peoria, Ill., ch. 8; Seattle, Wash., ch. 7; Springfield, Ill., ch. 2; Jacksonville, Fla., ch. 12; Raleigh, N. C., ch. 5.

AWAITING ORAL ARGUMENT: 9

Boston, Mass., ch. 5; Charlotte, N. C., ch. 9; Hartford, Conn., ch. 3; Indianapolis, Ind., ch. 13; New Orleans, La., ch. 4; Orlando, Fla., ch. 9; Paducah, Ky., ch. 6; San Antonio, Tex., ch. 12; St. Louis, Mo., ch. 11.

AWAITING INITIAL DECISION: 3

Hatfield, Ind. (Ownesboro, Ky.), ch. 9; McKeesport, Pa. (Pittsburgh), ch. 4; San Francisco-Oakland, Calif., ch. 2.

IN HEARING: 12

Beaumont-Port Arthur, Tex., ch. 4; Biloxi, Miss., ch. 13; Caguas, P. R., ch. 11; Cheboygan, Mich., ch. 4; Clovis, N. M., ch. 12; Elmira, N. Y., ch. 18; Mayaguez, P. R., ch. 3; Onondaga-Parma, Mich., ch. 10; Pittsburgh, Pa., ch. 11; Redding, Calif., ch. 7; Toledo, Ohio, ch. 11; Lead-Deadwood, S. D., ch. 5.

U. S. Mobilization Pool To Include Radio-Tv Men

FEDERAL MACHINERY to set up a nationwide pool of trained executives, including radio and tv management and technical specialists, is being prepared by the Office of Defense Mobilization under an executive order signed Thursday by President Eisenhower.

ODM is expected to supply federal agencies such as the FCC with uniform rules within a fortnight. These rules will cover recruiting of an executive reserve force. These executive reservists will serve on a voluntary basis, with consent of their employers, and will be given periodic training for government posts.

While ODM is not ready to state what federal agencies will be affected, it was assumed the FCC and Defense Department in particular will draw on broadcast executives for trained manpower in case of mobilization. Many federal agencies have done some preliminary planning. Any federal censorship unit that might be set up would fill some of its key posts with broadcast executives.

Dr. Arthur S. Flemming, director of ODM, has been conducting a pilot program based on a group of 40 executives. This study has been used to test practicability of the idea.

Each federal agency will determine what executive talent it needs in case of emergency and will do its own recruiting. Some federal agencies are understood to be ready to set up recruiting machinery within a few days.

Report Says Dark KTVQ (TV) May Get Chance at Educ. Ch.

REPORT was circulated last week that Oklahoma Educational Tv Authority (OETA), permittee of ch. 11 KOED-TV Tulsa, proposed educational station, no longer is opposed to interim use of that vhf facility by now dark KTVQ (TV) Oklahoma City, ch. 25 commercial outlet.

KTVQ, which went off the air Dec. 15 under court order and after continuing financial losses, made a "last ditch" attempt to stay in business by requesting FCC authority to use the unused Tulsa educational channel [B•T, Dec. 19, 1955]. The channel-switch proposal was opposed by OETA, Joint Committee on Educational Tv and other educatonal groups, but received favorable response from other interests, including Oklahoma Gov. Raymond A. Gary, who said he was interested in keeping KTVQ in operation. Only a fortnight ago the FCC denied KTVQ's request.

Contacted at Norman, Okla., John Dunn, OETA director, would neither confirm nor deny that the Authority had experienced a change of heart in the KTVQ matter. He refused to comment on a persistent report that the Authority, which is said to have unanimously voted to protest KTVQ's proposed move, had since relaxed its stand and adopted a resolution not to file opposition if KTVQ renews its request. The reported resolution was said to be "qualified," which was taken to mean that KTVQ's Tulsa tenure, assuming the channel-loan agreement were approved by the FCC, will expire when KOED-TV is ready to utilize the channel.

Mr. Dunn left no doubt that the authority has definite plans to put KOED-TV in operation at the earliest possible date. Equipment has been purchased and construction is underway, he said. The only thing blocking KOED-TV's go-ahead, he stated, was a lack of necessary funds. Mr. Dunn said that educational ch. 13 KETA (TV) Oklahoma City, also licensed to OETA, is being readied for an April 1 target date.

In its petition to use the Tulsa facility, KTVQ said it was prepared to relinquish the channel as soon as OETA had obtained operating funds. A KTVQ spokesman said then that the educational group wouldn't be able to raise the necessary money until 1957 when the legislature again meets.

Meanwhile, a source close to KTVQ intimated that in light of the reported change in OETA's thinking, the Oklahoma City uhf station may renew its request to shift to the inactive Tulsa channel until the educational station is ready to commence operation. It was hinted that such a petition may be filed this week.

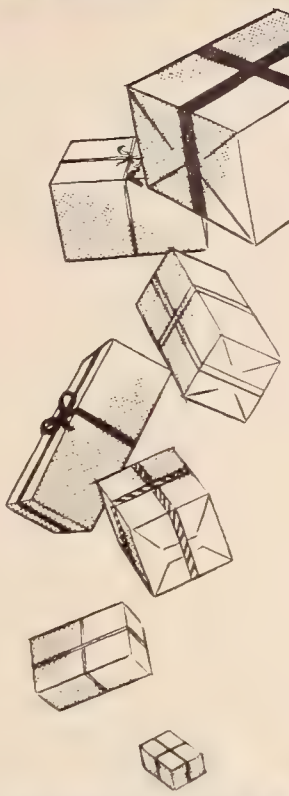
Bar Assn. Recommends New Federal Legal Unit

ESTABLISHMENT of an Office of Administrative Procedure and Legal Services—to coordinate federal agencies' procedures, consolidate the appointment and assignment of hearing commissioners (hearing examiners), and recruit and select attorneys for the government—has been recommended by a special committee of the American Bar Assn.

Assaying recommendations of the 1953-55 Hoover Commission, the ABA Special Committee on Legal Services and Procedures has submitted its recommendations for action by the ABA's House of Delegates meeting in Chicago beginning today.

The special 13-man ABA committee was chairmaned by Washington attorney Ashley

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION



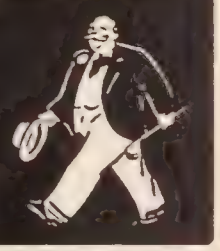
PACKAGE BUYER?

Use WDBJ's 6-13-21 Plan!

	Class "A"	Class "B"
6 minutes weekly	$ 63.00	$ 45.00
13 minutes weekly	117.00	78.00
21 minutes weekly	168.00	115.00

Ask Free & Peters!

WDBJ
Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
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KXLA WEAV KGHM KMYR WKMH KGAK WHKY WEBK KRAI CKEN KHUM WDIX WBNX WRUN WCTA WCBI WINX WBRD WGMS WCED WCHV WAYE WGSA WIBG KPMC WDAS WMIR WMAL KIOA KURV WXIW WHLM KNOX WMYR WFIG WTTM KQV KATZ KCHJ WTAQ WPON KELP KOGL WOKE WTAG KSPC WMAY WMIC KBEC WGGH CKMR WEMP KWEW

NEMS-CLARKE
MODEL 108
PHASE METER



The Model 108 Phase Meter is an instrument designed to provide an indication of the phase relations in directional antenna systems. Each instrument is tailored for the particular installation and usually incorporates provision for indicating the relative amplitudes of the currents in the various antennas, as well as the phase relation. The Model 108 Phase Meter has found its principal use in broadcast stations employing directional antennas, but its wide frequency range makes it readily adaptable for other applications.

The popularity of the Model 108 Phase Meter is proven by the vast number now in use.

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Incorporated
919 JESUP-BLAIR DRIVE
SILVER SPRING, MARYLAND
Write Dept. F-1 for further information



AMCI TYPE 1046
Channels 7 through 13

Shown above is the five-bay array recently installed for Station WITN, Channel 7, in Washington, North Carolina. With a gain of 19.4, a single 6-⅛" coaxial transmission line feeder and in conjunction with a 20 kw transmitter, the antenna radiates an ERP of 316 kw AMCI Type I null fill-in assures proper coverage even in close to the tower. Write for Bulletin B-105

ANTENNA SYSTEMS—COMPONENTS
AIR NAVIGATION AIDS—INSTRUMENTS

AMCI ALFORD Manufacturing Co. Inc
288 ATLANTIC AVE. BOSTON, MASS.

Sellers. Among its members was Donald C. Beelar, associated with Kirkland, Fleming, Green, Martin & Ellis.

The committee also suggested that the philosophy of separation of functions, which is mandatory in adjudicatory cases, be extended also to rule-making proceedings.

The ABA committee's recommendations differ in some respects with those of the Hoover Commission [B•T, April 11, 1955], but generally follow along the same lines.

Fresno Tv Grant Stay Sought in Appeals Court

ARGUMENT on the request of KARM Fresno, Calif., that the FCC's grant of ch. 12 Fresno to KFRE that city [B•T, Jan. 16] be stayed was heard last Thursday by a three-judge U. S. Court of Appeals panel in Washington.

KARM claimed that unless the stay was granted, KFRE would build its ch. 12 facility and begin operating with an expenditure of almost $800,000 for construction and $700,000 for first year's operating costs. This would make it difficult to "unscramble the egg," KARM said, if the court was to find that its appeal had merit and order the FCC to reopen the case.

KARM claimed that the Commission erred in refusing to permit it to question the financial qualifications of KFRE, that the vote was illegal in that two commissioners voted without participating in the oral argument.

The argument on the stay petition was heard by Circuit Judges G. Barrett Prettyman, John A. Danaher and Charles Fahy. Duke M. Patrick represented KARM, Edward W. Hautanen, the FCC, and Harold Cohen, KFRE.

A second appeal against the Fresno decision was made to the same court last week by ch. 47 KJEO (TV) Fresno.

The uhf station claimed that the Commission's vote was not made on a determination of the comparative merits of the two applicants, but only to break an impasse. It referred to the fact that Comr. Robert E. Lee changed his vote to give the winning applicant a majority of the seven-man commission. Mr. Lee had been in favor of KARM. Voting in favor of KFRE were four commissioners; in favor of KARM Fresno, the losing applicant, one commissioner. Comrs. Rosel H. Hyde and Robert T. Bartley, in voting for neither applicant, continued their position that no vhf grants should be made in potential deintermixture areas until the Commission completes its allocation proceeding.

KJEO also claimed that the Commission turned down without a hearing its petition asking that action on Fresno's ch. 12 be held up until the allocation proceeding was completed, or that it be given authority to enter the vhf hearing. It also questioned the reasons for making the grant "to bring a needed service to Fresno." Fresno does not require an additional service, KJEO said, pointing to the two existing outlets in operation there—itself and ch. 24 KMJ-TV.

Victoria, Tex., Uhf Sought

AN APPLICATION for a new commercial uhf tv station on ch. 19 at Victoria, Tex., was filed last week by O. L. Nelms, doing business as the Victoria Tv Co. Mr. Nelms, who has extensive real estate holdings as well as other business interests, proposes effective radiated power of 0.5 kw visual, 0.16 aural and antenna height of 305 ft. above average terrain.

The proposed station will be equipped by Commercial Electric Corp. of Dallas, that firm also serving as consultant. Construction costs were estimated at $67,635; first year operating cost, $84,000; revenue, $120,000.

Senate Committee Passes Buck On Broadcast License Fees

THE Senate Government Operations Committee has passed the buck back to the Senate Interstate & Foreign Commerce Committee on the matter of fees for FCC licenses to broadcasters.

In a report on S Res 140, introduced last summer by Senate Commerce Chairman Warren G. Magnuson (D-Wash.) and which asked the Government Operations Committee to study the practicability of fees for licenses, the GOC said such fees should be considered by the "respective jurisdictional committees"; i.e., the Senate committees, such as the Commerce Committee, having jurisdiction over the various government agencies.

The report noted that while some agencies have established revised fee programs, others, including the FCC, have delayed them pending clarification of their authority to establish fees. The report appended a letter, dated Nov. 14, 1955, from FCC Chairman George C. McConnaughey saying the Commission does not plan to proceed with its 1954 rulemaking setting up a fee schedule for radio-tv broadcast and other license applications "pending further advice from the Congress or the Bureau of the Budget."

The FCC's 1954 rulemaking had been inaugurated as a result of a circular issued Nov. 5, 1953, by the Bureau of the Budget, asking the FCC and other agencies to set up fee schedules.

FCC Denies Stay Appeal Against Madison Ch. 3

REQUEST by Badger Tv Co., asking the FCC to stay its grant of ch. 3 Madison, Wis., to Radio Wisconsin Inc. (WISC), was denied by the Commission last week. Badger, competing applicant for the Madison channel, prevailed in an FCC hearing examiner's initial decision, but lost out last December when the FCC overturned the examiner's ruling and awarded the grant to WISC [B•T, Dec. 19].

In order to support a petition for a stay, the FCC said the petition must show it will suffer prejudice if a stay is not granted and that refusal of the stay will cause the public as well as the petitioner irreparable injury. Badger failed in both respects, the FCC held. The FCC vote was 4 to 0, Comrs. Hyde and Bartley abstaining, Comr. Mack not participating. Comrs. Hyde and Bartley dissented in the Madison decision, vigorously opposing any grant in an area proposed for deintermixture.

WFNM Protest Withdrawn

REQUEST of WFNM De Funiak Springs, Fla., to withdraw its protest to a new am grant (WDSP) for that city has been granted by the FCC. The WDSP grant, for 1280 kc, 5 kw day, was awarded last November to W. D. Douglass, but the grant was stayed and set for hearing by the Commission following a protest by WFNM. WFNM, which among other things alleged the grant would cause it economic injury, was made a party to the hearing and assigned the burden of proof.

Late last month WFNM asked for permission to withdraw from the proceeding, saying it did not feel it was financially able to bear the expenses involved in prosecuting its case. In granting WFNM's request, the FCC made Mr. Douglass' grant effective immediately.

NETWORK RADIO'S NEW CONCEPTS LAUDED

CBS' Howard G. Barnes and NBC's William F. Fairbanks tell merits of current programming and selling in talks before New York seminar of Radio & Television Executives Society.

NETWORK RADIO's new programming and selling concepts—as employed by CBS Radio in its segmented plans and NBC Radio in its *Monitor-Weekday* participations—featured last Tuesday's timebuying and selling seminar held in New York by the Radio & Television Executives Society.

Speakers were Howard G. Barnes, vice president in charge of network programs, CBS Radio, and William F. Fairbanks, national sales manager, NBC Radio. In his talk, Mr. Fairbanks stressed increased station compensation among affiliates because of *Monitor*.

Both men acknowledged that there still are problems. Mr. Fairbanks said NBC Radio is concerning itself with "what direction *Weekday* should take." He said that "ratings of the program have not been depressing, but we must learn more about the housewife's radio listening habits." *Weekday* is programmed Monday through Friday.

Mr. Barnes said CBS Radio is meeting the problem of station clearance by offering strong programming—"the kind the stations will accept in their schedules, sustaining or commercial." Another challenge, he said, is how to convince the advertiser who feels he has little left for radio after paying his tv bills.

The latter problems, Mr. Barnes said, is being attacked by CBS Radio with offers to the advertiser of segmentation and program unit purchases, permitting him to buy into "high-rated, audience-pulling shows with a high degree of station acceptance for a fraction of his television costs or of his old-time radio costs." Penetration, he said, can be obtained via repeated impressions for supplementing tv advertising or as a total broadcast campaign.

"Our problem here is to convince you timebuyers that not only is there life in the old medium yet, but that it's a healthy and a going concern," Mr. Barnes said.

The important function of radio is entertainment, Mr. Barnes said, explaining that from this concept CBS Radio has built its current precept of the "big name" in its shows. He said the network is "holding the line" in offering favorite shows at specific time periods at night and during the day with its personality shows. He said CBS Radio also makes use of the medium's "immediacy"—being on the scene when disaster or some other news event is fast-breaking.

On NBC Radio, the advertiser can buy one-minute participations in high-rated shows (Top Ten Plan), one-minute, 30-second and six-second participations on *Monitor* and similarly on *Weekday*, and individual programs (weekly or multi-weekly) in offerings ranging from the five-minute newscast to a one-hour symphony broadcast, Mr. Fairbanks said.

After outlining the programming that has been on *Monitor*, since that service's inception last June, and on *Weekday*, on the air since last November, Mr. Fairbanks presented audience figures and advertising rates.

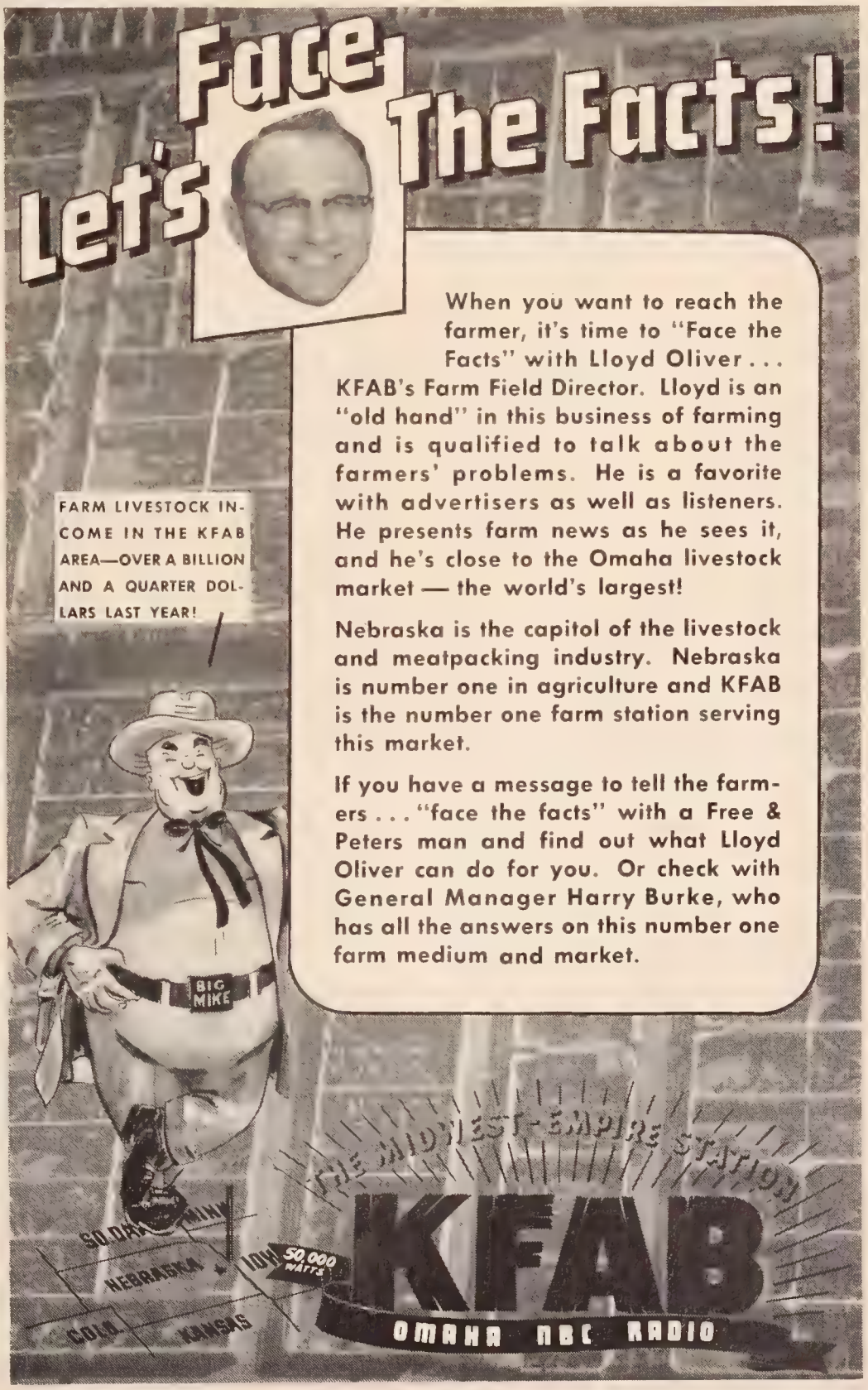
Mr. Fairbanks said that *Monitor*'s primary option time now consists of 10 a.m.-noon on Saturday, and the periods 3-6 p.m. and 7:30-10:30 p.m. on Saturday and Sunday. Costs (time and talent) are a maximum of $1,059 and a minimum of $759 for one minute, $3,176 and $2,276 for four 30-second participations or for 10 six-second buys. Clearance is from 132 to 174 stations with an average audience of about 550,000 homes per average minute. Ten announcements on a single weekend have a cumulative audience of 3.2 million homes, he said.

Mr. Fairbanks said that last year, 29 national advertisers participated in *Monitor*, representing nearly $2.5 million in billings. He said that in the summer months, 80% of the network positions were sold out, and that in weekend time, "marginal in radio for several years," NBC Radio was "running over $1 million net for the quarter—ten times as much as all other weekend business—more dollar volume than all the networks put together, as far as the weekend is concerned."

He said that NBC's affiliates "benefited immediately" from *Monitor*: "station compensation increased 10 times over what it was for the typical weekend before *Monitor* started. The increased compensation caused by *Monitor* alone was the equivalent of 22 daytime half-hours."

Mr. Fairbanks also claimed that stations owned and operated by NBC doubled weekend business because of *Monitor*, with half of the new business in national spot. Picking WRC Washington to illustrate his point, Mr. Fairbanks said that station's total monthly compensation went up 29% in July 1955 over July 1954—". . . without *Monitor*, its compensation had been projected to go *down* 34% from the previous year. . . . Looking at weekend compensation alone, the station's compensation in July was 22 times as great as it would have been if there were no weekend *Monitor* last July." He said that national and local spot sales on WRC jumped from 20% of availabilities before, to 66% after *Monitor*. Cited also by Mr. Fairbanks were increases in cumulative ratings for weekend time periods on the station.

FCC Comr. Robert E. Lee is slated to talk before the group at tomorrow's (Tuesday) session.



WASHINGTON HOSTS STATE ASSN. HEADS

Representatives of 43 states gather for NARTB's first meeting of state presidents, starting today.

FORTY-THREE state broadcaster associations will participate this week in NARTB's first roundup of state presidents, with a headquarters open-house today (Monday) as the opening feature of a three-day program. The meeting was described by NARTB President Harold E. Fellows as "an informational exchange for state associations on common problems of importance to the industry."

A general meeting of the presidents will be held Tuesday, according to Howard H. Bell, assistant to Mr. Fellows and NARTB's state association coordinator in charge of the three-day event. President Fellows will open the program with a talk, "The Common Goal," with Mr. Bell discussing "Tinker to Evers—and Nothing to Chance!" Joseph M. Sitrick, NARTB information-publicity manager, will review the 1956 political campaign situation; Walter J. Teich, KOEL Olwein, Iowa, will discuss taxes; J. Maxim Ryder, WBRY Waterbury, Conn., will explain the status of state libel laws, and Elroy McCaw, KTVW (TV) Tacoma, Wash., will speak on alcoholic beverage legislation.

FCC Chairman George C. McConnaughey will deliver the Tuesday luncheon address. Mr. Fellows will open the afternoon session with a discussion of the Voice of Democracy contest. Conelrad problems will be covered by A. Prose Walker, NARTB engineering manager. Closing the day's program will be a three-hour stateside forum, with Mr. Fellows as moderator. All delegates will have a chance to exchange information and experiences on topics of common concern.

Main event on the Wednesday schedule is participation in the annual Voice of Democracy awards luncheon.

State presidents, or their alternates, taking part in the conferences are:

Richard Biddle, WOWL Florence, Ala.; Lee Little, KTUC Tucson, Ariz.; Melvin Spann, KWAK Stuttgart, Ark.; George Greves, KRCA (TV) Hollywood, Calif.; Elwood Meyer, KYOU Greeley, Colo.; J. Maxim Ryder, WBRY Waterbury, Conn.; Harold P. Danforth, WDBO Orlando, Fla.; Glenn C. Jackson, WAGA Atlanta, Ga.; Clair Hull, KCID Caldwell, Idaho; Joseph S. Bonansinga, WGEM Quincy, Ill.; Edward G. Thoms, WKJG Fort Wayne, Ind.; Walter J. Teich, KOEL; Robert Wells, KIUL Garden City, Kan.; Hugh O. Potter, WOMI Owensboro, Ky.

Robert Earle, WIBR Baton Rouge, La.; Melvin L. Stone, WRUM Rumford, Me.; William H. Paulsgrove, WJEJ Hagerstown, Md.-D. C.; Harvey Struthers, WEEI Boston, Mass.; Carl Lee, WKZO Kalamazoo, Mich.; Ray Butterfield, WLOX Biloxi, Miss.; C. L. Thomas, KXOK St. Louis, Mo.; Gene Ackerley, KCOW Alliance, Neb.; Frank B. Estes, WKNE Keene, N. H.; Gordon Giffen, WKDN Camden, N. J.; Michael R. Hanna, WHCU Ithaca, N. Y.; W. Lloyd Hawkins, KRTN Raton, N. M.; Allen Wannamaker, WBIG Greensboro, N. C.; Jack Dunn, WDAY Fargo, N. D.

Herbert E. Evans, Peoples Broadcasting Corp., Columbus, Ohio; Leo R. Morris, KSWO Lawton, Okla.; Paul Waldon, KODL The Dalles, Ore.; Thomas B. Price, WBVP Beaver Falls, Pa.; H. William Koster, WEAN Providence, R. I.; James F. Coggins, WKDK Newberry, S. C.; R. V. Eppel, KORN Mitchell, S. D.; F. H. Corbett, WGAP Maryville, Tenn.; Willard Deason, KVET Austin, Tex.; George C. Hatch, KALL Salt Lake City, Utah; A. E. Spokes, WJOY Burlington, Vt.; John L. Cole, Jr., WHLF South Boston, Va.; Mr. McCaw; Paul J. Miller, WWVA Wheeling, W. Va., and Ben Hovel, WKOW Madison, Wis.

NCAA Gives Big Ten Tv Schedule Relief

THE BIG TEN Conference apparently has emerged victorious in its fight to relieve some of the controversial "pressure areas" in regional football telecasts, judging from the blueprint drawn by the National Collegiate Athletic Assn. last week for submission to its membership.

Otherwise, the 1956 football tv control plan recommended by NCAA is "virtually identical" to last year's providing for eight national and five regional or district television dates.

The new Tv Committee met in Chicago Feb. 13-15 and the NCAA announced the plan out of its Kansas City headquarters Thursday.

Under the 1956 schedule, which will be mailed to NCAA members today (Monday) or tomorrow, and put to a mail referendum vote, Iowa (with Iowa State U. and U. of Iowa) and other areas become "swing states," with regional telecasts of their games to be made available throughout those states instead of being confined by district peripheries.

This is designed to avoid certain "incidents" of the kind that precipitated criticism by broadcasters and the public last fall. Thus, clashes will be avoided between the U. of Iowa, which resides in Dist. 5 but is affiliated by Big Ten membership with Dist. 4, and Iowa State U., a member of Dist. 5 (geographically and by membership in the Big Seven Conference). The U. of Colorado, U. S. Naval Academy and other schools also will benefit from this flexible rule, it was believed.

Under 1955 NCAA rules, KRNT-TV Des Moines was forbidden to carry (but carried anyway) the Iowa-Minnesota game Nov. 5, 1955, because Iowa State U. was playing at home [B•T, Nov. 21, 14, 1955].

Four national dates set by the NCAA thus far are Sept. 22, Oct. 6, Nov. 22 (Thanksgiving Day) and Dec. 1. Sponsors will exercise the right to choose the remaining four dates. The NCAA Tv Committee will convene again in the next two weeks to award contract rights and the winners of these rights must choose the remaining four dates within a week. Five other dates will then be tabbed for regional telecasts, with member schools handling their own arrangements.

In 1955 NBC-TV won the national rights and CBS-TV came up with Big Ten and other regional commitments.

The recommended 1956 plan also provides for continuation of the limited appearance rule —one national and one regional or two regional dates for each school participating. The plan contains "home sellout" provisions similar to those in effect last year when, in some instances, games were televised in the home area of competing teams.

NCAA members must file their ballots by midnight March 2. Approval of two-thirds of those voting is required for final sanction of the program, the principle of which was approved on the floor of the NCAA national convention early this year [B•T, Jan. 16]. Hearings were held for interested parties in New York several weeks ago.

NARTB Committees Set Meeting Agenda

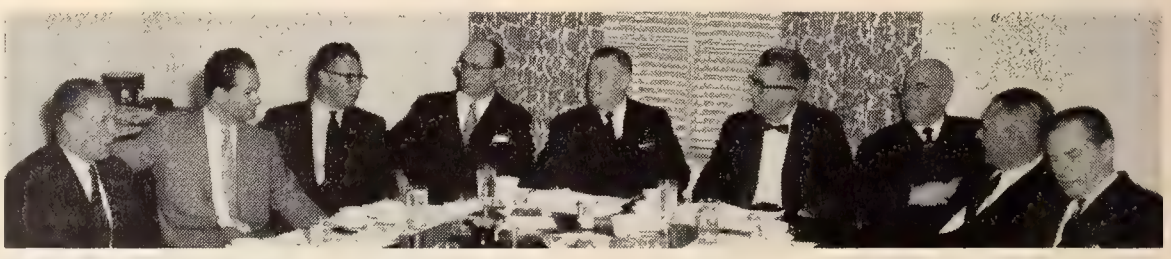
PROGRAM for the 10th annual Broadcast Engineering Conference, to be held during the NARTB Chicago convention April 15-19, was completed Wednesday by a special committee headed by Willard J. Purcell, WGY Schenectady, N. Y. The program committee reviewed the list of speakers and topics along with arrangements for the conference, the principal roundup of broadcast technical progress.

Attending the meeting were Raymond F. Guy, NBC; Phil Hedrick, WSJS Winston-Salem, N. C.; T. C. Kenney, KDKA Pittsburgh; William B. Lodge, CBS; C. G. Nopper, WMAR-TV Baltimore; Orrin W. Towner, WHAS Louisville, and E. K. Jett, WMAR-TV, liaison. Participating for NARTB were Prose Walker, engineering manager, and George Bartlett, assistant manager.

NARTB's convention committee meets Thursday in Washington to work on plans for the management sessions. Both management and technical conferences will be held at the Conrad Hilton Hotel. Progress reports will be submitted to the committee by the NARTB staff. Co-chairmen of the group are Campbell Arnoux, WTAR-TV Norfolk, Va., and E. K. Hartenbower, KCMO Kansas City.

Besides Messrs. Arnoux and Hartenbower, convention committee members are H. Leslie Atlass, WBBM-TV Chicago; Henry B. Clay, KWKH Shreveport, La.; Jules Herbuveaux, WNBQ (TV) Chicago; William Holm, WLPO LaSalle, Ill.; Mr. Jett; Clair R. McCollough, Steinman Stations; Sterling C. Quinlan, WBKB (TV) Chicago; Frank P. Schreiber, WGN Chicago; Glenn Snyder, WLS Chicago, and Edward A. Wheeler, WEAW-FM Evanston, Ill.

Convention keynote speaker will be Robert E. Kintner, president of ABC radio and tv networks [B•T, Feb. 13].



PROGRAM PLANNERS for NARTB's Engineering Conference during the NARTB Chicago convention April 15-19 approved the agenda at a Wednesday meeting in Washington. L to r: T. C. Kenney, KDKA Pittsburgh; Orrin W. Towner, WHAS Louisville; William B. Lodge, CBS; A. Prose Walker, NARTB; E. K. Jett, WMAR-TV Baltimore; Willard J. Purcell, WGY Schenectady, N. Y., chairman; Raymond F. Guy, NBC; Phil Hedrick, WSJS Winston-Salem, N. C., and C. G. Nopper, WMAR-TV.

N. Y. Session Outlines Distaff Contributions

CONTRIBUTIONS OF WOMEN to the broadcasting industry were stressed in several speeches at an all-day workshop of the New York chapter of American Women in Radio and Television held Feb. 4 at the Savoy-Plaza Hotel in New York. Attendance was estimated at 200.

This theme was explored in the luncheon speech by Gail Smith, associate producer of radio and television programming and media for the Procter & Gamble Co., and echoed by Rodney Erickson, vice president, Young & Rubicam. They made the point that women have made their mark in all areas of the radio-tv field, and have been particularly successful in the creative side of the industry.

Mr. Smith said that women have added to the stature of radio-tv by their contributions in copy, programming, media work, and account handling. He noted that two television programs—*The Loretta Young Show* and *Fireside Theatre*—are produced by women, and pointed to Irna Phillips and Elaine Carrington as "writers who have been major reasons for the success of the daytime serial in broadcasting."

Unemployed talent should "get aboard radio" or concentrate on television commercials, Mr. Smith recommended.

Mr. Erickson paid tribute to local radio and television as the spawning ground for talent in all phases of the industry. He said networks and agencies "like to develop local talent," adding that "the Betty Furness and Godfrey of tomorrow must come from the local level."

Frederick H. Garrigus, manager of the NARTB's Organizational Services Department, described the function of his department to the AWRT. He said in order to insure preservation of the American system of broadcasting, ever larger segments of the economy must become involved—and educated—in the business of broadcasting. With this goal in mind, he said, his department concerns itself with dozens of groups whose influence and interest are related to mass media of communications. He called on AWRT members for help in this field on the local level.

Ralph W. Hardy, CBS Washington vice president, said "broadcasting is in for a long season of investigation and study by federal government agencies." He cited the present FCC network study and Senate radio-tv inquiry as examples. "All of us in the industry must be prepared to answer searching questions about our concepts and procedures in serving the public," he said.

Other speakers at the workshop were Mary Harris, manager, radio and television productions, McCann-Erickson, and Helen Hall, roving reporter for NBC Radio's *Monitor* and *Weekday*.

Western Conference to Have Panels, Closed Circuit Video

PANEL DISCUSSIONS and closed circuit tv demonstrations will highlight the ninth annual Western Radio & Televison Conference in San Francisco Feb. 23-25, according to Bill Dempsey, program manager of KPIX (TV) San Francisco and co-chairman of the conference's program committee. The conference is designed for those having "an interest in educational and public service aspects of broadcasting . . ."

Dr. J. Paul Leonard, president of San Francisco State College, and Ray Wittcoff, board member of KETC (TV) St. Louis, educational station, will be principal speakers. Panel members will include William Winter, KPIX (TV) news analyst; James Abbe, *Oakland*, (Calif.) *Tribune* tv columnist; Henry Leff, radio-tv director of San Francisco City College; Paul Speegle, *San Francisco News* tv columnist, and Sue Burnett, education producer for KPIX (TV).

Washington State Assn. Names Murphy To Post

RONALD A. MURPHY, associated with the law firm of Weter, Roberts and Shefelman, Seattle, Wash., has been named managing director and counsel of the Washington State Assn. of Broadcasters, it was announced last week by J. Elroy McCaw, association president.



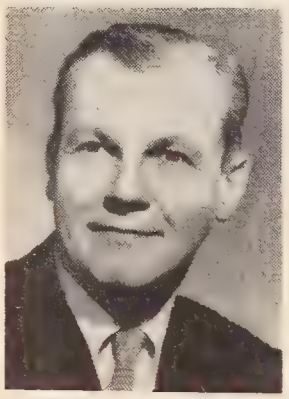
MR. MURPHY

While attending Stanford U. School of Law, Mr. Murphy served on the board of editors of the Stanford Law Review, held academic scholarships for five years, and was awarded the Rockefeller Foundation jurisprudence award.

In 1950 and again in 1953 he was an announcer and salesman for KIT in Yakima, Wash.

Philadelphia Broadcasters Name Marshall Director

THE 13 member stations of the Philadelphia Radio & Television Broadcasters Assn. have appointed Austin Marshall as the organization's first executive director with new headquarters at 215 S. Broad St., Philadelphia. His appointment was announced by William B. Caskey, PRTBA's newly-elected president and vice president - general manager of WPEN.



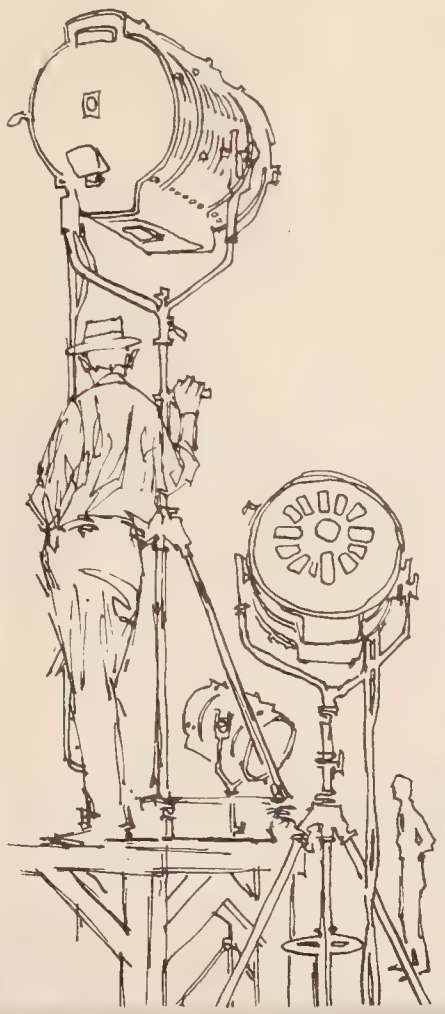
MR. MARSHALL

A graduate of the U. of Pennsylvania, Mr. Marshall moves from New York, where he served in creative planning and client contact for Prince & Co.

Washington Pioneers Organize

THE Washington chapter of Radio Pioneers will hold an organizational luncheon meeting today (Monday) at noon in the Willard Hotel, according to Frank Fletcher, attorney and organizer of the Washington club. Any person with 20 years association in the radio industry is eligible for membership. Radio Pioneers chapters have already been formed in New York, Texas and Hawaii.

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NARTB SETS SURVEY ON MUSIC LICENSING

Nationwide poll of radio, tv stations by association's copyright committee designed to provide a complete picture of royalty practices, types of contracts and related data.

A NATIONWIDE SURVEY of all radio and tv stations will be conducted by the National Assn. of Radio & Television Broadcasters to develop a reservoir of information on the industry's music licensing practices. This study, ordered last Tuesday by the NARTB Copyright Committee, will provide a complete picture of royalty practices, types of contracts and related data.

Joseph McDonald, NBC, chairman of the committee, said the copyright problem is becoming increasingly important and the survey is needed to provide a background for future committee work.

While the NARTB report on the committee's meeting did not mention ASCAP negotiations, it was assumed the survey will be helpful in connection with tv contracts expiring at the end of 1957 and radio contracts expiring a year later.

A 1952 pamphlet, "The Broadcaster's Copyright Primer," will be revised by the association, according to Robert L. Heald, NARTB chief attorney. A draft will be submitted to the committee in the near future.

Vincent Wasilewski, NARTB government relations manager, reported on the status of the Rome Draft convention covering protection of performers, manufacturers of phonograph records and broadcasting organizations. This proposed treaty includes, for example, a requirement that broadcasters obtain specific permission from the manufacturer before performing a record.

Attending the Tuesday meeting, besides the chairman, were C. Wallace Martin, WMSC Columbia, S. C.; A. J. Mosby, KGVO Missoula, Mont.; J. J. Bernard, WGR-TV Buffalo, and Leonard H. Higgins, KTNT-TV Tacoma, Wash. Excused were Cy Bahakel, WKOZ Kosciusko, Miss.; Cy Casper, WBBZ Ponca City, Okla.; Martin L. Leich, WGBF Evansville, Ind.; James H. Moore, WSLS Roanoke, Va., and Karl O. Wyler, KTSM-TV El Paso, Texas.

Participating for NARTB were President Harold E. Fellows; Thad H. Brown Jr., tv vice president; John F. Meagher, radio vice president; Walter R. Powell Jr., attorney; Joseph M. Sitrick, information-publicity manager, and Messrs. Heald and Wasilewski.

Radio's Prowess Stressed In RAB Tilt Ending March 15

RADIO Advertising Bureau last week set March 15 as the deadline for its 800-plus member station 1955 Radio Gets Results contest entries. Final winners will be announced in April. The annual, all-radio competition, established in 1953, recognizes the most effective and successful use of local radio by local advertisers.

RAB member stations have been asked to submit 1955 case histories on sales and results—through radio—to RAB, which will judge them on actual results for the advertiser and in various categories. These include: apparel, drug and grocery, automotive, furniture, and floor coverings and appliances.

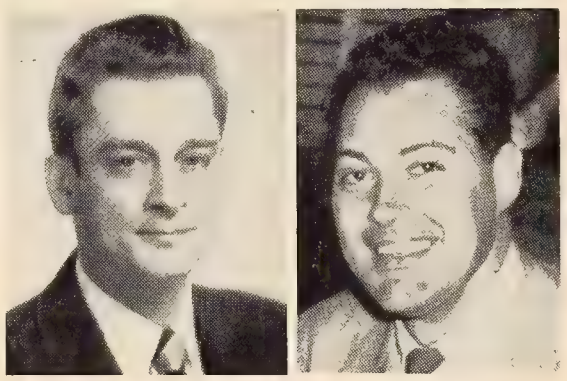
Radio stations submitting the first, second and third-place winning entries in each of ten different business classifications will receive wall placques as prizes with an added incentive of a special award going to the account executive submitting the first-place award entry.

RAB said stations can show results in terms of specific sales gains since the inception of radio advertising, traceable item sales, the client's better competitive position, sponsor testimonials, and radio budget gains.

NARTB's Barton Succeeds Treynor

JACK L. BARTON, NARTB field representative for more than three years, has been named manager of station relations by President Harold E. Fellows. He succeeds William K. Treynor, who has resigned to join TelePrompTer Corp., New York, as station sales manager [CLOSED CIRCUIT, Feb. 6].

Mr. Treynor's appointment was announced by Herbert W. Hobler, TelePrompTer vice president in charge of sales. He will headquarter in New York. He joined NARTB in December 1950 as assistant manager of the sta-



MR. TREYNOR MR. BARTON

tion relations department. After two years he was transferred to the West Coast and was promoted to the managership in February 1953. During his NARTB career he contacted broadcasters in all states and was active in handling arrangements for the annual district and regional meetings. His pre-NARTB experience included service at WOL Washington and the former WOIC (TV) Washington, now WTOP-TV.

Mr. Barton was promoted to assistant manager of station relations two years ago. He entered radio at WTOC Savannah, Ga., in 1938 and served at WFRP that city and WPDQ Jacksonville, Fla. He was with Capitol Records and Capitol Transcriptions seven years.

Student Democracy Spokesmen To Pick Up National Awards

FOUR national winners of the 1955-56 Voice of Democracy contest will receive $500 scholarships, tv sets and trips to Washington and Philadelphia during the current week. Awards will be presented at a luncheon Wednesday at the Shoreham Hotel, Washington.

The four winners will be presented the Almanac Medal of the Poor Richard Club in Philadelphia in connection with the 250th anniversary celebration of Benjamin Franklin. The four are Jan Hogendorn, Oskaloosa, Iowa; Gabriel Kajeckas, Washington; Dennis P. Longwell, Herrin, Ill., and Isabel Marcus, Teaneck, N. J.

Sponsors of the annual contest are NARTB, Radio-Electronics-Tv Mfrs. Assn. and U. S. Junior Chamber of Commerce. A million-and-a-half students took part in the current contest.

RAB INCOME AT $780,000; THREE STATIONS JOIN

Sweeney says goal of $1 million in annual revenue by mid-1956 can be reached with 100 new members. New stations are KFH Wichita, KWK St. Louis and WPRO Providence.

COINCIDENT with the announcement that three radio stations have joined Radio Advertising Bureau, Kevin Sweeney, president, last week disclosed that RAB's annual income as of Feb. 10 has risen to the record-high level of $780,000.

Mr. Sweeney said RAB is in the midst of a campaign to bring annual revenue up to $1 million by mid-1956 and, in this connection, has sent stations its new promotion piece, "How To Complete A Skyscraper—Blueprint for a $1,000,000 RAB." Some 42 stations have joined RAB since Jan. 1, Mr. Sweeney added, listing KFH Wichita, KWK St. Louis and WPRO Providence as the latest members.

In its brochure to station prospects, RAB detailed the growth of the organization since its founding in 1952, when the budget was $458,000 and the staff numbered 24 up to 1955 when the budget was $720,000 and the staff, 36. With the attainment of a $1 million budget, the brochure continued, RAB can enlarge its national sales staff by 250%; its sales committee drive by 300%; its research department by 50% and its national-level promotion by at least 100%.

RAB can achieve its objective, the brochure said, by adding 100 stations to its roster and maintaining the adjusted rate schedule of present members, except for networks and station representatives, which would pay "small increases."

Self Elected President Of Television Producers

WILLIAM SELF, Meridian Productions, Hollywood, has been elected president of the National Society of Television Producers, succeeding Tom Lewis, Lewislor Enterprises Inc. William J. Faris, Visual Drama Inc., was named secretary.

New officers are to be installed at the annual meeting Feb. 24. Others on the board of directors in addition to Messrs. Self, Lewis and Faris include Mark Stevens, Mark Stevens Tv Co.; Ben Pivar, Confidential Pictures; William Stephens, Conne-Stephens Productions; M. Bernard Fox, Hal Roach Studios; David Chudnow, Rosamand Productions, and Jaime Del Valle, CBS-TV. Max Gilford is general counsel.

H-R Tv Inc. Joins TvB

SIGNING of H-R Television Inc., New York, tv station representative, as the 10th station representative to Television Bureau of Advertising's membership roster, was announced jointly Wednesday by Frank M. Headley, H-R Television's president, and Norman E. (Pete) Cash, TvB vice president.

Mr. Headley said that H-R felt the "increased use of spot tv and especially the introduction of new advertisers to this productive use of tv" was one of TvB's most important functions and that its membership would implement these efforts. Mr. Cash noted the addition of H-R as an aid to increasing TvB's sales promotion-research program.

Northwest News Assn. Elects McGivern Head

WILLIAM McGIVERN of KSTP-AM-TV St. Paul, Minn., is the new president of Northwest Radio-Tv News Assn.

Mr. McGivern was elected a fortnight ago at the tenth annual Radio-Tv News Short Course conducted in Minneapolis by the University of Minnesota School of Journalism in conjunction with NRTNA.

Other officers named were George Brooks of KSUM, Fairmont, Minn., vice president, and Bob Ball, WDSM Duluth, Wis., secretary-treasurer. Named as two-year members of the board of directors were Norman Schrader, WDAY-AM-TV Fargo, N. D., and Harvey Sanford, KICD Spencer, Iowa; for one year, Max Witcher, KWAT Watertown, S. D., and Charles Sarjeant, WCCO Minneapolis.

The NRTNA annual award for excellence in tv news went to KEYD-TV Minneapolis, with WCCO-TV taking second place. Among radio stations of more than 5 kw, WCCO Minneapolis took first place and WDAY Fargo, N. D., second. The award for radio stations of lower power went to KSUM Fairmont, Minn.

Prof. Mitchell V. Charnley of the U. of Minnesota School of Journalism was awarded a plaque by the association for his "inspired and successful" direction of ten successive radio and tv news short courses.

A talk by John F. Day, CBS director of news, highlighted the annual short course [B•T, Feb. 13].

Program numbers during the course included four panels: news coverage in such problem areas as labor, management and juvenile behavior, under the chairmanship of Jim Bormann, WCCO Minneapolis news director; reports on prize-winning news feats in the area; a discussion of the perennial problem of newsman versus announcer on the air or the tv screen, and a probing of relationships between network and local news operations, with Jack Shelley, WHO-AM-TV Des Moines, as chairman and Joseph O. Meyers, NBC's New York news manager, as one of the participants.

Prof. Graham Hovey of the U. of Wisconsin, former foreign correspondent just returned from two years in Italy, reported to the Feb. 10 luncheon his view that neither electronic nor printed news media are reporting the Italian political, social and economic scene searchingly enough to inform the American public adequately of the underlying crosscurrents of Italian life.

Radio-Tv and Print Media To 'Compete' at RTES Meet

RADIO and tv, both network and spot, will "compete" with newspapers and magazines at a unique Radio & Television Executives Society workshop luncheon tomorrow (Tuesday) at the Hotel Roosevelt in New York.

To establish realism, RTES has scheduled six media "pitches" for a hypothetical $10 million cigarette advertising budget. Speakers have been asked by RTES program planners to make a sales talk explaining why each of their media ought to be used by the "company" and what each of them can do.

Glenn Wiggins, Magazine Adv. Bureau, will represent magazine advertising; Robert McLauchlen, American Newspaper Publishers Assn., newspapers; William Shaw, CBS Radio, network radio; Charles Abry, ABC-TV, network tv; Oliver Treyz, Television Bureau of Advertising, tv in general with attention to spot tv, and Robert Eastman, John Blair Co., spot radio.

Catholic Apostolate Starts Radio-Tv Lectures Feb. 21

SERIES of three lectures on industry-related topics will be presented under the auspices of the Catholic Apostolate of Radio, Television & Advertising (CARTA) on alternate Tuesday evenings starting Feb. 21. The talks will be given at St. Paul's Guild House, New York, starting at 7:30 p.m.

The initial speaker on Feb. 21 will be Frank Sheed, author, lecturer and co-founder of the publishing house of Sheed & Ward, New York, on the topic of "Mob Psychology." On March 6, Barry Ulanov, jazz critic and historian, will discuss "Entertainment Arts in America Today," and on March 20 the Rev. Timothy J. Flynn, moderator of CARTA and director of radio and television for the Archdiocese of New York, will speak on "Tv and the Problems of Moral Evaluation."

ANA Meet Explores Adv.-P. R. Teamwork

INTERDEPENDENCE of public relations and advertising was stressed Thursday to workshop members of the Assn. of National Advertisers at the Hotel Plaza, New York, by a group of advertising and public relations and industry executives.

The program, consisting of individual addresses, case history panels and round-table discussions, was on "How Public Relations and Advertising Are Working Together to Meet Company Objectives."

Addressing the second of ANA-sponsored 1956 full-day workshop sessions were Ward Stevenson, vice president, Benton & Bowles, New York; Bert C. Goss, president, Hill & Knowlton Inc., New York; William G. Werner, public and legal services director, Procter & Gamble Co., Cincinnati, and Robert M. Gray, advertising-sales promotion manager, ESSO Standard Oil Co., New York.

Mr. Gray, in outlining Esso's advertising-public relations work "in tandem," cited its five-nights a week news broadcasts that he said were "produced locally for greater community interest but tied together in the format of *Your Esso Reporter.*

He continued, "this vehicle was created by advertising for the purpose of selling products." But, he said, "we have come to realize that the audience which advertising built can be utilized also to influence attitudes toward the company."

Thus, Mr. Gray said, "Esso's advertising department worked out a joint program with the public relations unit of Jersey Standard and set a schedule of commercial messages which enabled the company "to inform the public on some of the major issues facing them and the oil industry."

He said that reaction to these messages were so favorable that the co-sponsorship became a continuing policy. Again, he said, advertising and public relations pulled together in placing highway safety messages within its programs, by using 650 tv safety messages on its *Esso Reporter,* and 18,000 on the same program on radio.

Mr. Werner also cited radio and tv as areas in which such teamwork can be effective, only if it is used to bar unsuitable associations of certain programs with the products advertised. As an example, he spoke of hypothetical sponsorship by a home product of a popularly-rated program that is a "did-she-fall-or-was-she-pushed?" While ratings may be up, he said, "that program may well prove questionable



when associated with your intimate family product."

Advance review of scripts by public relations people might well avoid such pitfalls, he said, observing: "You probably have heard of the instance of the famous comedian who had an enormous following over the radio who, in one single broadcast, said just about five very funny words which cost his sponsor $50,000."

While there is no sure way to prohibit "occasional ad-libs that cause trouble," Mr. Werner said, a close working relationship of advertising and public relations people would help "everybody concerned with broadcasting" to think in terms of not only will a program sell the product but also will it "build or harm public esteem for the company."

Radio-Tv Correspondents Hold Annual D. C. Dinner

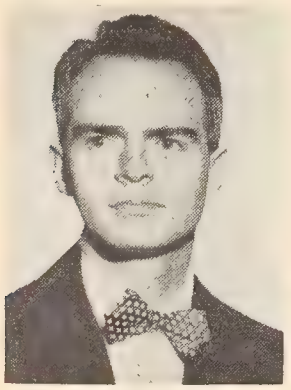
SIX HUNDRED broadcasters were to join high figures in Washington life at the annual dinner of Radio-Tv Correspondents Assn., last Saturday night at the Statler Hotel, Washington. Joseph F. McCaffrey, of McCaffrey Reports, assumed the presidency from Eric Sevareid, CBS.

The entertainment program, booked by NBC, included Steve Allen as m. c.; Bambi Lynn and Rod Alexander, dancers; Dennis Day and Rise Stevens, vocalists; Clifford Guest, ventriloquist, and the West Point Glee Club. Sid Piermont, NBC, produced the show.

While President Eisenhower was unable to attend, he and Mrs. Eisenhower were presented gifts as was Vice President Richard Nixon, guest of honor. FCC, Supreme Court, Congress, Cabinet and top defense officials were among guests as well as heads of the radio-tv networks.

Paine Heads Trade Group

WILLIAM O. PAINE, KGU Honolulu, has been elected president of the Hawaiian Assn. of Radio & Television Broadcasters. Mr. Paine is director of All-Islands Radio Network. Harry Chu, KAHU Waipahu, and Fin Hollinger, KPOA Honolulu, were re-elected vice president and secretary-treasurer, respectively. New members elected to the board were Frank Warren, KULA Honolulu; Larry Trombly, KONA (TV) Honolulu, and Jack Burnett, KULA, past-president of the association.



MR. PAINE

Minnesota AP Elects Douglas

KEN DOUGLAS, news director, KWNO Winona, Minn., was elected president of the Minnesota Associated Press Broadcasters Assn. at the annual meeting in Minneapolis Feb. 9, succeeding George Brooks, KSUM Fairmont. Al Anderson, KLGR Redwood Falls, was named vice president, and Minneapolis AP bureau chief George Moses *ex officio* secretary.

W. Va. Assn. Schedules Meet

SPRING MEETING of the West Virginia Broadcasters Assn. will be held March 16-17 at the McLure Hotel, Wheeling, tieing in with the BMI clinic on the 16th.

SPOT SALES MEETS SLATED THIS WEEK

Affiliates of NBC Radio, NBC-TV Convening Today

A FOUR-DAY CONFERENCE of the radio and tv program managers of NBC o&o stations and of stations represented by NBC Spot Sales will get underway at New York's St. Regis Hotel today (Monday).

The sessions today and tomorrow will be devoted to roundtable discussions of local tv programming, including new trends and formats, color, and films. Hamilton Shea, NBC vice president and general manager of WRCA-AM-TV New York, will discuss the new "Window" program (also see story, page 60), and there will be an inspection tour of WRCA-TV's 67th St. studios.

The Wednesday and Thursday agendas call for discussions of new formats in local live programming, including morning shows, sports, music, and public service shows. Participants will include John Cleary, NBC director of radio network programs. The group also will visit Radio Central in the NBC studios.

Jerry A. Danzig, director of program planning and development of NBC owned stations and NBC Spot Sales, is chairman of the conference. During the course of the conference the program managers will show tapes and films of their respective stations' programming.

Radio station program executives slated to attend are James Atkins, KOA Denver; James Caldwell, WAVE Louisville; Arthur Casey, KSD St. Louis; Jack R. Wagner, KNBC San Francisco; Edward R. Wallace, WRCV Philadelphia; Leonard Weinles and Steve White, WRCA New York, and Judson Woods, WLW Cincinnati.

Others in Attendance

Other program executives who will attend include: Stan Lee Broza, WRCV-AM-TV Philadelphia; David Crockett, KOMO-AM-TV Seattle; Dean Craig, KRCA (TV) Los Angeles; George Cyr, WRCV-TV; William Grayson, WRC-AM-TV Washington; Harold Grams and Keith Gunther, KSD-AM-TV St. Louis; George Heinemann, WMAQ and WNBQ (TV) Chicago; Peter Katz, WLWT (TV) Cincinnati; James E. Kovach, WRCA-AM-TV; Steve Krantz and Edward Nathanson, WRCA-TV; George Patterson, WAVE-TV; C. Van Haaften, KOA-TV; Albert G. Zink, WRGB (TV) Schenectady, N. Y., and William A. Berns, WRCA-AM-TV.

The following NBC owned stations and NBC Spot Sales executives also are scheduled to participate: Charles R. Denny, vice president in charge of NBC owned stations and NBC Spot Sales; Thomas B. McFadden, vice president of NBC Spot Sales; Mr. Shea; Donald E. Bishop, director of publicity for NBC owned stations, NBC Spot Sales and WRCA-AM-TV; Max Buck, director of advertising, merchandising and promotion for NBC owned stations; Richard Close, director, represented stations; Charles H. Colledge, director of engineering and technical operations, NBC owned stations; William N. Davidson, assistant general manager, WRCA-AM-TV; Wilbur Fromm, advertising and promotion manager, NBC Spot Sales; Morton Gaffin, manager, new business and promotion, NBC Spot Sales; Thomas S. O'Brien, business manager, NBC owned stations and NBC Spot Sales; John H. Reber, director, Television Spot Sales, and H. W. Shepard, director, Radio Spot Sales.

George Vales, film show supervisor of the NBC Television Network, will also participate in the sessions.

CBS-TV Annual Sessions Get Underway Wednesday

AGENCY and other advertising tv executives are among those slated to speak at the second annual general managers' meeting in New York of CBS Television Spot Sales Wednesday and Thursday, topping an agenda that includes a wide range of subjects.

The spot sales session will be held at the Savoy Plaza, the same hotel where a CBS-owned tv station management session will be held today and tomorrow (see story below). Topics, as announced by Clark George, general sales manager of CTSS, include discussions and reports on announcement specifications, general aspects of programming, "television vs. newspapers" and the future of color. General sales reports and predictions from Spot Sales' six offices also are on the program. During the sessions, CBS will reveal some details of a new communications system to be used for intra-CBS station matters and described as more efficient and faster in solving paper work, such as station clearance.

Guest speakers scheduled are David Crane, vice president in charge of media, Benton & Bowles; George Polk of BBDO; Larry Davis, advertising manager, E. I. duPont de Nemours & Co.'s Finishes & Polishes Div., and Oliver Treyz, president of Television Bureau of Advertising.

Attending from CTSS represented stations will be Paul E. Taft, president and general manager, and Robert S. Wilson, sales manager, KGUL-TV Galveston, Tex.; James T. Aubrey, general manager, Robert D. Wood, sales manager, and Donald M. Hine, program manager, KNXT (TV) Los Angeles; C. Howard Lane, vice president and managing director, and Ted W. Cooke, program director, KOIN-TV Portland, Ore.; J. W. Wright, administrative vice president, and Edward B. Kimball, sales manager, KSL-TV Salt Lake City; C. W. Doebler, executive assistant to the vice president, George J. Arkedis, sales manager, and William Ryan, program director, WBBM-TV Chicago; Charles H. Crutchfield, general manager, and Wallace Jorgenson, general sales manager, WBTV (TV) Charlotte, N. C.

Donald W. Thornburgh, general manager, Robert M. McGredy, sales manager, Charles Vanda, vice president in charge of television, and John G. Leitch, director of engineering, WCAU-TV Philadelphia; Sam Cooke Digges, general manager, Frank Shakespeare Jr., sales manager, and Hal Hough, program director, WCBS-TV New York; Glenn Marshall Jr., president, and Charles M. Stone, vice president for television, WMBR-TV Jacksonville, Fla.; John S. Hayes, president, George F. Hartford, vice president for television, and Robert Bordley, sales manager, WTOP-TV Washington, and Larry Richardson, general executive of *The Washington Post* (Broadcast Div.), and Edmund C. Bunker, general manager, Theodore F. Shaker, sales manager, and Leon Drew, program director, WXIX (TV) Milwaukee.

CBS-Owned Tv Stations Hold Management Meeting

SALES, programming, spot sales, public affairs responsibility and evaluation of tv news are among subjects to be explored at the second annual management meeting of CBS-owned tv stations which opens today (Monday) at the Savoy Plaza in New York.

Special network talks will be presented by Dr. Frank Stanton, CBS Inc. president, and J. L. Van Volkenburg, CBS-TV president, according

to Merle S. Jones, CBS-TV vice president in charge of owned stations and general services, who with Craig Lawrence, director of CBS-owned station administration, has planned the agenda for sessions today and tomorrow.

Station people scheduled to attend include H. Leslie Atlass, vice president and general manager, George J. Arkedis, sales manager, and William Ryan, program director, WBBM-TV Chicago; James T. Aubrey, general manager, Robert D. Wood, sales manager, and Donald H. Hine, program director, KNXT (TV) Los Angeles; Edmund C. Bunker, general manager, Theodore P. Shaker, sales manager, and Leon Drew, program director, WXIX (TV) Milwaukee; Sam Cooke Digges, general manager, Frank Shakespeare Jr., sales manager, and Hal Hough, program director, WCBS-TV New York, and Gene Wilkey, CBS-TV representative in St. Louis who has been designated as manager of CBS' proposed KMOX-TV there.

CBS-Owned Tv's Gain Again In January Net Time Sales

NET TIME SALES this January at CBS-owned tv stations were 21% above the same month a year ago and 39% over January 1954, Craig Lawrence, CBS director of station administration, reported last week.

Mr. Lawrence said WCBS-TV New York, WBBM-TV Chicago and KNXT (TV) Los Angeles showed substantial gains in both local and national business; WBBM-TV boosting its local revenue 43% and KNXT 52%. The three stations upped their national spot business about 18%. WXIX (TV) Milwaukee, which started operating in mid-February of 1955 was not included in the comparative figures, although Mr. Lawrence reported "very satisfactory" sales in local and national spot.

Stone Named Gen. Mgr. For New Chattanooga Tv

HARRY S. STONE, former general manager of WSM Nashville, Tenn., has been appointed general manager of the new Chattanooga ch. 3 operation granted to Mountain City Tv Inc. [B•T, Feb. 13], it was announced last week by Ramon G. Patterson, Mountain City president.

April 15 has been set as the station's target date. The permittee also reported FCC approval for the use of call letters WRGP-TV. H-R Representatives has been appointed to represent the station, Mr. Patterson reported, but he said negotiations for a network affiliation have not been completed.

The tv station's transmitter is to be housed in a building formerly used by WAPO-FM. Mr. Patterson is president of WAPO Chattanooga.

WSAI-FM to Multiplex

WSAI-FM Cincinnati will lease broadcasting facilities to Musicast Inc. that city to transmit background and functional music, via multiplex, to business establishments in Cincinnati. The service is to start within the next 60 to 90 days. Gordon Broadcasting Co., WSAI-FM owner, has organized a sales company to promote the new service.

KHPL-TV Begins Programming

KHPL-TV Hayes Center, Neb., satellite of KHOL-TV Holdrege, Neb., began a full broadcasting schedule Thursday. The ch. 2 outlet was scheduled to begin regular programming Jan. 30, but ice and snow forced postponement of final construction work [B•T, Jan. 30].

WIRI (TV) Lake Placid, N. Y., Bought by Rollings Bcstg. Co.

WIRI (TV) Lake Placid, N. Y. (Plattsburg), has been sold by Carl F. Stohn Sr. and associates to Rollins Broadcasting Co. for $165,750 plus assumption of obligations totaling almost $350,000. Announcement was made last week.

The ch. 5 station, which is associated in ownership with WIRY Plattsburg, began operating in December 1954. It is affiliated with NBC and ABC and is represented by McGillvra. It claims coverage of 100,000 U. S. and 350,000 Canadian viewers.

Rollins Broadcasting Co. is paying $48,750 for the common stock of Great Northern Television Inc., $117,000 in notes for the preferred stock. The station will be the first television outlet owned by the Rollins group, which comprises W. Wayne and John R. Rollins and which owns WNJR Newark, N. J.; WAMS Wilmington, Del.; WJWL Georgetown, Del.; WRAP Norfolk, Va., and WBEE Harvey, Ill., and holds a construction permit for a new am station in Indianapolis, Ind.

WABC-TV Takes '7-14 Plan' Before Midwest Advertisers

WABC-TV New York unveiled its "7-14 plan" in the Midwest last week at two luncheon presentations conducted by Weed Television Corp., station representative, for Chicago agencies and clients. Over 70 representatives attended presentations at the Drake Hotel Monday and Tower Club Tuesday.

Designed to compete with similar NBC-TV and CBS-TV plans, WABC-TV's is based on use of seven or 14 announcements per week and provides a scale of dollar volume discounts. Advertisers may combine spots in all time classifications and qualify by spending a minimum of $500 weekly.

The plan is divided into "fixed position" and "non-fixed position" schedules, with initial 40% and 50% savings, respectively, for seven to 13 spots, and an additional 10% saving for 14 or more spots. It also carries a "cycle discount" provision for long term advertisers.

Reorganization Announced For KOTA-AM-TV Staff

REORGANIZATION of the Black Hills Broadcast Co., which operates KOTA-AM-TV in Rapid City, S. D., was announced last week by Helen S. Duhamel, company president, and Leo Borin, general manager.

Norman Heffron has moved from radio and news program director to the post of tv production director; Bill Turner, office manager, has become commercial manager; Al McDonald has been promoted from radio programming and promotion to director of promotion and publicity for both radio and tv; Art Jones, a newcomer to the staff, has been named radio program director and announcer, and Jack Crowley, salesman, has become tv sales manager.

The Black Hills Broadcast Co.'s application for ch. 5 in Lead, S. D., now is pending before the FCC.

KSTN Billings Up 23.4%

KSTN Stockton, Calif., had a gross billings increase of 23.4% during 1955. The station, in its seventh year of operation, is represented nationally by Hollingbery.

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PHILADELPHIA, CLEVELAND SHIFTS GET TREATMENT

NBC and Westinghouse go all out to introduce new stations to local citizenry.

FANFARE and fun predominated in the three-day salute to Philadelphia last week, arranged by NBC last week to herald the change in call letters of KYW-WPTZ (TV) to WRCV-AM-TV. The same was true of the change of call letters in Cleveland to KYW-AM-TV—the stations formerly owned by NBC and now belonging to Westinghouse Broadcasting Co. [B•T, Feb. 13].

The Philadelphia changeover ceremonies touched off a round of luncheons and dinners for civic, government and business leaders, advertiser and agency officials and the press. The event took on a holiday atmosphere with a motorcade and parade through downtown Philadelphia to City Hall Monday morning and signs placed at strategic spots in the city proclaiming, "welcome NBC."

Today originated in Philadelphia on Tuesday and Wednesday. The new call letters also were proclaimed in full-page advertisements in daily and weekly newspapers and with extensive on-the-air promotion with films and tapes by NBC stars, and a salute to WRCV-AM-TV by six local business firms.

In accepting the key to the city proffered by Mayor Richardson Dilworth, Robert Sarnoff, NBC president, said the network "always would be dedicated to serving the public interest in Philadelphia and the surrounding communities." He observed that RCA, NBC's parent company, has been identified with the Philadelphia-Camden, N. J., area for more than a half century.

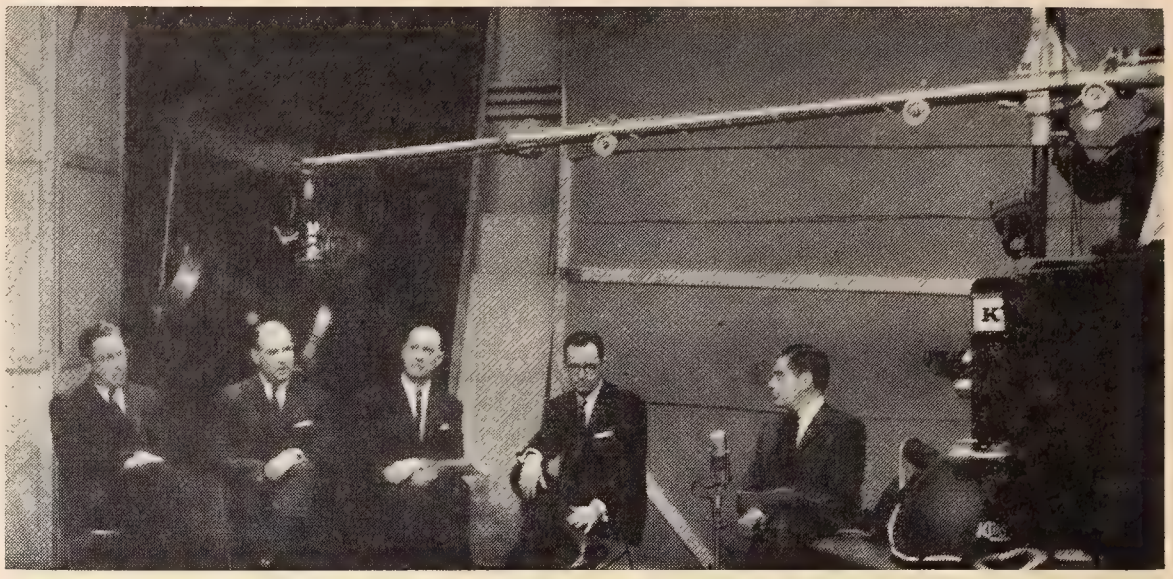
Today picked up the key ceremony from the sidewalk in front of the new stations' offices in downtown Philadelphia. Mayor Dilworth continued on the program, pointing out sites of interest in Philadelphia, as the program's cameras, mounted on the 33rd floor of the city's tallest building, gave the audience a panoramic view of the community.

The stations held "open house" for local civic and business leaders on Tuesday during which they toured the studios and were introduced to Dave Garroway and other members of the *Today* staff.

In Cleveland, Westinghouse's promotion introducing the KYW-AM-TV call letters was highlighted by the release of 30,000 balloons, some containing certificates worth $3 or $11—for ch. 3, KYW-TV, $11 for 1100 kc, KYW. The Erie lakefront was the scene of a fireworks display staged by the outlets.

Taxicab trunk lids, 500 buses, billboards, posters and store displays advertised the changed call letters.

WBC President Donald McGannon, at a Cleveland news conference, said several new series of public service programs are planned for early inclusion in the stations' schedules. Both stations regular programming has already been revamped.



SPECIAL simulcast last Monday on KYW-AM-TV Cleveland, honoring call letter move from Philadelphia, featured a discussion by (l to r), E. V. Huggins, chairman of the board of Westinghouse Broadcasting Co.; Donald H. McGannon, WBC president; Rolland V. Tooke, WBC Cleveland vice president and general manager of KYW-TV, and Gordon Davis KYW general manager. Announcer is Tom Field.



PHILADELPHIA Mayor Richardson Dilworth officially welcomes NBC-TV's *Today* cast to town with the presentation of the key to the city to m.c. Dave Garroway. Looking on (l to r) are Lloyd E. Yoder, WRCV-AM-TV general manager and NBC vice president; Emanuel Sacks, RCA vice president; Robert Sarnoff, NBC president, and Fredric Mann, city representative.

KYW-TV Plans Teacher Show

KYW-TV Cleveland is working with Cleveland school officials in preparation for a series of telecasts designed to aid teachers in the area broaden their professional backgrounds, according to Donald H. McGannon, president of Westinghouse Broadcasting Co.

No date has been set for the first of these telecasts, but Mr. McGannon said that the Westinghouse station would assign a producer from its staff, provide free time, plus technical assistance, to the Cleveland Board of Education for telecasts. The programs will be shown on Saturday morning.

KYW Names Byers, Sliwa

KYW, the Westinghouse Broadcasting Co. radio station in Cleveland, was to announce the appointment of Janet K. Byers as advertising sales promotion director and the promotion of Theodore E. Sliwa to assistant sales manager today (Monday), the station reported. Miss Byers, who comes to KYW from WINS New York, will work with Edward Wallis, advertising sales promotion manager of KYW-AM-TV. Mr. Sliwa has been a radio time salesman at KYW's predecessor, WTAM, for over four years.



MISS BYERS

WBKB (TV) Puts New Shows Into Duggan Time Periods

WBKB (TV) Chicago, because of the sudden resignation of Tom Duggan [AT DEADLINE, Feb. 13], has rescheduled the time periods formerly filled by Mr. Duggan and added two female personalities, Sterling C. Quinlan, ABC vice president in charge of WBKB, announced.

Fran Allison will host *Mid-Day Matinee* in the 1-1:55 p.m. slot starting today (Monday), featuring "comedy films designed for the family," starting with "My Hero," starring Robert Cummings. A 45-minute program, *By Request,* has been inserted in the 11:15-12 p.m. period with June Myers showing films "most desired by Chicago viewers." Initial *Request* offering, which started last Monday, is "Mark Sabre." Both shows are seen daily.

In addition, WBKB will offer *The Paul Killiam Show,* a 15-minute comedy feature obtained from the film vaults of the Museum of Modern Art.

WPIX (TV) Will Telecast Yankee, Giant Home Games

WPIX (TV) New York will carry a 154-game baseball schedule this season, covering the home contests of the New York Giants and the New York Yankees. P. Ballantine & Sons, Newark, N. J. and R. J. Reynolds Tobacco Co., Winston-Salem, N. C., both through Wm. Esty Co., New York, will co-sponsor the Yankee telecasts, and Jacob Ruppert Inc. (Knickerbocker beer), New York, through Warwick & Legler, New York, will sponsor the Giant telecasts.

Bankers Trust Co., New York, through Rose-Martin Inc., New York, will sponsor a 15-minute program preceding all Yankee games and a 10-minute show following the games, in which Walter (Red) Barber will be featured. Consolidated Cigar Sales Co., New York, through Erwin Wasey & Co., and Beneficial Management Corp. (personal loans), New York, through Reach, Yates & Mattoon, New York, will sponsor 15-minute programs following all Giant day games and 10-minute shows after all night and double headers, with Frankie Frisch as host. Sponsors of 20-second announcements immediately preceding and following all home games of the two clubs on an alternating basis are Shulton Inc., Paper Mate Eastern Inc., Wildroot Co. and Shell Oil Co.

Widow of L. B. Wilson Asks New Probate of Will

THE WIDOW of L. B. Wilson, WCKY Cincinnati owner, who died in October 1954, has petitioned a Miami, Fla., court to revoke in part the will which was filed for probate soon after his death.

Mrs. Constance F. Wilson alleged that an earlier will, executed in 1948 in connection with a separate maintenance agreement, left her one-third of his net estate after payment of taxes and debts. She seeks to have that will probated and to revoke the second will to the extent that it conflicts with the first. In all, she seeks the one-third of the estate bequeathed under the first will plus one-half of the remaining two-thirds.

The estate of Mr. Wilson was valued at about $4 million.

WWLP (TV) Sales Hit Record

WWLP (TV) Springfield, Mass., reported last week an "overwhelming increase" in national sales for 1955, making it a record year. Citing a gain of nearly 50% in the number of national advertisers using the station, General Manager William L. Putnam said WWLP, a uhf station, increased its billings nearly 30% over those reported during 1954. The station is an NBC-TV affiliate.

Weed Chicago Offices Move

WEED Television Corp. and Weed & Co., station representatives, will combine physical operations of their Chicago staffs under one roof May 1, moving to the Prudential Bldg. Weed Television is located in the Kemper (Civic) Bldg., at 20 N. Wacker Dr., and Weed & Co. at 203 N. Wabash Ave. Consolidation is physical only, with radio and tv remaining separate entities.

The representative firms opened a Des Moines office in the Insurance Exchange Bldg. at 505 Fifth Ave., Feb. 1, with William J. Scharton, transferred from Chicago, in charge. He will service Des Moines, Omaha and other areas in the region.

Lots of Color

WITH all local programming presented in color using the DuMont Vitascan, WITI-TV Whitefish Bay, Wis., plans to go on the air about May 1, President Jack Kahn announced last week. Also announced was the appointment of Dean McCarthy as program director.

Independent Television Inc., WITI-TV owner, is a merger of four applicants for the ch. 6 outlet and received its final grant from the FCC June 29, 1955 [B•T, July 4, 1955].

Gould Heads S. A. Tour

SPECIAL 29-man group of U. S. farmers headed by WOWO Ft. Wayne Farm Service Director Jay Gould is currently "cementing relationships in Latin America through a better understanding of the agricultural aspects of both countries," according to a spokesman of the Westinghouse Broadcasting Co. station.

Reports, via tape recordings, of the four-week tour which got under way Feb. 6, will be aired regularly on Mr. Gould's programs. The group is visiting various cattle farms in Argentina, the Louis Bromfield plantation 35 miles outside of Sao Paulo, Brazil, and is meeting with the heads of various chambers of commerce in Peru, Chile, Argentina, Uruguay and Brazil.

Leslie Named WINR Manager

KENNETH LESLIE has been appointed general manager of WINR Binghamton, N. Y., effective today (Monday), according to Donald W. Kramer, president. He formerly was general manager of WORC Worcester, Mass., and sales manager of WCTC New Brunswick, N. J.

WJAG Conducts Farm Survey

WJAG Norfolk, Neb., conducted a survey among 150 farmers in Nebraska's Third Congressional District to get their opinions on important farm problems. Results of the survey were sent to Congressman R. D. Harrison (R-Neb.) and members of the House and Senate agricultural committees.

KRON-TV Plans Color Clinic

KRON-TV San Francisco will be host Thursday at a special color clinic and demonstration in its studio for delegates to the ninth annual Western Radio & Television Conference, meeting in that city Feb. 23-25. Registration for the conference also will take place at the station.

REPRESENTATIVE APPOINTMENTS

WMSL-TV Decatur Ala., appoints Joseph Hershey McGillvra Inc., N. Y., for national sales.

KCRS Midland, Tex., appoints William G. Rambeau Co., N. Y., national representative and Clyde Melville Co., Dallas, southwest representative.

REPRESENTATIVE PEOPLE

Jack Thompson, sales staff, Free & Peters Inc., N. Y., national station representative, named assistant sales manager for radio.

Bob Kochenthal, account executive with H-R Television Inc., N. Y., national station representative, to tv sales staff Edward Petry & Co., N. Y.

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ATLANTA
John Kluttz, Cypress 1751
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E. H. Taylor, Canal 6-4100
CINCINNATI
L. T. England, Main 1-0600
CLEVELAND
A. C. Schwager, Henderson 2-2500
DALLAS
T. R. Gale, Randolph 6452
DETROIT
E. W. Stone, Townsend 8-5550
HOUSTON
R. T. Asbury, Capitol 8-4571
JACKSONVILLE
W. C. Winfree, Elgin 6-7611
KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644
LITTLE ROCK
W. E. Kunkel, Franklin 5-1246
LOS ANGELES
R. B. Thompson, Angelus 3-7282
MEMPHIS
E. W. Irby, Memphis 7-7150
MINNEAPOLIS
L. B. Hathaway, Federal 6-1621
NEW YORK
R. W. Griffiths, Exeter 2-2000
PHILADELPHIA
D. M. Antrim, Walnut 2-5405
PITTSBURGH
R. F. Grossett, Fairfax 2-4100
RICHMOND
E. C. Toms, Richmond 7-3491
SAN FRANCISCO
K. G. Morrison, Market 1-5131
SEATTLE
D. I. Craig, Mutual 0123
ST. LOUIS
J. P. Lenkerd, Jefferson 1-4700
WASHINGTON, D. C.
D. R. Edge, Executive 3-0022

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OFFICES AND WAREHOUSES IN OVER 120 PRINCIPAL CITIES.

STATION SHORTS

WALK Patchogue, L. I., N. Y., has installed independent emergency generator power for use under unfavorable broadcasting conditions.

WLBK De Kalb, Ill., moved to new "Radio Home" at 711 N. First St. where it combines studio and tower operation.

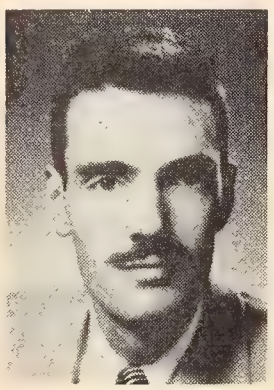
KCSJ-TV Pueblo, Colo., has installed kinescope recording equipment.

KHOL-TV Kearney, Neb., announces installation of GE network color equipment is underway.

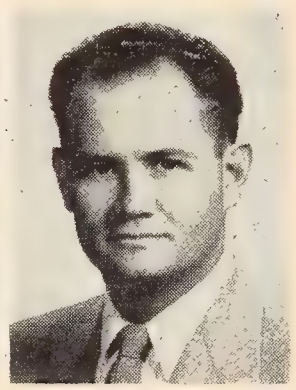
WGBB Freeport, N. Y., and WGSM Huntington, N. Y., collaborating in Long Island network news show *Your World at One.*

STATION PEOPLE

William D. Stiles, formerly assistant sales manager, KOMU-TV Columbia, Mo., appointed commercial and operational manager, KZTV (TV) Reno, Nevada, succeeding **Richard W. Colon,** to KOLO Reno as vice president and general manager.



MR. STILES



MR. COLON

Grady E. Jensen, administrative assistant to general manager, WABC-TV New York, appointed business manager, succeeding **Thomas J. Martinez,** resigned.

Sid Dickler, for many years with independent Pittsburgh stations, to WNCC Barnsboro, Pa., of regional Laurel Network, as assistant manager.

George Nickson, manager, KAVR Apple Valley, Calif., to KFXM San Bernardino, Calif., as commercial manager. He was formerly manager, KBIF Fresno, Calif., and vice president-general manager, KEEP Twin Falls, Idaho.



MR. NICKSON

David H. Polinger, radio-tv manager, to WAPA - TV San Juan, P. R., as general manager.

Ralph C. Runyan, advertising executive, appointed sales promotion manager, WBRC-TV Birmingham, Ala.



MR. RUNYAN

Arthur Sawyer, formerly in sales and promotion with CBS Radio, to KFSD San Diego, Calif., as local sales manager.

Wayne R. Anderson, account executive, KGO-TV San Francisco, and former manager, KDON Monterey, to KNBC San Francisco local sales staff as account executive.

Al J. Madden, general manager, Sportsvision, S. F. film production firm, to KGO-AM-TV San Francisco sales staff.

Rick Terry, formerly account executive, Don Frank & Assoc., L. A. advertising agency, to sales department, KGFJ Hollywood.



"COLONEL-OF-THE-YEAR" awards were made by Free & Peters (station representatives) to Otis P. Williams and Robert Somerville, both account executives, for "outstanding personal development and sales performance" in behalf of radio and tv stations represented by the firm. The awards were made by Lloyd Griffin (l), company vice president, to Mr. Williams for his work for television, and by Russel Woodward (r), executive vice president, to Mr. Somerville for his radio efforts.

C. J. Pajakowski, sales manager at WNDU South Bend, Ind., to WNDU-TV same city as account executive.

Melvin A. Goldberg, lecturer on radio-tv research, City College of New York, and advisor on research, communications and management, to Westinghouse Bcstg. Co., N. Y., as director of research.

Richard Reed, commercial operations director, WLWC (TV) Columbus, Ohio, appointed sales account executive.

Wes Hopkins, program director-disc jockey, WTTM Trenton, N. J., to KYW-AM-TV Cleveland, Ohio, for afternoon radio show, succeeded at WTTM by **Tom Durand,** staff announcer. **Gene Graves,** WTTM staff announcer, named featured morning disc jockey.

Leonard Kehl, KVOD Denver, to sales staff, KMYR Denver; **Jim Kithcart,** KBTV (TV) Denver, to KVOD announcing staff.

Dee Fondy, formerly first baseman, Chicago Cubs, to KFXM San Bernardino, Calif., as account executive and associate sports director.

Lloyd Knight, morning personality, KMYR Denver, appointed program director. **Bill Keene,** sportscaster-newscaster, named publicity and promotion manager, KMYR.

C. L. Doty, sales director, WCPO-AM-FM-TV Cincinnati, Ohio, appointed to new post of program director, WCPO-TV.

Arthur M. Brandel, Washington and foreign correspondent, to WTTG (TV) Washington as news editor.

Charles Inman, KONI Phoenix, Ariz., appointed program and music director, KELE-FM Phoenix, new music station which goes on air in mid-March.

Sam Grossman, athlete, formerly with CBS Hollywood, to KFMB San Diego, Calif., as director of sports.

Charles Breece, announcer, WFBM-AM-TV Indianapolis, appointed program director, WFBM. **Estel D. Freeman,** formerly production manager and talent bureau sales manager, WFBM-TV, named promotion manager, WFBM-AM-TV.

Ron DePinto, promotion manager, KPHO Phoenix, Ariz., appointed promotion, publicity manager, KPHO-AM-TV.

Joel Weisman, associate director, WABD (TV) New York, named manager of film production.

Ralph Penza, news director, WCOJ Coatesville, Pa., to KWWL-AM-TV Waterloo, Iowa, as morning news editor. **Mel Grummert,** formerly morning news editor, to night radio news editor, KWWL.

Philip Lewis, WCBS-TV New York staff writer, named to succeed **Blaine Littell** as station's news bureau manager. Mr. Littell was recently appointed assignment chief of "CBS News Campaign Cavalcade" [B•T, Feb. 6]. Also by WCBS-TV: **Phillip Beigel,** director, WATV (TV) Newark, and **Louis Volpicelli,** producer-director, WABC-TV New York, as directors of WCBS-TV public affairs programs.

U. S. Radio: In 40 Tongues Other Than English

EVERY WEEK U. S. radio, in addition to the countless hours of English language broadcasts, provides its listeners with some 4,500 hours of programming in 40 other tongues from Albanian to Zuni, according to a survey made by BROADCASTING • TELECASTING. Findings are published in the 1956 BROADCASTING YEARBOOK-MARKETBOOK, now in the mails to subscribers.



A total of 463 radio stations in 41 states and the District of Columbia reported devoting some air time to programs in languages other than English. Only radio stations in Georgia, Kentucky, Montana, Nevada, North and South Carolina and Tennessee broadcast exclusively in English.

Spanish is the non-English language most widely used on the domestic air, accounting for more than 2,800 hours of radio time each week, well over 60% of the total foreign language time and more than 10 times as much as the second most popular alien tongue, Italian, which gets about 450 broadcast hours per week. Polish ranks third with roughly 390 hours, French fourth with 135, German fifth with 115 and Yiddish sixth with 102. No other language hits the 100-hours-per-week mark.

Generally, the various foreign languages were reported from regions where such broadcasts would be expected—French in Louisiana and upper New England, German in Pennsylvania and Wisconsin, Portugese on the coasts, Spanish throughout the southwest and Italian and Polish in the great industrial centers.

But there were some surprises, such as weekly half-hour broadcast in Basque being the only non-English language program on the air in the state of Idaho; French the only foreign language on the air in Arkansas, and Spanish the only one in Mississippi.



Programs in Apache, Hopi, Navajo, Ute and Zuni broadcast in Arizona and New Mexico might have been expected, as well as Swiss programs in Wisconsin, but it was somewhat startling to find Massachusetts stations broadcasting in Arabic and an hour of Hindustani in California.

Languages other than English regularly broadcast in this country include: Albanian, Apache, Arabic, Armenian, Basque, Bohemian, Croat, Czech, Finnish, French, German, Greek, Hindustani, Hopi, Hungarian, Irish, Italian, Japanese, Jugoslav, Latvian, Lebanese, Lithuanian, Maltese, Navajo, Polish, Portugese, Roumanian, Russian, Serbian, Slovak, Slovene, Spanish, Swedish, Swiss, Syrian, Ukranian, Ute, Welsh, Yiddish and Zuni.

The BROADCASTING YEARBOOK & MARKETBOOK ($3) tabulates the foreign language broadcasts alphabetically by state, city and station, listing the weekly time devoted by each station to each non-English language. The volume also contains a complete list of all U. S. and Canadian radio stations, their owners and executive personnel; radio networks; newspapers with radio affiliations; advertising agencies and their clients using radio; program services; equipment manufacturers, and other basic information about radio broadcasting.



Rex Messersmith, assistant extension editor, Nebraska College of Agriculture, Lincoln, to WNAX Yankton, S. D., as farm editor.

S. M. (Mort) Rosenman, producer-director at WXIX (TV) Milwaukee, appointed production manager. He succeeds **Jack Reeves,** who moves to West Coast.

Bruce Rice, sports director, KWFT-AM-TV Wichita Falls, to KCMO-AM-TV Kansas City, Mo., as sportscaster.

Edward Hayden, promotion writer, KCBS San Francisco, to assistant in KCBS sales service department. **Jim Wolf,** formerly apprentice, to promotion writer.

Ed Moiselle, Truman Taylor and **Arnie Ginsburg** assigned new programs on WBOS Boston, formerly WVOM.

Les Claypool, veteran L. A. political editor, featured in Sunday newscast on KABC Hollywood.

Guy Curtis to WSKI Montpelier, Vt., for nightly disc show.

Ken Karlton, disc jockey, KXOL Fort Worth, Tex., to KNOE Monroe, La., for *The Night Beat*.

Bill Anson, disc jockey, signed by WAAF Chicago for daily two-hour program.

G. Howard Tinley Jr., radio director, Austensen Assoc., Wheaton, Md., and actor-announcer, adds announcing duties at WASL Annapolis, Md.

Bob Gray, newsreel department, KPRC-TV Houston, Tex., to *Houston Post* as general assignments reporter.

Myrus the Mentalist to WTVJ (TV) Miami for Sunday show.

Jimmy Dudley and **Tom Manning,** sportscasters, to do radio play-by-play for Cleveland Indians baseball games over WERE Cleveland for 1956 season.

Paulette Gardin, KMMO Marshall, Mo., to KWBU Corpus Christi, Tex., in continuity department.

Rick Weaver, sportscaster, KLIN Lincoln, Neb., and KOLN-TV Lincoln, selected to broadcast 1956 games of Wichita Braves over KFH Wichita, Kan.

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1956 BROADCASTING YEARBOOK MARKETBOOK

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STORER BROADCASTING Co. promotion managers attended a three-day meeting in New York to explore station advertising, promotion, merchandising and publicity [B•T, Feb. 13]. At the meeting were (l to r): seated, Art Schofield, advertising and sales promotion director of Storer Broadcasting; Stanton P. Kettler, Storer vice president in charge of operations; Liz Wagner, promotion manager of WSPD-AM-TV Toledo, Ohio; standing, promotion managers Al McLaughlin, KPTV (TV) Portland, Ore.; Bob Nashick, WGBS-TV Miami; Bill Smith, WJBK-AM-FM-TV Detroit; Howard Meagle, WWVA Wheeling, W. Va.; Charles Trainor, WAGA-TV Atlanta, and Ralph Runyon, WBRC-TV Birmingham, Ala.

Louis John Johnen, Cincinnati, Ohio, music critic-teacher, to WSAI-FM Cincinnati for music programs.

Si Willing, general manager, KTLD Tallulah, La., elected charter president of Tallulah Junior Chamber of Commerce.

Don Heilmann, news photographer, WXIX (TV) Milwaukee, elected president of State Press Photographers Assn.

J. Robert Covington, vice president in charge of sales, Jefferson Standard Bcstg. Co. (WBT and WBTV [TV] Charlotte, N. C., WBTW [TV] Florence, S. C.) named honorary director, Charlotte Merchants Assn.

Klaus Landsberg, vice president-general manager, KTLA (TV) Los Angeles, and **Janice McDonald** married Feb. 14.

Leo Borin, general manager, KOTA-AM-TV Rapid City, S. D., father of girl; **Gene Taylor,** farm director, KOTA-TV, father of girl, and **Verne Sheppard,** announcer, KOTA-TV, father of boy.

Jay Andres, emcee of American Airlines' *Music 'Til Dawn,* WBBM Chicago, father of boy, Joseph Jr.

Norm Prescott, disc jockey, WBZ-WBZA Boston and Springfield, Mass., father of boy Feb. 3.

George Arnold, retail sales account executive, KCBS San Francisco, father of boy, John Byron.

Eloise Winters, formerly with Ohio Fuel Gas Co., to WBNS-TV Columbus, Ohio, as home economics coordinator. In B•T issue of Feb. 6, WBNS-TV was inadvertently identified with another station's call letters.

Robert Hanger to WPON Pontiac, Mich., as news-special events director; **Cecelia Wells** to WPON as advertising copywriter, and **Mrs. Lena Nicholson** to staff as traffic secretary-assistant bookkeeper.

Sold: One Sponsor

LAST JULY WIRY Plattsburg, N. Y., started a midnight to 3 a.m. record program *(Nite-Club).* However, the station was having trouble selling potential sponsors on the commercial value of the early morning show.

After a long search, Covey & Fleming (furniture store) agreed to sponsor the program Feb. 2 and 3 to promote a 5 p.m. to 3 a.m. sale the store was holding the night of the third and all day the fourth.

Listeners were given cash certificates worth $25 to $100 for identifying mystery tunes. The store also promoted the sale with spots during the day.

The night of the sale WIRY broadcast *Nite-Club* from the sponsor's store, letting customers pick out and play their own selections. At 2:30 a.m. 28 listeners were waiting to play a record.

Results: The sponsor reported sales equalled the store's opening day seven months ago; many new people visited the store for the first time; of 80 cash certificates awarded, 41 were redeemed in merchandise, and results in dollars and cents sales more than doubled estimates.

And *Nite-Club* gained a sponsor. Covey & Williams signed to sponsor the show regularly and ordered a saturation campaign for the end of the month.

AFM TO ALLOW MOVIE MUSIC USE

Union stipulates that features must promote film only and not mention any commercial product. Agreement expected to pave way for heavier use of motion picture clips.

AMERICAN Federation of Musicians reported last week that it has entered into agreement with major motion picture studios whereby film clips of feature films may be used on television with original soundtracks and with no payment made to the union.

The pact was negotiated by James C. Petrillo, AFM president, and Charles Boren of the Motion Picture Producers Assn. and various film officials. The producers long had sought this concession from the union because heretofore re-recording was required, with resultant payment. The agreement provides that excerpts from features to be used on tv will promote the films only and will not make mention of a commercial product.

It is believed that the agreement will result in increased use of film clips from motion pictures on television. In the past, since re-recording was required, film studios avoided entering into frequent arrangements with television programs because they felt the cost was prohibitive.

The agreement also paves the way for the use on television of dramatic productions in which a musical background is essential to the mood. In the past, infrequent use was made on television of musical motion pictures because virtually no part of the original film could be used without payment of re-recording fees.

AFTRA, Tv Networks Strike Re-Run Accord

AGREEMENT reportedly has been reached between the American Federation of Television & Radio Artists and the three television networks, providing for a reduction in the present scale of "re-use payments" for performers who appear on live shows that are later recorded and repeated. The agreement is scheduled to take effect on March 1.

Under the present contract, an artist must be paid the same fee for the second, or any subsequent run, as he received for the first. Neither the federation nor the three networks would discuss the agreement or give an indication of the extent of the reduction. The New York branch of AFTRA, however, has sent members a notice of a regular meeting to be held on Feb. 18, and one of the items on the agenda deals with "a report on revision of AFTRA's television re-use payment and restrictions to become effective March 1, 1956."

The AFTRA move is interpreted as the first step by the union to improve its relationship with the networks and encourage more frequent use of re-runs. It is reported the union long has felt that the current re-use principle has hindered re-runs, and has worked to the advantage of the Screen Actors Guild, which has a more liberal re-run formula for filmed programs.

Program-of-Year Honors Won by NBC Radio, Tv

NBC-TV's *Conversation With Elder Wise Men* and NBC Radio's *Biographies in Sound* are winners of program-of-the-year honors in the fourth annual awards of the National Association for Better Radio and Television.

CBS's Edward R. Murrow was voted by NAFBRAT members as "man of the year in radio and television."

Other awards announced by NAFBRAT President Clara S. Logan:

For television: Drama, *Hallmark Hall of Fame* (NBC); family situation, *Life With Father* (CBS); education, *Adventure* (CBS); comedy, *Jack Benny* (CBS); news, *Douglas Edwards* (CBS); interviews, *Person to Person* (CBS) popular music, *Perry Como* (NBC); classical music, *Voice of Firestone* (ABC); quiz program, *$64,000 Question* (CBS); public service. *See It Now* (CBS); children's program, *Lassie* (CBS); teenagers' program, *Youth Wants to Know* (NBC); daytime program, *Matinee* (NBC); best new program, *Wide, Wide World* (NBC).

For radio: entertainment, *Conversation* (NBC); news, *Howard K. Smith* (CBS); education and information, *America's Town Meeting* (ABC); classical music, *Voice of Firestone* (ABC); literature and philosophy, *Invitation to Learning* (CBS); children's program, *Carnival of Books* (NBC); teenagers' program, *Make Way for Youth* (CBS); agricultural program, *National Farm and Home Hour* (NBC); daytime program, *Monitor* (NBC) and best new program, *Biographies in Sound* (NBC).

Nevada Honors 'Death Valley'

THE STATE of Nevada honored a veteran radio-tv program and its sponsor Friday in public ceremonies in Carson City. Gov. Charles H. Russell issued a proclamation honoring *Death Valley Days* and Borax Co., for "accurately recreating . . . events exemplifying the vision and courage of those who pioneered the state of Nevada." The governor also commended Mrs. Ruth Woodman, writer of the series since its inception.

Mrs. Dorothy B. McCann, wife of the vice president of McCann-Erickson and creative supervisor of *Death Valley Days*, presented prints of two films in the new tv series, *Nevada's Plymouth Rock*, to the governor. Mrs. McCann produced the first *Death Valley Days* on radio in 1930.

Washington IRE Makes Awards

CITATIONS for distinguished service were presented last Saturday by the Washington Section, Institute of Radio Engineers, at its annual banquet in Washington. Among those honored were FCC Comr. Edward M. Webster; Fred W. Albertson, Washington attorney; Fred P. Guthrie, RCA Frequency Bureau, and Eugene H. Rietzke, Capital Radio Engineering Institute.

AWARD SHORTS

James G. Riddell, president-general manager, WXYZ-AM-FM-TV Detroit, awarded plaque commemorating 25 years in radio-tv, presented by Louis Miriani, acting city mayor, for some 300 friends at testimonial.

Edward R. Murrow, CBS commentator, named by N. C. Gov. Luther H. Hodges "Ambassador of Good Will for the State of North Carolina." Award was made at WBT-AM-TV Charlotte studios.

Ken D. Given, manager, WLBJ Bowling Green, Ky., proclaimed 1955 "Citizen of the Year" by local Civitan Club.

Ziv Tv International Div., N. Y., received diploma award from Tv-Radio Critics of Havana, Cuba, for Spanish-dubbed *Science Fiction Theatre*, called "most distinguished film program of Cuban television in 1955."

Don Heilemann, news photographer at WXIX (TV) Milwaukee, presented award by Wis. Press Photographers Assn. for best spot news-feature-sports film among state tv stations.



WINNER of the Greeley, Colo., Junior Chamber of Commerce Distinguished Service Award is Bill Stewart, general manager of KFKA in that community. Mr. Stewart (l) is presented the award by Floyd Oliver of the Greeley Jaycees.

BMI PROGRAM CLINIC SCHEDULE SET

Officials predict record attendance at programming sessions to be held throughout country beginning Feb. 26.

ATTENDANCE of nearly 3,500 is expected by Broadcast Music Inc. during this year's 42 program clinics which start next Sunday and last through June 15, with the exception of a six-week hiatus around the NARTB convention in April. The attendance figure was given by Glenn Dolberg, BMI vice president in charge of station relations, who said that 1955's turnout of 2,779 was an all-time high.

BMI has arranged once again for concurrent tours of two teams of speakers, with the first two starting Feb. 26 in Little Rock and Feb. 27 in Seattle, Wash. Final clinic on the 1956 agenda will be held June 15 in Estes Park, Colo.

Among the topics to be discussed during the 1956 clinics will be the continuing challenge of radio, programming for the women's audience, facts about the farm audience, getting the most out of local news and a look at public service programming. Speaking for BMI at various sessions will be Carl Havelin, president, Turner Cooke, Justin Bradshaw and Mr. Dolberg.

Following is an itinerary of the BMI clinics by dates:

Feb. 26: Marion Hotel, Little Rock, Ark.; Feb. 27: Olympic Hotel, Seattle; Feb. 29: Heidelberg Hotel, Jackson, Miss. and Benson Hotel, Portland,

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Ore.; March 2: St. Charles Hotel, New Orleans and Clift Hotel, San Francisco; March 5: Dinkler-Jefferson Davis Hotel, Montgomery, Ala., and Ambassador Hotel, Los Angeles; March 7: Westward Ho Hotel, Phoenix and Dinkler-Plaza Hotel, Atlanta; March 9: Alvarado Hotel, Albuquerque and Columbia Hotel, Columbia, S. C.; March 12: Baker Hotel, Dallas and Sedgefield Inn, Greensboro, N. C.; March 14: Shamrock Hotel, Houston and Roanoke Hotel, Roanoke, Va.; March 16: Skirvin Hotel, Oklahoma City, and McLure Hotel, Wheeling, W. Va.; March 19: Statler Hotel, Washington, D. C.; March 21: Holiday Motor Hotel, Harrisburg, Pa.; March 23: Brown Hotel, Louisville, Ky.

May 1: Hildebrecht Hotel, Trenton, N. J., and Hotel Ft. Des Moines, Des Moines; May 9: Leland Hotel, Springfield, Ill., and Dinkler-Andrew Jackson Hotel, Nashville, Tenn.; May 11: Indianapolis Athletic Club, Indianapolis and San Juan Hotel, Orlando, Fla.; May 13: Lassen Hotel, Wichita, Kans.; May 14: Sheraton Hotel, Rochester, N. Y.; May 16: Missouri Hotel, Jefferson City, Mo., and Somerset Hotel, Boston; May 18: Blackstone Hotel, Omaha and Eastland Hotel, Portland, Me.; May 21: Deshler-Hilton Hotel, Columbus, Ohio; May 23: Pantlind Hotel, Grand Rapids, Mich.; May 25: Plankinton Hotel, Milwaukee; June 4: Elks Lodge, Caldwell, Idaho; June 6: Rainbow Hotel, Great Falls, Mont.; June 8: Edgewater Beach Hotel, Detroit Lakes, Minn. (note: tri-state clinic for North Dakota, South Dakota and Minnesota); June 11: Utah Hotel, Salt Lake City; June 13: Bank of Commerce Bldg., Sheridan, Wyo., and June 15: Stanley Hotel, Estes Park, Colo.

World Raises Talent Budget, Signs New Recording Stars

PREDICTING a widening interest in local-level radio programs designed for national and local spot sponsorship, Herbert Gordon, vice president in charge of programming for World Broadcasting Co., last week reported that the company has raised its 1956 talent budget by 23% over last year's.

The company, he said, has signed several top recording artists, including Doris Day, Victor Young, Russell Armes and Bobbie Hackett to record programs during the year. In addition to this new talent, he said, WBS will issue a series of 1956 musical releases starring such artists as Peggy Lee, Helen O'Connell, Ray Bloch, The Three Suns, Ken Griffin, David Rose and Les Brown.

Sisco to UP Chicago Post

PAUL C. SISCO has been appointed Chicago radio bureau manager of United Press, succeeding William E. Spicer Jr., who recently was named UP Iowa manager. Mr. Sisco joined the press association in November 1951 and previously worked for the *Cicero-Berwyn* (Ill.) *Life* newspapers and the City News Bureau of Chicago.

PROGRAM SERVICE PEOPLE

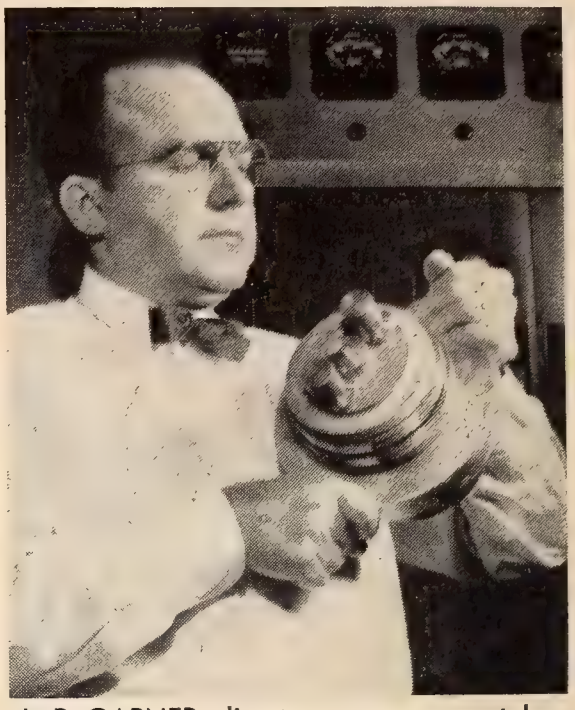
Clifton W. Phalen, president, Michigan Bell Telephone Co., elected executive vice president of American Telephone & Telegraph Co. He assumes new post March 1 in New York.

David E. Chute, staff member of United Press radio dept., N. Y., appointed radio features editor. Other UP radio promotions in New York: **Philip Spahn** to night radio bureau manager; **Joseph C. Calitri** to overnight radio bureau manager, and **Zeta T. Baird,** Iowa State U. graduate, to radio staff.

Paul Keough, former public relations representative for Robert Montgomery, to Hardy Burt Productions, N. Y., handling research for Mr. Burt's news and discussion programs on radio and television.

RCA UHF RIG BEAMS 4½ MILLION WATTS

Experimental unit at Lancaster, Pa., presages new era in super-power ultra high television, company believes. Present legal limit is 1 million watts, but 5 million ceiling has been proposed at FCC.



L. P. GARNER, director, super-power tube development, RCA tube division, Lancaster, Pa., displays one of the transmitting tubes used in tests which radiated 4½ million w at 537 mc (ch. 23).

THE HIGHEST continuous-wave uhf television power output ever achieved—4.5 million w of radiated power at 537 mc (ch. 23)—has been produced by RCA at Lancaster, Pa., W. W. Watts, executive vice president for electronic components, announced Thursday. He said success of the experiment makes possible extended and improved television broadcast service throughout the U. S.

The 4.5 million w produced in the Lancaster experiment is more than four times the output of the most powerful existing uhf station, Mr. Watts pointed out. He said:

"The experiment, latest development in RCA's continuing program to improve uhf tv broadcast equipment and techniques, coupled an RCA super-power uhf antenna with a developmental super-power electron tube to produce the record-high effective radiated power," Mr. Watts explained.

"Although uhf television stations are permitted a maximum of one million watts of effective radiated power under existing regulations of the FCC, it is hope that this limit will be raised as technological advances reach the commercial stage.

"The 4½-million w of radiated power produced at Lancaster were obtained by feeding approximately 100 kw generated by the electron tube, into the antenna which has a gain of nearly 50. Station WBRE-TV Wilkes-Barre, Pa., which went on the air a year ago as the nation's first million-watt uhf tv broadcaster, utilizes a type of RCA super-power antenna similar to that used in the Lancaster experiment. The same type of antenna is in operation at uhf station KPTV (TV) Portland, Ore.

"This test of tube and antenna establishes the engineering validity of ultra-high-power, ultra-high-frequency broadcasting. Radiated power in the order of four to five million watts would enable uhf tv stations, so equipped, to extend the area of primary coverage and offer improved television service throughout the present so-called fringe or weak-signal areas."

Proper Use of Research Urged by RCA's Ewing

WITH RESEARCH now a $5 million industry, the business executive must "properly understand and use industrial research" if his firm is to survive today's business competition, according to Dr. Douglas H. Ewing, RCA Labs vice president.

Dr. Ewing, speaking before an executive development class at Drake U., Des Moines, said "today's executive is under fire, so to speak, from two sides. With greater competition, he must improve, innovate or expand in order to hold or increase his share of the business. With the increased complexity and cost of productive machinery, his relative investment is becoming so great that any mistakes have become almost prohibitively expensive. There is, of course, no substitute for good business judgment in a situation like this—but good judgment is still based on good information."

Hotpoint Co. Plans to Begin Manufacture of Video Sets

BACKED by its parent General Electric Co., Hotpoint Co. will move into the tv set manufacturing line this summer, it was announced last week.

The GE subsidiary will unveil a full line of 14-24 inch receivers in July and also is mapping plans for color set production under the Hotpoint brand name once the monochrome line "becomes more stabilized." Black-and-white sets will be made at the outset in one of General Electric's plants, it was explained.

The announcement by Hotpoint President John C. Sharp Tuesday confirmed reports of recent weeks that the range-freezer manufacturer would enter the television field. The decision to sell tv receivers hinged on the fact that Hotpoint has shown rapid sales growth in recent years, realizing its best year in 1955.

Hotpoint will set up a new product department for television, Mr. Sharp said. The company's operations recently were decentralized, giving product managers greater responsibilities.

AB-PT Buys 22% Block Of Research Organization

AS A NEW MOVE in American Broadcasting-Paramount Theatres Inc.'s policy of "broadening" its activities, AB-PT and Western Union last week announced that each will acquire a 22% interest in Technical Operations, Arlington, Mass., a manufacturing, research and development organization.

Under the contract, subject to approval of Technical Operations' stockholders at a March 13 meeting, AB-PT and Western Union will have options to increase individual stock interest up to 25% each.

Each company will buy 46,119 shares of common at $6 per share, increasing the working capital of the New England firm by $553,000. Technical Operations works on the application of nucleonics, operations research, chemistry, physics and eletronics to industry and government uses and currently is conducting research and development for the Armed Forces, the

Dept. of Defense, the Atomic Energy Commission and others.

Last April, Western Union purchased a one-third interest in Microwave Assoc. Inc., Boston, of which AB-PT already held and continues to hold a one-third interest. Microwave designs and produces magnetrons, silicon diodes, radar components, microwave test equipment and other electronic devices.

WESTINGHOUSE STRIKE DICTATES COLOR PLANS

Company plans production of 22-inch sets using all-glass color tubes within a few months. RCA sticks to metal tube until change considered practicable.

ALTHOUGH production facilities have been strapped by a prolonged strike, Westinghouse is ready to begin making color tv sets within a few months, providing its labor dispute is settled in reasonable time. The company said last week it will employ its 22-inch rectangular, all-glass color tube, a type officials believe is being used solely by Westinghouse.

In the past, Westinghouse made 15-inch and 19-inch color sets. Although glass, these picture tubes had metal flanges and were round. RCA's color picture tube is a 21-inch round, metal, aperture-mask type. RCA officials at the Bloomington, Ind., showing of the industry's first color tv set mass production line [B•T, Feb. 6], said privately that RCA may consider making all-glass tubes if and when the firm feels they are practicable in cost, or judged to be otherwise necessary.

So far, RCA—as expressed in Bloomington by W. Walter Watts, RCA executive vice president of electronic components—"has never for one minute lost its faith" in the round metal-type tube. Mr. Watts said then: "Despite doubts expressed by a few others, we have gone ahead with our plans to concentrate efforts on this tube. The extensive array of new equipment which has been installed and of which there is more to come has been designed to handle this tube and this tube only. At this time we see no reason to depart from this view. In our opinion no other proposed color tube is near the mass production stage."

Westinghouse Electric Corp. has had its radio-tv receiver production shut off several months, as a result of the employes strike which was in its 123rd day Thursday. Spokesmen said color set production would have been announced for an earlier start except for the strike.

The Westinghouse color set will be "small" and "compact" enough to permit production of color table models, according to E. J. Kelly, the division's general manager. He said the size of the color table model will approximate the current 21-inch monochrome set. In the proposed Westinghouse line, color consoles will be made in a variety of styles.

Although Westinghouse officials avoided any specification of retail price for its color models, Mr. Kelly noted that his firm's price level would be "competitive." As amplified by spokesmen, Westinghouse believes it can meet any price reductions of other color receiver makers—principally RCA, which is expected to announce a lower color set price in the summer or fall—so long as the cuts are economically feasible.

Zenith Suit Against RCA, Others, Set Oct. 1 in Chicago

A COUNTER SUIT filed by Zenith Radio Corp. and its subsidiary, Rauland Corp., against RCA and two other manufacturers will be heard in Chicago Federal District Court Oct. 1, it was reported last week.

The date was set by Judge Michael Igoe, one of the judges involved in the long-pending trade restraint suit against RCA, General Electric Co. and Western Electric Co. Zenith is seeking $16 million in treble damages in its counter suit to action filed in 1948 by RCA, which charged Zenith and Rauland with patent infringements.

A similar suit is pending in Wilmington, Del.

Sears And Two Other Firms To Produce Sets in Mexico

FORMATION of a new Mexican radio-tv set manufacturing company, Electronica Mexicana, by Sears, Roebuck & Co. and two suppliers was revealed Tuesday by John S. Holmes, president of Warwick Mfg. Corp.

Warwick and Pacific Mercury of California are the suppliers joining Sears in the venture, designed to capture a sizable part of the production market in Mexico, according to Mr. Holmes. Warwick, which supplies Sears with sets, recently acquired Crescent Industries Inc., as a subsidary.

The Mexican plant presently is being used to make cabinets. Production on radio-tv receivers will start as soon as Mexican mechanics and supervisors are trained and as rapidly as market conditions permit. The plant covers some 40,000 square feet.

Sarkes Tarzian Ships to 11

SARKES TARZIAN Inc., Broadcast Equipment Div., Bloomington, Ind., has reported shipments of tv studio equipment to six stations and two universities. Scheduled to receive the equipment are: U. of Oklahoma, Norman; U. of Florida, Gainesville; KTXL-TV San Angelo, Tex.; KTTV (TV) Los Angeles; WKJG-TV Ft. Wayne, Ind.; WJMR-TV New Orleans; WORA-TV Mayaguez, P. R., and XEJ-TV Juarez, Mex. Also reported by Sarkes Tarzian were shipments of tv microwave equipment to KGUL-TV Galveston, Tex., and WTVT (TV) and WFLA-TV, both Tampa, Fla.

Transistors Triple in '55

SALES of transistors by factories tripled in 1955, according to Radio-Electronics-Mfrs. Assn., totaling 3,646,802 units compared to the previous year's 1,317,327. The figure includes transistors used in both entertainment and non-entertainment types of equipment.

1955 Best Year for Sylvania

NET SALES and income in 1955 for Sylvania Electric Products Inc., New York, were the highest in the 54-year history of the company, Don G. Mitchell, president, reported last week. He listed net sales at $307,371,315 as compared with $281,641,987 in 1954 and net income at $13,812,970, as against $9,480,941 in 1954.

MANUFACTURING PEOPLE

Louis H. Niemann, eastern district sales manager, CBS-Hytron, Danvers, Mass., division of CBS Inc., N. Y., appointed equipment sales manager. **Lee Ballengee Jr.,** assistant sales manager in charge of field sales, General Instrument Corp., Elizabeth, N. J., succeeds Mr. Niemann as CBS-Hytron eastern district sales manager. with headquarters at Newark, N. J.

J. P. Van Duyne, manager of color tv engineering, Westinghouse Electric Corp., Metuchen. N. J., appointed manager, engineering sub-division of television-radio department. **O. H. Fernald** appointed supervising engineer in charge of color tv engineering, and **A. S. Goldsmith** to supervising engineer in charge of radio engineering.

Robert H. Shaw, with radio-television division of Sylvania Electric Products Inc., N. Y., since 1952 in executive capacities, elected president and general manager of Victor H. Meyer Distributing Corp., New York City distribution subsidiary for division. **Kenneth W. Connor,** Sylvania district sales manager, Atlanta, named eastern sales manager of radio-tv division, succeeding **Peter J. Grant,** recently named manager of sales management development.



the New Sound of

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The big news in Kansas City radio is the New Sound on KMBC-KFRM! By completely overhauling old programming concepts, KMBC-KFRM have introduced a new type of radio service that's tailored to today's audience demands. New variety, new personalities, new formats, new impact —they're all woven into every hour of every broadcast day. This inspired local programming, combined with the best from the ABC Network, produces radio that sells as it serves! Your Free & Peters Colonel can tune you in on the New Selling Sound of KMBC-KFRM.

KMBC of Kansas City
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Guard against embarrassing loss by having our unique, special INSURANCE which is adequate and surprisingly inexpensive.

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CANADA'S COMMISSION ADVERTISES FOR BRIEFS

Deadline set for April 15, with public hearings scheduled to start April 30. Sessions to be held throughout the country.

A DEADLINE of April 15 has been set by the Royal Commission on Broadcasting for the receipt of briefs from organizations, associations and individuals. Public hearings are to start on April 30, and the Canadian organization plans to hold sessions throughout Canada.

An advertisement carried in all Canadian publications over the signature of the Royal Commission's chairman, R. M. Fowler (president of the Canadian Pulp and Paper Assn., Montreal, Que.), stated that all intentions to file briefs must be in the hands of the commission at Ottawa by March 1, so that the commission can set its travel agenda for public hearings. Thirty copies of each brief must be filed with the commission.

Under terms of reference the Royal Commission on Broadcasting is directed to examine and make recommendations upon:

(a) the policies to be followed by the Canadian Broadcasting Corporation in its television broadcasting activities and the relation of such policies to the finances of the CBC;

(b) the measures necessary to provide adequate proportion of Canadian programs for both public and private television broadcasting;

(c) the financial requirements of the CBC for television broadcasting and the relation of these to the extent, nature, standards and distribution of programs;

(d) the financial requirements of the CBC for sound broadcasting in the light of the development of television and the growth of population in the new areas of Canada;

(e) the manner in which the finances for the television and sound broadcasting operations of the CBC should be provided and managed;

(f) the licensing and control of private television and sound broadcasting stations in the public interest; and

(g) such other related matters as the commissioners consider should be included in reporting properly upon those specified.

The three-man commission was appointed early in December [B•T, Dec. 12, 1955] and its findings are expected to have an important bearing on the development of television and sound broadcasting in Canada. Previous commissions have set the tone of Canada's present system of a mixture of private and public broadcasting, with the publicly-owned organization also being the regulatory body. Private broadcasters are expected to urge that an independent regulatory body be established to regulate both the private and publicly-owned stations. Basic CBC presentations before the commission are expected to deal with future financing through taxation or license fees.

ITA MAY CUT TIME FOR U. S. TV FILMS

THE British Independent Television Authority, which supervises commercial television in Britain, has indicated it will cut the time now given to American filmed material. The report of such a move came after a protest from 15 British trade unions and professional organizations against the "high" percentage of American films in the total program time given to filmed material. The unions charged the U. S. share is now at 70%, whereas ITA promised the unions foreign filmed material would only get a maximum of seven hours per week out of a total of 50 program hours. Both sides have set a new meeting of delegates within the next four weeks.

The protest against the number of U. S. films on British tv was submitted by the unions to Sir Robert Fraser, director-general of the ITA.

Representatives of the 15 organizations told Sir Robert that they monitored ITA programs and found that a mere 30% of the "filmed drama material" used was from Britain. The rest, 70%, that is, was American, it was reported. The survey reportedly covered "a typical month" of ITA programming.

An interim agreement between the ITA and the unions setting the seven-hour limit was originally reached in October 1955.

Record Canadian Tv Sales

SALE OF television receivers for the calendar year 1955 in Canada totaled 776,536, the highest figure on record, compared to 619,428 sets sold in 1954. Figures released by the Radio-Electronics-Television Manufactures Assn. of Canada, at Toronto, Ont. showed value of sets sold in 1955 at $237,119,654. The association reports that projected production for the first three months of 1956 is 159,117 receivers. Almost 600,000 sets sold in 1955 were in the 18 to 22 inch screen size. Regionally the province of Ontario accounted for 287,670 sets sold in 1955, Quebec 204,530, Nova Scotia 43,362 sets, New Brunswick and Prince Edward Island 25,983, Newfoundland 10,073, Manitoba 55,783, Saskatchewan 22,775, Alberta 54,966 and British Columbia 71,394 sets.

TV SECTION UP FOR VOTE AT BBM'S MARCH MEET

Bureau's survey of independent television stations shows that 22 of 25 on air in Canada are interested in set counts by areas and counties.

ESTABLISHMENT of a television section of the Bureau of Broadcast Measurement, Toronto, is to be voted on at the March 28 annual meeting of the BBM at Toronto in conjunction with the annual meeting of the Canadian Association of Radio and Television Broadcasters. A survey of independent television stations by BBM has shown that 22 of the 25 now on the air in Canada are interested in a tv set count by areas and counties.

Such a set count is to be undertaken as soon as possible, financed by a bank loan to be amortized by fees to be received from stations and other BBM members who wish to participate. No funds from BBM radio station members are to be used for this tv set count. BBM has taken two pilot studies on tv set count and on these has based fees to be charged stations for such a check on number of tv sets in use throughout Canada.

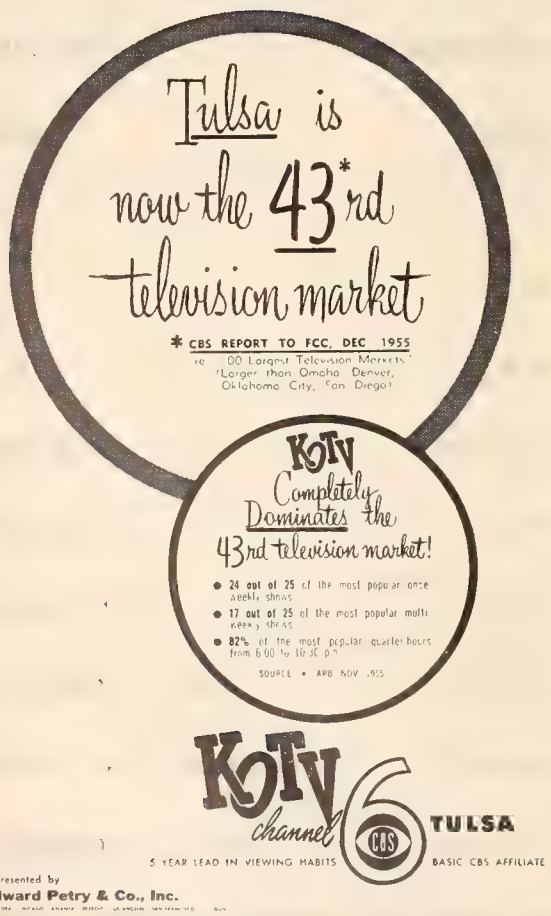
This information has been publicized by BBM and sent all its members, including 127 radio stations, 69 advertising agencies, 42 major advertisers and 15 radio station representatives, as part of its reply to charges of the Canadian Broadcasting Corp. that there are serious shortcomings in BBM's basic methods of operation and techniques. CBC's 19 radio stations have resigned from BBM, and CBC had asked BBM not to conduct a 1956 radio station survey.

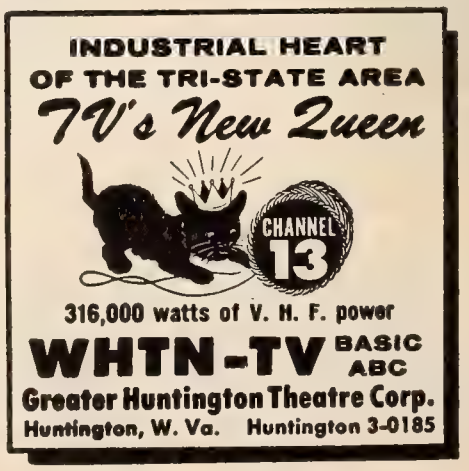
BBM sent a detailed answer to the CBC charges to all its members, and pointed out that "the 1956 survey is a commitment which must be followed through" and that "it is not within the province of any station or group of stations to demand that a regularly scheduled survey be delayed or cancelled."

The BBM answer emphasized that "with the growing saturation of television ownership, the need for dependable radio coverage data is even more pressing at this time than in 1954. It is vital that any impression either in the CBC or elsewhere that radio is becoming a secondary, somewhat ineffective medium be corrected. There is strong evidence from recent BBM research that while listening habits may have changed, radio is a remarkably vital medium which, if anything, has been underestimated."

The letter to members outlines new developments in the 1956 radio survey now underway —including a change in sampling design to assure more consistent dispersion of mailed ballots over components of reported areas. A target date of June has been set for station reports to be ready.

At the request of regional associations of







70 million people who once knew freedom wait for words you send

"...and the truth shall make them free!"

You can sponsor a minute of truth for Europe's captive people. And this is why you should:

Suppose for a moment that you are a Czechoslovakian, a Pole, a Hungarian, Bulgar or Romanian—trapped in your Satellite homeland. Now suppose that you hear on the *official* state radio that the U. S. threatens war! Could it be true? How can you *know* where truth stops...and propaganda begins?

Fortunately there is a source—*the honest opposition voice of Radio Free Europe!* Its programs deal with life *inside* as well as outside the Iron Curtain. The truth they spread up to 20 hours a day nourishes the spirit of freedom and the will to resist.

Continued effectiveness of Radio Free Europe depends on private support from millions of Americans who believe freedom can become a reality everywhere. Each dollar sponsors a minute of truth behind the Iron Curtain. *How many will you give?*

Support Radio Free Europe • send your truth dollars to CRUSADE for FREEDOM c/o Local Postmaster



PUBLIC SERVICE • ADVERTISING COUNCIL

BROADCASTING TELECASTING

broadcasters and the CARTB, pilot studies of program rating surveys have been made by BBM in the past year. The March annual meeting will be asked to vote on whether such rating studies are to be continued for publication in the future.

New Canadian Stations Recommended by CBC

NEW RADIO STATIONS for suburban areas of metropolitan Canadian cities were recommended by the board of governors of the Canadian Broadcasting Corp. at its meeting at Ottawa earlier this month.

Howard Caine, formerly manager of CKFH Toronto, Ont., has been recommended for a 1 kw daytime and 500 w nighttime station on 1250 kc at Oakville, Ont., a western suburb of Toronto. He plans to form a company consisting of radio advertising executives who live in the Toronto suburban area.

Radio-Iberville Ltd. has been recommended for a 1 kw daytime station on 1090 kc at St. Jean, Que., a suburb of Montreal on the south shore of the St. Lawrence River. Another applicant for a station there, Jean-Philippe Toupin was turned down. The CBC board stated in its recommendation that Radio-Iberville Ltd. "has shown more thorough plans for a station which would give community service over a wider area, and has more extensive evidence of public support."

CFRA Ottawa, Ont., was recommended for an experimental synchronous booster station at Almonte, Ont., with power of 50 w on 560 kc. This license is granted for technical expermentation purposes for one year only.

Frontier City Broadcasting Co. Ltd., Swift Current, Sask., was confirmed in its recommendation for a 250 w station on 1400 kc following request of another applicant, Swift Current Broadcasting Co. Ltd., that the hearings for the application be re-opened. Frontier City Broadcasting had been recommended for the license at the September 1955 CBC board meeting.

James Piggott, who had asked for an fm station on 98.1 mc at Toronto, Ont., was turned down by the board because the station would be used primarily for point-to-point transmission of a store music service. The CBC board rejected the application on the grounds that "all other licensees of stations using broadcasting channels assume obligations for much wider and more varied service for the public."

Power increases were recommended for CFCM-TV Quebec, Que., from 1.27 kw video to 12.65 kw video and from 635 watts audio to 6.33 kw audio, on ch. 4, and CHLT-TV Sherbrooke, Que., ch. 7, from 17.3 kw video to 170 kw video and 8.8 kw audio to 100 kw audio. The station is not yet on the air. A directional antenna 1,920 feet above average terrain will be used.

Application for a low-power tv station at Kamloops, B. C., was deferred to give the CBC board more time to study the economic feasibility of such a station in this area and means of supplying it with national program material.

CJBR-TV Rimouski, Que., requested to be leased to Central Public Service Corp. Ltd., Rimouski, which the CBC recommended since this company is the parent company of the licensee. Transfer of control of CHLT Sherbrooke Que., and CKRB Ville St. Georges, Que., was recommended, as were share transfers of a number of stations.

BBDO Plans Canadian Office Making U. S. Total There 23

BBDO plans to open an office in Toronto, Ont., becoming the 23rd U. S. advertising agency wtih a Canadian office. The new office will serve clients already operating in Canada, plus the placing of new Canadian business. Where BBDO clients have Canadian agencies, no change is expected to be made.

Sullivan, Stauffer, Colwell & Bayles Inc. also is planning to open a Toronto office in the near future.

Agencies already in Canada are J. Walter Thompson Co.; D'Arcy Adv.; Young & Rubicam; Hutchins Adv. Ltd.; Ellis Adv. Co.; Kenyon & Eckhardt; Atherton & Currire; Ruthrauff & Ryan; Grant Adv. of Canada; Erwin Wasey of Canada; Dancer-Fitzgerald-Sample of Canada; Foote, Cone & Belding; Weill & Eby; Robert Otto & Co.; Needham, Louis & Brorby of Canada; Leo Burnett of Canada; McCann-Erickson; MacManus, John & Adams of Canada; Donahue & Coe; Ross Roy of Canada; Benton & Bowles, and Bennett & Northrop.

Finnerty Heads B. C. Assn.

MAURICE FINNERTY of CKOK Penticton, B. C., was re-elected president of the British Columbia Assn. of Radio & Television Broadcasters at the association's annual meeting a fortnight ago in Vancouver. Chuck Rudd of CHUB Nanaimo was renamed vice president.



British Tv Sets Increase

THERE were 5,400,083 licensed television sets counted in Great Britain on Jan. 1, representing a gain of 138,384 tv sets over the Dec. 1, 1955, figure.

BBC Survey Reports ITA Audiences Rising

INTERNATIONAL Television Authority's commercial television during the first quarter of free competition between commercial and non-commercial tv in Britain made large inroads into British Broadcasting Corp. audiences, according to a survey issued by the BBC.

Percentages among viewers who have a choice of BBC or ITA were as follows for the last three months of 1955:

	BBC	ITA
October	57%	43%
November	56%	44%
December	49%	51%

Because of BBC's national coverage, however, the total BBC audience was 20 times that of ITA. The average ITA evening audience in the three-month period, according to the BBC report, was 275,000 (about 235,000 in the first seven weeks; 325,000 in the last six weeks). The average BBC audience in southeast England, the area where ITA programs can be received, was 1,625,000.

The average evening adult audience for radio in Britain decreased from 5.5 million in the last quarter of 1954 to 4.8 million in the corresponding quarter of 1955. The loss is credited to listeners who bought tv sets.

Other figures released by BBC indicate that the evening adult tv audience in Britain, for both ITA and BBC services, now is at 5.9 million. This represents 15.8% of the adult population of the United Kingdom.

RCA International Div. Makes Latin American Appointments

RCA International Div., New York, last week announced five new executive appointments in RCA-associated companies in Latin America.

M. S. Hazzard, vice president and general sales manager, RCA Victor Mexicana, S. A. de C. V., was named president of the firm, with F. C. Spielberger, consumer products sales manager, appointed as his successor.

Other executive changes: J. P. Cougnenc, director of RCA International's associated company operations department, to vice president and operations manager, RCA Victor Argentina, S.A.I.C.; J. Del Rio, manufacturing and engineering manager, Corporacion de Radio de Chile, S. A., to vice president and operations manager of that firm, and D. Daughters, assistant manager of the Chilean organization, to distribution manager, RCA Victor Radio, S. A., Rio de Janeiro.

Australia to See NBC Series

SALE of *Paragon Playhouse* and *The Life of Riley* to the Australian Broadcasting Commission, for showing at the start of the commission's tv operations this autumn, has been announced by NBC Film Div. The syndicated series' sales were handled by the division's Australian and New Zealand representatives, Amalgamated Wireless (Australasia) Ltd., Sydney. The division last year sold *Inner Sanctum, Hopalong Cassidy* and *Roy Rogers* for showing on British commercial tv.

Canadian Tv Rep Formed

TELEVISION REPRESENTATIVES Ltd. has been formed at Toronto, Ont., to handle the television station representative business previously handled by Radio Representatives Ltd. and the two firms moved into new quarters at 76 St. Clair Ave., West. Gordon Ferries was named president and general manager.

Television Representatives Ltd. will represent CFQC-TV Saskatoon, Sask., and CFRN-TV Edmonton, Alta., with branch offices in Montreal, Que., Winnipeg, Man., and Vancouver, B. C.

INTERNATIONAL SHORTS

Ford Motor Co. of Canada Ltd. (Ford Monarch cars), Toronto, on March 2 starts live weekly show *Graphic*, on CBC-TV, showing Canadians at work all over world. Program, one of most ambitious attempted by Canadian Broadcasting Corp., requires full-time staff of 30 at Toronto and will be telecast on all Canadian tv stations, network and kinescope. Agency is Cockfield, Brown & Co. Ltd., Toronto, Ont.

CBFT (TV) Montreal, Que., ch. 2 station owned by Canadian Broadcasting Corp., to increase power from 15.7 kw video to 100 kw video, and audio from 8.3 kw to 50 kw. CBFT was first Canadian tv station on air in September 1952.

Sullivan, Stauffer, Colwell & Bayles, N. Y., reported planning to open Canadian office at Toronto, Ont. Television accounts for Best Foods, Lever Bros., Noxema, and others are understood to be main reason for Canadian move.

South West German Radio, to operate on ch. 8, will use new 10 kw tv transmitter now under construction at Feldberg, Black Forest, West Germany. Transmitter will be 5,000 ft. above sea level.

CKLB Oshawa, Ont.; CJSP Leamington, Ont., and **CJMS Montreal, Que.,** have joined Bureau of Broadcast Measurement, Toronto.

Radio & Television Sales Inc., Toronto and Montreal, appointed representative for CHUM Toronto, Ont., and new 250 w station on 1560 kc at Simcoe, Ont. Call letters not yet assigned new station, which expects to be on air April 1.

CKVL Verdun, Que. (suburban Montreal), has issued new rate card, effective March 1, with class A time from 7 a.m. to 8 p.m. One minute rate starts at $36 and quarter-hour at $120.

Canadian Association of Radio & Television Broadcasters list five new stations bringing membership to 137 radio and 25 tv stations. New members are CHRD Drummondville, Que.; CKLY Lindsay, Ont.; CJIC Sault Ste. Marie, Ont.; CHLN Three Rivers, Que., and CJIC-TV Sault Ste. Marie, Ont.

INTERNATIONAL PEOPLE

J. C. Miller to director of advertising of Ford Motor Co. of Canada, Toronto, Ont.

Ray Torgud, production manager, CKRD Red Deer, Alta., Canada; **Stu Phillips,** announcer, CHED Edmonton, Alta., and **Ron Robison,** production manager, CJOC Lethbridge, Alta., all to CHCT-TV Calgary, Alta., Canada, as director-announcers.

George Retzlaff, supervising producer of Canadian Broadcasting Corp. tv sports programs at Toronto, Ontario, loaned to Australian Broadcasting Commission to train Australian tv sports and special events personnel and to organize tv coverage of the 1956 Olympic Games being held at Melbourne in November. He leaves for Australia in April.

Flo Davidson, CJKL Kirkland Lake, Ont., and National Broadcast Sales, Toronto, Ont., to Schneider Cardon Adv. Co., Toronto, Ont., as radio director.

Yves Menard, Needham, Louis & Brorby, Toronto, Ont., to J. Walter Thompson Co. Ltd., Montreal, Que.

Maurice Lawrence, Hayhurst Adv. Agency, and Standard Brands Ltd., Toronto, Ont., to Nestles Canada Ltd., Toronto, Ont., as advertising manager.

John C. Morris, National Broadcast Sales Ltd., Toronto, Ont., station representative firm, to CKSL London, Ont., new 5 kw station which will go on the air this spring, as sales manager. CKSL will be represented by National Broadcast Sales.

Bob Aiken, former assistant manager CJIB Vernon, B. C., to CFRB Toronto, Ont., as retail sales manager.

Ian Samson to television production staff of Foster Adv. Ltd., Toronto, Ont.

Clifford Sifton, owner of CKRC Winnipeg, Man., and CKCK-AM-TV Regina, Sask., appointed honorary lieutenant-colonel of Governor-General's Horse Guards, Toronto, Ont., regiment.

Ralph T. Snelgrove, owner of CKBB Barrie, Ont., and CKVR-TV Barrie, elected chairman of Barrie Public School Board.

Gerry Gaetz, manager, CJCA Edmonton, Alta., elected president of Edmonton Chamber of Commerce for 1956.

EDUCATION

U. of W. Plans Dedication Of $1.5 Million Media Bldg.

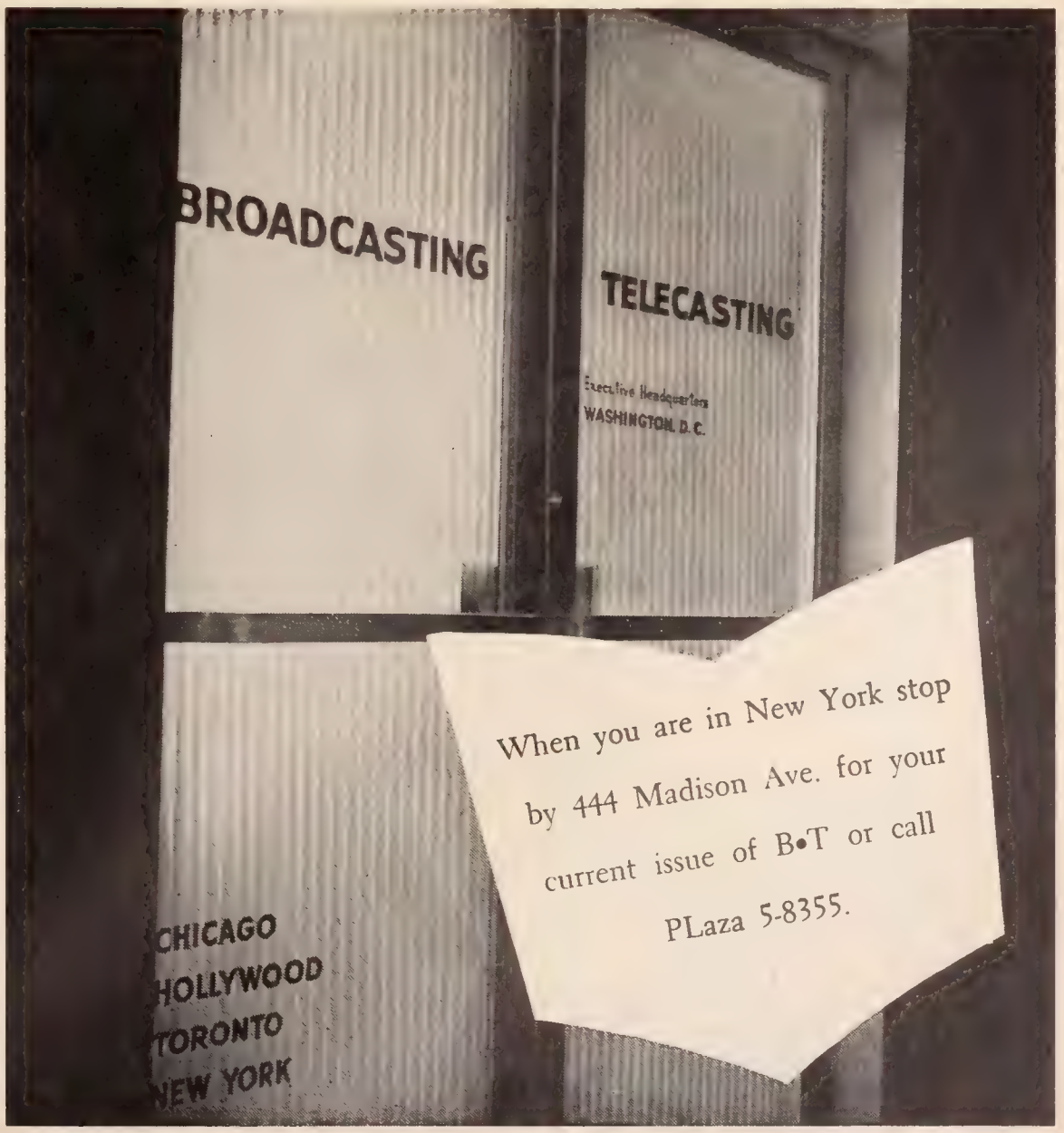
A NEW communications building at the U. of Washington, Seattle, will be dedicated April 6 with columnist-commentator Marquis Childs as featured speaker. Classrooms for radio-tv, journalism and advertising are included in the $1.5 million structure. U. of Washington operates KUOW-FM and uses KCTS (TV), Seattle educational station, for laboratory training.

Study of Teaching by Tv Planned by S. F. College

SAN FRANCISCO State College last week began a research project to determine the effectiveness of television as a means of teaching an undergraduate program in general education. The study was made possible under a $125,000 grant by the Fund for Advancement of Education, an independent agency created by the Ford Foundation.

The actual teaching of the four courses to be offered—economics, psychology, creative arts and English—will take place during the fall and spring semesters of 1956-57 over the facilities of KQED (TV) Berkeley-San Francisco, the area's educational tv outlet.

As envisioned by the college, the project will run as follows: one section of 90 students will take each of the tv courses at home while a second group of 45, matched with the first group as to aptitude, learning experience, etc., will receive instruction in the same subject on the campus. Home students will be brought to the campus every other week for a laboratory-discussion session intended to compensate.



in part at least, for the lack of direct contact involved in a tv lecture.

Some provision may be made for exceptional high school students to take the courses via tv for advanced college credit.

At present KQED (TV) is being aided production-wise by KPIX (TV) San Francisco, which is lending its studios for KQED (TV) programs dealing with parent-child relationships and health education. The series alternate on Tuesday evenings.

EDUCATION SHORTS

KRON-TV San Francisco has established library of films for loan to educational, religious, civic and other groups. Library contains feature length movies of educational value, documentaries and kinescope recordings of station's public service programs.

KBTV (TV) Denver saluted new education station KRMA (TV) Denver with live remote from KRMA's studios on evening of its inaugural telecasts. Viewers of KBTV were taken on tour of facilities and introduced to personnel of station run by Denver Public Schools.

EDUCATION PEOPLE

George L. Hall, deputy chief, education division, International Cooperation Administration, Washington, to Educational Television & Radio Center, Ann Arbor, Mich., as director of development.

Richard S. Burdick, executive producer, WUNC-TV Chapel Hill, N. C., appointed managing director, WHYY-TV Philadelphia, applicant for educational channel 35.

An Educational Stand on Educational Tv

THE FOLLOWING is a condensation of a letter sent B•T in answer to an editorial in which this magazine recommended the FCC reappraise its stand on those tv channels reserved for non-commercial, educational use.

EDITOR:

Some say it is never wise to argue with the editor since he can always have the last word, but I know you will not mind my reporting some facts which evidently were not available to you when you wrote the editorial, "A Plan for New Orleans (and the U.S.A.)" in the Feb. 6 issue of B•T.

In this editorial you question the wisdom of continuing the educational reservations and refer particularly to New Orleans as an example of where the asterisk should be erased and the channel made commercial. These facts, I believe, will be of interest to you and your readers.

The New Orleans Educational Television Foundation, which represents a major portion of the important educational, cultural and civic agencies of that city, has been working diligently during the past three years to establish an educational station.

Having carefully laid the ground work, the Foundation proceeded to implement its plans. With the support of schools, colleges, universities, civic groups, local foundations, business concerns, including commercial stations, and many individual citizens, it was able to raise $476,554.98 in cash and equipment. Having demonstrated local initiative, the Fund for Adult Education granted the Foundation an additional $100,000. Thus, with almost $600,000 in assets, the Foundation filed its application with the FCC. With the planning done and widespread community support achieved and substantial cash and equipment on hand, the success of the station seems now assured.

New Orleans will soon have three commercial stations. With the addition of a fourth station on the reserved channel, the people of New Orleans will soon be receiving a well balanced television service calculated to serve the varied entertainment, educational and cultural interests.

The educational station proposes to operate initially 25 hours per week, Monday through Friday. The schedule will call for 24 different programs a day, or 120 programs per week, covering in-school telecasting, special programs for children, adult education, and religious programs.

The hours proposed are choice afternoon and evening hours. You suggest that the Foundation might better use its money to buy this time on commercial stations rather than build its own station. I am sure you will agree that commercial stations could hardly be expected to give up their important network programs, especially during evening hours. Even if they would, at prevailing commercial rates, it would cost the Foundation more than $800,000 a year to purchase comparable time. Thinking in long range, realistic terms, obviously it will be much cheaper for the educators to build and operate their own station.

In terms of commercial values, a proposal to operate 25 choice hours per week is a good beginning. But it should be stressed this is only a beginning. This has been the pattern in both commercial and educational stations. You will recall the limited schedules of commercial stations when they first began telecasting. WQED (TV), the educational station in Pittsburgh, went on the air April 1, 1954. Initially it operated only 35 hours per week, Monday through Friday. Its present schedule, however, is about twice that amount. WTTW (TV) in Chicago started operating Sept. 19, 1955, with about 12 hours of programming per week. The station already has stepped up the hours to 30 per week. Similarly, KETC (TV) in St. Louis started with a small number of hours, but with the addition of its school programs and other outstanding educational features, it now is on the air about 40 hours per week.

Only 86 vhf channels are reserved for education. In the 20 largest television markets, 7 of the 10 vhf reservations are already in use and the other three soon will be. Thirteen vhf channels occupied out of 86 reserved may not at first seem impressive, but it should be kept in mind that nine of the 86 are in the territorial possessions. Some 30 more are in small cities and towns scattered through the spaces of the West and Southwest where there are very few commercial stations and ample room in the vhf band for all foreseeable users. Accordingly, of the approximately 50 vhf reservations that are presently meaningful in terms of television economics, about 20 are in present use or soon will be. In terms of the use of vhf channels, therefore, educational television's three-year record might be expressed as from 40 to 50%. I believe you will agree this is an impressive record.

Ralph Steetle
Executive Director
Joint Committee on Educ. Tv
Washington, D. C.

— PROFESSIONAL SERVICES —

Hildreth Joins Law Firm

RICHARD HILDRETH, formerly with the Washington, D. C., law office of George O. Sutton has become associated with the Washington communications law firm of Fisher, Wayland, Duvall & Southmayd. Mr. Hildreth was graduated from George Washington U. Law School, Washington, in 1952. He served with the Coast Guard following his graduation and entered communications practice upon release from active duty.

Hogate to Kander & Co.

DON HOGATE, Washington, D. C., public relations counsel, has joined the Washington office of Allen Kander & Co., which negotiates the purchase and sale of radio and tv stations. Mr. Hogate, whose newspaper experience includes work on the *Indianapolis* (Ind.) *Times* and the *Chicago Tribune,* entered the public relations field with General Motors Corp. in 1934. In 1945 he became Washington manager of McGraw-Hill publications, a position he left in 1948 to establish his own business.

Wagner Joins Crisler

PAUL E. WAGNER, former program-production-sales consultant for WKAO-TV San Juan. P. R., has joined R. C. Crisler & Co. Inc., Cincinnati, tv and radio station brokers and financial consultants.

Esau Forms Publicity Firm

JOHN ESAU, general business manager, *Television Age* magazine, has resigned to open his own public relations consulting firm, John Esau & Co., at 420 Lexington Ave., suite 1601, New York 17. Before joining the magazine in May 1955, Mr. Esau was vice president and general business manager of KTUL Tulsa, Okla., and KFPW Ft. Smith, Ark.

Byoir Shifts Top Echelon

TOP executive changes last week at Carl Byoir & Assoc., public relations firm, included: Gerry Swinehart, president, assuming the chairmanship; Carl Byoir, founder and firm's chairman since 1937, becoming chairman of the executive committee; Frank Gavitt and Stuart Hall elected executive vice presidents, and Arthur Hirsch, assistant treasurer, moving up to treasurer. All have been with the organization since the 1930's.

PROFESSIONAL SERVICE PEOPLE

G. F. Leydorf, consulting engineer, has opened offices at 221 Savings & Loan Building, Birmingham, Mich.

Howard K. Back, formerly news editor, Telenews, N. Y., to public relations department, Chrysler Corp., Detroit, as supervisor of television news.

Harvey Posert Jr., formerly with public relations staff of American Bar Assn., to editorial staff of Daniel J. Edelman & Assoc., Chicago and N. Y. public relations firm.

Diane David, formerly with Max Cooper & Assoc., Chicago public relations firm, to Aaron Cushman & Assoc., Chicago, public relations, as account executive.

Ted R. Lazarus, secretary-treasurer of George Blake Enterprises, N. Y., tv film producers, has resigned to join executive staff of Albert Gommi Studios, N. Y., advertising photography firm.

CBS-TV DEVELOPS SPECIAL SHOW

ORSON WELLES will be the dramatic narrator of *Out of Darkness* special program treating mental health and preempting the *Omnibus* Sunday, 5-6:30 p.m. EST period on CBS-TV March 18 [B•T, Jan. 16]. CBS-TV last week said Mr. Welles will read portions of a book, written anonymously some 100 years ago by a mental patient in Glasgow, Scotland. These parts will highlight and lead into sequences of the program. Medical narrator is Dr. William C. Menninger, nationally-known psychiatrist.

NBC TELESALES USES COLOR

MORE than 2,000 key executives of food and drug chain stores and wholesalers scattered throughout 32 cities "got together" Feb. 7 via a special color closed-circuit NBC-TV hookup, as the Mennen Co. (toiletries), Morristown, N. J., reviewed its 1955 achievements last year and advertising and promotion plans for 1956.

Participating in the special telecast, a feature of NBC TeleSales, were top echelon members of Mennen's executive sales staff as well as Dr. Frances Horwich, star of Mennen-sponsored NBC-TV's *Ding Dong School,* Cesar Romero, star of ABC Film Syndication's *Passport to Danger* (which Mennen sponsors on a market-to-market basis), Jack Gregson, chief announcer of the ABC-TV *Wednesday Night Fights,* also a Mennen sponsored property, and a member of the National Basketball Assn.'s teams, whose games Mennen also backs.

TOTAL HALF-TON OF FOOD GIFTS

WHEN-AM-TV Syracuse announce that together they gave away more than half ton of assorted food products during Syracuse's first annual "Food-o-rama" exposition of local food manufacturers and retailers. Products were awarded as prizes of a special "Food-o-rama Derby" electronic quiz game conducted by the stations.

KONI SENDS ITS LOVE

SENTIMENTAL STATION KONI Phoenix, Ariz., adopted February 14 as "her day" with promotion slogan "KONI Loves You." KONI's red printed Valentine rate card proves it's love in the broader since, as well. Appended to rate information is the message, "KONI loves radio and welcomes the opportunity to be of service to all advertisers. If it is not feasible to use KONI, she sincerely recommends that you invest your advertising dollars with another fine Phoenix radio station."



"Here—KRIZ Phoenix says carrots improve the eyesight."

WOR TO STUDY N. Y. TRAFFIC

A LONG TERM radio series probing New York's transportation, transit and traffic problems, called "Project T-T-T," is planned by WOR New York which has announced a special documentary unit to concentrate on the project. The programs currently are slated for Sunday, noon-12:30 p.m. (No starting date has yet been set.) They will examine all aspects of the traffic situation, the subways, taxis, railroads, bridges, busses, parking, commuting and the activities of the Port of New York Authority, the Triborough Bridge Authority and various civic organizations.

UNDER SCOUT 'MANAGEMENT'

NATION BOY SCOUT WEEK found WABC New York Feb. 9 under "management" of a 15-year-old Eagle Scout as the station's executives invited Frank Morris of Boy Scout Troop 231, N. Y., to be "beamed in" on radio broadcasting. Selection was made following screening by the Boy Scout organization in the New York metropolitan area.

WRCA-TV PROMOTES IN COLOR

IN A NEW PROMOTION effort on behalf of color tv in the New York metropolitan area, WRCA-TV has started to shift the bulk of its regular on-the-air promotion to tint. Utilizing the station's five second and 10-second ID's, the promotion entails such slogans as "This is the year—Color Tv Is Here" and "Channel 4—The Colorful Station." WRCA-TV also has been devoting irregular segments of its across-the-board personality shows to "experimental colorcasts."

POLL DRAWS MORE BALLOTS

WNEW New York's 1956 "Make Believe Ballroom" popularity poll which closed last week not only showed a 15% increase in ballots over those cast last year, but also indicated an upset when singer Alan Dale beat out Perry Como for the No. 1 slot. Como dropped to second place, replacing Eddie Fisher who rated fourth this year. Other winners of the poll: Patti Page, retaining her crown for the second straight year; Mitch Miller's orchestra replacing Ray Anthony's, and the Four Lads claiming the Crew Cuts' lead.

FULLTIME TRIAL COVERAGE

SOME KIND OF RECORD may be claimed for KCBS San Francisco for its coverage of the Bay Area murder trial of Burton Abbott. Newsman Ken Dunham was assigned fulltime to the trial for 11 weeks, making more than 100 broadcasts direct from the court house, and supplementary tapes. KCBS says he was first with news that the jury had been selected and first with the final verdict. Station eyewitness reports were carried on the Columbia Pacific Radio Network, including a post-trial interview with the jury foreman.

DOCUMENTS ITS DOCUMENTARY

TO SUM UP its series of firsthand interpretive reports from Korea, WEWS (TV) Cleveland, Ohio, has published an illustrated booklet, *Formosa Project,* A WEWS Experiment in Foreign Affairs Education. The spiral-bound volume shows WEWS commentator Dorothy Fuldheim in enlarged film clips with accompanying audio excerpts giving highlights of interviews with officials and people on the island. Film and tape used for the 25 telecasts have been turned over to the Library of Congress, the WEWS booklet states, and the project was described by Librarian L. Quincy Mumford as "a unique document of the war for the minds of men."





On the Dotted Line . . .



HIGH ABOVE DENVER in the Falstaff Brewing Co. executive plane, Alvin Griesedick Jr. (l), Falstaff advertising director, and Joe Herold, KBTV (TV) Denver manager, complete a 12-month agreement for the beer firm's sponsorship of a series of special events. Under the arrangement, Falstaff will be given first choice to sponsor remote telecasts of major events.

ROSEMARY LAPLANCHE, former Miss America, and Harry Koplan (l) discuss filmed commercials they will do on KTTV (TV) Los Angeles for Buena Park Homes with representatives of the homebuilder's agency (Dan B. Miner Co.), Andy Carpenter (2nd from l) and Al Buffington. Included in the 13-week pact signed with the station are sponsorship of *Man Behind the Badge* and participations on *Saturday Jamboree*, *Stories of the Century* and *Las Vegas Wrestling*.





CO-SPONSORSHIP of the Warriors' basketball games on WCAU Philadelphia has been signed for by Dodge dealers in the area. Completing the deal for the sports show are (l to r) John S. DeRussy, the station's sales manager; George Gardner Sr., chairman, advertising committee of the Delaware Valley Dodge Dealers Assn., and Bill Campbell, WCAU sports director.



➤ SIGNING for his food wholesaling firm, Daniel Mordecai agrees to sponsor a late evening (12:15 a.m.) program on WBZ Boston. Also present for the contract signing, and displaying caps promoting the program are (l to r) William Williamson, WBZ sales manager; John Fitzpatrick, WBZ account executive; Norm Prescott, WBZ personality who will emcee the program, and Robert Sullivan, vice president, Sullivan Advertising Agency.



➤ JAMES B. KIDWELL, president, Eureka Federal Savings & Loan Assn., San Francisco, signs a 52-week contract with KSFO that city. Eureka will sponsor an evening dinner concert, the last part of which will be devoted to news happenings in San Francisco before 1900; daily three-minute news broadcasts, and spot announcements. Also present are (l to r) Claes V. S. Wyckoff, Wyckoff & Assoc. advertising agency; R. W. Wassenberg, KSFO general manager, and J. A. Brown, account executive for KSFO.



A SPOT CAMPAIGN on WPFH Wilmington, Del., has been launched by the Miller Brewing Co. At the contract signing for the promotion are (l to r) Edgar R. Fons, district sales manager for Miller; Paul F. Harron, WPFH president; Edgar Hinkle of the Mathisson agency; John A. Clement Jr., Philadelphia distributor, and Joseph Frazer of WPFH's sales department.

'Uncle Johnny' on Spot Skyrockets Store Sales

WHEN retail clothing sales hit a slump in Kansas City, Mo., a little more than a year ago, the two John D. Maguire stores in that city turned to a new type of radio advertising with excellent results.

In a conference between Mr. Maguire, the stores' owner, and Standart & O'Hern, Kansas City agency, it was decided to do away "with sales or any of the other usual selling techniques used in the retail clothing business."

Instead the decision was reached to build a "personality" for the Maguire stores and to sell a service—the service of credit. Radio was chosen as the medium.

Thus "Uncle Johnny" Maguire was born. "Uncle Johnny" turned out to be "a lovable old Irishman" who in spot announcements over KPRS and WHB, both Kansas City, let it be known in no uncertain terms that he was a friend to all listeners and would be happy to extend credit to practically everybody.

"At the end of one year," said Mr. Maguire, "the new customer increase was 109% higher than the year before, and our dollar volume was 27% greater. Radio was directly responsible for 69% of the new customer service. The balance was attributed to our referral campaign and a few scattered promotions."

DALLAS RADIO SELLS ITSELF

DALLAS RADIO STATIONS don't acknowledge any such thing as the "Civil War" or war-between-the-stations that is said by some to be an industry failing. In a unified front the city's stations are running newspaper ads promoting radio as an institution, with no call letters involved. The ad themes are "Listen while you work . . . while you drive . . . while you sew . . . relax . . . do-it-yourself," with supporting copy. They are signed simply, "Your Dallas Radio Stations."

WFMY-TV SELLS AREA ON SALK

GREENSBORO, N. C., had a problem distributing its Salk vaccine. The area was unusually reluctant to bring children in for the polio-preventive needle. Cooperating with local health people, WFMY-TV Greensboro telecast a 15-minute program in which doctors and nurses explained the vaccine and expressed concern over the poor turnout for innoculations. The day after the program, the health department and doctors were besieged with requests for shots. A survey of Greensboro, Burlington, Winston-Salem and Durham indicated a gain of 160% in innoculation patients, registering a television impact that impressed even WFMY-TV.

TRIES NEW COLOR LURE

IN the local colorcasting business since October 1954, WBEN-TV Buffalo, N. Y., has staged what it believes to be the country's first "see yourself in color" exhibit at a CBS distributors' showing of color and black-and-white receivers. In addition the station piped an average of seven hours of color film daily to the show Feb. 1-3, attracting an "unprecedented" number of prospective buyers. Most recent addition to WBEN-TV's local color schedule is a twice weekly live colorcast of *Meet the Millers*, daily husband-wife show.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET EL 5-0405
NEW YORK 22, N. Y.
All Inquiries Confidential

RALEIGH, NBC TRADE SALUTES

RALEIGH, N. C., Mayor Frederick Wheeler has proclaimed this week as "Monitor-Weekday Week" in recognition of Raleigh's selection as first "guest city" to be so honored by NBC Radio's *Monitor* and *Weekday* program services, which will present special features about Raleigh throughout the week.

CBS-TV UNDERSEA 'ADVENTURE'

TV IS PROBING deeper for material. CBS-TV's *Adventure*, for instance, will take viewers next Sunday down into the sea off California's Catalina Island via mobile underwater tv cameras manned by skindivers. Accompanying the video frog-men will be host Charles Collingwood, who, equipped with diving suit and microphone, will probe remains of the wreck, "Vigilante." Producers of the program will be able to monitor the sequence via a waterproofed tv set also taken under ocean waters.

CKVL FALLS BACK ON ENGLISH

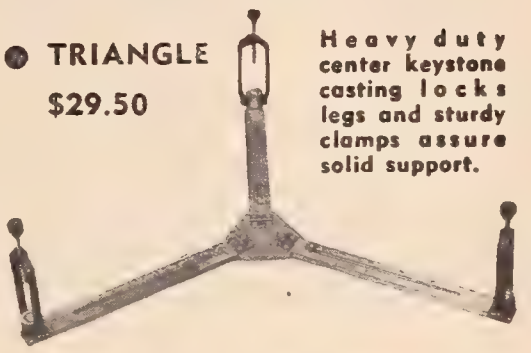
CKVL Verdun, Que., featured its large Sunday afternoon French-language radio audience and a timeworn English idiom in a mail promotion piece containing a pair of doll pants. The mailer stated that CKVL "knocks the pants off" Sunday competition and cited results of recent surveys.

GALLO GIVES AWAY LIRA

AN ANGLO-ITALIAN version of *The $64,000 Question*—but with a million figure—was to make its appearance on WATV (TV) Newark yesterday (Sunday) at 5:30-6 p.m. The grand prize for six correct answers is one million lira ($1,800), with consolation money for losers. Lew Danis is the Anglo-Italian "Hal March" on the show, titled *Win a Million Lira.* Questions are worth in sequence: 50 lira, 500, 5,000, 50,000, 500,000 and then one million. Prize money on the Gallo Wines-sponsored program can be collected in lira or dollars. Doyle Dane Bernbach, N. Y., is Gallo's agency.

WTTG (TV) FILLS VALENTINE VOID

FEBRUARY 14 found Washington, D. C., media looking for Valentine features without any conspicuous luck. But WTTG (TV) Washington fell back on its faithful phone book and came up with an interview for *Matthew Warren and the News* that stirred a warm reaction among viewers that station reports. Mrs. Ruth Ellicott Valentine, telephoned on the 7 p.m. show, turned out to be not only an articulate and appropriately named subject, but also represents the family that settled nearby Ellicott City, Md., well within WTTG's coverage area.

CAMART
TV TRIPOD SUPPORTS
TRIANGLE
$29.50
Heavy duty center keystone casting locks legs and sturdy clamps assure solid support.

CAR-TOP CLAMPS
Insure a steady tripod support for your newsreel camera when atop a station wagon or car platform. Heavy bronze construction. Weatherproof.
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"Meet the Artist"
BMI's series of program continuities, entitled "Meet the Artist," emphasizes the human side of our great music performers.
"Meet the Artist" comes to you as a 15-minute—three-per-week series of scripts highlighting behind the scenes glimpses into the music business . . . the stories of America's favorite musical personalities and their song hits. The material is factual, up-to-the-minute and presented in an easy, informal style. Disc jockeys will enjoy using it—listeners will appreciate hearing it.
"Meet the Artist" fills a special need in areas where such data is not easily available . . . highly commercial.
BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

Station Authorizations, Applications
(As Compiled by B•T)

February 9 through February 15

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf—ultra high frequency. ant.—antenna, aur.—aural. vis.—visual. kw—kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization.

Am and Fm Summary through Feb. 15

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,826	2,822	213	353	158
Fm	538	527	50	19	1

FCC Commercial Station Authorizations
As of January 31, 1956*

	Am	Fm	Tv
Licensed (all on air)	2,813	520	151
Cps on air	21	18	333
Cps not on air	120	16	105
Total on air	2,834	538	484
Total authorized	2,954	554	589
Applications in hearing	147	1	161
New station requests	242	3	26
New station bids in hearing	98	0	105
Facilities change requests	153	5	32
Total applications pending	863	57	368
Licenses deleted in Jan.	0	3	0
Cps deleted in Jan.	0	1	7

*Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary Through Feb. 15

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	347	98	445
Noncom. Educ. on air	14	6	20

Grants since July 11, 1952:
(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	305	309	614[1]
Noncom. Educational	19	17	36[1]

Applications filed since April 14, 1952:
(When FCC ended Sept. 28, 1948–April 14, 1952 freeze on tv processing)

	New	Amend.	Vhf	Uhf	Total
Commercial	967	337	762	542	1,304[3]
Noncom. Educ.	60		33	27	60[4]
Total	1,027	337	795	569	1,364[5]

[1] 163 cps (32 vhf, 131 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 34 already granted.
[5] Includes 642 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

ACTIONS BY FCC

Hagaman, N. Y.—Hudson Valley Bcstg. Co. granted uhf ch. 29 (560-566 mc); ERP 251 kw vis., 126 kw aur.; ant. height above average terrain 700 ft., above ground 246 ft. Estimated construction cost $108,200, first year operating cost $49,500, revenue none. Post office address P. O. Box 4100, Albany, N. Y. Studio location, none at present. Trans. location, Hagaman. Geographic coordinates 42° 55′ 00″ N. Lat., 74° 02′ 35″ W. Long. Trans. and ant. GE. Legal counsel, Hogan & Hartson, Washington. Consulting engineer, Frank H. McIntosh & Assoc., Washington. Station is to be satellite operation of **WROW-TV Albany** and rebroadcast WROW-TV programming in its entirety. Granted Feb. 9.

Chattanooga, Tenn.—Mountain City Television Inc., vhf ch. 3 (60-66 mc); ERP 100 kw vis., 50 kw aur.; ant. height above average terrain 1,076 ft., above ground 300 ft. Estimated construction cost $391,849, first year operating cost $550,000, revenue $691,000. Post office address % Read House, Chattanooga. Studio location Chattanooga. Trans. location, near Chattanooga. Geographic coordinates 35° 09′ 39″ N. Lat., 85° 18′ 53″ W. Long. Trans. composite, ant. RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington, D.C. Consulting engineer, George E. Gautney, Washington, D. C. Principals include Pres. **Ramon G. Patterson** (100%), owner of **WAPO Chattanooga.** Granted Feb. 9.

Ellensburg, Wash.—Kittitas Valley Tv Assn. application for new tv booster station returned to applicant by letter of Feb. 14; no provisions in rules for such operation. Announced Feb. 15.

Milwaukee, Wis.—Wisconsin State Radio Council application for ch. 10 dismissed at request of applicant. Dismissed Feb. 13.

APPLICATION

St. Paul, Minn.—Twin City Area Educational Television Corp., vhf ch. 2 (54-60 mc); ERP 52.2 kw vis., 31.3 kw aur.; ant. height above average terrain 615.75 ft., above ground 562 ft. Estimated construction cost $394,049, first year operating cost $175,000, revenue $175,000. Post office address 2070 W Roselawn Ave., St. Paul. Studio location, St. Paul. Trans. location, Falcon Heights. Geographic coordinates 44° 59′ 54″ N. Lat., 93° 11′ 17″ W. Long. Trans. and ant. RCA. Legal counsel Faegre & Benson, Minneapolis. Consulting engineer Berten A. Holmbere, chief engineer. Applicant is composed of non-stockholding principals who intend to use station for noncommercial educational purposes. Filed Feb. 13.

Existing Tv Stations . . .

ACTIONS BY FCC

WRBL-TV Columbus, Ga.—Application of existing tv station returned to attorney by letter of Feb. 14. Application executed prior to engineering affidavit. Announced Feb. 15.

KSHO-TV Las Vegas, Nev.—Application returned to attorney by letter of Feb. 10 for clarification as to intent and proper signature. Returned Feb. 14.

WROW-TV Albany, N. Y.—Granted increase in vis. ERP from 269 kw to 513 kw and make equipment changes. Granted Feb. 9.

WSYR-TV Syracuse, N. Y.—FCC denied request for waiver of sec. 3.614 (b) which limits height of vhf stations in Zone I with max. power to 1,000 ft., and returned, as not acceptable for filing, application to increase ant. height from 1,000 ft. to 1,250 ft. Action of Feb. 9.

WJAC-TV Johnstown, Pa.—Application for cp returned to applicant by letter of Feb. 8 for noncompliance with sec. 3.614 (b). Returned Feb. 14.

APPLICATIONS

KLFY-TV Lafayette, La.—Seeks mod. of cp to change ERP to 316 kw vis., 158 kw aur. and make equipment changes. Filed Feb. 14.

KRCG (TV) Jefferson City, Mo.—Seeks mod. of cp to change ERP to 316 kw vis., 160 kw aur., and make equipment changes. Ant. height above average terrain 659 ft. Filed Feb. 13.

WXTV (TV) Youngstown, Ohio—Seeks mod. of cp to change trans. location from Poland Rd., .8 miles south of Youngstown city limit, near Youngstown to Country Club Ave., Boardman Township, studio location from "to be determined," Youngstown, to Country Club Ave., ERP from 16.6 kw vis., 10 kw aur., to 1,000 kw vis., 600 kw aur., and make equipment changes. Filed Feb. 10.

APPLICATIONS AMENDED

KTVH (TV) Hutchinson, Kan.—Files amendment to change name from Hutchinson Tv Inc. to Wichita-Hutchinson Co. Amended Feb. 13.

WXTV (TV) Youngstown, Ohio—Filed amendment to make full response to applicant's name sec. 1 and to request waiver of sec. 3.613 of rules. Amended Feb. 15.

PETITIONS

WANE-TV Fort Wayne, Ind.—Petitions FCC to amend tv allocations table by changing educational reservation in Fort Wayne, Ind., from ch. 27 to 69. Also requesting show cause order be issued against WANE-TV requiring change in operating assignment from ch. 69 to 27. Filed Feb. 10.

WINT (TV) Waterloo, Ind.—Petitions FCC to amend tv allocations table so as to assign ch. 15 to Fort Wayne, Ind., and substitute ch. 77 for 15 at Angola, Ind., and also issue order to show cause why petitioner's outstanding authorization should not be mod. to specify operation at Fort Wayne, Ind., in lieu of Waterloo. Filed Feb. 10.

CALL LETTERS ASSIGNED

KSYD-TV Wichita Falls, Tex.—KSYD Television Co., ch. 6. Changed from KWFT-TV.

New Am Stations . . .

ACTIONS BY FCC

Lexington, Mo.—Lexington Bcstg. Co. granted 1570 kc, 250 w D. Post office address 808 S. 18th St., Quincy, Ill. Estimated construction cost $8,512.49, first year operating cost $21,600, revenue $28,000. Principals are partners **Ralph E. Meador** (50.3%), Gates Radio Co. engineer; **Ray L. Yeoman** (25.14%), retail store owner, and **William L. Smith** (24.56%), dentist. Announced Feb. 9.

Henryetta, Okla.—Henryetta Radio Co. granted 1590 kc, 500 w D. Post office address P. O. Box 930, Henryetta. Estimated construction cost $20,056, first year operating cost $35,000, revenue $40,000. Principals include General Manager **J. Leland Courley** (48%), pres.-publisher-60% stockholder *Henryetta Daily Free-Lance*, and pres.-33% stockholder *Hugo* (Okla.) *Daily News*; **Lloyd W. Simpson** (40%), banker and real estate, and **Charles E. Engleman** (12%), pres.-publisher-ma-

NEGOTIATOR FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

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And Company

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jority stockholder *Clinton* (Okla.) *Daily News*, secy.-majority stockholder *Edinburg* (Tex.) *Review*, and secy. *Henryetta Daily Free-Lance* and *Hugo Daily News*. Announced Feb. 9.

Abilene, Tex.—Marathon Bcstg. Co. application for cp for new am to operate on 1280 kc, 1 kw D dismissed at request of applicant. Action of Feb. 14.

APPLICATIONS

Golden, Colo.—Golden Radio Inc., 1250 kc, 500 w D. Post office address 785 Detroit, Denver, Colo. Estimated construction cost $17,850, first year operating cost $57,000, revenue $61,000. Principals are Pres. **William H. Finch** (5.68%), 39.69% owner of **KCSR Chadron, Neb.**; Secy.-Treas. **Robert W. Fouse** (5.68%), 39.69% owner of KCSR; Vice Pres. **Conrad F. Schader** (25%), **KTLN Denver** employe; **Fred D. Fouse** (31.81%), 20.61% owner of KCSR, and **Rachel R. Fouse** (31.81%), housewife. Filed Feb. 15.

Royal Oak, Mich.—Metropolitan Bcstg. Corp., 1220 kc, 1 kw D. Post office address 522 Washington Square Bldg., Royal Oak. Estimated construction cost $85,865, first year operating cost $72,000, revenue $100,000. Principals include Pres.-Treas. **Bernard G. Hoberman** (37.5%) and Vice Pres.-Secy. **John G. Lyon** (37.5%), salesmen for **WXYZ Detroit.** Filed Feb. 14.

Holdrege, Neb.—WW Bcstg. Co., 1380 kc, 500 w D. Post office address Box 144 York, Neb. Estimated construction cost $10,179, first year operating cost $36,418, revenue $44,029. Equal-percentage stockholders are **William C. Whitlock, Betty Rae Whitlock, John W. Wilkins,** and **Donna G. Wilkins,** owners of applicant for new am to operate in Marysville, Kan. Filed Feb. 13.

Manchester, Tenn.—Manchester Broadcasters, 1280 kc, 1 kw D. Post office address McMinnville, Tenn. Estimated construction cost $15,745, first year operating cost $27,500, revenue $36,000. Principals include **Royce E. Richards** (75%), 20% owner of **WMMT McMinnville,** and 33.3% of **WCDT Winchester, Tenn.,** and **Sam J. Albritton** (25%), 60% owner of WMMT and 87.5% owner of **WSMT Sparta, Tenn.** Filed Feb. 15.

Clifton, Tex.—Bosque Radio, 1420 kc, 500 w D. Post office address Mountain Top Ranch, Meredian, Tex. Estimated construction cost $18,815, first year operating cost $36,000, revenue $40,000. Sole owner is **G. H. Cook,** former principal in **KERB Kermit, Tex.** Filed Feb. 10.

Charles Town, W. Va.—Richard Field Lewis Jr., 1290 kc, 500 w D. Post office address P. O. Drawer 605, Winchester, Va. Estimated construction cost $29,650, first year operating cost $50,000, revenue $60,000. Mr. Lewis is 60% owner of **WFVA Fredericksburg,** and sole owner of **WINC-WRFL (FM) Winchester** and **WSIG Mount Jackson, all Va., WHYL Carlisle,** and **WAYZ Waynesboro, both Pa., WELD Fisher, W. Va.,** and has filed application for cp for new am to operate in Harrisonburg, Va. Harrisonburg application is to be withdrawn. Filed Feb. 14.

APPLICATIONS AMENDED

Fort Walton Beach, Fla.—West Florida Bcstg. Service application for cp to operate on 950 kc, 1 kw D in Fort Walton Beach amended to reduce power to 500 w. Amended Feb. 14.

Ward Ridge, Fla.—Vacationland Bcstg. Co. amends application for cp to operate on 1400 kc, 250 w unl. in Ward Ridge to specify 1570 kc D. Amended Feb. 13.

Houston, Tex.—Trinity Bcstg. Corp. amends application for cp for new am to operate on 1070 kc, 10 kw unl with DA-1 to specify name of applicant as McLendon Investment Corp. Amended Feb. 13.

Existing Am Stations . . .

ACTIONS BY FCC

KIEM Eureka, Calif.—Granted change from 1480 kc, 5 kw unl. to 930 kc, 1 kw N, 5 kw LS. Announced Feb. 9.

WHHH Warren, Ohio—Granted change in DA-N pattern, operating on 1440 kc, 5 kw, DA-2, unl. Announced Feb. 9.

APPLICATIONS

KHCD Clifton, Ariz.—Seeks cp to replace cp which authorized new am station to be operated on 1450 kc, 250 w unl. with remote control of trans. Filed Feb. 13.

KLAK Lakewood, Colo.—Seeks cp to change from 1580 kc to 1600 kc, change power from 250 w to 1 kw, change hours of operation from D to unl. and install DA-N. Requests waiver of sec. 3.28 (c). Filed Feb. 14.

WGLS Decatur, Ga.—Seeks cp for increase from 1 kw D to 5 kw D and install DA and make equipment changes. Filed Feb. 10.

WBRB Mt. Clemens, Mich.—Resubmits application for mod. of cp (which authorized new am station) to change name of permittee to WBRB Inc. Resubmitted Feb. 13.

WMPA Aberdeen, Miss.—Seeks mod. of license to change hours from unl. to Specified Hours (6 a.m.-6 p.m. daily). Filed Feb. 14.

WMIS Natchez, Miss.—Seeks cp to change ant.-trans. location to Shady Lane (just off Hwy. 61, Natchez) and make ant. changes. Filed Feb. 14.

KEED Springfield, Ore.—Seeks mod. of license to change name of licensee to KEED Inc. Filed Feb. 13.

WLAT Conway, S. C.—Seeks cp to change from 1490 kc to 1430 kc, increase power from 250 w to 1 kw, change hours from unl. to D and make equipment changes. Filed Feb. 14.

KAYE Puyallup, Wash.—Seeks cp to change from 1450 kc to 1230 kc. Filed Feb. 14.

WDUX Waupaca, Wis.—Seeks mod. of cp to change name of permittee to Dorothy J. Laird tr/as Laird Bcstg. Co. Filed Feb. 14.

APPLICATIONS AMENDED

KCIL Houma, La.—Amends application for cp to change from 1490 kc to 1480 kc; increase from 250 w unl. to 500 w N, 1 kw D; install DA-N and change studio, ant. and trans. locations to Fahley St., Houma, to specify DA-2 and make changes in DA-N. Amended Feb. 13.

WEMB Erwin, Tenn.—Application for mod. of cp to change ant.-trans. and studio locations amended to change trans. location to 7th St., Erwin, and change studio location to Main and Gay Sts., Erwin. Amended Feb. 14.

CALL LETTERS ASSIGNED

WJHB Talladega, Ala.—Confederate Bcstg. Co., 1580 kc, 1 kw D.

WJDB Thomasville, Ala.—J. Dige Bishop, 630 kc, 1 kw D.

WOOP Decatur, Ga.—DeKalb Bcstg. Co., 970 kc, 1 kw D. Changed from WGLS effective April 1.

KLGA Algona, Iowa—Kossuth County Bcstg. Co., 1600 kc, 5 kw D.

KHEN Henryetta, Okla.—Henryetta Radio Co., 1590 kc, 500 w D.

WDTV Cruz Bay, St. John, Virgin Islands—West Indies-Caribbean Radio, 1190 kc, 500 w unl. Changed from WICR.

Existing Fm Stations . . .

ACTION BY FCC

WRBS (FM) Bay Shore, N. Y.—Cp forfeited and call letters deleted. No license application filed. Action of Feb. 10.

Ownership Changes . . .

ACTIONS BY FCC

WHOS-AM-FM Decatur, Ala.—Granted assignment of licenses to North Alabama Bcstg. Co. for $35,000. Principals are present 50% owner **John H. Jones** and his wife who was not member of prior licensee group. Announced Feb. 9.

WVNA Tuscumbia, Ala.—Granted assignment of license to **Elton H. Darby** for $24,000. Mr. Darby has building supply, real estate interests. Announced Feb. 9.

KGAN Kingman, Ariz.—Granted assignment of license to Stonybrook Bcstg. Co. for $25,000. Equal partners are **Wallace E. Stone,** former sales-promotion manager of **WITV (TV) Fort Lauderdale, Fla.,** and **John F. Holbrook,** free lance radio-tv announcer. Announced Feb. 9.

KAMO Rogers, Ark.—Granted assignment of license to **KAMO Inc.** Corporate change only; no change in control. Announced Feb. 14.

WILM Wilmington, Del.—Granted transfer of control to **Ewing B. Hawkins** as majority owner and trustee for $125,000. Purchased stock is to be used as treasury stock. Mr. Hawkins will hold 66.6% of outstanding stock himself and control remainder as trustee. Announced Feb. 14.

WBOP Pensacola, Fla.—Granted assignment of cp to WBOP Bcstg. Co. for $2,958.41. Among stockholders are **Vern L. Bessler** and **Rudolph K. Schurr,** minority stockholders of **WMMB Melbourne, Fla.** Announced Feb. 9.

WGLS Decatur, Ga.—Granted assignment of license to **Republic Bcstg. System.** Corporate change only; no change in control. Announced Feb. 14.

WTRP LaGrange Ga.—Granted assignment of license to **Byron H. Hurst, Ralph C. Freeman, Julian P. Hurst** and **Frank E. Hurst** d/b as Chattahoochee Bcstg. Co. Present one-third owner **W. Cecil Crew** is selling his interest to F. E. Hurst and J. P. Hurst (16.6% each) for $11,000. Original partners B. H. Hurst and Mr. Freeman retain their one-third interests. J. P. Hurst is in Navy; F. E. Hurst is WTRP business manager. Announced Feb. 9.

KVNI Coeur d'Alene, KSEI Pocatello, KTFI Twin Falls, all **Idaho**—Granted assignment of licenses to **Alan Pollock** (KVNI), and **Florence M. Gardner** (KSEI and KTFI) under will of **O. P. Soule,** deceased former owner. Announced Feb. 14.

KRLC Lewiston, Idaho—Granted assignment of license to **Donald** and **Elaine Thomas,** tenants in common for $59,171. Mr. Thomas is KRLC manager. Announced Feb. 9.

WCVS Springfield, Ill.—Granted acquisition of control by **Harold L. Dewing** through purchase of one share of outstanding stock for $1,250. Mr. Dewing will then own 26 of 51 shares. Announced Feb. 14.

KCLO Leavenworth, Kan.—Granted assignment of license to Leavenworth Bcstg. Co. for $40,000. Partners are: **Stephen P. Bellinger** (30%), pres. of Aircast Inc., applicant for new tv station at Owensboro, Ky., 25% owner **WVMC Mt. Carmel, Ill.,** 22.5% interest **WIZZ Streator, Ill.; Morris E. Kemper** (30%), 37.5% owner WVMC, 11.5% of WIZZ 12.5% of **WILO Frankfort, Ind.,** 12.5% of **WINL (FM) Lebanon, Ind.,** and 30% owner of Aircast; **Joel W. Townsend** (15%), 18.75% interest in WVMC, 6% of WIZZ, 6.25% of WILO and WINL (FM), 20% interest in Aircast; **Ben H. Townsend** (15%) holds same broadcast interests as Joel W. Townsend, and **T. Keith Coleman** (10%), 12.5% of WILO, 11.5% of WIZZ, and 12.5% of WINL (FM). Announced Feb. 9.

WALM Albion, Mich.—Granted transfer of control to **J. M. Moses** and **J. C. Bedient** for $17,500. Messrs. Moses and Bedient are presently minority WALM stockholders. Announced Feb. 14.

WJIM-AM-TV Lansing, Mich.—Granted transfer to **Harold F. Gross,** and **Harold F. Gross** and **Charlotte I. Gross** as voting trustees. Corporate change only; no change in control. Announced Feb. 14.

WTVE (TV) Elmira, N. Y.—Granted assignment of license to WTVE Inc., for $20,000 from new 33.3% stockholder **William W. Scranton** and transfer of real estate valued at $47,000 by present owners **John S. Booth** and **Thompson K. Cassel.** Mr. Scranton is 80% owner of **WARM-AM-TV Scranton, Pa.** Announced Feb. 9.

WQOK Greenville, S. C.—Granted transfer of control (75%) to **Speidel-Fisher Bcstg. Corp.** for $34,000 plus assuming 75% of outstanding $21,000 indebtedness and making $12,000 loan. Speidel-Fisher owns **WOIC Columbia, S. C.** Announced Feb. 9.

WBEJ Elizabethton, Tenn.—Granted assignment of license to WBEJ Inc. for $95,000. Principals are: Pres. **Raymond C. Turrentine** (25%); Vice Pres.-Gen. Manager **William R. Wagner** (25%).



former manager of **WQOK Greenville, S. C.**; Vice Pres. **James L. Turrentine** (25%) and Secy.-Treas. **Anne Turrentine Hazen.** Announced Feb. 9.

KRUM Ballinger, Tex.—Granted assignment of license to Runnels County Broadcasters for $1,680 cash and assumption of liabilities. **Walter G. Russell** and **M. M. Rochester** each held 45% of station's stock; each now will hold 50%. Announced Feb. 14.

WSWW Platteville, Wis.—Granted assignment of license to Southwest Wisconsin Co. for approx. $40,000 (exact price to be determined from records of station). Principals are Pres. **Miriam B. Monroe** (11.8%), Vice Pres.-Treas. **John F. Monroe Jr.** (29.4%), Secy. **Mary Ellen M. Schmitz** (29.4%), and **Margaret J. Monroe** (29.4%). All are engaged in investment banking business. Announced Feb. 9.

KABI Ketchikan, KJNO Juneau, KENI-AM-TV Anchorage and **KFAR-AM-TV Fairbanks**, all Alaska—Granted transfer of control from Lathrop Co. (controlled by estate executors) to 51 beneficiaries. Major inheritors either are already connected with stations or have no other broadcast interests. Announced Feb. 9.

APPLICATIONS

KSLV Monte Vista, Colo.—Seeks transfer of control to San Luis Valley Bcstg. Co. Action is brought about because **George O. Cory**, former 51% owner and now 30.7% owner of station, was participant in stock transaction in which San Luis was granted license of **KVOD Denver.** Filed Feb. 14.

WRWB Kissimmee, Fla.—Seeks assignment of license to **Frank A. Taylor** for $15,000. Mr. Taylor is insurance agent and WRWB commercial manager. Filed Feb. 10.

WJPF Herrin, Ill.—Seeks involuntary transfer of control to **Maybelle J. Lyeria**, executor of estate of **O. W. Lyeria**, deceased. Action is called for in will of deceased. Filed Feb. 14.

WSAC Radcliff, Ky.—Seeks transfer of control to same owners under family control; corporate change only. Filed Feb. 14.

KRES St. Joseph, Mo.—Seeks transfer of control to **KRES Radio Corp.** for $24,077. Sale is settlement of estate. No new stockholders are brought into station ownership; no individual owns as much as 50% interest. Filed Feb. 10.

WJAG Norfolk, Neb.—Seeks assignment of license to **WJAG Inc.** Corporate change only; no change in control. Filed Feb. 14.

WOKO Albany, N. Y.—Seeks transfer of control to **Carl L. Lindberg** and **Howard B. Hayes** for $64,700. Mr. Lindberg is 67.2% owner of **WPIK Alexandria, Va.**, and Mr. Hayes is consulting engineer and former WPIK principal. Filed Feb. 10.

WGTC Greenville, N. C.—Seeks transfer of control to **H. W. Anderson** and **Joel Lawhon** for $16,125. Mr. Anderson will control 52% of stock and Mr. Lawhon 35%. Both are presently stockholders in station. Filed Feb. 13.

WNOS-AM-FM High Point, N. C.—Seeks assignment of licenses to **Statesville Bcstg. Co.** for $57,500 plus assumption of $4,700 mortgage. Statesville is owner of **WSIC-AM-FM Statesville, N. C.** Filed Feb. 14.

KVWC Vernon, Tex.—Seeks assignment of license to Johnson-Garrison Co. for $55,000. Principals are **Petty Durwood Johnson** (66.6%), commercial manager of **KLVT Levelland, Tex.**, and **Earl Joe Garrison** (33.3%), former KLVT commercial manager. Filed Feb. 14.

WSKI Montpelier, Vt.—Seeks assignment of license to Montpelier-Barre Bcstg. Co. for $34,000. Principals include Pres. **Paul J. Perreault** (89.7%), former manager of **WNBH New Bedford, Mass.**; Vice Pres.-Asst. Treas. **Arthur Tacker** (10.3%), WSKI manager and Directors **Nathan Greenberg** and **Charles W. Grinnell**, present co-owners of WSKI. Filed Feb. 13.

Hearing Cases . . .

FINAL DECISION

Chattanooga, Tenn.—FCC announced its decision of Feb. 8 granting application of Mountain City Television Inc. for new tv station to operate on ch. 3 in Chattanooga and denying competing application of WDOD Bcstg. Corp.

INITIAL DECISION

WTBF Troy, Ala.—Hearing Examiner James D. Cunningham issued initial decision looking toward grant of application of Troy Bcstg. Corp. to change facilities of **WTBF Troy** from 1490 kc, 250 w unl. to 970 kc, 5 kw D, 500 w N.

OTHER ACTIONS

Gilroy, Calif.—Bernard & Jobbins Bcstg. Co. designated for hearing on application for new am to operate on 1290 kc, 500 w D. **KXOB Stockton** and **KHSL Chico**, both Calif., made parties to proceeding. Announced Feb. 9.

De Funiak Springs, Fla.—By order of Feb. 8, Commission, on petition by **WFNM De Funiak Springs** dismissed its protest and petition for other relief; set aside Commission Jan. 4 action staying Nov. 9 grant of cp to **WDSP De Funiak Springs**, pending result of hearing in issues specified by protestant, and made Nov. 9 grant effective immediately.

WHIL Medford, Mass.—FCC denied petition by **WHIL Medford** to reconsider and set aside Commission action of Dec. 16, 1955 (granting application of **WAAB Worcester, Mass.**, for cp to replace expired cp), and to postpone consideration of WAAB application until Commission can simultaneously consider WHIL presently pending application to increase D power from 1 to 5 kw. Announced Feb. 9.

Lead-Deadwood, S. D.—Black Hills Broadcast Co. of Rapid City, Lead and Heart of the Black Hill Stations, Deadwood, designated for consolidated hearing on applications for new tv to operate on ch. 5 in Lead and Deadwood, respectively. Announced Feb. 9.

Texas—Grand Prairie Bcstg. Co., Grand Prairie; Waxahachie Radio, Waxahachie; Grand Prairie Bcstg. Co., Grand Prairie; Radio Center Inc., Arlington, and Parker County Bcstg. Co., Weatherford, all **Tex.**, designated for consolidated hearing on applications for new ams on 730 kc, D. Both Grand Prairie Bcstg. Cos. seeking 500 w DA; Waxahachie Radio, Radio Center, and Parker County with 250 w. Made **KSEO Durant, Okla.**, party to proceeding. Announced Feb. 9.

Alaskan fm—FCC finalized its proposal to make available for non-commercial educational fm broadcasting in Alaska frequencies 100.1 mc through 107.9 mc in commercial portion of fm band (ch. 271-300), effective March 12. Announced Feb. 9.

NARBA Notifications . . .

List of changes, proposed changes, and corrections in assignments of Canadian stations mod. appendix containing assignments of Canadian stations attached to recommendations of North American Regional Bcstg. Agreement Engineering Meeting, Jan. 30, 1941.

Change List No. 97 Jan. 16, 1956

600 kc

CKCL Truro, N. S.—(change in antenna pattern only) 1 kw, DA-1, unl., Class III. 12-1-56.

1240 kc

CKLB Oshawa, Ont.—(delete assignment) 250 w, unl., Class IV.

1250 kc

New Oakville, Ont.—1 kw D, 5 kw N, DA-1, unl., Class III. 12-1-56.

1350 kc

CKLB Oshawa, Ont.—5 kw, DA-2, unl., Class III. Now in operation.

1490 kc

CKBM Montmagny, P. Q.—250 w, unl., Class IV. Assign. of call letters. Now in operation.

Routine Roundup . . .

February 9 Decisions

By the Commission

Granted Renewal of License

KJFJ Webster City, Iowa; KCHE Cherokee, Iowa; KJAN Atlantic, Iowa; WPTW Piqua, Ohio; KTTN Trenton, Mo.; KIRX Kirksville, Mo.; KWAR Waverly, Iowa; KFGQ-FM Boone, Iowa; KFSB Joplin, Mo.; WMCW Harvard, Ill.; WJOB-FM Hammond, Ind.

February 10 Decisions

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

Sacramento Bcstrs. Inc., Redding Calif.; Shasta Telecasters, Redding, Calif.—Granted petition of Sacramento Broadcasters for dismissal without prejudice of its application (ch. 7); Shasta Telecasters retained in hearing status. Action Feb. 6.

Johnsonville Bcstg. Co., New Johnsonville, Tenn.—Granted motion for dismissal without prejudice of its am application. Action Feb. 8.

By Hearing Examiner Hugh B. Hutchison

KOB Albuquerque, N. M.—Granted motion for postponement of hearing conference from Feb. 7 to Feb. 23, re applications for mod. of cp and for license to cover cp as mod. Action Feb. 7.

By Hearing Examiner Jay A. Kyle

De Funiak Springs, Fla. — Ordered hearing scheduled for Feb. 15 be continued indefinitely re application of **WDSP De Funiak Springs** pending action "Petition to Dismiss Protest, Withdraw as a Party, and Vacate Hearing Order" filed by Walton Bcstg. Co., protestant, Jan. 25. Action Feb. 6.

Fort Lauderdale, Fla. — Upon agreement of parties to proceeding re am application of Charles W. Stone, Fort Lauderdale, ordered hearing be continued from Feb. 16 to Feb. 27. Action Feb. 6.

By Hearing Examiner Herbert Sharfman

AB-PT—Upon oral request of **KFMB-TV San Diego, Calif.**, protestant, and without objection by other parties, ordered prehearing conference be continued from Feb. 7 to Feb. 14, re application of American Bcstg.-Paramount Theatres Inc. for permit to locate, use or maintain broadcast studio or other place or apparatus in U. S. for production of programs to be transmitted or delivered to **XETV (TV) Tijuana, Mexico.** Action Feb. 6.

By Hearing Examiner J. D. Bond

WLBR-TV Lebanon, Pa. — Ordered conference Feb. 14 in matter of application for transfer of control of Lebanon Television Corp., permittee of **WLBR-TV Lebanon.** Action Feb. 8.

By Hearing Examiner Herbert Sharfman

KOAT Albuquerque, N. M. — Granted petition for indefinite continuance of hearing on application to change facilities from 1240 kc, 250 w unl. to 860 kc, 1 kw D, 500 w N, DA-N, and license to cover same pending action by Commission on subsequent request to change to 920 kc. However, any party may request hearing examiner to designate hearing date which shall be not less than 30 days from date of designation. Action of Feb. 8.

By Hearing Examiner Annie Neal Huntting

WWVA Wheeling, W. Va.—Granted motion for extension of time to Feb. 10 to file proposed findings re am application of **WKPA New Kensington, Pa.** Action of Feb. 8.

February 10 Applications

Accepted for Filing

License to Cover Cp Resubmitted

WRLD Lanett, Ala.-West Point, Ga.—Resubmits application for cp to replace expired cp which authorized changes in ant. system.

License to Cover Cp

WDUN Gainesville, Ga.—Seeks license to cover cp which authorized changing ant.-trans location and change in studio location to 1140 Thompson Bridge Rd., Gainesville, and to make changes in ant. system.

WTVB Coldwater, Mich.—Seeks license to cover

(Continues on page 120)

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RADIO

Help Wanted

Wanted: Assistant manager for 250 watt eastern Pennsylvania station . . . to work board plus other duties. Must have experience in programming or sales. Married with car. Good starting pay . . . wonderful opportunity with progressive company. Send tape, photo, plus letter with all details to Box 221F, B•T.

Dixie daytime killowatt needs commercial manager. Fine rural market. Will consider successful salesman ready to move up in responsibility. Tell everything including experience and earnings expected. Will return photos and tapes. Box 279F, B•T.

Wanted: Experienced manager and engineer for 250 watt radio station to be built in thriving lower Michigan city. Write giving experience, age, other personal data, including salary expected to Box 365F, B•T.

Daytime kilowatt needs manager. Prefer man with first phone ticket. Must have proven sales record. Send complete resume. Must have excellent references. Box 441F, B•T.

Sales manager. Five figure earning and an exceptional future for a "front line" sales manager. (Man who can sell, hire and inspire.) Write fully Box 497F, B•T.

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Excellent opportunity for energetic and effective salesman of good character. Progressive network station in large Texas market. Box 209F, B•T.

Top money making southeastern independent needs salesman with creative advertising ideas. Musical and dramatic production furnished for spot recordings. Liberal draw and accounts to start. Rush resume to Box 446F, B•T.

California combo men with ability to do top selling job on air. You can earn top pay with dominate station in growing market. Send full details and photo to Box 482F, B•T.

Salesman. Active accounts, good prospects, bright future. One-station market. Real opportunity for energetic man of good character. Daytimer, small Kansas city. Box 484F, B•T.

Experienced radio salesman for five kilowatt CBS affiliate. Draw against liberal commission. Write giving background, previous employment and photograph to KGLO, Mason City, Iowa.

Immediate opening for sales-announcing combination. Complete charge sales and program for remote studio in town of 10,000. $20.000 for weekend announcing shift. $30.000 draw against high commissions. Outstanding opportunity for good salesman. Contact Manager, KHBG, Okmulgee, Oklahoma.

RADIO

Help Wanted—(Cont'd)

Experienced time salesman, willing to work way up in new 500 watt daytime station. Good potential for right man. Send all personal data in first letter. Write, Sydney E. Byrnes, WADS, Ansonia, Conn.

Michigan daytime independent needs experienced salesman. Draw and commission. Market over 100,000 growing. Contact Joe Butler, WKLZ, Kalamazoo, Mich.

Experienced salesman or saleswoman. Salary plus commission. WKNK, Muskegon, Michigan.

Salesman—salary and commission, one station market, excellent coverage, exceptional possibilities for right man. WMRE, Monroe, Georgia.

Announcers

Announcer with authoritative, persuasive voice; capable of programming "middle music", handling special events in large Texas city. Box 210F, B•T.

Wanted: Top negro disc jockey or show business personality for top negro station in large metropolitan city. Please send details and resume at once with tapes to follow if already in radio. Big job, big money for right person. Reply Box 227F, B•T.

Announcer-program director . . . experienced and able . . . prefer southerner for 1 kw in South Carolina . . . tell all. Box 277F, B•T.

Progressive, top rated upper midwest 5 kw needs an announcer with experience. The man we want must know music and must be capable of building and holding ratings. Please include tapes and background. Box 403F, B•T.

Announcer-engineer, 1st class ticket. Experience in combo work essential. Knowledge of the classics helpful. Send tape, background, photo and salary required. Box 472F, B•T.

Independent station in major Ohio-Kentucky market looking for top-notch morning DJ with first phone. Send full particulars, audition with first letter. Box 492F, B•T.

Outstanding, experienced announcer, must be tops or do not apply. References required, salary open. Give complete details first letter. Georgia station. Box 503F, B•T.

Florida—Need top-notch pops DJ. Better than average salary with chance to sell and increase your earnings. Send short tape (non-returnable) of show, commercials and news. Box 505F, B•T.

RADIO

Help Wanted—(Cont'd)

Small Oklahoma station needs experienced announcer with restricted license. Prefer someone from this part of country. A pleasant place to work. Pay will average about $75 per week. Send audition tape with complete details about self. Not interested in drinker. Box 512F, B•T.

Wanted: Hot morning man with ideas for large New England market. Top paying job in top rated station. Send resume, tape, photo in first letter. All replies confidential. Box 515F, B•T.

Announcer with first phone. If you can do the job here's your opportunity. KARE, Atchison, Kansas.

Opportunity for good morning announcer. Send resume. ABC Network. KFRO, Longview, Texas.

KOWH, Omaha, wants a man with a nose for news. This is not an opening for a newscaster, but for an aggressive, imaginative "reporter type" who can handle fully equipped short wave mobile unit, and broadcast each day a number of colorful mobile news shots. Must be "fireball." Application to Todd Storz, KOWH, Omaha, Nebraska.

Combo-first phone for 250 watter. Emphasis on announcing. Send tape and resume to KVOS, Casper, Wyoming.

Announcer: Sincere, friendly personality. Able to run pop, hillbilly, or gospel shows. Here's your chance to join popular progressive station. Paid vacation, sick leave. Starting salary depends upon ability. Rush tape, letter to WACL, Waycross, Georgia.

Immediate opening staff announcer with ambition to work into PD. Starting salary $55 week. 250 watt independent in small college town. Tape emphasizing news, commercials, details, or call W. R. Tugman, WATA, Boone, N. C.

Immediate opening for staff announcer capable of doing football play-by-play. Send tape, photo, expected salary to Davies, WBLJ, Dalton, Georgia.

First phone? Announce classical music? We need you! Tape, with pronunciation, to WCRB, Boston 54, Mass.

Wanted: Announcer with minimum 1-year experience. Contact Charles H. Harlan, WFRL, Freeport, Illinois.

Opening at leading independent for top-flight, energetic, ambitious announcer with enthusiasm. Send audition tape, resume, photograph to Robert L. Statham, WJXN, Jackson, Miss.

No. 1 Negro station, WOKJ, Jackson, Miss. has 1st opening for DJ. No novices. Must be good. Send tape, references, experience and photo immediately. William Anderson, PD.

Wanted: Young experienced staff announcer for permanent position. $65.00 for a 40 hour week. Contact C. F. Wood, Jr., WVOT, Wilson, N. C.

Grow with us. New CP for WPVL, Painesville, Ohio, to open early April. Big opportunity experienced announcer. $70 to $90 starting if qualified. Rush 7½ IPS tape, resume and photo to WVSC, Somerset, Pa.

Technical

Engineer of good character, high technical qualifications for south Texas station. Box 212F, B•T.

Wanted: Combination chief engineer-bookkeeper for central Florida daytimer. Box 314F, B•T.

Studio technical personnel for radio and television operation in midwestern metropolitan market. Radiotelephone first license required. Very best of equipment, and excellent employee relationship. State experience, education, draft classification, and provide a recent snapshot. Reply Box 390F, B•T.

Engineer to install and service specialized audio devices over large territory in U. S. Good salary plus expenses. Transportation supplies. Applicant should include list of experience and references. Personal snapshot must be included (not returnable). Box 489F, B•T.

Wanted at once. Combination engineer-announcer. First phone license. $1.75 hour. Box 507F, B•T.

Wanted right away, engineer, first phone ticket. Prefer man with sales experience. Good salary and commission. WBRV Radio, Boonville, N. Y. Phone 11.

Engineer-announcer. Combination position open. Contact Gene Ackerley, KCOW Radio, Alliance, Nebraska.

Immediate opening for chief engineer with pleasing mike delivery. Liberal salary. KMHT, Marshall, Texas.

DO YOU HAVE ALL THREE?

1. CHARACTER
2. ABILITY
3. EXPERIENCE

If you can answer YES there is a strong active demand for your services. But . . . it takes more than a quick yes to land the better positions.

The successful marketing of one's services requires the application of scientific selling practices by a professional organization, with nation-wide contacts, exclusively dedicated to the broadcast industry.

We invite confidential inquiries, with your resume, for analysis of advancement opportunities.

BROADCASTERS EXECUTIVE PLACEMENT SERVICE, INC.

333 Trans-Lux Bldg. 724 Fourteenth St., N. W. Washington 5, D. C.

RADIO

Help Wanted—(Cont'd)

Technical

First-phone operator. Immediate opening. Full particulars first letter. WASA, Havre de Grace, Maryland.

Chief engineer-announcer for daytime station in five-station group. Contact Manager at WPFD, Darlington, South Carolina. Phone 1398.

Wanted: Radio engineer; first class radio telephone license; strong on maintenance. No operating tricks. Apply, Chief Engineer, Radio Station WRIV, 29 East Main Street, Riverhead, Long Island, N. Y.

Chief engineer for WTIX, New Orleans. Must have thorough knowledge and experience all phases station operation and maintenance, be personable and industrious. Good position for right man. Do not apply unless you are certain you can handle responsibility. Send references and resume to Dale Moudy, Engineering VP, Mid-Continent Broadcasting Company, Kilpatrick Building, Omaha, Nebraska.

Programming-Production, Others

Newsman—Announcer wanted by Texas station. Must be able to gather, write and voice news. Box 211F, B•T.

Program director-announcer for successful southeastern daytimer . . . tell all about yourself . . . Tape returned. Box 278F, B•T.

Wanted: Newsman with radio and newspaper reporting background. Must have acceptable radio voice and delivery; must be able to gather and write news in professional manner. Box 464F, B•T.

Radio-tv director for large eastern college. Requirements: College degree, some experience, public relations ability. Box 508F, B•T.

Wanted: Continuity writer, female, for 5000 watt station eastern market. Must have experience. Send resume and photo. Box 516F, B•T.

News director. Experienced. Reporting. Airwork. KHUB, Watsonville, California.

Continuity writer, wonderful opportunity. Send resume to WCAR, Box 55, Pontiac, Michigan.

Copywriter wanted immedately. Must have experience, run continuity department, write result getting copy. Salary open for right person. Send full resume to Paul Haller, WELL, Battle Creek, Michigan.

Situations Wanted

Managerial

Sales manager: Thoroughly experienced—15 years—in all phases of radio and television sales functions and administration. Open record of sales accomplishments. Best references. Box 459F, B•T.

Manager, twenty three years. Knowledge all phases. Can direct sales. Box 465F, B•T.

Managerial-ownership wanted. Can invest. University graduate. 7 years experience. 30. Married. Finest references. Excellent record. Box 513F, B•T.

Salesmen

Salesman announcer, 34, married. Experienced 10 years. Sports, staff, news, copy, sales. Complete details. Box 417F, B•T.

Salesman-announcer combination, looking for station with opening for wide-awake morning man. Heavy sales background, presently employed CBS 5kw station, capable and experienced with emphasis on sales. Box 480F, B•T.

Announcers

Attention: Fla., Ga., and Dixie, versatile announcer, DJ, sports, experienced. Box 344F, B•T.

Sports announcer experienced desires play-by-play baseball position for '56 season. Box 368F, B•T.

Country - DJ - musician. Employed announcer. Third. Tv. Well experienced. Sincere, progressive stations only, salary talent. Box 387F, B•T.

Experienced announcer desires permanent position with future. Smooth easy delivery. Pleasant personality. Box 404F, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Announcer-news director. Highly experienced all phases radio-tv. Presently, midwest am-tv. Family man. Box 444F, B•T.

Top man, now employed at leading am-tv in major league city. Looking for time segment to develop DJ show and do personality on tv. Married—30—references—contract desired. Box 450F, B•T.

Two years staff present midwest location. Straight, character, emcee, news. 25, married, vet. Prefer southwest. Box 451F, B•T.

"Here's the best by actual test" . . . top personality gimmick DJ, PD, first phone . . . highest Hooper—proven sales—production commercials . . . friendly voice . . . degree radio-tv . . . family . . . nothing under 5kw. Box 453F, B•T.

California and west coast. Announcer-producer. Ten years radio-tv. Currently production manager. Single. Box 461F, B•T.

Versatile and dependable, want security! Prefer sports director with play-by-play . . . can do news, special events, staff . . . radio or tv. Five years experience. Box 463F, B•T.

Personality DJ, with unusually fine musical programming talent. 8 years experience. Friendly salesmanship. College graduate. Box 466F, B•T.

Sports, play-by-play. 6 years experience baseball and basketball. College graduate. Box 467F, B•T.

Announcer. Intelligent interviews, special events, commentary, editing. Easy adlib morning show. Authoritative moderator, newscaster, sportscaster. Capable writer. 29. Family. College. Box 474F, B•T.

Recent broadcasting school graduate. Good DJ, news, sports, board tape. Box 486F, B•T.

Versatile announcer. 2 years experience. Desire position with friendly station. Box 490F, B•T.

Experienced and knowhow. Handle all shows. Excellent announcer, top-flight DJ. Selling on air guaranteed. At present station 5 years. First ticket. Box 493F, B•T.

Highly successful announcer-salesman wants southeast immediately. Experienced. $90 week. Box 494F, B•T.

Air salesman—5 years experience all phases. Tape proves it. $110. Box 499F, B•T.

Fully experienced disc jockey. Top commercial talent. Can do play-by-play. Presently employed on top independent station. Box 509F, B•T.

Announcer, single, veteran. Recent graduate, thoroughly trained. Desires staff position anywhere in America. Opportunity more important than salary. Most conscientious, honest, and not afraid of overtime. Resume and tape available immediately. Box 510F, B•T.

Announcer—5 years experience in all phases including 1½ years as program director. Anxious to settle in Florida with station that offers advancement opportuniites. Box 511F, B•T.

DJ, sports, versatile, experienced. Lively voice. Pete Franklin, 1007 Propp Ave., Franklin Square, L. I., N. Y. Floral Park 2-6236.

Production-DJist . . . 23, single, 3½ years experience . . . contact. H. D. Hall, KMIL, Cameron, Texas.

8 years radio announcer—PD. University and radio school graduate. Seek radio or tv southwest or Pacific coast. Dwight Larick, 8404 East Fourth Street, Ontario, California. Phone YUcon 639-579.

Top negro announcer, experienced DJ, board, copy, commercials. College grad. Available. Reply Milton McFarlane, 1901 2nd Street, N. E., Washington, D. C.

Comedy-DJ team (2). Original material, voices. Let us spark station, sales. For tape, etc., Fred O'Brien, 48 Brighton Ave., East Orange, New Jersey.

Top-notch negro rhythm and blues-spiritual DJ wants job anywhere. Will travel. Tape, photo and data available. J. Rylander—1058 Divisadero Street, San Francisco, California. West 1-8436.

Morning man, knows radio and never fined. Fourteen years radio. Very versatile. Telephone 1795-W, Morristown, Tenn.

RADIO

Situations Wanted—(Cont'd)

Announcers

Experienced morning man, play-by-play, ad lib or straight. Professional entertainer. Karas, 737 11th Street, N. W., Washington, D. C.

Technical

Chief engineer, some announcing, over six years experience. Desires to buy in after at least one year working acquaintance—south only. Confidential. Box 456F, B•T.

1st phone—six years present location announcing and chief. Vet. Family. $125 minimum. Good voice. Box 498F, B•T.

Desire transmitter work—1st phone, five years electronic experience. William Blub, Route 2, Box 601, Salem, Oregon. Phone 2-0008.

First phone. Amateur licensee. Attended Port Arthur College 11 months. Diplomas from two other radio schools. 2½ years experience. Control board operator. Transmitter engineer. Radio tv service experience. Some experience, projection operator. Complete sams library. (Am not announcer) but have worked as announcer on Sunday shifts. '52 Chevrolet. New 36 foot trailer. Non drinker. Married, 2 children. Good family references. Want permanent job in south. Prefer Florida. Will consider anywhere. Phone BE 8-2330 or BE 8-2930. L. H. Estes, Box 168, Marble Hill, Mo.

Man with FCC 1st phone available for transmitters shift, no announcing. No practical experience. College education. Write 95E, 821 19th Street, N. W., Washington, D. C.

Programming-Production, Others

Combination continuity-sales-local news gal, 12 years experience, in market for radio, tv station looking for lot for their money. References proven talent, speed accuracy, results. Box 452F, B•T.

(Continued on next page)

RADIO & TELEVISION SALESMEN

These Are Salaried Positions With Commission

Here is an ideal opportunity for top radio and television salesmen to join a progressive AM-TV organization. You will receive NO Draws but instead be paid a straight salary, based on your experience, to start. You will also receive liberal commissions with your only limit being your ability to sell. We are located in a fine market, ideally located. These openings are brought about with our expansion program and search for top-rated men. If you are interested, write or wire all details to:

Box 517F

RADIO

Situations Wanted—(Cont'd)

Programming-Production, Others

Production staff available—five people—for work on radio station as team. All phases except engineer. Would consider running a new daytime. All have experience. Box 473F, B•T.

Program director. Take full charge programming and staff. 8 years' experience all phases programming, production on and off air. Thoroughly versed music-news operation. Family man. College degree. Box 475F, B•T.

Crackerjack interviewer, commentator, tape editor. Build local community events shows of network caliber. Box 476F, B•T.

Experienced continuity director, 28, single, currently employed by 5 kw net affiliate in one of nation's 35 largest markets, desires similar position in New England. Also experienced in publicity, programming, traffic. Please state job requirements in reply. Box 488F, B•T.

Program director—special events man. Responsible family man. 11 years radio . . . 1½ years television . . . 5 years personnel management. Wish to tie up with aggressive organization. Specialize in sports and news. Available in 6 weeks. Box 501F, B•T.

Top-flight news director of 50 kw, clear channel station in top market available soon. Solid commercial story. New ideas. Top local and national awards. I can make your news department one of the best in the nation. Background in other aspects of programming. Will consider combination program-news job. Box 506F, B•T.

TELEVISION

HELP WANTED

Salesmen

Seeking top salesman. Potential eight thousand to ten thousand. Fastest growing market in Georgia. One hundred kw NBC offers guarantee salary. Will train as necessary for qualified man. Airmail resume. Box 447F, B•T.

TELEVISION

Help Wanted—(Cont'd)

Salesmen

Wanted: Top tv salesman. Must be experienced. Salary and commission. Midwest tv station on low channel and full power. Network affiliated. Chance to become sales manager . . . if you've got it. Box 485F, B•T.

Announcers

Tv announcer. Pennsylvania station needs man to do both on and off camera work and participate in all phases of production. Send photo and complete details to Box 432F, B•T.

Vhf in good Middle Atlantic market needs personable announcer. Must be strong on commercials and able to do tv sports shows. Starting salary $400 per month. Send photo, tape and all particulars in first letter. Write Box 478F, B•T. All replies confidential.

Announcer for on-camera and booth work. Must have pleasing personality and able to adlib "interviews" or "master of cermonies" assignments. Also effectively do on-camera commercials. Submit complete details on background including experience, education, age, marital status and personal habits as well as recent photo in first letter. Position offers salary plus talent fee and excellent opportunity for right man. Contact Hal Wilson, Director of Operations, WITN-TV, Washington, North Carolina.

Technical

Florida vhf maximum power station needs first class engineers. Box 375F, B•T.

Transmitter supervisor, eastern station. $5,500 for engineer experienced in DuMont equipment, capable of keeping equipment in top operating condition. Reply in full to Box 483F, B•T.

Midwestern vhf-tv station has opening for first class engineer, with tv experience preferred, but not necessary. Send complete qualifications, references, and salary to Personal Director, KCKT-TV, Great Bend, Kansas.

TELEVISION

Help Wanted—(Cont'd)

Technical

Newest educational noncommercial station needs engineer experienced in control room operation and maintenance. Send resume of experience and education with recent photograph. State minimum salary required. KRMA-TV, 12th at Welton Sts., Denver, Colorado.

Needed at once, transmitter engineer, 1st class license. Also, radio engineer, experienced in maintenance work. Contact Les Dunn, KTVR, Denver, Colorado.

Programming-Production, Others

Prominent tv film production firm looking for top tv program ideas. Will develop and promote. Write Box 345F, B•T.

Assistant director—floor man. Previous experience or theatrical background preferred. Send complete resume and photo. Box 454F, B•T.

Producer-director—experienced. Must be able to own "switching." Live programs, live commercials and fast-moving station breaks. DuMont "switcher" . . . contact Dick True, Program Director, KOAT-TV, Albuquerque, New Mexico.

Experienced film editor, man or woman for maximum power vhf, NBC affiliate in Richmond market. Call WXEX-TV, Petersburg, Virginia. Regent 3-7876.

Situations Wanted

Managerial

General manager or sales manager. Experience large and small markets. Thorough background in sales, programming, production, promotion, station operation. Prefer southwest. Family man, strong community interests. Complete details on request. Box 468F, B•T.

Salesmen

Salesman: Tv film sales or radio-tv time. Six years documentary film experience (non-selling) with government agency. Definite aptitude and enthusiasm for selling. College graduate. Well travelled. Married. Box 455F, B•T.



HOME OFFICE
PORTLAND, OREGON

OTHER SCHOOLS

NORTHWEST GRADUATES

working in Radio and TV (including Northwest Broadcasting School graduates) we are forming a National Alumni Association and I have a special gift for you. Get in touch with me as soon as possible.

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OVER 16,000 SQ. FEET

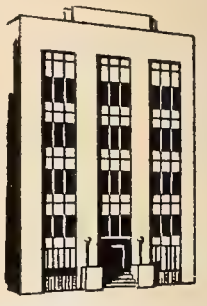
DEVOTED TO THE **PROPER** TRAINING OF TV PERSONNEL. FOUR SCHOOLS—NATION-WIDE—EQUIPPED WITH 6 COMPLETE CONTROL ROOMS, FIVE COMPLETE IMAGE ORTHICON CAMERA CHAINS. IN THESE MODERN FACILITIES, STUDENTS RECEIVE PRACTICAL TRAINING, PARTICIPATING IN CLOSED CIRCUIT PRODUCTIONS UNDER THE GUIDANCE OF PROFESSIONALS WHO ARE PRESENTLY WORKING IN THE INDUSTRY.



HOLLYWOOD



CHICAGO



WASHINGTON, D. C.

IT'S NO WONDER MORE AND MORE BROADCASTERS ARE CALLING NORTHWEST **FIRST** FOR QUALIFIED TV PERSONNEL. FOR PROMPT, PERSONAL ATTENTION, WHY DON'T **YOU** WRITE, WIRE OR PHONE **COLLECT**—JOHN BIRREL, EMPLOYMENT COUNSELOR?

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CHICAGO, ILLINOIS . . . . . 540 N. Michigan Avenue, DE 7-3836
WASHINGTON, D. C. . . . . . 1627 K Street N. W., RE 7-0343

TELEVISION

Situations Wanted—(Cont'd)

Announcers

Announcer, news, sports, general staff work. Currently with large midwest tv station emceeing, producing children's program. Desire opportunity to apply ability and ideas with progressive station. Age 30, college graduate, family man. Box 457F, B•T.

Technical

Studio technician, experienced all phases, first phone, available immediately, reference. Box 491F, B•T.

Chief engineer, presently employed as chief of two vhf stations will consider change to larger operation. Capable and experienced. Have planned and constructed three vhf stations. Write to Box 502F, B•T.

Programming-Production, Others

Big news ahead! How's your coverage? Experienced versatile broadcaster, former radio-television news director and announcer, presently public relations manager medium sized industry, desires return to broadcast field. Single, 30, best references. Active personality showman with executive experience and spark that sells. Your inquiry appreciated. Box 312F, B•T.

Tv director—excellent experience. Available shortly. Builds saleable shows. Box 443F, B•T.

Cameraman, family. 3 years experience all studio operations. Ready now for director's position. Best references. Box 460F, B•T.

Television artist, experienced all phases—graphics, production facilities, scenics; six months as art director. Box 462F, B•T.

News director—now with known midwestern tv, desires opportunity in metropolitan market. Combined operation preferred. Box 469F, B•T.

Program director or director—six years experience from dollyman to program director. Experience in one of America's largest markets. Can handle men, direct and product money making shows. Ideas aplenty. Have the proven ability to build the best combinations of live, network and film programming. Box 477F, B•T.

Production, programming and directing: Six years experience in tv. Do own switching, writing; 1500 hours, live air time. Can produce, direct all types of shows. Married. Age 32. Box 479F, B•T.

Tv director-producer. Seven years the N.Y.C. station. Many credits. Executive experience. Box 496F, B•T.

FOR SALE

Stations

Potential plus. 1kw daytimer for sale. Located in heart of rich farming area. Box 442F, B•T.

Fm—multiplexing station, sale or lease. Best equipment, 35,000 watts. Biggest market to sell background music and programs to Chicagolands 6.5 million people. Write Was Corvine, 2707 North Drake, Chicago 47, Illinois.

Owner going into larger market. Mid-Gulf States secondary market, relatively new and well equipped. Priced at costs: $40,500. Paul H. Chapman, 84 Peachtree, Atlanta.

We offer good radio and tv buys thoroughout the United States. Ask for our free bulletin. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, Calif.

Mississippi small market priced under $50,000. Paul H. Chapman, 84 Peachtree, Atlanta.

Single-station market. Near Colorado Springs. Details to qualified buyers only. State your finances and affiliation first letter. Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

In negotiating the sale of your radio or tv station, the Norman Company works quietly and confidentially. All details handled personally by Hugh R. Norman or George Norman. Write for listings. Box 534, Davenport, Iowa.

Eastern buyers should contact me for good sound buys in radio and tv stations. John Hanly, 1739 Connecticut Ave., N. W., Washington, D. C.

Equipment

Have your own complete sound effects library at a reasonable cost to you. 70 sound effects including boat whistle, door knock, door closing, laughing, water splash, footsteps, squeeky door, car starting, motor idling, car crash, etc. 70 sound effects which belong to you for $25. and your tape. Offer limited. Send today. All reproduction rights yours. Not from any previous recording or library service. Send today to Bill Hasbrook, KFXM, 512 Fifth Street, San Bernardino, California.

FOR SALE

Equipment

For sale: One RCA BTF-3B fm transmitter. One RCA Type BF 14B pylon. One Hewlett-Packard Model 335B fm frequency and modulation monitor. All equipment now in operation. KVOL, Lafayette, Louisiana.

For Sale—1 RCA 7000 megacycle color corrected relay system. $5,000. WHAM-TV Rochester, N. Y.

Turntables—two RCA 70C2's Two new, one used but perfect. Rek-O-Kut T-12H's. Two new C12H portable case and Fairchild arms, equalizers. Make offer. H. Edwin Kennedy, WILM, Wilmington, Delaware.

550 feet 6⅛ inch 75 ohm coax. 200 feet 3⅛ inch 50 ohm coax with reducer transformers and hangers. Perfect condition ½ price. WJTV, Jackson, Mississippi.

2—RCA TK-20-D inoscope film camera complete with camera pedestals, control chassis, beam metering panels, DC power units, edgelight projectors, inter-connecting cables, and TP-9C multiplexers with adjustable RCA slide-projector pedestals. Equipment is less power supplies and master monitors. Like-new condition. Will sell 1 or both. Make us an offer. WKBN-TV, Youngstown, Ohio. STerling 2-1145.

For Sale: Raytheon 1000 watt am transmitter, excellent condition. Jack Shea, WVIM, Vicksburg Mississippi.

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, Conelrad frequencies, crystal regrinding etc., fastest service—Also station am monitor service. Send for catalog. Eidson Electronic Co., Temple, Texas.

GE fm 3kw 94.9mc. Gates 50kw xmtr and mod. Ideal Conelrad exciter, auxiliary, remote pickup. 1 Presto 6N TT in cabinet. 1 Gates CB-7 chassis. Subject prior sale. Write Progressive Electronics, 1210 Garrison Ave., Ft. Smith, Ark.

Call letter items: Jewelry, car plates, mike plates, lapel pins, celluloid buttons, ash trays, bumper strips, satin banners, ties, etc. All books on broadcasting and telecasting! Lists free. Box 341, Decatur, Alabama.

WANTED TO BUY

Stations

Experienced and successful station manager wants to buy interest in, and manage small midwestern station. Best references. Box 440F, B•T.

Two proven television result producers desire to purchase any part of tv station in market up to 500,000. One literally raised in tv, presently in eighth year as top man with key net tv operation. The second, for the past three years in charge of internal management with one of largest talent agencies. Both family men with unquestioned personal and business references. Box 449F, B•T.

Station wanted in southeast with cash requirements not too high. Station does not have to be making money. Reputable individual buyer. Reply Box 471F, B•T.

WANTED TO BUY

Stations

Wanted—fulltime radio station—southwest—operating in the red—P.O. Box 3752, Oklahoma City.

I currently have over 500 active buyers interested in buying stations in the south. Can we help you? Paul H. Chapman, 84 Peachtree, Atlanta, Georgia.

Sales and independent appraisals. Texas, Colorado, Arkansas, Oklahoma, Missouri, Kansas. Ralph J. Erwin, Broker, 1443 South Trenton, Tulsa.

Listings wanted. Stations in Virginia, Tennessee, Kentucky, West Virginia, Carolinas and adjoining states. Roy E. Giles, Broker, 2812 Cove Road, N. W., Roanoke, Va.

Equipment

Wanted: Used fm antenna and coax cable. State lowest price. Box 445F, B•T.

Wanted: Seeburg Select-O-Matic 100 phonograph. Either custom or library unit. Box 448F, B•T.

250 watt fm transmitter complete or accessories. Send complete information and lowest cash price. Box 458F, B•T.

All equipment necessary for 250 watt am operation tower to turntables. Box 470F, B•T.

Wanted: Used studio console, RCA 76-B or similar make or model. Also wanted limiting amplifier, limiter need not be in operating condition if repairable. Box 487F, B•T.

Transcription libraries purchased, any service, old or current. Box 495F, B•T.

Needed immediately used Klieg baby spots with or without barn doors. KSBW-TV, P.O. Box 1651, Salinas, California.

Wanted: Used 5 or 10 kw fm transmitter—console—freq. meter—monitor. Want excellent equipment only. Haan Hi-Fi, 1655 W. 79th St., Chicago, Ill. ABerdeen 4-4200.

Wanted—1 to 2kw FCC approved fm transmitter and monitoring equipment. Robert I. Ward, Reed College, Portland 2, Oregon.

Wanted: One super turnstile 6 bay channel 12 television antenna, also 5kw channel 7/13 television transmitter. Write to Radio Programs De Mexico, S. A., Apartado Postal 1324, Mexico, D. F., Mexico.

MISCELLANEOUS

Your station can do more business and make more money by using proven ideas and techniques. For further information, contact Ed Harris, 61 Church Street, Ware, Mass. Telephone 431-M.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 1-T, 821 19th Street, N.W., Washington, D.C.

MEMO

February 20, 1956

Dear Mr. Owner:

I would like to join your progressive group!
If your station, or stations, are not making the money you think they should, then I want to help you, and myself too.
I'm currently the Vice President and General Manager of a prospering radio-television operation . . . that I built into a money making property in very short order. My sales record is one of the best and I'm sure you will be impressed, but I have now reached my earning limit, and cannot buy into the properties, so I want to move.
I can give you the finest of references, and will assure you that all replies will be kept strictly confidential.
I hope to hear from you soon

Box 514F, B•T

INSTRUCTION

FCC first phone license. Start immediately Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W., 21st Street, Portland 9, Oregon.

FCC first class phone. After ten years successfully training men for their first class radiotelephone operators license, this same course is now available to you at home. Write the Don Martin School, Ext. Div., 1653 North Cherokee, Hollywood 28, California.

FCC license preparation; beginners, radio technicians, announcers. Evenings, Sat.—Monty Koffer, 743 Hendrix Street, Brooklyn 7, N. Y. CL 7-1366.

RADIO

Help Wanted

Sales Engineers

Broadcast equipment manufacturer has opening for sales engineers in various territories to travel and call on radio stations, as well as for non-travelling positions for sales engineers in Midwest home office. Sales experience not absolutely necessary, but would be helpful. Technical radio background is essential, preferably as chief engineer of AM radio station. Please send complete resume with photo to

Box 316F, B•T

TELEVISION

Help Wanted

OPPORTUNITY

An interesting opportunity for qualified television transmitter engineer for temporary assignment in Central American country. Immediate action necessary. Write or wire giving qualifications and date of availability.

Box 504F, B•T

Situations Wanted

EXECUTIVE PRODUCER
PROGRAM SALES
CLIENT CONTACT

AGENCIES —Need a man to translate TV ideas from paper to studio?

STATIONS —Use a successful program producer with sponsor follow-through?

PRODUCERS —Want experienced "packager" with studio and sales know-how?

Eight years producing and selling TV. Supervising live programs in stations of all sizes coast to coast . . . getting sales results! Successful in present position but must stop constant travel.

Excellent background in production, creation, sales will get YOUR ideas from paper to studio, service account, and keep it sold!

Write, Wire NOW . . Box 500F, B•T

(Continues from page 114)

cp which authorized change from employing DA-2 to DA-N.

WKLZ Kalamazoo, Mich. — Seeks license to cover cp (as mod.) which authorized new am station.

KOHU Hermiston, Ore.—Seeks license to cover cp which authorized new am station.

KALL Salt Lake City, Utah—Seeks license to cover cp which authorized change from DA-1 to DA-N and operate trans. by remote control from 146 S. Main St., Salt Lake City, with non-DA.

KRIV Camas, Wash.—Seeks license to cover cp which authorized new am station and specify studio location and remote control point as 314 N. E. Cedar St., Camas.

KAMS (FM) Thayer, Mo. — Seeks license to cover cp which authorized new fm station.

Renewal of License

KYSM-FM Mankato, Minn.; KTIS-FM Minneapolis, Minn.

SCA

WAAT-FM Newark, N. J.

Modification of Cp

WYZZ (FM) Wilkes-Barre, Pa.—Seeks mod. of cp (which authorized new fm station) for extension of completion date.

February 13 Decisions

ACTIONS ON MOTIONS

By Comr. Richard A. Mack

E. Weaks McKinney-Smith—Granted petition for extension of time to Feb. 13, to file exceptions to initial decision re his am application. Action Feb. 9.

WKYV Harlan, Ky.—Granted petition for extension of time to Feb. 15 to file its opposition to "Supplemental Petition to Enlarge Issues and Petition to Set Aside Initial Decision, Remand Case to Hearing Examiner and Reopen Record," filed by **WHLN Harlan.** Action Feb. 9.

Greater Erie Bcstg. Co., Buffalo, N. Y.—Granted petition for extension of time to Mar. 5, to file exceptions to initial decision in ch. 7 proceeding. Action Feb. 9.

By Chief Examiner James D. Cunningham

Ordered following applications be scheduled for hearing on dates shown: **KLAS Las Vegas, Nev.,** Southern Indiana Broadcasters Inc., Newburgh, Ind., and Lawrenceville Bcstg. Co., Lawrenceville, Ill., to commence April 12, Bernard & Jobbins Bcstg. Co., Gilroy, Calif.; Black Hills Broadcast Co. of Rapid City, Lead, S. D., and Heart of the Black Hills Stations, Deadwood, S. D. (ch. 5), to commence April 16; Grand Prairie Bcstg. Co., Grand Prairie, Tex., to commence on April 23. Action Feb. 9.

By Hearing Examiner Elizabeth C. Smith

Joseph M. Ripley Inc., Jacksonville, Fla.—Granted petition for leave to amend its am application to specify 550 kc, 1 kw D, in lieu of 800 kc, 500 w D, and application, as amended, is removed from hearing docket and returned to processing line. Action Feb. 10.

By Hearing Examiner Basil P. Cooper

Salisbury, Md.—Ordered prehearing conference Feb. 16, re am applications of Hoyt C. Murphy, and Elizabeth and W. Courtney Evans, Salisbury. Action Feb. 10.

February 13 Applications

Accepted for Filing

Modification of Cp

WICR (now WDTV) **Cruz Bay, Virgin Islands**—Seeks mod. of cp (as mod. which authorized new am station) for extension of completion date.

WTAM-FM (now KYW-FM) **Cleveland, Ohio**—Seeks mod. of cp (which authorized changes in licensed station) for extension of completion date.

WMFD-TV Wilmington, N. C.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Sept. 1.

Remote Control

WAAT-FM Newark, N. J.—Seeks remote control operation from Bellville Turnpike, Kearny, N. J.

Renewal of License

KFML-FM Denver, Colo.; KOA-FM Denver, Colo.; KFAM-FM St. Cloud, Minn.

February 14 Decisions

BROADCAST ACTIONS

By the Commission

Actions of Feb. 10

Granted licenses for following tv stations: **WSTV-TV Steubenville, Ohio; KTNT-TV Tacoma, Wash.; KCEN-TV Temple, Tex.; WGAN-TV Portland, Me.; WHO-TV Des Moines, Iowa; WBTW (TV) Florence, S. C.**

WJIM-TV Lansing, Mich. — Granted license covering changes in facilities of existing tv station.

WPFH (TV) Wilmington, Del.—Granted license covering changes in facilities of existing tv station.

KPMC Bakersfield, Calif. — Granted license covering increase in power, installation of DA for D and N use and change in trans. location.

WTRN Tyrone, Pa.—Granted license covering increase in power.

WFAR Farrell, Pa.—Granted license covering increase in power.

KLLL Lubbock, Tex.—Granted license covering increase in power.

WSUX Seaford, Del.—Granted license for am station.

WFHK Pell City, Ala.—Granted license for am station.

Following were granted licenses for am stations: **KDEX Dexter, Mo.; WABL Amite, La., WTAY Robinson, Ill.**

KEED Springfield, Ore.—Granted mod. of license to change name to KEED Inc.

WBRB Mt. Clemens, Mich.—Granted mod. of cp to change name of permittee to WBRB Inc.

KWIQ Moses Lake, Wash.—Granted mod. of cp to change ant.-trans. location, change studio and remote control point (same city).

Following were granted extensions of completion dates as shown: **WTVU (TV) Scranton, Pa.,** to 7-16-56; **WLBR-TV Lebanon, Pa.,** to 7-16-56; **KRSM Yakima, Wash.,** to 7-16-56; **WCOC-TV Meridian, Miss.,** to 7-16-56; **WNLC-TV New London, Conn.,** to 7-16-56; **WKOK-TV Sunbury, Pa.,** to 7-16-56; **KXYZ-TV Houston, Tex.,** to 7-16-56; **KBID-TV Fresno, Calif.,** to 7-16-56; **KBIC-TV Los Angeles, Calif.,** to 7-16-56; **KTVQ (TV) Okla-**

FOR SALE

Equipment

25 KW LOW BAND TV TRANSMITTER

Available for immediate delivery, one 25 KW Federal Communications Laboratories TV Transmitter complete. Used about one year on Channel 2. Factory condition. No reasonable offer refused. Terms to responsible party.

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Reservations Necessary. All Classes—
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We'll match your PERSONNEL REQUIREMENTS, against the PROVEN RECORDS of qualified people.

A confidential service to Radio and TV Stations, and program producers, anywhere.

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Resumes welcome from qualified people.

homa City, Okla., to 7-16-56; KGTV (TV) Des Moines, Iowa, to 7-16-56; KSPG Tulsa, Okla., to 7-16-56; KNUZ-TV Houston, Tex., to 7-16-56; KCOA Corona, Calif., to 7-16-56; KVAN-TV Vancouver, Wash., to 7-16-56; WLVA-TV Lynchburg, Va., to 9-1-56; WFLB Fayetteville, N. C., to 4-7-56; KBAY-TV San Francisco, Calif., to 7-16-56; KCEB Tulsa, Okla., to 7-16-56.

Actions of Feb. 9

KEVL White Castle, La.—Granted license for am station.

WEW St. Louis, Mo.—Granted license covering change of ant., trans. and studio locations and operate trans. by remote control.

WYES Chateaugay, N. Y.—Granted request for cancellation of cp which authorized new am station; deletion of call letters.

WPRA Mayaguez, P.R.—Granted cp to make changes in ground system.

Following were granted extensions of completion dates as shown: **WWTV (TV) Cadillac, Mich.,** to 9-8-56; **KDWI-TV Tucson, Ariz.,** to 6-7-56.

Actions of Feb. 8

WGKA-FM Atlanta, Ga.—Granted license for fm station.

KCHA Charles City, Iowa—Granted permission to sign-off at 6 p.m. beginning March 1 and ending Sept. 30, except for special occasions, when station may remain on air up to licensed sign-off time.

WBZ-TV Boston, Mass.—Granted cp to change EPR to vis. 56.2 kw, aur. 28.2 kw, change trans. location, type of antenna and make equipment changes.

Following station was granted extensions of completion dates as shown: **WTVE (TV) Elmira, N. Y.,** to 7-16-56.

Following stations were granted authority to operate trans. by remote control: **WEZB Birmingham, Ala.; KROY, Sacramento, Calif.**

Actions of Feb. 7

WOR-FM New York, N. Y.—Granted license covering changes in licensed fm station.

WTBO Cumberland, Md.—Granted extension of completion date to 6-22-56.

Actions of Feb. 6

WABA Aquadilla, P.R.—Granted license covering change in facilities.

KTVR (TV) Denver, Colo.—Granted mod. of license to change corporate name to KTVR Inc.

WKBT (TV) La Crossee, Wis.—Granted cp to change ERP to vis. 251 kw, aur. 126 kw and make equipment changes.

Following was granted extension of completion date as shown: **WNOK-TV Columbia, S. C.,** to 8-25-56.

Action of Feb. 3

WOSU-TV Columbia, Ohio—Granted STA to operate on ch. *34 for period ending May 16.

Actions of Feb. 10

KINY-TV Juneau, Alaska—Granted STA to operate commercially on ch. 8 for period ending Feb. 24.

February 14 Applications

Accepted for Filing

License to Cover Cp

WKAQ San Juan, Puerto Rico—Seeks license to cover cp which authorized change in ant.-trans. location and make equipment changes.

WSJS-TV Winston-Salem, N. C.—Seeks license to cover cp which authorized new tv station.

KATZ St. Louis Mo.—Seeks license to cover cp which authorized change in hours of operation from D to unl., using 1 kw, and install DA-N.

Remote Control

WPIN St. Petersburg, Fla.; WYZE Atlanta, Ga.

Renewal of License

KCMS (FM) Manitou Springs, Colo.

Renewal of License Returned

KWNO-FM Winona, Minn.—Application for renewal of license returned. Incorrectly dated and filed.

SCA

KCFM (FM) St. Louis, Mo.

Modification of Cp

KHOF (FM) Glendale, Calif.—Seeks mod. of cp (which authorized new fm station) for extension of completion date.

WPNX Phenix City, Ala.-Columbus, Ga.—Seeks mod. of cp (which authorized DA-N, change trans. and studio locations and equipment changes) for extension of completion date.

WPRT Prestonsburg, Ky.—Seeks mod. of cp (which authorized change in frequency, increased power and equipment changes) for extension of completion date.

WINX Rockville, Md.—Seeks mod. of cp (as mod. which authorized change in hours and installation of DA-2) for extension of completion date.

WJKO E. Longmeadow, Mass.—Seeks mod. of cp (as mod. which authorized changed ant.-trans. and studio locations, changed station location and change from DA-D to non-DA) for extension of completion date.

WEAM Arlington County, Va.—Seeks mod. of cp (as reinstated which authorized changes in DA; change from DA-1 to DA-2) for extension of completion date.

KMAU (TV) Wailuku, T.H.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Sept. 19.

KLEW-TV Lewiston, Idaho—Seeks mod. of cp (which authorized new tv station) to extend completion date to Sept. 1.

KZTV (TV) Reno, Nev.—Seeks mod. of cp (as mod. which authorized new tv station) to extend completion date to Dec. 16.

February 15 Decisions

ACTIONS ON MOTIONS

By Comr. Richard A. Mack

Munising-Alger Bcstg. Co., Munising, Mich.—Granted petition for extension of time to Feb. 27, to file reply to "Motion to Enlarge Issues in Proceeding," filed by North Central Bcstg. Co., Munising. Action Feb. 14.

WABC New York, N. Y.—Granted petition for extension of time to Feb. 16, to file answer to pleading entitled "Reply in Opposition to Petition for Review of Ruling of Hearing Examiner" filed by **KOB Albuquerque, N. M.,** in proceeding re KOB's applications for mod. of cp and for license to cover cp as mod.

By Chief Hearing Examiner James D. Cunningham

Perry County Bcstg. Co., Hazard, Ky.—Denied "Motion for Leave to File Pleading" relating to issue of whether am application of Hazard Bcstg. Corp., Hazard, should be dismissed. Action Feb. 13.

WYES Chateaugay, N. Y.—Granted request to cancel hearing re application for cp for new am and ordered, on examiner's own motion, that said application is dismissed. Action Feb. 10.

By Hearing Examiner J. D. Bond

Rollins Bcstg. of Delaware Inc., Philadelphia, Pa.—Granted petition for continuance of hearing from Feb. 16 to April 18, re its am application and that of Franklin Bcstg. Co., Philadelphia. Action Feb. 14.

By Hearing Examiner Herbert Sharfman

Lead-Deadwood, S. D.—Ordered prehearing conference is scheduled for Feb. 27, in ch. 5 proceeding, involving applications of Black Hills Broadcast Co. of Rapid City, Lead, and Heart of the Black Hills Stations, Deadwood. Action Feb. 13.

Texas — Ordered prehearing conference is scheduled for Feb. 28, in am proceeding involving applications of Grand Prairie Bcstg. Co., Grand Prairie; Waxahachie Radio, Waxahachie; Grand Prairie Bcstg. Co., Grand Prairie; Radio Center Inc., Arlington, and Parker County Bcstg. Co., Weatherford.

By Hearing Examiner Annie Neal Huntting

Lawrenceville, Ill.—Newburgh, Ind.—Ordered prehearing conference is scheduled for Feb. 20, in am proceeding re Southern Indiana Broadcasters Inc., Newburgh, and Lawrenceville Bcstg. Co., Lawrenceville. Action Feb. 13.

By Hearing Examiner Elizabeth C. Smith

Milton, Pa.—On request of **WMLP Milton, Pa.,** extended time for filing proposed findings and conclusions to Feb. 16 and for reply findings to Feb. 23, re am application of **WARC Milton.**

By Comr. Richard A. Mack

Broadcast Bureau—Granted petition for extension of time to Feb. 24, to file response to "Petition to Enlarge Issues" filed by Hoyt C. Murphy, Salisbury, Md., Feb. 6, re his am application and that of Elizabeth and W. Courtney Evans, Salisbury. Action Feb. 14

February 15 Applications

ACCEPTED FOR FILING

License to Cover Cp

KSPT Sandpoint, Idaho—Seeks license to cover cp which authorized change in ant.-trans. and studio locations, ant. system changes, and operation of trans. by remote control.

KGHM Brookfield, Mo.—Seeks license to cover cp which authorized new am station.

WOIC Columbia, S. C.—Seeks license to cover cp which authorized increasing power from 1 kw to 5 kw and make equipment changes.

Modification of Cp

WJNO-TV West Palm Beach, Fla.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Sept. 15.

WCKG (TV) New Orleans—Seeks mod. of cp (which authorized new tv station) to extend completion date to June 15.

KTBS-TV Shreveport, La.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Sept. 1.

Renewal of License

KLVC Leadville, Colo.; KOBK Owatonna, Minn.; KNDC Hettinger, N. D.

Remote Control

KOWH Omaha, Neb.

UPCOMING

FEBRUARY

Feb. 20: Senate Interstate & Foreign Commerce Committee resumes hearings in investigation of tv networks and uhf-vhf problems.
Feb. 20: RAB Clinic, Roanoke, Va.
Feb. 20-22: Conference of State Broadcaster Assn. Presidents, Statler Hotel, Washington.
Feb. 21: RAB Clinic, Richmond, Va.
Feb. 22: Annual Voice of Democracy Awards Luncheon, Shoreham Hotel, Washington.
Feb. 23: NARTB Convention Committee, NARTB Hdqrs., Washington.
Feb. 23: RAB Clinic, Washington, D. C.
Feb. 23-25: Annual Western Radio & Tv Conference, San Francisco.
Feb. 24: RAB Clinic, Baltimore.
Feb. 27: RAB Clinic, Miami.
Feb. 28: RAB Clinic, Jacksonville, Fla.
Feb. 29: RAB Clinic, Columbia, S. C.

MARCH

March 1: RAB Clinic, Atlanta.
March 2: RAB Clinic, Birmingham, Ala.
March 2-3: Midwestern Adv. Agency Network, Business Meeting & Competitive Display, Drake Hotel, Chicago.
March 2-4: Hi-Fi Fair, Shoreham Hotel, Washington.
March 3: Michigan AP Broadcasters Assn. Newsmen's Workshop, Kellogg Center, East Lansing, Mich.
March 5: RAB Clinic, Nashville.
March 6: RAB Clinic, Memphis.
March 7: RAB Clinic, New Orleans.
March 8: RAB Clinic, Houston.
March 9: RAB Clinic, Dallas.
March 10: Michigan State U. Dept. of Speech 11th Annual Radio-Tv Conference, East Lansing.
March 12: RAB Clinic, Burlington, Vt.
March 13: RAB Clinic, Boston.
March 14: RAB Clinic, Pittsburgh.
March 14-16: Assn. of National Advertisers Spring Meeting, The Homestead, Hot Springs, Va.

BROADCASTING • TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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Please send to home address — —

Reason Why

THE ABUNDANCE, not to say superfluity, of weeks devoted to various promotions is such that we suspect most people would appreciate a week confined simply to the celebration of Sunday, Monday, Tuesday, Wednesday, Thursday, Friday and Saturday.

This week, however, is of exceptional importance to anyone who has anything to do with radio and television—including the audience. It is National Advertising Week.

Without advertising, of course, there would be no radio or television—or at least not the kind of wonderful, free, enlightening and entertaining radio and television we have today. So there is considerable self interest to the radio-tv business community in the celebration of National Advertising Week. But there is an equal amount of public interest in the occasion too.

We hope that all radio and television stations will take the opportunity to tell their audiences this week—with good, solid, reason-why copy—how important advertising is to the U. S. economy and why it is a primary influence in the creation of prosperity. In fact, it would be a good idea to do that at least once every week in the year.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"The station says there's nothing wrong with our color set . . . their faces are purple!"

The Slight of 315

THERE IS a chance that some of the idiocy may be removed from the laws governing political broadcasting.

The chance lies in an amendment of Sec. 315 of the Communications Act to permit the unrestricted appearance of political candidates on radio and television news and discussion programs—without imposing on broadcasters the obligation to afford equal opportunity for rival candidates.

The purpose of the amendment, which was originally proposed by Frank Stanton, CBS Inc. president, is to give networks and stations an opportunity to cover political developments of major parties and candidates without having to give equal attention to splinter interests and the downright frivolous candidates that crop up in every election year. As Dr. Stanton has pointed out, it was impossible for broadcasters to provide adequate news and discussion coverage of the two major candidates for President in 1952, for each time Gen. Eisenhower or Mr. Stevenson appeared, broadcasters were required by law to make similar arrangements available to 16 other candidates who were running—or crawling, it might be better said—in the same race.

The Stanton amendment is now before the House and Senate, and has been the subject of hearings in the House [B•T, Feb. 6, 13]. It was eloquently advocated by Richard Salant, CBS staff vice president, and endorsed with slight reservation by Paul Butler, chairman of the Democratic National Committee. It was opposed by the majority of the FCC and supported by one dissenting Commissioner, John C. Doerfer.

Last week, with commendable business statesmanship, NBC formally endorsed the bill proposed by its chief competitor.

But so far there has been an embarrassing silence from other broadcasting interests. Broadcasters stand to benefit most from adoption of the amendment; yet among them only CBS and NBC have commented on it.

Why all the silence?

There are elements of indifference, inertia, and, we must assume, suspicion behind the silence.

It is known that the NARTB board decided not to take a stand as an association for fear that some NARTB members would rather operate under existing laws—which largely relieve the broadcaster of the need to use his own editorial judgment. We would hate to think that the board members were correct in that assumption.

In the absence of an official view by the broadcasters' association, one would hope for individual expressions by its members and by non-member radio and tv stations.

We suggest that rivalries be suppressed for the moment and that broadcasters try—for appearance's sake if nothing more—to show a little interest in a vital and timely problem. Even if they oppose the measure, they should state their reasons for opposing it.

The Stanton amendment is by no means a complete formula for ridding radio and television of the regulations that are arresting their growth as media of enlightenment. The ultimate goal, of course, must be repeal of all restrictions of Sec. 315.

As a practical matter, there is no chance of wiping Sec. 315 off the books now or in the predictable future. The best that can be achieved is a modification of the kind now under consideration.

If the proposed amendment passes, broadcasters will have the freedom to present comprehensive and intelligent reports on major political developments in this political year. They will have a chance to make a record on which they can stand later in what must be the inevitable effort to remove all the artificial and growth-inhibiting restraints of the political broadcasting law.

They will have no chance to make any kind of record, however, now or for many years, if they fail to express a mature desire to assume the responsibilities which would be theirs under the proposed amendment.

Clear Track Ahead

RECENT decisions of the Circuit Court of Appeals in Washington appear to remove most of the roadblocks in the path of prompt consideration by the FCC of revised television allocations, as proposed in its rule-making order of Nov. 10. They seem to dispel the spectre of a new freeze.

In several recent decisions, three-judge panels of the court—second highest in the land—have reasoned that the tribunal should not substitute its judgment for that of the expert FCC, in the absence of conclusive showing of arbitrary or capricious action.

Last week, the court, with a panel splitting 2-1, washed out three petitions for orders to stay vhf grants made by a majority of the Commission in three cities in which deintermixture pleadings had been filed. The majority found that no irreparable injury could be ascribed, since the protesting uhf stations knew as far back as 1952 that the FCC had ear-marked vhf assignments in these markets and they did not protest or intervene at that time.

Heretofore, this same court (or panels thereof) has been rough with the FCC, turning it around almost invariably on the ground that appropriate evidentiary hearing had not been accorded the complainants, usually in derogation of Section 309 (c) which provided for an automatic hearing on economic grounds. That iniquitous section now has been modified, to give the FCC a degree of discretion in determining whether such hearings should be authorized.

The FCC, because of the actions of Congress and the Courts, now has a clear track ahead. There can be no excuse for undue delays in the handling of pending cases awaiting decision or in the devising of a modified tv allocation plan to which it is committed under its Nov. 10 rule-making order.

KWK-TV IS TOPS IN ST. LOUIS.

IN ADDITION TO THE REGULAR CBS BASIC NETWORK MANY OTHER TOP-FLIGHT SHOWS ARE PROGRAMMED ON KWK-TV's SCHEDULE

Here are just a few:

DISNEYLAND 5:00-6:00 PM Sunday
MICKEY MOUSE CLUB 5:00-6:00 PM Monday thru Friday
HOP-A-LONG CASSIDY 5:00-6:00 PM Saturday
GIL NEWSOME SHOW 4:00-4:30 PM Monday thru Friday
LITTLE RASCALS 4:30-4:50 PM Monday thru Friday
ANNIE OAKLEY 4:00-4:30 PM Saturday
STEVE DONAVAN, WESTERN MARSHALL 4:30-5:00 PM Saturday
FABIAN OF SCOTLAND YARD 4:00-4:30 PM Sunday
JUDGE ROY BEAN 4:30-5:00 PM Sunday
WATERFRONT 10:00-10:30 PM Monday
MAKE ROOM FOR DADDY 10:30-11:00 PM Monday
FOLLOW THAT MAN 9:30-10:00 PM Tuesday
WARNER BROTHERS PRESENTS 10:00-11:00 PM Tuesday
MASQUERADE PARTY 10:00-10:30 PM Wednesday
CAVALCADE OF AMERICA/DEATH VALLEY DAYS 10:30-11:00 PM Wednesday
HIGHWAY PATROL 9:30-10:00 PM Thursday
ETHEL & ALBERT 10:00-10:30 PM Thursday
M-G-M PARADE 10:30-11:00 PM Thursday
CROSS CURRENT 9:30-10:00 PM Friday
DAMON RUNYON THEATRE 10:00-10:30 PM Friday
BIG TOWN 10:30-11:00 PM Friday

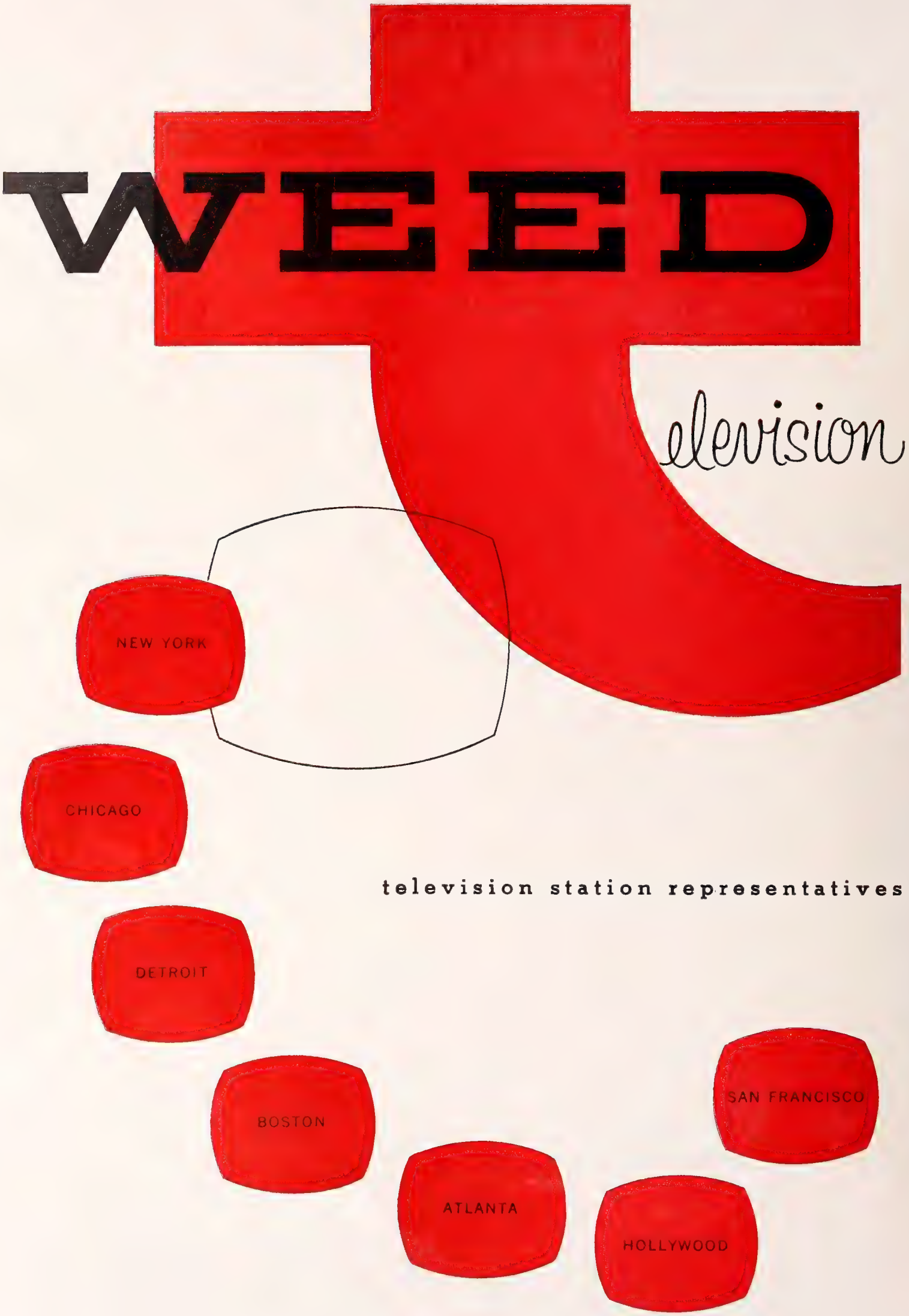
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25TH year

THE NEWSWEEKLY OF RADIO AND TV

316 KW

That's maximum power in the rich market of

RICHMOND

Petersburg and Central Virginia

In addition to top power, WXEX-TV has maximum tower height —1049 ft. above sea level; and 943 ft. above average terrain . . . more than 100 ft. higher than any station in this market. WXEX-TV is the basic NBC-TV station; and there are 415,835 TV families in its coverage area. Let your Forjoe man give you all the details about this great buy.

WXEX-TV

Tom Tinsley, President Irvin G. Abeloff, Vice-President

Represented by Forjoe & Co.



the Wheeling market is BIGGER than you think!

When you think of Wheeling, be sure you get the COMPLETE PICTURE! Wheeling is the hub of a market area with a radius of 30 miles. The market includes 37 cities and towns having a population of 2,500 or more. 88 per cent of the people in the Wheeling retail market live outside of the city. The Wheeling market covers a wide area, like Boston; straddles three states, like Huntington; is bisected by a river, like Minneapolis and St. Paul; is bordered by busy suburbs, like Chicago. Remember, Wheeling is NOT a Southern town—actually it is farther north than Philadelphia—farther east than Cleveland!

Diversified Industry and Skilled Manpower are on the march in this rich industrial heartland. Latest figures show 416,210 families, consisting of 1,409,300 people, with a combined spendable income of $1,973,985,000—an average of $4,742 per household!

The Wheeling market is a BIG market, and the BIG advertising medium to reach this thriving industrial area is WTRF-TV Wheeling. By every accepted method of audience measurement, WTRF-TV is the dominant station.

In any campaign aimed at America's TOP markets, remember the booming Upper Ohio Valley, and the most dominant advertising medium, WTRF-TV Wheeling!

JUST HOW FAST CAN A MARKET GROW?

The spectacular rise in industry and population in the Wheeling-Steubenville market has been truly amazing. During the past three years, industries have invested 325 MILLION DOLLARS in new plants and expansion in this fertile manufacturing area! For the NEXT three years, proposed expenditures for the Upper Ohio Valley total 450 MILLION DOLLARS—and these Ohio Valley Industrial Corporation estimates are considered *conservative!* There are planning experts who believe that the six-year total, conservatively pegged at 775 MILLION, may reach *ONE BILLION DOLLARS* before the end of this period!

Diversified American industries have faith in the industrial future of the "rich Ruhr Valley of America!" It is rapidly looming as one of the most important manufacturing areas in the nation!

wtrf NBC **tv**

Wheeling 7, West Va. CHANNEL 7

For availabilities, call Hollingbery, Bob Ferguson, VP and General Manager, or Needham Smith, Sales Manager, Wheeling 1177

KGUL-TV
Galveston, Texas

1st
IN THE HOUSTON AREA ARB*
(January, 1956)

WITH THESE NUMBER ONE SHOWS

#1 Half-Hour Participating Program
Monday thru Friday
"My Little Margie"
6 P. M.

#1 Late Evening Participating Show
Monday thru Friday
"The Late Show"
10:30 P. M.

#1 Farm Program
Monday thru Friday
"Rural Reveille"
6:30 A. M.

#1 Night Time Feature Film
"Weekend Theatre"
Friday at 10:30 P. M.

#1 Unduplicated audience for any multi-weekly program
Monday thru Friday
"My Little Margie" 6 P. M.



These top rated shows **sell** for your clients: all are available on a participating basis. Plan now to include these outstanding buys in your spot programs. See your CBS-TV Spot Sales Representative today.

kgul TV

CHANNEL ELEVEN

CBS

SELLING GALVESTON, HOUSTON AND THE TEXAS GULF COAST MARKET

* Houston Area ARB covers Galveston, Harris, Brazoria, Chambers, Fort Bend, Liberty, Montgomery, and Waller Counties.

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

KRLD-TV

TELECASTING FROM TEXAS' TALLEST TOWER.....

1685 FEET ABOVE AVERAGE TERRAIN



Reaches the owners of more than

1,000,000

motor vehicles who spend each year in excess of

$758,792,000

for automotive needs in the

TOP 'O TEXAS MARKET

Figures from official registrations and U. S. Census of Business for 1954.

KRLD-TV *No other medium sells the Top O' Texas Market like . . .*

The BIGGEST buy in the BIGGEST market in the BIGGEST State

CBS

Channel 4, Dallas
MAXIMUM POWER

Owners and operators of KRLD, 50,000 Watts
The Times Herald Station . . . The Branham Co., Exclusive Representative.

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

closed circuit®

PARTY GIRL • Reggie Schuebel, president of Reggie Schuebel Inc., New York, consultant to agencies on radio and tv, will figure prominently in broadcast planning of Democratic party's presidential and congressional campaign through Norman, Craig & Kummel Inc., New York agency handling Democratic National Committee account [B•T, Jan. 30]. Miss Schuebel, one of Madison Avenue's best known buyers prior to setting up her own organization several years ago, was formerly time-buying chief of Duane Jones and Biow Co.

B•T

POSSIBLE solution to problem of feeding delayed network colorcasts to West Coast stations is seen by NBC-TV executives in new development of fast color film processing by KOMO-TV Seattle (see story page 84). New KOMO-TV system, which is simple adaptation of commercial color developing techniques, processes high-quality color film in 90 minutes.

B•T

LITERARY CRITICISM •Article by FCC Comr. Robert E. Lee on subscription tv, to appear in *Look*, on newstands March 6, takes "Let's try it" approach advocated by him last week in news conference following his speech before N. Y. Radio-Television Executives Society (see page 32). While Comr. Lee makes it clear he speaks only for himself and not FCC, there is lifting of eyebrows by toll tv opponents as to propriety of commissioner expressing his views in advance of formal consideration by quasi-judicial body. Mr. Lee, however, checked lawyers before writing piece and satisfied himself he wasn't going afield, since he had read all pleadings filed with FCC.

B•T

LOOK *article, it's understood, will be given wide distribution by toll tv advocates, who reportedly were poised to launch big offensive for both congressional and FCC action in line with Comr. Lee's advocacy of test. Article carries banner head reading "Let's Give the Public a Chance at Pay Tv." Subhead reads: "Besides the programs they now see free, viewers may want to pay for shows they cannot now get." Then there's this bang line quoting from Lee article: "I would like to see tv audiences given the opportunity to vote for or against pay tv."*

B•T

TV ECONOMIST • Best bet to be economist of Senate Commerce Committee's *ad hoc* "engineering" committee, scheduled to work out prospective tv allocation plan [B•T, Jan. 30], seems to be Sidney S. Alexander, CBS Inc. economic adviser since 1952. Dr. Edward L. Bowles, MIT professor of electrical engineering and chairman of *ad hoc* committee, has made no bones he wanted someone of Mr. Alexander's calibre. Mr. Alexander's resignation from CBS was announced last month; he will assume professorship in MIT's School of Industrial Management July 1. He is considered architect of CBS tv allocations plan which is predicated on assigning at least three comparable (vhf mainly) outlets in first 100 markets [B•T, Oct. 17, 1955].

B•T

DURING questioning of FCC commissioners by Senate Interstate & Foreign Commerce Committee last Monday, senators were trying to get description of relative positions of three major television networks. Sen. Charles E. Potter (R-Mich.) finally came up with analogy to auto industry, with which he is familiar as Michigan legislator "Oh," he said in aside, "then ABC is sort of the Chrysler of television."

B•T

TV SPOT REPORT • Issuance of first comprehensive report on spot advertising expenditures in television now slated for April. TvB and N. C. Rorabaugh Co., co-sponsors of compilation project, had hoped to release in March but have decided on further check of all figures to insure accuracy throughout. Spending of top spot tv users has been re-checked, but reviewing smaller ones will take some weeks yet. Report will show 1955 last-quarter expenditures by advertiser and by product category.

B•T

TO GET action at current session of Congress on proposal to allow unrestricted appearance of political candidates on radio and tv political news and discussion programs, as proposed by CBS Inc. President Frank Stanton, some compromise might have to be evolved. Motion in informed quarters on Capitol Hill is that favorable action would be likely if amendment was confined to presidential and vice presidential candidates, rather than all candidates for public office. Then, with more time at next session, further refinements might be possible. Proposal along those lines is being drafted by Senate Majority Leader Lyndon Johnson (story page 7).

B•T

PEPSODENT SMILE • Biggest boost to radio in months came last week from Lever Bros. Co. Thomas Edward Hicks, vice president of Pepsodent Division, wrote stations as follows: "Just a note to congratulate and thank you. More Pepsodent tooth paste moved on to consumers in January than any month in the past year. This is a tribute to you, our other consumer salesmen, and the product itself."

B•T

TO CLEAR up any misunderstanding on action of NARTB Committee on Radio Board Composition and Elections, chairman Richard M. Brown, KPOJ Portland, Ore., reports committee unanimously recommended to NARTB Radio Board that referendum vote be taken on proposal to eliminate at-large directors (small, medium, large and fm stations) from that board. Committee also considered but voted down proposal to reduce number of district directors (one for each of 17 districts), contrary to circulated reports, Mr. Brown avers.

B•T

LOST IN SHUFFLE? Fm broadcasters, aroused again over their lot, are beginning to talk up formation of their own trade group to protect allocations from encroachment by tv or outside industry users. They contend they have been rebuffed by NARTB in effort to have association plead fm case before FCC and Congress, on ground that fm is "specialized" interest in conflict with views of other segments of NARTB membership. NARTB's fm directors, Ed Wheeler, WEAW-FM, Evanston, Ill., and H Quenton Cox, KQFM (FM) Portland, Ore., now are pondering next move. They argue that when NARTB absorbed Fm Assn. in 1949, firm commitment was made to fight fm's legislative and allocations battles and to promote medium.

B•T

PROCTER & GAMBLE said to be advertiser that has sparked discussion by CBS Television Spot Sales and stations of 30-second spot announcement proposal (see story, page 85). P & G reportedly has been sounding out stations and networks on possibility of its use in place of 20-second spot plus 10-second ID, through Biow Co., one of P & G's agencies.

B•T

MARKUP AT ABC-TV • New rate card is expected to be issued by ABC-TV soon. Network is understood to have been sounding out affiliates for views, new rates, etc., and although details are not yet firm it's expected to be completed for issuance around March 1. With customary six-month protection to present sponsors, this would make new card effective for all advertisers in time for start of 1956 fall season.

B•T

NEW WRINKLE in its sales technique reportedly is being tried by NBC sales staff to sell children's shows: salesmen are provided with kinescopes of children's tv programs and projectors to show them on their calls to prospective advertisers and their agencies.

B•T

TIMEKEEPERS • Five-man subcommittee to study problems of daylight broadcasters expected to be named today (Mon.) or tomorrow by Sen. John J. Sparkman (D-Ala.), chairman of Senate's Select Small Business Committee.

BIG

is the word for the COVERAGE WDGY's 50,000 watts give you in MINNEAPOLIS-ST. PAUL



. . . and WDGY has an almost perfect-circle signal daytime. Watch what happens to radio listening when Mid-Continent programming, ideas, music and news fill the Twin Cities air. Call WDGY General Manager Stephen Labunski or Avery-Knodel.

WDGY

50,000 watts
Minneapolis-St. Paul

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

WDGY, Minneapolis-St. Paul
Represented by
Avery-Knodel

KOWH, Omaha
Represented by
H-R Reps, Inc.

WHB, Kansas City
Represented by
John Blair & Co.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

at deadline

Sen. Johnson Drafting Bill To Amend 'Equal Time' Proviso

SENATE Majority Leader Lyndon B. Johnson (D-Tex.) said on Senate floor Friday he is drafting bill which among other things would amend Sec. 315 (a) "equal political time" provisions of Communications Act.

Sen. Johnson's bill would allow radio-tv licensees and networks to provide time to presidential candidates of two major political parties, or any third party which develops large following, without being required to furnish equal time to small minority parties or splinter groups. Third party, to qualify for equal time with two major parties, would have to poll substantial percentage of votes of immediate past presidential election or present petition with enough names to show it has significant following.

Johnson proposal is similar to CBS President Frank Stanton's proposal, now before Senate and House, except for these differences: Johnson bill would apply to presidential candidates only while Stanton plan applies to all candidates; Johnson bill applies to all programs, while Stanton proposal applies to debate, forum, news interview and similar formats; Johnson bill guarantees equal time to presidential candidates of major parties, whereas Stanton plan leaves equal time discretion to broadcaster.

It was understood Sen. Johnson's bill, package proposal, also would raise present legal ceilings on amounts that may be spent on behalf of candidates and provide certain income tax deductions for political contributions.

Stark Asks Comr. Lee Be Disqualified on Pay Tv

DEMAND that FCC Comr. Robert E. Lee be disqualified from all further participation on subject of subscription television because he allegedly has prejudged issue made Friday by Abe Stark, president of New York City Council, in telegram to FCC Chairman George C. McConnaughey. Mr. Stark, sponsor of resolution opposing pay television adopted by city council on Feb. 14 [B•T, Feb. 20], acted after Comr. Lee told meeting of Radio & Television Executives Society that he favored dispensing with public hearing on toll tv and authorizing system immediately on trial basis (see page 84).

Antell Names Venze Assoc. To Succeed Product Services

CHARLES ANTELL Inc (cosmetics), Baltimore, said Friday it has appointed Paul Venze Assoc., Baltimore, as agency, effective immediately. Firm said it terminated contract with Product Services, N. Y., because of difference of opinion over establishing Baltimore office for Product Services.

Antell claim was challenged by Les Persky, president of Product Services, who told B•T client had never discussed such plans, and that agency, not client, had severed relationship because of new internal management changes.

New agency will be staffed by former ABC vice president Ted Oberfelder, who becomes vice president in charge of radio-tv; Dan Rubin, formerly of Pringle-Gotthelf Assoc., New York, as production chief; Bill Shepherd, Charlie Weingart, Charles Finkelstein and Bernice Freiberg.

WILD BLUE YONDER

DISC JOCKEY feud was climaxed last Friday when WSUH Oxford, Miss., D. J. Allan English, asked CAA for permission to scatter 25,000 Confederate flags over Chicago today (Mon.) English plans his "air raid" in retailiation for flight over Jackson, Miss., sponsored by WGES Chicago Negro disc jockey Al Benson. Benson, saying he feared violence to himself, hired two white men to shower 5,000 copies of U. S. Constitution on Jackson to emphasize Supreme Court anti-segregation ruling.

English says he will raid Chicago at noon today. He plans to drop 5" x 7" paper flags over Loop, and, if his ammunition holds out, the lake front. He has assured CAA that he intends to follow every safety rule.

CBS Buy of Second Uhf, WGTH-TV Hartford, Approved

WITH single dissent, FCC Friday approved sale of ch. 18 WGTH-TV Hartford from RKO Teleradio Pictures Inc. to CBS for $650,000. FCC Comr. Robert T. Bartley dissented. Hartford purchase, CBS' second acquisition of uhf outlet (first was ch. 19 WXIX-TV Milwaukee, Wis.), has been pending since July 1955.

Comr. Bartley said he voted against approval because he feared undue concentration and restraint of competition in Hartford market; also claimed purchase circumvents purpose of "5 and 2 rule" (permitting same company to hold seven tv stations but not more than five in vhf band).

Still pending FCC approval is $600,000 purchase of WKNB-AM-TV New Britain, Conn., by NBC. WKNB-TV is ch. 30 outlet.

'Color Tv City' Finding To Be Released This Week

RESULTS of first "Color Tv City" survey—being financed jointly by BBDO and NBC—expected to be announced early this week. Study will be conducted twice yearly, it was understood. First study reportedly covered approximately 3,500 black-and-white homes. BBDO is especially interested in effect of color commercials for its clients. Agency and network also will use study as guide as color use progresses.

Loew's Considering Sale Of M-G-M Movie Library

SPOKESMAN for Loew's Inc. told B•T Friday that company is making "careful study" of possible tv use of Metro-Goldwyn-Mayer library of 1,000 feature films and 1,100 shorts, but declined to name any organizations with which it is negotiating for sale of old films. Subject was brought up at Loew's annual meeting of stockholders in New York last Thursday, with Arthur Loew, president, reporting that company is discussing sale of films for tv use with several interested parties and believes that "earnings from this source will be substantial very soon."

BIG BLAST BY BUICK • Buick, through Kudner Agency, N. Y., preparing four-day radio spot announcement campaign starting April 4 in approximately 165 markets.

P&G IN 80 • Procter & Gamble, Cincinnati, for its Spic and Span cleanser, preparing television spot announcement campaign to be run in nearly 80 markets starting March 12. Usual P&G " 'til forbid" contract will be used. Biow Co., N. Y., is agency.

COFFEE TIME • General Foods, N. Y., for its Yuban coffee, will use radio-television spot announcement campaign effective early in March in about 15 west coast markets. In addition, firm will place television spot campaign in 35 markets in east and central zone for regular Maxwell House, starting early in March. For its instant Maxwell House, nearly 80 tv markets have been added to 60 already lined up for saturation spot campaigns which started Feb. 20 and 27, depending on market, plus 10 radio markets. Benton & Bowles, N. Y., is agency.

RADIO AGAIN FOR KENT • Kent cigarettes, N. Y., is considering radio spot announcement campaign similar to one used last year in 10 major markets. If current plans are approved, schedule would start about March 12 in seven major markets and run through end of year. Young & Rubicam, N. Y., is agency.

TEMPO UP • Clapp Baby Food, N. Y., increasing frequency of spot activity in 18 markets where it currently carries spot annodncements, effective March 12 and running 22 to 24 weeks, depending on market. Young & Rubicam, N. Y., is agency.

Three Directors Elected To NARTB Radio Board

THREE DIRECTORS were elected automatically to NARTB Radio Board Friday when group of nominees made choices in case of two or more nominations, plus withdrawal of five names from balloting (early story page 50). Elected automatically were Robert B. Hanna, WGY Schenectady, Dist. 2 (Michael R. Hanna, WHCU Ithaca, N. Y., refused nomination for Dist. 2 or medium at-large director); John F. Patt, WJR Detroit, re-elected at-large director for large stations (Clyde W. Rembert, KRLD Dallas, only other nominee, withdrew); Merrill Lindsay, WSOY-FM Decatur, Ill., fm at-large director (Ben Strouse, WWDC-AM-FM Washington, other nominee withdrew to enter race for medium director).

These other directors nominated to more than one post made selections as follows: J. Frank Jarman, WDNC Durham, N. C., present medium director, entered the medium race instead of Dist. 4; Fred A. Knorr, WKMH Dearborn, Mich., took Dist. 8 over medium; Ben Sanders, KICD Spencer, Iowa, took Dist. 10 over small stations; Jack Younts, WEEB Southern Pines, N. C., took Dist. 4 over medium.

Directors who refused nomination, besides Messrs. Rembert and Hanna, were Calvin J. Smith, KFAC Los Angeles, Dist 16 (incumbent district director); Lawrence H. Rogers, WSAZ Huntington, W. Va., medium, and E. S. Whitlock, WRNL Richmond, Va., Dist. 4.

in 91* counties...

REGIONAL RADIO

WOW IS 1ST

Every Minute
of the Broadcast Day!



*514,600 Radio Families!

SOURCE: Nov., 1955 Pulse Area Report

WOW has **MORE** listeners in **ALL** 502 quarter-hours of the broadcast week than any of the other 63 stations in the 91-county area!

WOW has 100% **MORE** Listeners in 207 of these quarter hours!
WOW " 200% " " " 118 " " " "
WOW " 300% " " " 16 " " " "

. . . and WOW beats the 2nd station by at least 50% in 150 of the remaining 161 quarter-hours!

Monday thru Friday (6 AM to 6 PM), WOW beats the 2nd station 2½ to 1

FRANK P. FOGARTY
Vice President & Gen'l Mgr.

BILL WISEMAN
Sales Manager

JOHN BLAIR & CO.
Representatives

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO RADIO 810 kc. CBS	KCMO TV Channel 5 CBS	WHEN RADIO 620 kc. ABC	WHEN TV Channel 8 CBS	KPHO RADIO 910 kc. ABC	KPHO TV Channel 5	WOW RADIO 590 kc. CBS	WOW TV Channel 6 CBS

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. — BLAIR TV, INC.

MEREDITH *Radio and Television* STATIONS
affiliated with **Better Homes and Gardens** and **Successful Farming** magazines

at deadline

FCC Orders Tv Booster Off Air, Asserts Jurisdiction

COMPROMISING stand that unauthorized tv booster operation in Bridgeport, Wash., is in violation of Communications Act enunciated by FCC Friday. In ordering Bridgeport community booster to cease and desist, FCC reversed examiner who held that since boosters performed public service and caused no interference, no cease and desist order should be issued [B•T, Oct. 24, 1955]. Commission emphasized Communications Act was established to maintain government "control" over all channels of interstate and foreign radio transmissions, including interstate transmissions where interference resulted. Commission said Bridgeport booster caused interference there with direct reception of two Spokane vhf stations (KXLY-TV ch. 4 and KHQ-TV ch. 6).

Case resulted from operation of number of unlicensed booster outlets in Washington state. Bridgeport decision presumably applies to others in Chehalis Valley region of northwest.

However, FCC last month issued proposed rule-making to establish new service using "translators"—low power stations which would receive big city signals, amplify them and rebroadcast them on upper uhf bands [B•T, Jan. 16]. Comments on this proposal are due March 5—same day cease and desist order against Bridgeport booster becomes effective.

Hearing Set March 26 On Rochester Protest

SHARETIME Rochester, N. Y., ch. 10 tv stations WHEC-TV and WVET-TV will remain on air while hearing is held on protest by WSAY Rochester (Gordon P. Brown). FCC Friday scheduled hearing on long controverted protest for March 26. Commission granted ch. 10 sharetime outlets in 1953, denied WSAY protest which followed. Court of Appeals remanded case to FCC last December [B•T, Dec. 26, 1955], said hearing should have been held. Under old Sec. 309 (c) rules FCC was required to stay grants' effectiveness; however Congress early in January revised rule to give Commission discretion. Commission declared it was in public interest to maintain service. WSAY had asked appeals court to cite Commission for contempt because it failed to take stations off air under old rules, but court dismissed motion. Among issues in hearing are diversification, whether sharetime agreement is in public interest, whether WVET-TV is financially qualified, commercial practices of sister station WVET, and rebroadcast rules.

FCC Approves WCBR Sale; WKTM Sold for $50,000

APPROVAL has been given by FCC to sale of WCBR Memphis, Tenn. (1 kw on 1480 kc) by Chickasaw Broadcasting Co. to Jules J. Paglin and Stanley W. Ray for $10,250 and assumption of $60,500 in obligations. Station will change call letters to WLOK April 1. Messrs. Paglin and Ray already own or control WBOK New Orleans, WXOK Baton Rouge, La., KAOK Lake Charles, La., and KYOK Houston, Tex. Sales approval was one of nine announced Friday by FCC.

WKTM Mayfield, Ky., was purchased by Mr. and Mrs. Fred Thomas, Benton Harbor, Mich., for total consideration of $50,000, it was announced Friday. Sale subject to usual FCC approval. Station, owned by Michael R. Freeland and John M. Latham, operates on 1050 kc with 1 kw, daytime. Thomases plan to move to Mayfield and actively operate station. Paul H. Chapman, Atlanta station broker, negotiated transaction.

Stevenson Gets Free Time On Conn. Stations, NBC-TV

FREE radio-tv time figures prominently in latest campaign activities of Adlai E. Stevenson, seeker of Democratic presidential nomination. WTIC and WGTH, both Hartford, Conn., were to donate 30 minutes of free air time Saturday night to Democratic State Committee of Connecticut for pick-up of Mr. Stevenson's speech in that city. In New York, state-wide Stevenson for President Committee placed Mr. Stevenson on NBC-TV's *Today* tomorrow (Tues.) morning for "gratuitous appearance." NBC spokesman said Friday that although gratis, Mr. Stevenson's appearance would be regarded as political broadcast.

Biggest Buy for Robert Hall

IN LINE with largest expansion in history, Robert Hall Clothes reported Friday it will launch heaviest radio-tv spot announcement campaign for single month during March in 130 cities where 220 retail stores are located. Through Frank B. Sawdon agency, Robert Hall has scheduled 8,000 spot announcements per week on radio and 1,200 tv announcements weekly, calling attention to opening of 20 new stores in Los Angeles, St. Louis, Fort Worth and San Antonio and tying in expansion with new spring clothes offered by company.

CBS-TV, Screen Gems Pact

CBS-TV reported Friday that agreement has been reached with Screen Gems, under which SG will produce eight 1½ hour films for network's *Playhouse 90* series to be broadcast next fall. Although complete details were not released, it is reported that each film will cost about $150,000 and financing will be arranged entirely by CBS-TV, with Screen Gems sharing in ownership. Final contract papers to be signed shortly.

UPCOMING

Feb. 27-March 1: Senate Interstate & Foreign Commerce Committee resumes hearings in investigation of tv networks and uhf-vhf problems, U. S. Capitol.

Feb. 27: House Antitrust Subcommittee exploratory hearings, on monopoly in regulated industry, 10:30 a.m., room 346, Old House Office Bldg.

March 2-3: Midwestern Adv. Agency Network business meeting and competitive display, Drake Hotel, Chicago.

March 2-4: Hi-Fi Fair, Shoreham Hotel, Washington.

For other Upcomings see page 133.

PEOPLE

HERBERT B. LAZARUS named general counsel of American Broadcasting-Paramount Theatres, succeeding late Walter W. Gross [DEADLINE, Feb. 20], Leonard H. Goldenson, AB-PT President, is announcing today (Mon.). Mr. Lazarus has been with AB-PT and previously with Paramount Pictures since 1933 in various legal capacities.

STUART M. KELLY named vice president and assistant national television manager of Paul H. Raymer Co., N. Y., station representative, board announced Friday. Mr. Kelly had been account executive with Raymer for several years and previously had been with O. L. Taylor Co., N. Y.

F. G. STROBEL, creative art director at Walker B. Sheriff Inc., Chicago, elected vice president.

CLYDE L. CLEM, director of audience promotion, NBC, to Grant Adv., Detroit, as radio-tv account executive for Dodge.

RICHARD H. CLOSE, manager of represented stations, NBC Spot Sales, named director.

RALPH ELLIS, sales manager of National Film Board of Canada, named general manager of Fremantle of Canada, Toronto, distributor of tv film series.

E. ROBERT NASHIK, advertising and promotion manager, WGBS-TV Miami, named "Advertising Personality of the Year" by Advertising Club of Greater Miami.

WIRI (TV) Sale Approval Asked

APPLICATION filed Friday for FCC approval of $500,000-plus purchase of WIRI (TV) Lake Placid (Plattsburg), N. Y., by mulitple radio station owner Rollins Broadcasting Inc. [B•T, Feb. 20]. Ch. 5 WIRI is NBC, ABC affiliate and is associated in ownership with WIRY Plattsburg. Great Northern Tv Inc., WIRI permittee, showed total assets of $440,256 and total current liabilities of $388,989 as of Dec. 1, 1955.

FCC Denies Madison Stay

REQUEST that Commission's grant of Madison, Wis., ch. 3 to WISC there be stayed pending reconsideration appeal, submitted by ch. 39 WTVO (TV) Rockford, Ill., denied by FCC Friday. Commission said it would not be in public interest to delay bringing vhf service to Madison area, also said its deliberations on WTVO plea for reconsideration will not be affected.

New Am for Albuquerque

NEW am station in Albuquerque, N. M. (1450 kc, 250 w, with remote control) granted by FCC Friday to B&M Broadcasters (E. Boyd Whitney, KQUE Albuquerque announcer, and D. K. MacGregar, grocer). Grantees plan to spend more than $18,250 to build, $42,000 operating yearly. Grant conditioned on Mr. Whitney serving connection with KQUE.

Ch. 8 Asked for Guam

PETITION was filed with FCC Friday to assign ch. 8 to Agana, Guam, by KUAM that city (Harry M. Engel Jr.). Tv on Navy bastion in Pacific was subject of major protest by Mr. Engel last year when it became known Defense Dept. was planning military tv on ch. 8 there. Petition indicated that when vhf channel is assigned to island, KUAM would apply for it.

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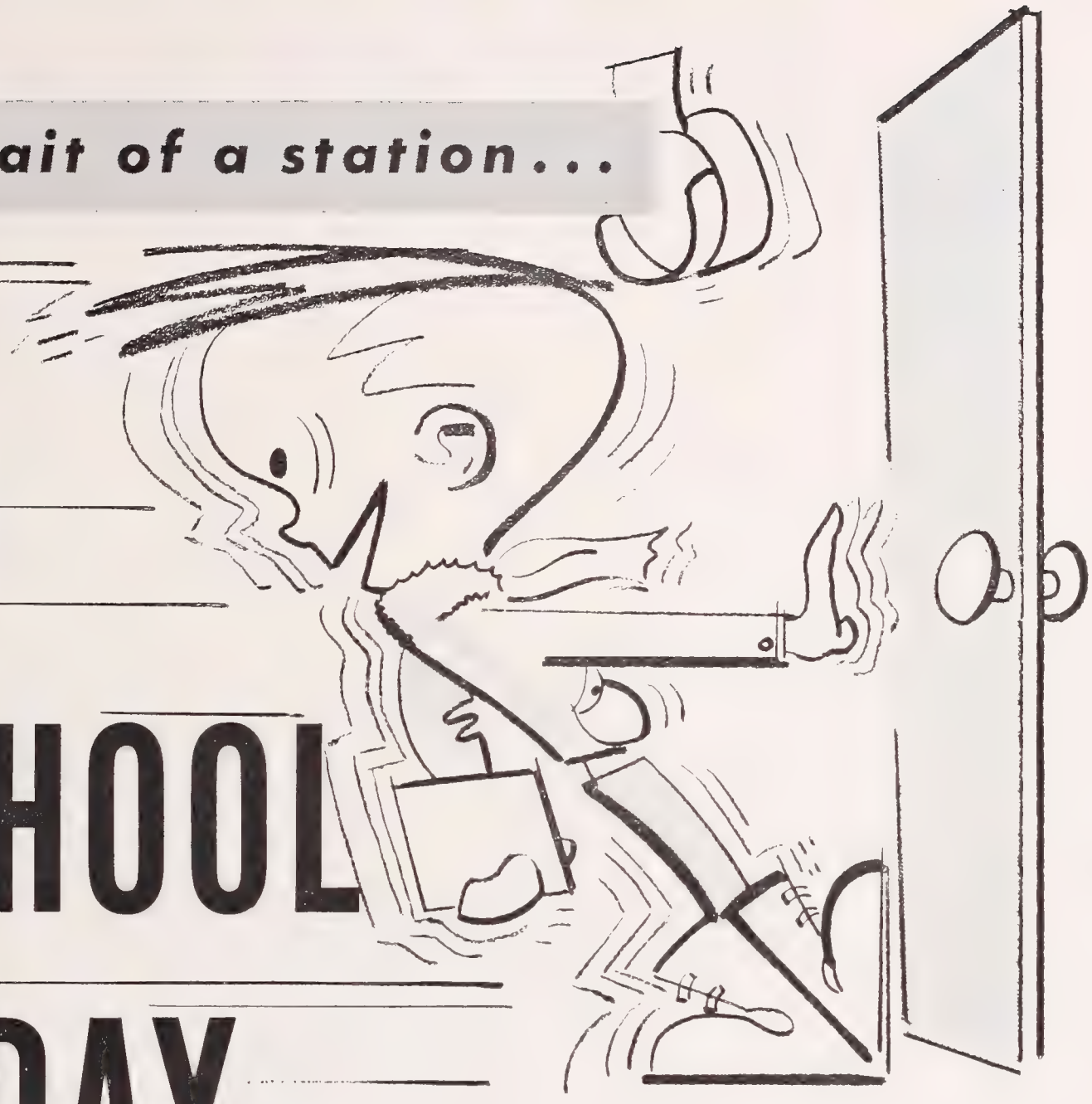
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*Reg. U. S. Patent Office

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portrait of a station . . .



NO SCHOOL TODAY

IMPORTANT NEWS to this young man—and to over 250 communities who depend on WGY each morning for news of local school closings—the *only* area station to provide this service.

SERVICE IS IMPORTANT in this rich 33-county area—one reason listeners prefer WGY 3-to-1 over all competing stations. Service is important to our customers, too, because . . . .

EXTRA SERVICE means EXTRA SALES in this EXTRA-SPECIAL MARKET

WGY a General Electric Station . . . Schenectady, N. Y.

Represented Nationally by Henry I. Christal Co.
New York, Boston, Chicago, Detroit, San Francisco

ZIV SHO



"Mr. DISTRICT ATTORNEY"

Starring
DAVID BRIAN

Champion of the people! Here's proof!

28.1
ST. LOUIS
beats Robert Montgomery, Arthur Godfrey, Milton Berle, This Is Your Life and others.

31.5 BOSTON
23.9 SEATTLE-TACOMA

RENEWED BY CARTER'S IN 37 MARKETS!

ARB—Dec. '55-Jan. '56



"I LED 3 LIVES"

Starring
RICHARD CARLSON

G·R·E·A



"HIGHWAY PATROL"

Starring
BRODERICK CRAWFORD

An Award-Winning Performance
by Academy Award Winning Star!

38.7
DAYTON
beats Dragnet, Jackie Gleason, Groucho Marx, $64,000 Question.

29.7 HOUSTON
32.9 TACOMA SEATTLE-

SELLING FOR BALLANTINE'S IN 23 MARKETS!

ARB—Jan. '56



"THE MAN CALLED X"

Starring
BARRY SULLIVAN

WS RATE

ow 3rd Year in Production!

28.2
MILWAUKEE
eats Ed Sullivan, What's My
ine, I Love Lucy, Milton
erle and others.
TELEPULSE—Dec. '55 ARB—Jan. '56

26.8 HOUSTON
39.3 OMAHA
RENEWED BY PHILLIPS IN 44 MARKETS!

!

NOW! 2nd YEAR IN PRODUCTION!

. . . Voted No. 1 NEW SYNDICATED FILM SERIES

"SCIENCE FICTION THEATRE"

ALL-STAR CAST . . . William Lundigan, Don DeFore, Howard Duff, Keefe Brasselle, Pat O'Brien, Vincent Price . . . others.

Renewed by OLYMPIA BEER in
• LOS ANGELES • SAN FRANCISCO • SAN DIEGO • PORTLAND • SEATTLE-TACOMA • SPOKANE • and 15 other west coast markets.

Also renewed in these markets:
• BUFFALO • PHOENIX • YUMA • MILWAUKEE • PORTLAND, MAINE • GRAND JUNCTION, COLO. • BALTIMORE • DETROIT • NEW YORK CITY • SALT LAKE CITY • PHILADELPHIA • WASHINGTON, D. C. • CHICAGO • ST. LOUIS • CLEVELAND • BOSTON • SYRACUSE • CHARLOTTE • INDIANAPOLIS • GRAND RAPIDS • GREENSBORO • ROCHESTER • PROVIDENCE

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• ARPEAKO • ARIZONA PUBLIC SERVICE • CENTRAL MAINE POWER CO. • WISCONSIN OIL CO. • MESA DRUG CO. • BROMO-SELTZER • KLAS-TV in LAS VEGAS • WTVJ in MIAMI • KBTV in DENVER • KRDO-TV in COLORADO SPRINGS • KTTS-TV in SPRINGFIELD, MO. • WFAA-TV in DALLAS • KERO-TV in BAKERSFIELD • KIDO-TV in BOISE • KID-TV in IDAHO FALLS • WMCT-TV in MEMPHIS • KVAL-TV in EUGENE, ORE. • WCCO in MINNEAPOLIS • KGGM-TV in ALBUQUERQUE • and others.

NEW! ZIV'S NEXT BIG RATING-GETTER!

ZIV Television

NEW YORK
CINCINNATI
HOLLYWOOD
CHICAGO

THE *HOT* SHOWS COME FROM ZIV!

CAPITAL TYPES #22



THE CONVENTIONEER

Speaks the best cologne-bottle French in town; fast man with a voulez-vous. Crack shot handling a water pistol. Big harmony man around the firehouse, carries burn scars from volunteer action in saloon fire right after Repeal. Wife's friends call him Old Missing-In-Action. Cries at animal movies, especially Rin Tin Tin pictures. Collects champagne corks, sea shells, and fight programs. Favorite song: "Don't Bring Lulu."

And a perennial favorite with Washington advertisers is WTOP Radio. WTOP gives them (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's most popular personalities and (4) ten times the power of any other radio station in the Washington area.

WTOP RADIO
Operated by The Washington Post Broadcast Division • Represented by CBS Radio Spot Sales

IN REVIEW

GOOD MORNING

"IF at first . . ." must be the guiding philosophy behind CBS-TV's programming of its 7-8 a.m. slot weekdays. The latest try, with Will Rogers Jr. as host, went on the air last Monday. It's still in need of some shaking down, but, with luck, just might be the one to work out.

A show would have to be casual to keep up with the Rogers style, and this one is. The cast is limited to three—Mr. Rogers, Pamela Good and newsman Ned Calmer. You soon get the impression that nothing of importance is likely to take place during the hour, which, at that time of day, isn't such a bad idea.

Mr. Rogers is friendly, likable and warm, and all these qualities manage to come through the picture tube. His delivery has a non-professional air, as you might expect, but not studied, as you might fear. Miss Good, who does the weather and two 5-minute shows of her own at 25 and 55 minutes after the hour, is attractive, pleasant and competent. Mr. Calmer does quite well in delivering the news.

One thing about the show is downright irritating—the practice of playing records while a camera pans through Grand Central Station. As this happened repeatedly on the first three broadcasts we guess it's to be a regular feature, and we recommend against it. There's no point to the music, and certainly no novelty in looking at the same old railroad station time and again.

This go-round of CBS-TV's early morning efforts suffers primarily from the same complaint which killed its predecessors—nobody's buying. All have been first-rate productions, and they've all gone by the boards. We hope a like fate isn't in line for Rogers & Co.

Production costs: Approximately $25,000 per week.
Broadcast sustaining on CBS-TV, Mon.-Fri., 7-8 a.m. EST.
Producer: Michael Sklar; assistant producers: Robert Northshield and Harry Olisker; directors: Av Westin and Mel Ferber.

ALCOA HOUR

SO TIMELY was the lynching theme of "Tragedy in a Temporary Town" on the Feb. 19 NBC-TV *Alcoa Hour* that you wonder if the author didn't just dash it off after the Alabama riot. But tv productions being what they are, and the writing in this case being what it was, it isn't likely this production was quickly put together to capitalize on a news story.

So artfully done was this play of transient workers who took law into their own hands that the viewer had a glimpse of himself as one of the hungry mob. Lloyd Bridges, a fallible hero, and a cast of erring humans lived up to their forceful material. (see story in NETWORKS, this issue). They talked and looked like the motley collection of itinerants they represented, some characters warped, but all with their own dignity. The direction of "Tragedy in a Temporary Town" must have been a near-perfect realization of what was on paper. Camera shots of the outdoor water spigot where men gathered, and the play's final shot framed by the tree branch where the rope still dangled, are unforgettable. This play had about everything you could ask of a tragedy. Classical values were there, enhanced by the broadened scope that television makes possible.

Production costs: Approximately $30,000.
Sponsored by Alcoa through Fuller & Smith & Ross on NBC-TV, Sun., 9-10 p.m. EST.
Producer: Herbert Brodkin; director: Sidney Lumet; associate producer: Philip Barry Jr.; associate director: Gordon Rigsby; writer: Reginald Rose.

OMNIBUS

VETERAN VIEWERS—especially those of the Army-McCarthy telemonotonies of several seasons ago—will attest to the fact that Joseph N. Welch, senior partner of the Boston law firm of Hale & Dorr, knows his U. S. Constitution perhaps as well as its framers. Realizing this, the radio-tv workshop of the Ford Foundation, which produces CBS-TV's *Omnibus,* has asked Mr. Welch back to the program—his first appearance was on last March's "American Boyhood" series—so that he might spread his vast knowledge about this remarkable document among the Great American Unwashed.

We think he is succeeding admirably. With two out of three programs completed—subtitled "One Nation" and "One Nation, Indivisible"—this charming 20th Century version of Mr. Chips and Solomon all rolled into one has explored a myriad of political, legal and personal factors that went into the creation and near-dissolution of the Constitution. (The third program, "With Liberty and Justice For All" will be aired March 4.) Through means of a dramatic technique that might have been—but wasn't—borrowed from *You Are There,* Mr. Welch has taken us backstage at the Philadelphia ratifying convention, at Congress during the discussions of the 1798 Alien & Sedition Acts and Monroe Embargo of 1814, to the outdoor arena where Stephen Douglas debated with Mr. Lincoln.

The American public should be indebted to both the Ford Foundation and CBS-TV for perhaps the finest group of "Omnibuses" so far, and to Mr. Welch himself, about whose performance, by the way, we have no point of order to make.

Sponsored by J. P. Stevens Co., N. Y., through Bryan Houston Inc., N. Y.; Scott Paper Co. and Aluminium Ltd., both through J. Walter Thompson Co., N. Y., on CBS-TV, Sun., 5-6:30 p.m. EST.
Scripts for Feb. 5 and 19 "Constitution" series: Joseph N. Welch and Prof. Richard Hofstajter.
Director: Richard Dunlap; producer: Robert Saudek for the Radio-Tv Workshop, Ford Foundation.

BOOKS

ADVERTISING COPY AND COMMUNICATION, by S. Watson Dunn. McGraw-Hill Book Co., 330 W. 42nd St., New York 36, N. Y. 545 pp. $7.

MR. DUNN, associate professor of journalism and commerce, U. of Wisconsin, has put together an excellent textbook of the place of copywriting in the overall marketing process which also gives the student or novice copywriter a good guide on the preparation of copy that communicates and sells. The chapters on radio and television commercials are simple, sensible and straightforward and could be read with profit by many copywriters who are long past the novice stage.

LIMITERS AND CLIPPERS, edited by Alexander Schure. John F. Rider Publisher, 480 Canal St., New York 13, N. Y. 64 pp. (paperbound). $1.25.

ALTHOUGH in general usage the terms "limiter" and "clipper" have assumed almost synonymous and interchangeable meanings, actually there are precise definitions for each of the terms. This booklet presents the definitions, distinctions and applications for the more important variations of limiter and clipper circuits and their functions of limiting signal voltage and/or modifying the signal's waveshape.



Oregon's TV Giant is now the most powerful station in the entire West!

KPTV Portland—the GIANT television station in the Pacific Northwest — has increased power to 1,000,000 watts to become the most powerful station in the West. The addition of a new tower 1,281 feet above average terrain to this giant-size power increase means MORE SALES in the big-buying Oregon market. Get the facts from NBC Spot Sales or call KPTV today.

Portland, Oregon

KPTV
NBC TELEVISION
channel 27

A STORER STATION

STORER NATIONAL SALES HEADQUARTERS

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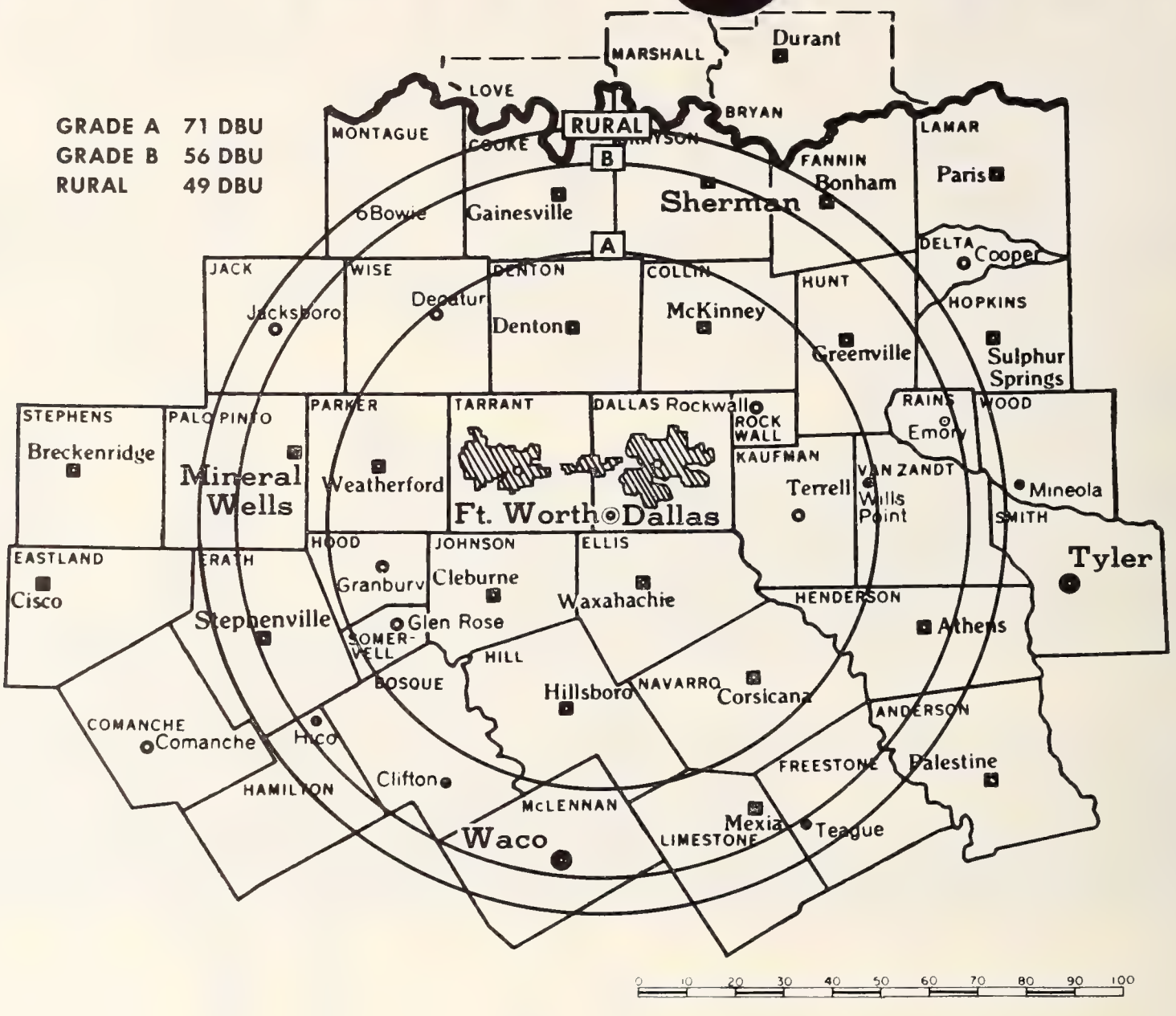
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Represented Nationally by
NBC SPOT SALES

12th Largest



CHANNEL 8

Your NBC-ABC Station

WFAA-TV

Market!

Retail sales in two adjacent counties make Dallas-Fort Worth the nation's 12th ranking metropolitan area. The 40 additional counties in the North Texas market represent the metropolis' rich surrounding trade territory.

Check These Fabulous Facts:

Population (39 Texas and 3 Oklahoma Counties)	2,272,600
Urban	1,603,900
Rural	668,700
Effective Buying Income	$3,477,072,000
Retail Sales	$2,582,192,000

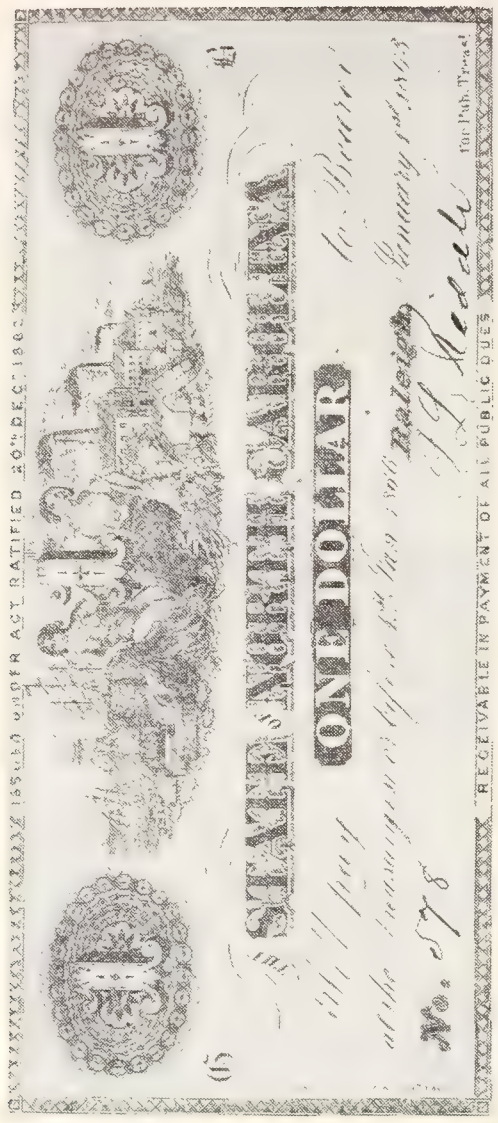
(Source: Sales Management Survey of Buying Power, May 10, 1955)

SET COUNT	552,740

From atop Texas' tallest structure (1,521′ above ground — 1,685′ above average terrain) WFAA-TV's 316,000 watt signal has put added masses with added millions to spend within easy reach of all advertisers! *Television Magazine* has pinpointed 42 counties under the influence of the Dallas-Fort Worth television market.

A Television Service of
The Dallas Morning News
Ralph Nimmons, Station Manager
Edward Petry & Co., National Representatives

DALLAS



there's cash in eastern North Carolina

there are tobacco dollars aging in the pockets of eastern carolina consumers. WITN offers you a rich, resourceful market—a receptive market for your products. get in on the yield of tobacco money being spent in this promising new area—WITNland.

WITN

serving eastern north carolina
transmitter at grifton, n. c.
studios & offices at washington, n. c.
316,000 watts
headley-reed co., rep.

OPEN MIKE

Political Coverage

EDITOR:

Your editorial in the Feb. 20 issue of BROADCASTING • TELECASTING is a brilliant contribution to the effort for fuller coverage of 1956 political activity by the nation's television and radio networks and stations.

I was very pleased to see you sound the call to the nation's broadcasters to get behind some revision of Sec. 315(a) [of the Communications Act]. This revision is essential, as you so thoroughly emphasized, if the television and radio news coverage is to keep pace with the phenomenal growth of the other phases of the industry.

The Democratic party's support of revision of the present restrictive sections of 315(a) is motivated by one principle, that any extension of political coverage by the communications media can result only in a better informed electorate. That means better government.

I am certain that your support of this goal will be most helpful.

Paul M. Butler, Chairman
Democratic National Committee
Washington

[EDITOR'S NOTE: B•T's editorial supported a proposed amendment of Sec. 315 to permit news and discussion broadcasts of political candidates without obligating broadcasters to give equal time to other candidates.]

One Meat-head to Another

EDITOR:

We were especially interested in the article entitled "Man on a Gray Flannel Couch" in your Feb. 13 issue. If it is at all possible, we would greatly appreciate having five or six copies of this article. Our congratulations to Charles Harrell from a few other meat-heads.

William J. Plaut
Stromberger, LaVene, McKenzie,
Advertising
Los Angeles

Please Forward

EDITOR:

Please forward to me . . . two copies of the article "NBC-TV Backs Up Research Showing Tv Influence in Food, Drug Sales," and two copies of the article "Dismal Obscurity to Tops in the Field."

Both . . . appear in your Feb. 20 issue . . .

Marvin H. Fisher
W. Wallace Orr Inc.
Advertising
Philadelphia

Educational Reply

EDITOR:

In the Feb. 6 issue of B•T, an editorial entitled, "A Plan for New Orleans (and the U.S.A.)" attempted to appraise the current status of ETV stations throughout the country. The writer's conclusion was that the FCC should reconsider the allocation of the 86 vhf channels reserved for educational, non-commercial use. His reason for this is that he wishes to have ETV outlets "share" time with commercial stations. . . .

The statement that there is not "enough money or program product to do the job" has been disproved by WQED. In our 20 months on the air, two programs originated and conceived by staff members—*The Children's Corner* and *Parents and Dr. Spock*—have been signed by NBC to do shows on a network basis. A third show—*The Greeks Had a Word for It*—has been appearing on a local commercial outlet. In all three cases, WQED was approached by the commercial outfit involved with an offer for the show. . . .

The Adult School of the Air, planned to enable adults to earn their high school diploma, has met with great success. In the school year, 1954-1955, a total of 786 students enrolled in the course. The results of the first semester revealed that 71% passed the final examinations and were qualified to receive a high school diploma. Eleven of the graduates were from the Western Pennsylvania Penitentiary and the Allegheny County Workhouse, men who otherwise would never have had the opportunity to graduate from high school. . . .

The suggestion that ETV outlets share time with a commercial station would defeat the goals and purposes of each operation. What time is the commercial station going to offer the educational station? The answer is an obvious one—time that can't be sold to a sponsor. What possible benefits could be derived if the *Adult School of the Air* were offered at midnight?"

The situation in New Orleans at the present time has aroused your writer greatly. He stresses the fact that New Orleans has virtually no competition since only ch. 6 is on the air. Ch. 8, reserved for educational use, is being constructed. The writer, feeling that ETV has little value, urges that ch. 8 be re-allocated and he urges FCC action on this point. Why not urge action on ch. 4 which currently has three applicants? This makes as much sense, and could certainly be done with greater ease and less red tape. . . .

John F. White, Gen. Mgr.
WQED (TV) Pittsburgh

Too Good to Hire

EDITOR:

There was realism, but also an unfortunate negative approach in the editorial introduction to "They Tell Me I'm Too Good to Hire" [B•T, Nov. 28] and in the article itself. The spotlight was on pity.

I speak carefully, as a professional placement counselor, and as a broadcasting executive with experience in personnel recruiting. . . .

Unfortunate is too mild a word to use when an experienced executive enters "operation job hunt" unprepared. And sessions during which several people in such circumstances feel sorry for themselves are of little value.

In brief, job hunting can be approached objectively as a merchandising and marketing problem. Attempts should be made to determine the attitudes of future employers. The candidate himself must evaluate and re-evaluate his own skills and selling points. . . .

More on the positive side of this problem: A job hunting campaign is only as effective as your weakest attitude, and attitudes can be strengthened only by thorough research regarding your own skills, and your potential market.

Paul Baron, Placement Mgr.
Palmer-De Meyer Inc., New York

Radio—Basic Service

EDITOR:

We would like to have 100 copies of the reprint of "Radio and the Fight for Time" (Jan. 16) and "Broadcast Evolution: From Radio to Radio" (Jan. 23). . . . They are both fine articles and you are to be commended for carrying them, as they display some of the most objective thinking on radio and tv we have seen.

As impossible as it may seem to many timebuyers, particularly those east of the Mississippi,



Deep Concern...

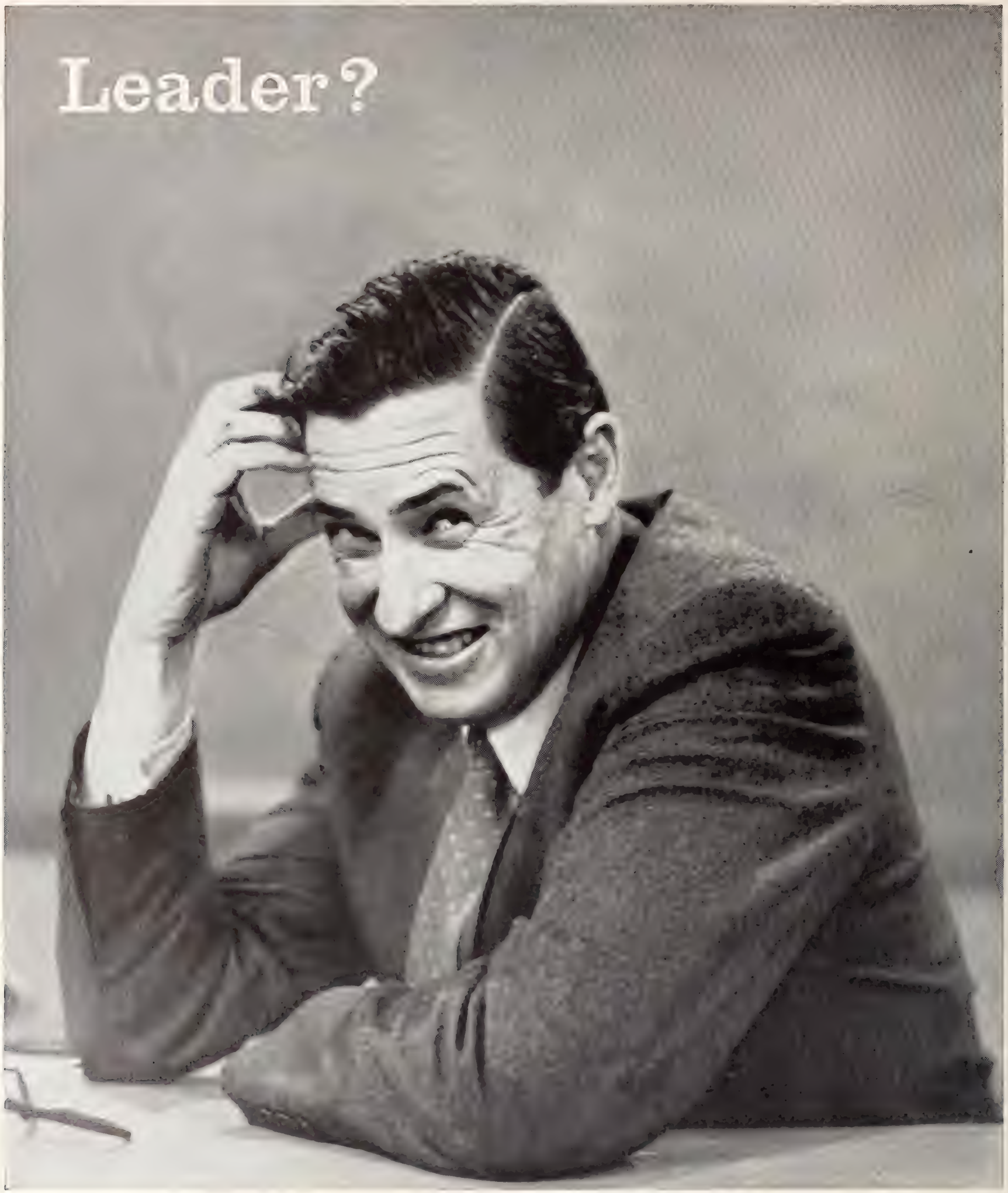
is written on Jamilah's face as she examines her smallpox vaccination. The little scratch stings. But in a short time it will heal and she will be safe from the dread disease.

Jamilah is the tiny daughter of an Arabian American Oil Company employee. With thousands of other people in Saudi Arabia, grown-ups and children alike, she is benefiting from the continuous better health efforts of Aramco's Medical Department.

ARABIAN AMERICAN OIL COMPANY

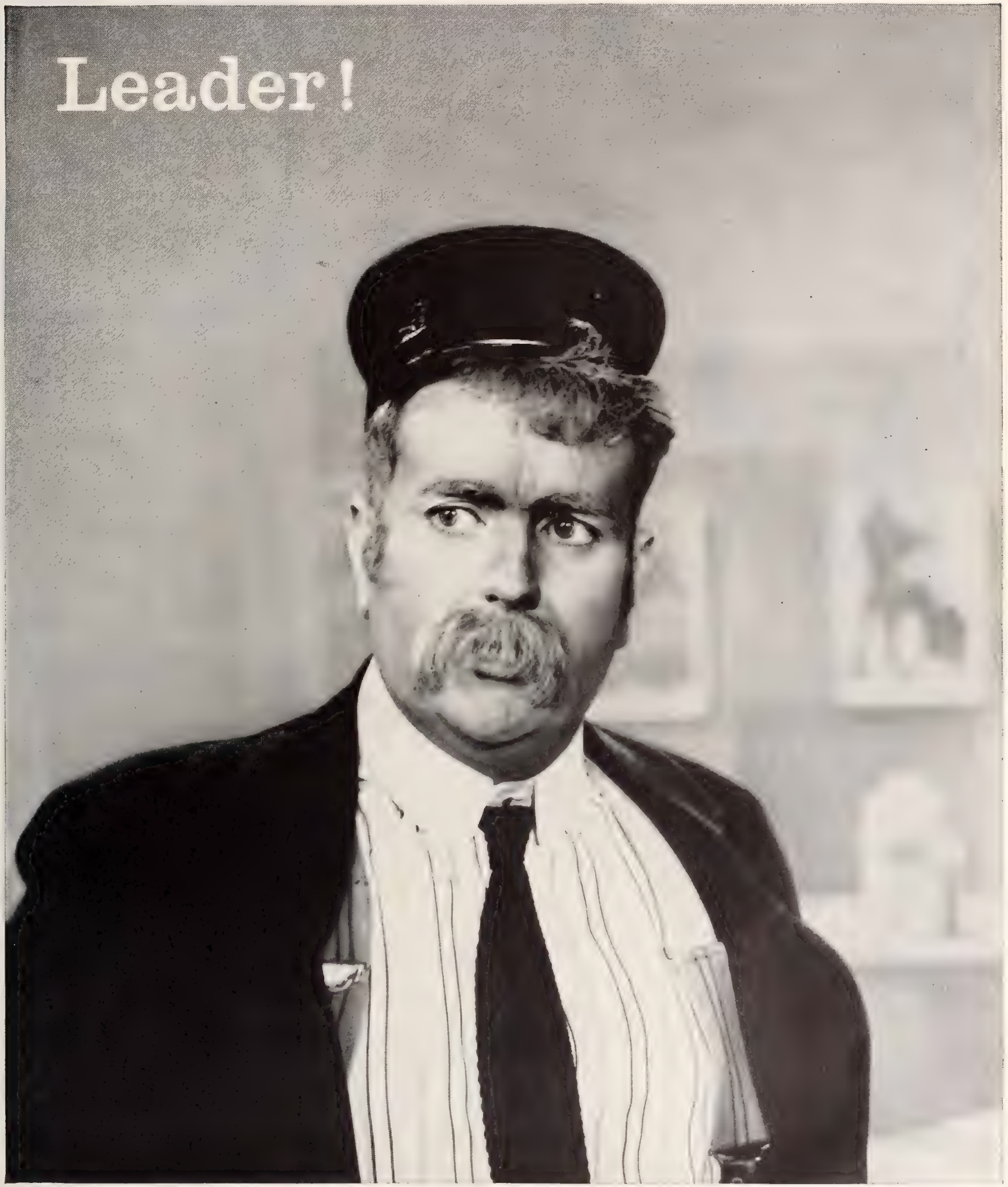
Dhahran, Saudi Arabia • New York, N. Y., U. S. A.

Leader?



One week ago today, between 7 and 8 am, one of America's most genuine and appealing personalities began his new program on CBS Television…**"Good Morning!" with Will Rogers, Jr.** We are certain it will soon become the most popular entertainment in its time period.

Leader!



The last time we were rash enough to venture such a bold prediction was when **Captain Kangaroo** made its bow on CBS Television. Nielsen's latest report rates it 45% higher than its competition. A gratifying report for us, and a profitable one for its growing list of sponsors.

CBS Television

"Here's Something to Remember About Sacramento!"
The Senator



When you buy time on
KCRA-TV
in Sacramento, California, you get
UNDUPLICATED NBC NETWORK COVERAGE IN 10 COUNTIES AND 176,260 TV HOMES
in the Sacramento television market.

This means no other NBC network programming reaches the tremendous buying power of these 10 California counties except KVRA-TV, Channel 3!

Call Petry and buy KCRA-TV!

KCRA·TV
Channel 3
SACRAMENTO, CALIFORNIA
100,000 Watts Maximum Power
BASIC NBC AFFILIATE
Represented by Edward Petry & Co.

there are many rural areas of the country where radio is still the basic service, and I rather suspect it will be for many years.

Bob Thomas, Manager
WJAG Norfolk, Neb.

[EDITOR's NOTE: Reprints of the articles are available at $15 per 100, plus shipping costs.]

Broadway to Video

EDITOR:

I understand that "Teahouse of the August Moon" is closing sometime in March. When a show of this type has more or less run out on its Broadway popularity, why wouldn't that present an excellent opportunity for one of the tv chains to buy the show and televise it nationally—as they did "Peter Pan."

It occurred to me that this policy might be followed more and more by some of the networks on shows that have had long runs. Imagine what it would have meant to have seen "Oklahoma," "Carousel" or "South Pacific" on a two-hour spectacular!

John E. Shepherd
V.P. in Chg. of Research
Fletcher D. Richards Inc., New York

The California Story

EDITOR:

The report on California is most exhaustive and I am sure that it will be most helpful to those who are interested in our expanding market.

Goodwin J. Knight
Governor
Sacramento

EDITOR:

His Honor the Mayor wishes to thank you for your extremely interesting article pertaining to economic market analysis of our state, including the city of San Francisco.

Joseph J. Allen
Executive Secretary to the Mayor
San Francisco

EDITOR:

Please ship 100 more reprints of "The California Story."

Jack Kenaston
Promotion Mgr.
KRCA (TV) Los Angeles

[EDITOR'S NOTE: Reprints of "The California Story" are available at $15 per 100, plus shipping costs.]

All the Facts All the Time

EDITOR:

The article "What Do Agencies Want Stations to Tell Them?" [B•T, Feb. 6] is very interesting as a report, but it misses the main point, viz, that stations and their representatives have to be prepared to supply all types of data to agencies regardless of the relative value of such information.

Can we eliminate from our files the figures on industrial payrolls because only 14% of the agencies polled are interested in them? Of course not; as sure as shooting some buyer will ask for that information two hours after we throw it out!

No—there is only one successful way to meet agency needs and that is to have the complete picture of station and market at our fingertips at all times. . . . Would you like to know what make of grand piano WNOW York, Pa., has in Studio A? Of course *you* wouldn't. But, if somebody does, we can tell them.

Robert S. Keller, Pres.
Robert S. Keller Inc.
New York



Passe
cueing
Quite a chore,

Where's the next one,
On the floor?

BUT - not with
TELEPROMPTER
SERVICE

That's why —
ADVERTISERS PREFER
TelePrompTer stations like

WTOP-TV
Channel 9
Washington, D. C.

WMBR
Channel 4
Jacksonville, Fla.





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300 W. 43 St., New York • JU 2-3800
LOS ANGELES CHICAGO WASHINGTON TORONTO

TO CONSCIENTIOUS STEWARDS OF A CLIENT'S BUDGET

A reminder of something you already know. The mounting costs of television time place upon you an increasingly greater responsibility. Not only does your program have to be good, and your selection of time for the program be carefully made—but, in any given market, you have got to have it on the right station. If maximum return from a client's TV investment is to be obtained, *coverage* is the absolute requisite. In television today, the "bargain basement" is the most expensive place to trade.

The great AREA station of the Southeast / **wsb-tv**
Atlanta, Georgia

Affiliated with The Atlanta Journal and Constitution.
NBC affiliate. Represented by Petry.

. . . so I said to the boss . . .

"Why spend more good money on surveys; they always come out the same — KMA always tops the field! !"

— ✦ —

. . . so the boss said to me . . .

"Just to prove a point, son! Those timebuyers want positive proof!"

— ✦ —

. . . so PULSE, Inc. took another survey in 23 counties in Western Iowa, Southeast Nebraska, Northwest Missouri.

— ✦ —

so PULSE PROVES IT AGAIN (only more so).

KMA leads in 69 of the 72 ¼-hour segments

— — —

KMA reaches nearly twice as many listeners as the second station from 7 a.m. to 6 p.m.

— — —

KMA employs 55 skilled radio "pros" who program to the needs of their audience.

— — —

KMA is preferred by 39.3% of listeners in 23 counties for NEWS & WEATHER.

— — —

KMA is tuned in by 46.7% of audience for FARM PROGRAMS.

— — —

KMA is favorite spot for 17.0% for RECORDED MUSIC, 2nd station, 9.7%.

— — —

See your Petry salesman for more reasons why your dollar has more cents on

KMA RADIO
960 Kc's
5000 WATTS
SHENANDOAH, IOWA

our respects

to ROBERT FRANCIS HYLAND JR.



"HE's constantly brimming with ideas and information."

Thus a colleague sums up what many believe to be the key to the successful career in radio of Robert Francis Hyland Jr., who in four short years at KMOX St. Louis, Mo., has risen from account executive to general manager.

Mr. Hyland himself admits to an "insatiable" thirst for knowledge concerning the medium.

"It's too easy in this business to get opaquely absorbed in your own little office and completely lose touch with the people you are trying to serve," the 35-year-old native of St. Louis will tell you. Information, he feels, is the "lifeblood of radio," and he uses every available medium as a "pulse" check on the ever changing public.

"To anticipate and know the desires of the radio masses is a 'must' if a station is to grow and prosper," he asserts.

Freshly armed with his sheepskin and a multitude of ideas and theories, Bob Hyland set about to conquer the radio world after being graduated from St. Louis U. He began his career in 1941 at WTAD Quincy, Ill., where "everything from the announcing end to the sweeping end" proved to be his lot.

Radio, along with everything else, had to wait while Mr. Hyland served three years in Uncle Sam's Navy as an ensign. Wasting little time after his honorable discharge with the rank of lieutenant junior grade, he returned to radio as an account executive at KXOK St. Louis in 1946 and soon was named assistant sales manager.

In 1950, he moved to CBS-owned and operated WBBM Chicago as an account executive. He was sent in 1951 by CBS to KMOX St. Louis as national sales manager. In November of last year he was appointed the station's general manager.

A quick glance at some of Bob Hyland's more notable achievements during the past several years graphically illustrates his natural flair for showmanship, innate creative ability, and his persuasive selling prowess.

Just two years ago Mr. Hyland conceived the idea of *Teen O'Clock Time*, a high school talent program, as part of a full afternoon's entertainment for teenagers at the Chase Club of St. Louis' Chase Hotel. He sold it to a St. Louis retailer, marking the first time a major retailer in that city had used a regular radio program. *Teen O'Clock Time* won national recognition through a special award from the Radio Advertising Bureau.

During 1955, Bob Hyland worked out an elaborate system of programming allowing KMOX to carry the baseball broadcasts of the St. Louis Cardinals while retaining the full CBS Network program lineup. One of the motivating forces behind the baseball idea was that this type of programming had been proved St. Louis' strongest summer attraction.

He directs programming with the self-assurance of a gambler holding four aces. Backed by research data, a thorough knowledge of trends, and touch of "old-fashioned sagacity," Mr. Hyland keeps KMOX listeners and advertisers equally enthusiastic with custom-tailored innovations. He is a strong believer in the "immediacy" concept to suit modern-day "individual" listening needs instead of scheduling programs of broad family appeal.

Perhaps the largest task undertaken by the hard-working Mr. Hyland in recent years was on a new variety show called *Matinee*. With television hanging over his head, and in the face of popular disc jockey programs, he lined up a glittering array of "live" talent (a 20-piece orchestra, two m.c.'s and five singers). With advertisers joining the *Matinee* lists rapidly, and dialers pouring in unprecedented amounts of mail, it's apparent that "Rapid Robert" has struck pay dirt once more. ("Rapid Robert" is so-called because of his fast stride—he is often seen gliding swiftly through the streets of St. Louis with a corps of huffing and puffing account executives left in his wake.)

In addition to an outstanding business record, the KMOX general manager has a remarkable list of civic achievements. Recently he was named "Outstanding St. Louis Young Man of the Year" by the Junior Chamber of Commerce of that city and was named to represent radio on the board of directors of the St. Louis Better Business Bureau.

It was in the baseball-crazy town of St. Louis that Bob Hyland learned his fast-paced, free-wheeling tactics. What better teacher could young Hyland have had than the famous Cardinal Gas House Gang with its Deans, Durocher, and Pepper Martin? His association with baseball was not a strange one, for his father, the late eminent surgeon Dr. Robert Hyland, long had performed career-saving operations on baseball luminaries.

The junior Hyland carried his love for sports over into college. and at St. Louis U. was captain of the baseball team, a member of the tennis, swimming, and golf teams, and occupied the role of sports editor of the college newspaper.

Today he keeps in practice with his two sons, Robert III, 13, and Claiborne, 11, at the family home in Tealwood, St. Louis County, with his wife (the former Martha Ann Claiborne) as a most interested spectator.



Private club comfort on United DC-7s nonstop to Los Angeles!



"the Continentals!" Here is absolutely everything anyone could imagine in luxury travel. Highlights include delicious meals served right at your seat, buffet snacks and a choice of cocktails, a club-like lounge. Extra-fast luggage delivery, too. Try the "Continentals" on your next trip to Los Angeles.

Leave 10 a.m.—arrive 3:45 p.m.; or leave 12 noon—arrive 5:45 p.m.

UNITED AIR LINES

KBIG

The Catalina Station

Announces the appointment of

WEED

and Company

as national sales representative

For facts on how you can cover Los Angeles, San Diego and ALL Southern California at the lowest cost per thousand radio listeners call the Weed office nearest you:

NEW YORK
579 Fifth Ave. • PLaza 9-4700

CHICAGO
203 N. Wabash Ave. • RAndolph 6-7730

SAN FRANCISCO
625 Market St. • EXbrook 7-0535

DETROIT
1610 Book Building • WOodward 1-2685

BOSTON
Statler Building • HUbbard 2-5677

ATLANTA
Glenn Building • CYpress 4081

DES MOINES
505 Fifth Ave. • Des Moines 3-3930





HERMINA ANNA LUKACSY

on all accounts

EXUBERANT and effervescent are the only adjectives which adequately describe the media director of M. B. Scott Inc., Hollywood. They also describe her feeling about the impact of radio and television as a sales tool. She knows from experience. Lots of it.

Hermina Anna LuKacsy is a Madison Ave. radio veteran gone "West." Now she buys radio and tv time nationally for such M. B. Scott accounts as The Sleep-Eze Co., Long Beach sleeping tablet manufacturer. Her agency also has been appointed by Frank B. Sawdon Inc., New York and Chicago advertising agency, to handle time purchases and service the Robert Hall clothes account in the Southwest.

She buys regional radio and tv for Los Angeles Nut House Inc. (Tom Sawyer brand potato chips, peanut butter, nuts, candies), Moss Stores (women's wear chain), Los Angeles Livestock Co., Aqua-Filter Corp. (cigarette filters) and Kevo & W.H.Y. Products Corp. (Kevoettes reducing candy). And Miss LuKacsy spends a great many local radio-tv dollars for major Los Angeles auto dealers.

Miss LuKacsy learned how radio sells when radio first began to flex its big network muscles. She was in New York with Ruthrauff & Ryan's media department in 1935. In 1938 she was at Erwin, Wasey & Co., buying time on such accounts as Lydia Pinkham, Carnation Co., Barbasol and Kreml and two years later she was with Lord & Thomas (now Foote, Cone & Belding) assisting John Hymes. When Mr. Hymes left for the Office of War Information, she became chief timebuyer.

In 1945, Miss LuKacsy was named chief timebuyer for Biow Co., New York, handling such clients as Philip Morris, Bulova Watch Co. and Dromedary Food Products. By 1947 she was "ready for a long vacation from all the excitement of this business," so she went to the West Coast and investigated the manufacturing field. "But after two years," she recalls, "I couldn't wait to get back in the frying pan. Next to advertising, everything else was so dull."

For a year she did freelance television merchandising and in 1950 Miss LuKacsy became assistant commercial manager of KLAC-TV Los Angeles (now KCOP).

She had advanced to commercial manager of the tv outlet before switching to George Irwin Agency in 1953 as media director. The next year she was assistant to Dallas Williams when he established his Los Angeles agency. She joined M. B. Scott Inc., last August.

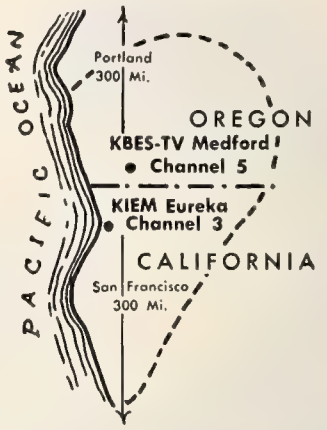
THE CALIF.-ORE. TV TWINS

(pregnant again)

. . . bridge the gap between San Francisco and Portland with EXCLUSIVE VHF coverage on channels 3 & 5.



(FULL POWER IN 1956)



the *Smullin* TV Stations

KIEM CHANNEL 3 Eureka, Calif.

KBES CHANNEL 5 Medford, Ore.

(Affiliated with KIEM-AM, 5000 Watts, 1480 KC., KRED-FM, Eureka, Calif., and KUIN, KGPO-FM, Grants Pass, Oregon)

two markets one billing

MARKET FACTS

POPULATION	321,766
FAMILIES	106,535
TV FAMILIES	57,240
RETAIL SALES	$420,528,000
CONSUMER SPENDABLE INCOME	$467,743,000

CBS

for CALIF.-ORE. TV TWINS call DON TELFORD Mgr. (TWX Eureka 16) Phone: Hillside 3-3123

or ask HOAG-BLAIR COMPANY national representatives

NEW YORK • CHICAGO • DETROIT • JACKSONVILLE • ST. LOUIS • SAN FRANCISCO • LOS ANGELES • DALLAS • BOSTON • SEATTLE



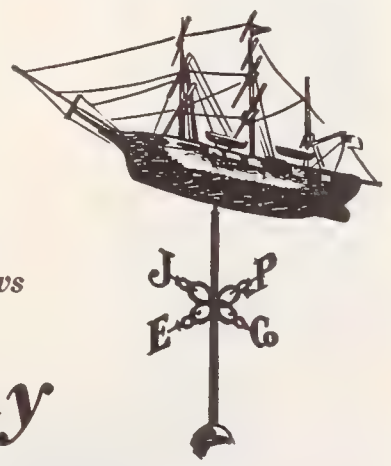
Ship of States

That little Clipper ship on top of the JEPCO weathervane has certainly won a lot of friends. In fact, 48 states full of friends. Wherever you go in the broadcasting business, from the long established powerful independents to the equally powerful community stations, the JEPCO Clipper is as familiar as a sea gull off Fisherman's Wharf in San Francisco.

In this anniversary year—our 17th—the Pearson Company will continue to practice the common sense type of logic. JEPCO dispenses with the fancy fanfare, pompous gladhanding and superfluous lollygagging. JEPCO people mean business and simply haven't the time to be anything other than their plain honest-to-goodness salty selves.

The continuous record of cargoes delivered for the past 17 years speaks for itself.

There's no doubt about it, from Maine around the Horn to California, the John E. Pearson Company is the SHIP OF STATES.



. . . JEPCO knows how the wind blows

John E. Pearson Company

radio and television station representatives

New York • Chicago • Minneapolis • Dallas Atlanta • Los Angeles • San Francisco

GUARANTEE

A GUARANTEED NUMBER OF COMMERCIAL IMPRESSIONS

FOR EVERY DOLLAR

YOU INVEST ON THE MUTUAL NETWORK

For over two decades, Mutual has built a tradition of fine entertainment for its audiences—delivered with utmost efficiency for its advertisers.

A mature and experienced advertising medium, Mutual has reached a time-tested conclusion of fundamental importance. Namely, *the speculation taken for granted in some media placement is avoidable in network radio.*

With full confidence in the strength of its facilities, and faith in the future of network radio, Mutual welcomes the opportunity to underwrite your advertising investment. Replacing supposition with certainty, you need no longer depend on *estimated* ratings or *anticipated* readership of your product advertising.

Now, for the first time in the history of major media, you can advertise your products to an audience whose size is predetermined—and whose cost-per-thousand commercial impressions is *guaranteed.*

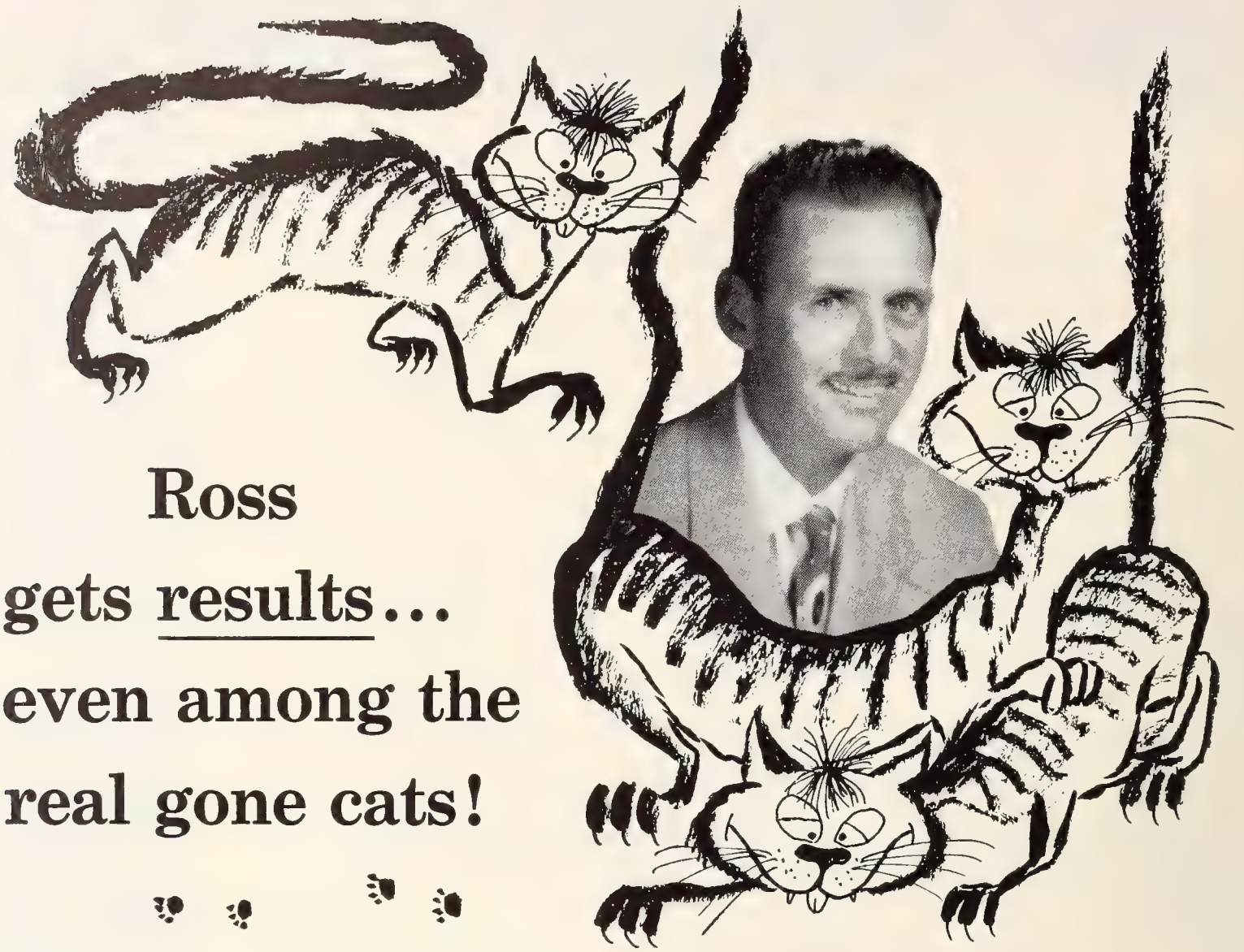
For the advertiser, this plan delivers network radio's low cost mass appeal and high-frequency impact, supported by a specific minimum *guarantee.* For the agency, it furnishes a more businesslike basis for recommendations.

The specifics are even more attractive. In all fairness to your product, or your client's product, call, write or wire the Mutual Sales Department at once.

MUTUAL BROADCASTING SYSTEM

WORLD'S LARGEST NETWORK

1440 Broadway	*21 Brookline Avenue*	*Tribune Tower*	*1313 North Vine Street*
New York 18, N.Y.	*Boston 15, Mass.*	*Chicago 11, Ill.*	*Hollywood 28, Calif.*
LOngacre 4-8000	*COmmonwealth 6-0800*	*WHitehall 4-5060*	*HOllywood 2-2133*



Ross gets results... even among the real gone cats!

Our morning boy, Al Ross, is beaming like a Cheshire these days, and with good reason.

Recently a time salesman for a competing station (our *top* competitor) lost his cat. Children were distressed, naturally. So he called his station's morning man, to ask him to mention kitty on his show. At the same time, for reasons well known to time salesmen, he called Al Ross for similar help.

Help he got. *All* the telephone calls about kitty came to our boy, Al Ross ... none at all to kitty's owner's station's morning man.

Kitty came home.

You got any problems in sales? Al Ross is your boy. Even the cats listen to Ross's "Your Timekeeper" show on WRC (Mondays–Fridays, 6:15 to 9:30 a.m.; Saturdays, 6:15 to 8:00 a.m. Ross gets *results*, even among the real *gone* cats.

For Sales in the morning, ask **WRC** RADIO

NBC *in Washington*

A SERVICE OF RCA *represented by* NBC SPOT SALES

BROADCASTING TELECASTING

February 27, 1956 Vol. 50, No. 9

ARE THE AD PROTESTS FROM THE PUBLIC OR POLITICIANS?

Records indicate it's only a vociferous minority, but key government figures convey these admonitions on overcommercialization:

- **McConnaughey warns state groups to clean house**
- **Lee tells N. Y. executives of Capitol storm warnings**
- **Magnuson may question monitoring of commercials**
- **Monroney and Heselton charge advertising abuses**

THREE TIMES in recent weeks government leaders have sounded off on alleged radio station overcommercialization.

Coming after renewed FCC activity regarding "program imbalance" [B•T, Dec. 5, 1955], outspoken dissents in two relatively recent station license renewals and a bill in Congress to empower the FCC to require program-commercial time ratios (HR 5741), the drive against excessive commercialization seems to be coming to a head.

How did this concern with the advertising content and length of radio commercials (for the accusing fingers have most often pointed at the aural medium) come about?

Is there a ground swell of public protest against commercialism? If there is it isn't apparent in the FCC's own official figures. In fact, quite the contrary; the number of complaints against commercial abuses has not increased materially in recent months.

To find out what has motivated government viewers-with-alarm, B•T went to the sources. This is what it found:

Item: FCC Chairman George C. McConnaughey warned state broadcast association presidents in Washington last week to clean up their houses or face the threat of government regulation.

"The Commission is very sensitive to inept advertising," the FCC chairman later told B•T. "We hear a good deal about it. People keep needling commissioners. The subject is brought up time and time again. People say, 'Why don't you do something about this?' It's an old story, a couple of bad eggs spoil the whole carton."

Item: Comr. Robert E. Lee advised radio-tv salesmen and agency timebuyers at the Radio-Tv Executives Society meeting in New York last week to raise the standards of broadcast advertising or face federal regulation.

"We've been hearing more and more about this from Capitol Hill," Mr. Lee told B•T. "For instance, just this week I received a letter from a congressman from a small town out West. He related a sad tale sent him by a local hardware merchant. This merchant was complaining about a crew of storm window salesmen who plastered the city with advertising—especially on the air. You know, they talk it up big, and then they don't produce. They saturate the market, then move on. And the local hardwareman is left holding the bag."

Item: Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee inveighed against what he called "false and fraudulent" advertising on the radio three weeks ago during the committee's hearing on television matters [B•T, Feb. 6].

"I was home sick some weeks ago," the Washington Democrat told B•T, "listening to the radio. Some of those offers . . . everything for free. You know people can't . . . It's like pulling teeth to get them to take something back once you've ordered it. A lot of people are sadly disillusioned when they take up those offers. We've got to slow up this sort of thing."

Others who have spoken up on the alleged overcommercialization had much the same answers. Letters from hometown friends. People at cocktail parties. Listening while driving to work. Listening while driving across the state (Sen. A. S. Mike Monroney [D-Okla.] claimed that all he got was "three minutes of program for every 15 minutes of commercials").

One point is made by all who discuss this matter. It's the minority who cause the complaints; by and large radio and tv stations are free from such taints.

And there is another point that is made by those who have spoken out on this matter. It is that the FCC should not have, does not desire, the task of policing stations. Nor should the federal government legislate along these lines. It is the broadcasters themselves who must clean up their own house.

The subject won't down. In fact, Sen. Magnuson told B•T that he would bring up the question of monitoring commercials when the Federal Trade Commission comes up before his Senate Appropriations subcommittee on its 1957 budget. Sen. Magnuson had written the FTC regarding this complaint, and had been told what the federal agency does [B•T, Dec. 20].

This interest in so-called overcommercialization started a long time ago. In fact, without stretching things too thin, it can be fairly stated that it started back in 1946—when the FCC issued its controversial bombshell, the Blue Book (*Public Service Responsibility of Broadcast Licensees*).

More recently it cropped up in two radio station license renewals—one in April last year, when Comrs. Lee, John C. Doerfer and Frieda B. Hennock dissented to the renewal, and another last September, when Comr. Doerfer dissented.

The FCC is far from unanimous on the "overcommercialism" or "imbalance" approach. Older members, who have been through the Blue Book era, are not disposed to go along with the complainers, apparently recognizing that consideration of program content treads dangerously close to censorship. The statute specifically excludes program censorship by the FCC, but permits it to take an overall look at station performance under the "public interest" clause in considering renewals.

Comr. Lee, speaking for the three dissenters in the first case, had this to say:

"The excessive number of commercial spots presently used by this station causes me concern. In addition, inquiry should be made into the station's practice of 'bait and switch advertising.' Advertisers such as vacuum cleaning establishments are permitted to offer a vacuum for 'the ridiculously low price of $14.95' or thereabouts, with a complete set of attachments, and a set of aluminum ware or steak knives thrown in for free if the prospective purchaser is one of the first 20 to call. The purchaser is

VOICES RAISED AGAINST AD 'ABUSES'



McConnaughey Lee Magnuson Monroney Doerfer Heselton

THESE are the government officials who have been sounding the tocsin. The enemy?—what they call overcommercialization, excessive commercials, false and fraudulent advertising in radio broadcasting. What do they warn?—if broadcasters don't get the alleged offside stations in line, government may do it for them. However, the big contradiction to all the hue and cry is the relatively small number of complaints that have been officially lodged with the FCC.

lucky if he even sees the advertised vacuum cleaner, and if he does, he is made aware of its junky features and persuaded that the $125 vacuum cleaner (with a $30 down payment) is the one he should buy . . .

"Are radio stations setting themselves apart in neglecting to check more carefully into these types of commercial ads? In the event of such derelictions, I believe it is the Commission's duty not only to take cognizance of the situation but to insist upon the elimination of such practices as a condition to renewal, on certain cases to refuse to renew the license. . . ."

Comr. Doerfer took a different approach—but it was down the same alley. In discussing his opposition to the second renewal, he charged that the station had failed to include any religious, educational or discussion programs. He added:

"In this case, the program format indicates the sole desire to use the station for the purpose of making every possible dollar that time on the air will permit."

Stations cited for so-called "program imbalance" have uniformly resisted the FCC's contentions. In most instances they have pointed out that the FCC's definitions of what constitutes "public service" or religious or educational programming are arbitrary and too narrow. Moreover, they have argued that, with so many stations in major markets, the trend is toward specialization, and that the public can get any kind of programming it prefers from one or more outlets.

Rep. John W. Heselton (R-Mass.) was even more stringent in a speech on the floor of the House last month [B•T, Jan. 23]. After chiding the FCC for failing to support his bill (the FCC has maintained that it is precluded from exercising any control over broadcast content, except to weigh overall program balance and public interest at renewal time), the Massachusetts Republican cited:

". . . countless examples of incessant and monotonous abuse of the listening and viewing public which is basically a combination of flagrant bad taste and arrogant indifference." Those responsible, he added, seem to be "completely unconcerned about the fact that they use the air waves only by sufferance."

That program imbalance has caught the eye of the FCC has been evident in recent months. At the moment 21 radio stations have not had their licenses renewed pending further consideration of their program structure. They are:

Iowa—KWBG Boone, KPIG Cedar Rapids, KSWI Council Bluffs and KCBC Des Moines; Illinois—WIND, WGES, WEDC, WCFL and WBBM, all Chicago, and WHFC Cicero, WMOK Metropolis, WPEO Peoria and WKRS Waukegan; Wisconsin—WATK Antigo, WAPL Appleton, WBEV Beaver Dam, WGEZ Beloit, WEAU Eau Claire, WEMP Milwaukee, WOKW Sturgeon Bay and WHVF Wausau.

At issue in these cases is the alleged lack, or relatively minute quantity, of educational, agricultural or religious programs.

The observing will note that all of these are midwestern outlets. That is just happenstance. The Commission calls up stations by regions at renewal time.

What about this so-called groundswell? Is it really an outpouring from the public? The FCC's own figures do not bear this out.

In the month of October 1955, the FCC received 11 complaints about radio advertising (there are always a number protesting the advertising of alcoholic beverages; these have ranged from six to 85 per month in the October-January period).

In November 1955, there were 14 advertising complaints. In December 1955 there were 21 such complaints. And in January there were 18.

What are these complaints about? Here are the categories: Excessive, failing to receive merchandise or refunds on money-back guarantees, false and misleading and offensive.

So far there is no crusade to force the FCC to take over jurisdiction on commercials (except by Rep. Heselton). So far the cries against the pitchman, the bait-and-switch commercial, the repetitious spot, the frenetic sell have been more in the nature of warnings—of pleadings to broadcasters to sweep out their own stables.

Whether it will go further is a big question mark. The groundswell—from government officials and legislators—has been started.

CROSS-EXAMINATION

FCC's contention that it has no power over excessive or fraudulent advertising on the air except through revocation, has not satisfied Sen. Magnuson. Last week he handed FCC Chairman McConnaughey some citations—asking that the Commission answers be submitted as soon as possible. These were the questions:

"Q. Don't you, in fact, have the power to order him [the broadcaster] to cease and desist from objectionable practices under 312(b) of the Act?

"Q. Don't you have responsibility for referring to United States Attorneys information as to possible violations of 18 U. S. Code 1343 (fraud by wire, radio or television)?

"Q. Do you have any staff personnel charged with checking advertising and alerting you of cases requiring action in line with the statutory powers and responsibilities?"

Sen. Magnuson also asked that the FCC submit a written statement on its policies regarding advertising based on questions asked at the hearing earlier this month. Mr. McConnaughey said that a reply would be supplied.

LEE'S 7-POINT PLAN FOR AD STANDARDS

A SEVEN-POINT program to raise the standards of radio and tv advertising was submitted to members of the Radio & Television Executives Society in New York last week by FCC Comr. Robert E. Lee (also see story page 84).

Warning that continued excesses will bring the wrath of Congress down on broadcasters—resulting in regulation—the FCC Commissioner urged that salesmen and timebuyers observe limits in their commercial messages and use of the broadcast medium.

"What I am suggesting," Mr. Lee said, "is that the number of viewers ought not to be the sole consideration. Real thought should be given to impact. . . . If you are selling Bibles why program to 10,000 atheists if you have a choice of 1,000 churchgoers?"

Mr. Lee continued: "Are we perhaps developing a philosophy where we are comfortably relaxed in the thought that a message delivered is a mission accomplished? . . . Is that third spot really making money, or is it driving the commercial-punchy listener to throw the switch?"

Objectionable advertising, Mr. Lee declared, leads to loss of confidence in the medium as well as sales resistance to the product.

These "malefactors" are a small minority, Mr. Lee observed, but they threaten the "proper function of advertising as a useful agent in our economy."

Among the practices which Mr. Lee condemned were (1) advertising merchandise not intended to be sold, (2) belittling advertised merchandise in order to switch customers to other items, (3) limited merchandise available to meet an advertised sale, (4) advertising of "loss leaders," and (5) saturation of a program with an "inordinate" number of spots "inordinately" lengthy.

In discussing the FCC's position with regard to advertising excesses, Mr. Lee said that the Commission has "leaned over backward in putting a liberal interpretation" on the station's operation in the public interest, convenience and necessity. "However, our mail appears to indicate that an aroused public may not be as tolerant," Mr. Lee said.

Here are the steps Mr. Lee suggested should be taken to meet this responsibility:

1. Establish and maintain high standards in your respective professions and encourage others to join you.

2. Refuse to exert pressure that will contribute to the lowering of good standards such as over-commercialization—triple and quadruple spotting—the wrong product at the wrong time, etc.

3. Avoid sanctions against stations which object to the acceptance of undesirable programs for presentation at the wrong time or for any other legitimate reason.

4. Encourage and reward the good operator of a station whenever possible by favoring him over the sharpshooter who will accept any type of questionable business to make a fast buck.

5. Remember that continual vigilance and self-regulation are the prices we pay for the privilege of operating our business with a minimum of government regulation.

6. Work with your copy departments to suggest better ways of handling radio and television commercials. *Suggest* to media and copy heads better ways of reaching the "right" audience at the "right" times, by altering or changing a copy theme, or length of commercials, etc. (Don't just be passive about this; take the initiative.)

7. Think sometimes (and encourage others to do so) of the *quality* of an audience to your commercials, rather than just the *size* of that audience.

McCONNAUGHEY ASKS INDUSTRY WAR ON FALSE ADS

AFTER commending NARTB for its radio and tv codes in a speech before the first State Associations Presidents conference in Washington last week, FCC Chairman George C. McConnaughey said Congress is showing "a live interest" in over-commercialism and called on NARTB's conference of state association presidents to join "a vigorous effort to bring about closer conformity in code principles and industry practices." He said it would be "a grave misfortune if this is not accomplished without the participation of the Federal Government."

Chairman McConnaughey said the FCC "shares the concern of Congress" in advertising trends, explaining that broadcasters can't escape responsibility on the ground that sponsors and agencies determine advertising content. He urged an immediate effort to bring these "unconscionable advertisers" in line with code provisions.

Noting a trend toward more and more short spot announcements, he said there is danger that listeners and viewers will be "engulfed—victimized instead of served." He voiced the hope that broadcasters individually and cooperatively will "rectify imbalances." He said FCC is on record against legislation imposing controls on programming on the ground it would border on censorship.

BBDO TABS TV AS NO. 1 REVENUE SOURCE

Closed circuit used last week to unite agency branches in 10 cities for company convention. Overall 1955 billings reported at over $162 million; $170 million expected in '56.

BBDO last Friday held part of its annual intra-agency convention by television, an appropriate medium. During the closed-circuit broadcast the agency announced that television was its biggest source of revenue.

The special one-hour broadcast, arranged by Sheraton Closed Circuit Tv, originated in New York at the end of a day-long meeting of principal BBDO executives. In the 4-5 p.m. closed-circuit, the agency's leaders made short addresses to BBDO employes gathered in 10 cities. It was the first use of this technique for an agency convention.

Coincidental with the convention, BBDO released a breakdown of its 1955 billings, which totaled $162,475,000, some $14 million more than in 1954. Here's the breakdown:

Television and radio	**38.11%**
General magazines	**23.44**
Newspapers	**18.46**
Trade and farm papers	**7.18**
Mechanical production	**7.95**
Outdoor and car cards	**4.14**
Fees and miscellaneous	**.72**
Total	**100.00%**

During his appearance on the closed-circuit broadcast, Fred B. Manchee, executive vice president in charge of operations and treasurer, said that television in 1955 "continued to account for the largest share of clients' billing, and received the largest dollar volume of any medium in our history." He did not say, however, what the television billing was. Only the joint radio-tv billing of $61.9 million (38.11% of the total $162 million billing) was reported.

In its annual survey of radio and television billings of leading advertising agencies Dec. 12, 1955, B•T estimated that BBDO's total business in radio and television was $60 million, of which $10.5 million was in radio and $49.5 million in tv.

Reporting on 1955 progress, Mr. Manchee said that the agency's profits in 1955 were 7% bigger than those of 1954. He said that BBDO stockholders, all employes, now number 258. The largest stockholder is Bernard C. Duffy, president, who holds 5%.

A prediction that BBDO's billings will exceed $170 million in 1956 was made by Alex F. Osborn, vice chairman of the board. To finance that volume of business, Mr. Osborn said, BBDO has $6.5 million working capital.

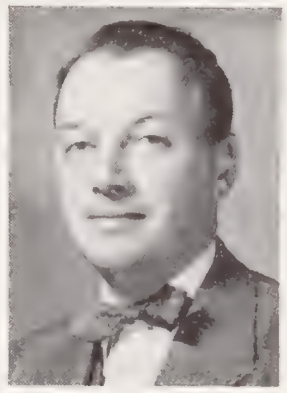
"Not a cent of these millions was ever borrowed," Mr. Osborn said. "Not a cent has come from any outsider."

Others who appeared on the closed-circuit broadcast, in order of appearance, were J. Davis Danforth, executive vice president in charge of account service; Edward A. Cashin, executive vice president in charge of client relations; Charles H. Brower, executive vice president in charge of creative services; Robert Foreman, vice president in charge of radio-tv *(this page);* Alan M. Ward, vice president and copy chief; Mrs. Jean Wade Rindlaub, vice president and director; Bruce Barton, chairman of the board, and Mr. Duffy. Dave Garroway, m.c. of NBC-TV's *Today,* introduced the speakers.

SALESMANSHIP, SHOWMANSHIP, STATESMANSHIP

TELEVISION must now be evaluated as a mature medium, Robert Foreman, BBDO vice president in charge of radio and tv, said last Friday in a closed-circuit talk to the annual BBDO convention. Here's a condensation of his remarks:

TV AND RADIO—but primarily the former—are here to stay. No longer can any agency man be either so naive or so frightened to become foolish enough to think that some happy day he may awaken and it has all been a bad dream—tv has disappeared.



MR. FOREMAN

To the contrary, if BBDO is to prosper, to hold its place so laboriously achieved and tenuously maintained as one of the top three agencies—tops in the quality of its product, its code of ethics, its standing in the business world and its place in the American community—then BBDO must increasingly reckon with television.

To achieve this there are, I believe, these vital areas to concern ourselves with. And they are, not necessarily in this order:

First: We must be more and more alert to the uses of tv as a sales medium. We must be more and more critical of it. We must be more and more creative and careful and questioning in our approach to the medium's costs, to its commercial impact, to its program-company associations, and to its traceable benefits.

On the other side of that same coin, we must be constantly dissatisfied with its rising costs, its dissipation of sponsor identity, it growing lack of program-product relationships, its careless moral attitudes; all of which is a way of saying we can no longer be deluded by the magic of tv's newness, its capacity for making headlines, its ability to hop up dealer and other trade groups or by the fact that the wives and/or children of the presidents of companies look at it. We must now contend with it analytically as we do other media. Without passion, prejudice or leniency.

Second: We must all realize something that superficially is apart from our business. I say superficially because actually the moral and ethical standards of television affect each of us as citizens in one of the few free countries left in the world. So what *we* do affects not only ourselves but our country and the world today, as well as the generations to come.

We can never agree to prostitute this medium for the fast buck, to degrade it for the high Nielsen, to prevent its hard-made steps forward for the easy status-quo.

To do this would be to jeopardize more than one program or one advertising budget. Far more. We must temper our salesmanship and showmanship with statesmanship.

AT&T HAS THE MONEY BUT CAN'T FIND TIME

For years communications firm has been searching for tv availability to air filmed series now in production. Hopes to secure satisfactory 30 minutes 'most surely by next fall.'

FOR SOME TIME this tv broadcast season, the American Telephone & Telegraph Co. has been finding it hard put to buy anything from some of *its* top *customers*—the tv networks. In fact, AT&T thus far has found the shelves empty.

This peculiar situation can be traced simply to a failure to arrive at a common ground—or more accurately a generally acceptable time period—for the telecast of an experimental, half-hour dramatic film series that AT&T has planned to place on network tv for some years.

The AT&T search has been going on in earnest since recent completion of some films, with the company hoping for something in the way of an open—and acceptable—30 minutes weekly on one of three networks. Persistently enough, AT&T, which had aimed for the first of the year, now has its sights on this spring, or "most surely by next fall."

In preparation for a green light, however, AT&T now has had 10 or 12 of the films completed, and production is continuing. According to AT&T, the offers thus far made by the networks have not been acceptable to all the parties involved. Time periods have varied between 8-10:30 p.m. EST depending on what night the program could be placed.

The program is to be a weekly, half-hour dramatic series, now being filmed in Hollywood by the Hal Roach Studios. Each story, based on true incidents of historical or current interest, which point up man's "positive achievements," is presented in dramatic form. Narrator and host of the program is John Nesbitt, of moving picture and radio prominence.

In discussing some of AT&T's philosophy of tv sponsorship, Will Whitmore, AT&T's advertising manager for radio-television-exhibits, writes in the winter issue of the company's publication, *Bell Telephone Magazine:*

"A weekly half-hour program presented for one full year gives the sponsor just 156 minutes of commercial time. Considering the cost of television today, those are precious minutes. They must make plain, understandable, and appreciated the many mutual problems which exist and arise between the providers and the users of a service which contributes so much to our American way of life."

The series actually will be sponsored by AT&T's associated companies which make up the Bell System. The agency is N. W. Ayer & Son, New York.

The company for more than 15 years has sponsored *The Telephone Hour* on radio (NBC). Bell telephone companies also have sponsored each year on tv, "The Spirit of Christmas." In the first six months of last year, the associated phone companies placed more than 16,000 com-

mercial messages on tv stations, promoting the use of the classified directory, additional telephones in the home, greater use of long distance and various other telephone uses and services.

Mr. Whitmore said that the network tv program "must reflect the character and personality of the [Bell] system. It should be a welcome guest in anyone's home."

A search for the "right" program, "continued from almost the very beginning of television," Mr. Whitmore reported. More than 200 programs and program ideas were viewed and analyzed. At the end of last July a program was produced that seemed to meet "specifications." Contracts were signed and production started in Hollywood.

A 40-minute "film description" was shown to the "heads of the three television networks" who liked the program, Mr. Whitmore said. But, with program schedules for fall and winter already completed and with "no desirable time available," the matter stood. And, presumably, it still does.

Census Takes Sample For Tv Homes Count

NEW Census Bureau compilation of television households will follow a nationwide sampling of U. S. homes conducted last week as part of the bureau's monthly current population survey. Late in the spring the bureau will announce tv saturation figures for the nation as a whole as well as for urban-rural areas and groups of cities by size.

Second bureau's tv sampling, the survey will show the number of U. S. households having tv sets and the total number of sets in households (sets-per-home). Tv sets in commercial establishments are not included in the study.

The first Census Bureau sampling was conducted last June as part of the current population survey. NARTB, Television Bureau of Advertising and tv networks underwrote the cost of the study, as they are doing in the current survey. The first study showed that 67% of U. S. homes had one or more tv sets, or roughly 32 million homes [B•T, Aug. 22, Sept. 26, 1955]. This count is being used by Advertising Research Foundation in connection with a county tv homes estimate due for release around April 1. The ARF county data will utilize available industry circulation tables with Census Bureau figures and set delivery figures of Radio-Electronics-Tv Mfrs. Assn.

Another step in the long-range effort to provide reliable tv circulation data was taken Friday as a technical subcommittee of the NARTB Tv Circulation Study Committee met in New York. This committee considered ways of refining the question technique to be used when a permanent circulation audit is established and reviewed plans for the ARF interim estimate due around April 1. The ARF figures will be based on June 1955 data.

In its mid-1955 compilation, the Census Bureau found that 80% of households in city areas have one or more tv sets. It found that 3.5% of tv homes have two or more tv sets.

While there has been some demand for tv home figures based on the February 1956 Census Bureau figures, related to other available data, ARF and other interested groups have felt that a mid-1955 county-by-county estimate will be helpful to buyers and sellers of time.

NARTB's three-year project is expected to move forward as a result of the Friday meeting. Once the technical details are settled to the satisfaction of industry groups, the intricate process of forming a corporation to underwrite and carry out a permanent tv circulation audit will be undertaken.

NEW HOOPER INDEX TELLS ADVERTISERS HOW THEIR ADS STACK AGAINST RIVALS

Hooper Index of Broadcast Advertisers takes a product, a market and a week and comes up with a standing for each sponsor in the field. B•T's exclusive reports on these studies begin in this issue.

YOU'RE an advertiser or an agency man and you want to know how much mileage your television or radio advertising is getting in Cleveland (or other major markets). How does it stack up against that of your competition? Who *is* your competition in Cleveland, anyway—are you sure that you know? If you're a network user, you also want to know how you're doing in that category, and how your local commercials stack up against your network average.

In its "Hooper Index of Broadcast Advertisers," or HIBA, C. E. Hooper Inc. has a service designed to answer such questions. HIBA is a measurement of the extent to which commercials are seen or heard, taking into account (1) the length and number of the commercials and (2) the audience ratings of the programs in or between which they appear.

Local HIBAs are made in major markets, each report covering all radio or television commercials in a given product category in one city during one week. They are done on order, and, according to Hooper President James L. Knipe, virtually all of the top agencies have ordered HIBAs at one time or another. They are done separately for radio and television. In tv there is also a separate report on network users, making it possible to compare the network HIBAs of these sponsors with their standings in the various local markets.

Coincidentally, beginning with this issue, B•T will present in tabular form each week summary highlights of HIBA measurements made in various cities and covering various product categories. Some will deal with radio commercials; some with tv. In television, there will be a network HIBA for network advertisers, as well as the local measurement. The first table, which appears separately on this page, deals with beer commercials in Cleveland television.

President Knipe describes the HIBAs' usefulness as follows:

"The advertiser urgently needs to know how his brand's broadcast advertising exposure compares with that of competitive brands. In the 'Hooper Index of Broadcast Advertisers' he gets a figure which gives him a score, an exposure relationship, with which he can make a comparison between his brand and those of his competitors.

"Study of HIBAs gives him answers to these five important questions:

"1. 'Have I attained and am I holding the proper national television broadcast position?'

"2. 'Is this national television position reasonably maintained in leading metropolitan markets, with local assists from spot radio and tv?'

"3. 'If the answer is "no" to either of these first two questions, then "Where, how, and at what cost should I look for broadcast time to match my competitors?" '

"4. 'Is a dangerous new competitor pushing forward too rapidly on either the national or regional level?'

"5. 'Is a formerly dangerous competitor fading out of the picture, so that I can practically ignore him?'

"With these five answers in mind, the advertiser can either proceed on his present course with renewed confidence, or he can start the organizational wheels rolling on a newer and better road."

In determining the lengths and number of commercials broadcast for a sponsor, HIBA relies on the reports of Broadcast Advertisers Reports Inc., a monitoring firm in which the Hooper organization recently acquired a financial interest.

BAR tape-records, for a full week every two months, all broadcasts on all leading stations within a given city. Formed in 1952, the firm has expanded gradually, now conducts this monitoring service in 12 cities and plans to increase this to about 25 in the reasonably near future. From its tapes, BAR compiles reports giving for each city a complete breakdown of each advertiser's schedule (according to product) and also a minute-by-minute log for each station showing just when each commercial was carried. Similarly, BAR monitors all radio and tv networks daily, every week of the year. These network reports are published in the week following the monitoring.

From these reports—which BAR sells separately to a list of subscribers that now includes practically all major agencies as well as almost all stations in the cities monitored—Hooper people determine the lengths and number of commercials carried, in a given city, for each brand within the product category under study.

The 'Commercial Unit'

Each commercial is given a weighting factor in accordance with its length, and this factor, called "commercial unit," is then multiplied by the audience rating of the program in which it appeared. The result is the HIBA for that commercial. When all commercials for a single product in a single city have been thus evaluated, the results are added together to get the total HIBA for the product in that market.

In the case of television HIBAs, the audience rating used is that of American Research Bureau Inc., with which the Hooper organization has a working arrangement. In radio, the local ratings of C. E. Hooper Inc. are used.

Markets currently on the schedule for HIBA television measurements include Baltimore, Boston, Chicago, Cleveland, Detroit, Los Angeles, Minneapolis, New York, Philadelphia, San Francisco and Washington. The list for radio HIBAs includes Boston, Chicago, Los Angeles, New York, Philadelphia, Pittsburgh and San Francisco.

Tracing the genesis of HIBA, Mr. Knipe said:

"When monitoring as done by BAR first came to our attention about two years ago, we realized that its meaning and usefulness would be greatly enlarged if we added rating and a weighting factor and so developed a common denominator. Then we could add together the commercials of all types and lengths and obtain a meaningful total.

"The other way to do this would be by using dollars as a common denominator. But the dollar method has the disadvantages that (1) true prices for time are usually not known, (2) talent costs are not accurately available, and (3) dollars do not necessarily correlate with audience size."

In developing the HIBA formula, certain

ground rules had to be adopted. These were evolved, Mr. Knipe explained, after discussion with "many of the best-informed agency people" over a period of several months. There were many suggestions and, consequently, some "compromises."

"Most important of these compromises," Mr. Knipe asserted, "was the one having to do with the grouping of commercial lengths into two groups—a 'commercial unit' and a 'one-half commercial unit'—and the assignment of a certain number of 'commercial units' to programs of varying length." This process is described in each HIBA report as follows:

"The starting point is to define a commercial unit as a commercial exposure of more than 10 seconds but usually not more than one minute in duration.

"Since this commercial unit is typically priced at twice that of a 10-second station identification (television) or a time signal (radio), these 10-second exposures are defined as one-half commercial units.

"Using an allocation pattern somewhat similar to that of the Television Code of the NARTB, commercial units are attributed to programs as follows:

"5-minute program—1 commercial unit.
"10-minute program—2 commercial units.
"15-minute program—3 commercial units.
"30-minute program—4 commercial units.
"60-minute program—6 commercial units.

"For programs of more than 60 minutes in length, commercial units are attributed at the rate of one commercial unit for each additional 10 minutes, as in a 60-minute program. . . ."

Mr. Knipe said that when the Hooper firm originally became interested in developing an HIBA service (first called "Monitored Commercials with Audience Ratings"), it did some experimenting of its own with other methods. But "it did not take us long to realize that tape was the only way to do the job," he added, pointing out that Hooper has since acquired an ownership interest—described only as a principal stock interest—in the BAR organization.

BAR was founded in November 1952 by Phil Edwards, president, and Bob Morris, executive vice president. Offices are in New York and Chicago; production facilities in Darby, Pa., and New Brunswick, N. J. The West Coast affiliate, owned by Tonie Kelley, is located in Sherman Oaks, Calif., just outside Los Angeles.

BEER IN CLEVELAND TV

WHOSE COMMERCIALS ARE SEEN MOST?

Hooper Index of Broadcast Advertisers

(Based on Broadcast Advertisers Reports' monitoring)

THE NATIONAL (NETWORK) INDEX

Rank	Product & Agency	Network Shows	Total Networks	Commercial Units	Hooper Index of Broadcast Advertisers
1.	Schlitz (Lennen & Newell)	1	1	4	113
2.	Budweiser (D'Arcy)	1	1	4	74
3.	Pabst (Leo Burnett)	1	1	2½	58

THE CLEVELAND INDEX (NETWORK PLUS SPOT)

Rank	Product & Agency	Network Shows	Total Stations	Commercial Units	Hooper Index of Broadcast Advertisers
1.	Erin Brew (Hart-Conway)	—	2	57½	443
2.	P.O.C. (Clifford A. Kroening)	—	3	32½	247
3.	Carlings (Lang, Fisher & Stashower) (Benton & Bowles)	—	2	18	157
4.	Schlitz (Lennen & Newell)	1	1	4	108
5.	Stroh (Zimmer, Keller & Calvert)	—	1	4	57
6.	Pfeiffer (Maxon)	—	1	4½	51
7.	Duquesne (Walker & Downing)	—	1	6	50
8.	Pabst (Leo Burnett)	1	1	2½	50
9.	Budweiser (D'Arcy)	1	1	4	46
10.	Old Dutch	—	1	4	35
11.	National Bohemian (W. B. Doner)	—	1	1	21
12.	Iron City (Smith, Taylor & Jenkins)	—	1	4	18

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial.** When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.

* "Commercial Units": Commercials are taken from the monitored reports published by Broadcast Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."

** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks, the average of the ratings for the preceding and following time periods is used wherever feasible; otherwise, the rating is that of either the preceding or following time period, normally the preceding.

In the above summary, monitoring of the networks for the national report occurred Jan. 5-11, 1956. Monitoring in Cleveland took place Jan. 1-7, 1956.

Schwerin Highlights Mistakes In Tv Advertisers' Research

MANY tv advertisers are guilty of fundamental mistakes in approaching the field of qualitative research, particularly in the study or testing of tv commercials, Horace Schwerin, president of Schwerin Research Corp., New York, said Thursday.

At a luncheon meeting in New York of the media research group of the American Marketing Assn., Mr. Schwerin listed five errors commonly committed by these tv advertisers.

He hit at the practice of some in avoiding research which may bring up just the answers the advertisers don't want to hear. Many agencies, on the other hand, he said, encourage studies which may throw a critical spotlight on their own creative efforts, in the hope that in the long run the analysis will help.

Another error, he said, is the use of the wrong measures to find answers to salient questions. An example of this, Mr. Schwerin said, is measuring total remembrance of copy points within a commercial and pointing to these as a correlation of the commercial's effectiveness. A third, which ties in with this, is discounting the emotion or mood of the commercial and overemphasizing the importance of getting explicit copy points remembered.

Two other mistakes listed by Mr. Schwerin: Unnecessary "hammering away" at copy points —i.e. attempting to accomplish with a mailed fist what could more readily be achieved by a light touch—and not enough experimentation.

UPA's Mister Magoo Heads Rheingold Beer Promotion

THE near-sighted Mister Magoo, hero of UPA's film "When Magoo Flew," winner of the 1954 Academy Award Oscar as the best cartoon short subject, has been named number one salesman for Rheingold Beer in Southern California.

In a campaign created by the Foote, Cone & Belding agency and UPA Pictures Inc., Mister Magoo is being featured for Rheingold Beer in a series of television announcements, daily advertisements in newspapers, and a variety of point-of-purchase displays. The tie-up marks the first time Magoo has been released for commercial use; his exposure to the public hitherto has been confined to theatrical shorts released by Columbia Pictures Corp. The campaign is confined to the Southern California region.

Arrangements for the project were negotiated by Stephen Bosustow, UPA president; Herbert Klynn, west coast tv sales representative for UPA; Frank Delano, FC&B vice president and Rheingold's New York account supervisor, and Byron Mayo, west coast FC&B-Rheingold account executive.

U. S. Tv Set Families Now Reported at 74%

THE PERCENTAGE of U. S. families with a tv set was 74% as of January this year, an increase of four percentage points over October 1955, according to a quarterly report by the Market Research Corp. of America [B•T, Feb. 21]. The increase reflected "the usual seasonal spurt normally associated with the holiday season" and was concentrated in small towns and rural areas.

Here is MRCA's breakdown of families with tv sets since April of last year:

PERCENT OF FAMILIES IN EACH GROUP WITH TELEVISION SETS

	Apr. '55	Jul. '55	Oct. '55	Jan. '56
	67%	68%	70%	74%
Regions:				
Northeast	84%	85%	85%	86%
South	50	54	56	61
North Central	70	70	72	77
Mountain & Southwest	46	52	54	60
Pacific	65	66	70	74
City Size:				
Farm	38%	43%	47%	51%
Under 2,500	53	56	57	63
2,500 to 50,000	50	53	56	62
50,000 to 500,000	74	75	77	80
500,000 & Over	87	87	88	89
Total Family Income:				
Upper Fourth	77%	81%	83%	86%
Next Fourth	72	76	77	81
Next Fourth	69	69	71	75
Lowest Fourth	48	48	50	54
Education of Family Head:				
Grade School	60%	62%	64%	67%
High School	74	75	78	82
College	71	73	74	79
Size of Families:				
1 & 2 Members	57%	59%	62%	66%
3 Members	73	73	74	77
4 & 5 Members	77	78	80	84
6 Members & Over	62	66	68	74
Age of Housewife:				
Under 35 Years	73%	75%	77%	81%
35 thru 44 Years	74	74	75	79
45 Years & Older	59	61	63	67
Presence of Children:				
5 Years & Under	73%	75%	77%	80%
6-12 Years	75	76	78	82
13-20 Years	69	71	72	76
No Children	60	61	63	68

Philip Morris Executives, Staff Discuss Sales Plans

A SERIES of two-day closed door sales meetings between key executives of Philip Morris Inc. and regional sales staffs, which got underway last Monday in Atlanta, will close tomorrow (Tuesday) in New York. Meetings also were held in San Francisco, Chicago and Dallas.

Among those attending were Roger Greene, advertising director for Philip Morris Inc., and Thomas Christensen, assistant advertising director, who unveiled latest ad campaigns, copy and media strategy for Philip Morris, Marlboro and Parliament, PM's three cigarette brands. Top executives at the meetings were O. Parker McComas, president, and Joseph F. Cullman III, executive vice president.

A major topic discussed was the new advertising campaign for Philip Morris cigarettes, which will be handled by N. W. Ayer & Son, New York, effective May 1 [B•T, Feb. 6]. Currently handling PM advertising is The Biow Co., which loses the account after 25 years. Agencies for Marlboro and Parliament are Leo Burnett, Chicago, and Benton & Bowles, New York, respectively.

Research Test Shows Tv Ads Are 'Read' More Than Print

A RESEARCH UNIT—Qualitative Research Inc., an affiliate of Trendex (tv rating service)—says it has found that tv commercials seem to have "a tremendous bulge" over print advertising in the "area of 'read most'."

The research company bases its observation on a recent test of a set of automobile commercials on network tv made in 15-20 cities via telephoning at random. According to Qualitative Research 67% of the tuned program audience reported they had paid attention to most of each of the commercials, 76% said they had seen some part of the commercials while 9% of those who saw some part, but did not pay attention to most of the commercials, gave the reason of having been distracted from viewing at the time.

The percentages, according to Qualitative Research, are much higher than similar information researched of magazine readers who claim they read more than half of the text of automobile advertisements. Qualitative Research screened out viewers of a program by telephone within an hour after the broadcast. A fairly complete description of each commercial was given and the respondent was asked whether he had seen any part of it, and if so, did he pay any attention to it.

Blumenthal Named Exec. V. P.

LESTER J. BLUMENTHAL, former vice president and general manager of radio and television, Norman, Craig & Kummel, New York, and before that sales executive, CBS-TV, has been appointed executive vice president and general manager of Product Services Inc. (advertising agency), New York.



MR. BLUMENTHAL

Coincident with the appointment, Les L. Persky, president, Product Services Inc., announced termination as of March 1 of the agency's association with Charles Antell Inc.

Hotpoint Appoints Weston

APPOINTMENT of D. Edward Weston Jr., formerly with the General Electric Supply Co., as general manager of Hotpoint Co.'s new television receiver department was announced last week by John C. Sharp, president. Mr. Weston was manager of radio-tv marketing for the General Electric Supply Co. in Bridgeport, Conn., before joining Hotpoint in Chicago. Hotpoint has announced plans to enter the tv field [B•T, Feb. 20]. Hotpoint is a GE subsidiary.

Garland Becomes Partner

ROBERT C. GARLAND, formerly national sales manager for KOOL - AM - TV Phoenix and KOPO-AM-TV Tucson, both Ariz., and newly elected vice president of Charles H. Garland & Assoc. Inc., new Phoenix advertising agency, will become a partner in that agency, effective March 1. Mr. Garland will serve as account executive for the two-month-old agency and additionally will direct the firm's radio and television department.



MR. GARLAND

COLORCASTING

Advance Schedule Of Network Color Shows

(All times EST)

CBS-TV

Feb. 28 (9:30-10 p.m.) *Red Skelton Show,* S. C. Johnson & Son, through Needham, Louis & Brorby, and Pet Milk Co. through Gardner Adv. on alternate weeks (also March 6, 20, 27).

Mar. 1 (8:30-9:30 p.m.) *Climax,* Chrysler Corp. through McCann-Erickson (also March 29).

Mar. 3 (7-7:30 p.m.) *Gene Autry Show,* William Wrigley Jr. Co. through Ruthrauff & Ryan (also March 10, 17, 24, 31).

Mar. 15 (8:30-9:30 p.m.) *Shower of Stars,* Chrysler Corp. through McCann-Erickson.

NBC-TV

Feb. 27-Mar. 2 (3-4 p.m.) *Matinee,* participating sponsors (also March 5-9, 15-16, 19-23, 26-30).

Feb. 27-Mar. 2 (5:30-6 p.m.) *Howdy Doody,* participating sponsors (also March 12-16, 19-23, 26-30).

Mar. 3 (10-10:30 p.m.) *George Gobel Show,* Pet Milk Co. through Gardner Adv. and Armour & Co. through Foote, Cone & Belding, on alternate weeks.

Mar. 5 (8-9:30 p.m.) *Producers Showcase,* "Caesar and Cleopatra," Ford Motor Co. through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey.

Mar. 6 (7:30-7:45 p.m.) *Dinah Shore Show,* Chevrolet Motor Div. of General Motors Corp. through Campbell-Ewald (also March 8, 20, 22).

Mar. 7 (10-10:30 p.m.) *This Is Your Life,* Hazel Bishop through Raymond Spector.

Mar. 11 (2:30-5:30 p.m. EST and PST) "Richard the Third"—General Motors divisions as participating sponsors.

Mar. 13 (8-9 p.m.) *Milton Berle Show,* Sunbeam Corp. through Perrin-Paus, and RCA and Whirlpool Corp. through Kenyon & Eckhardt.

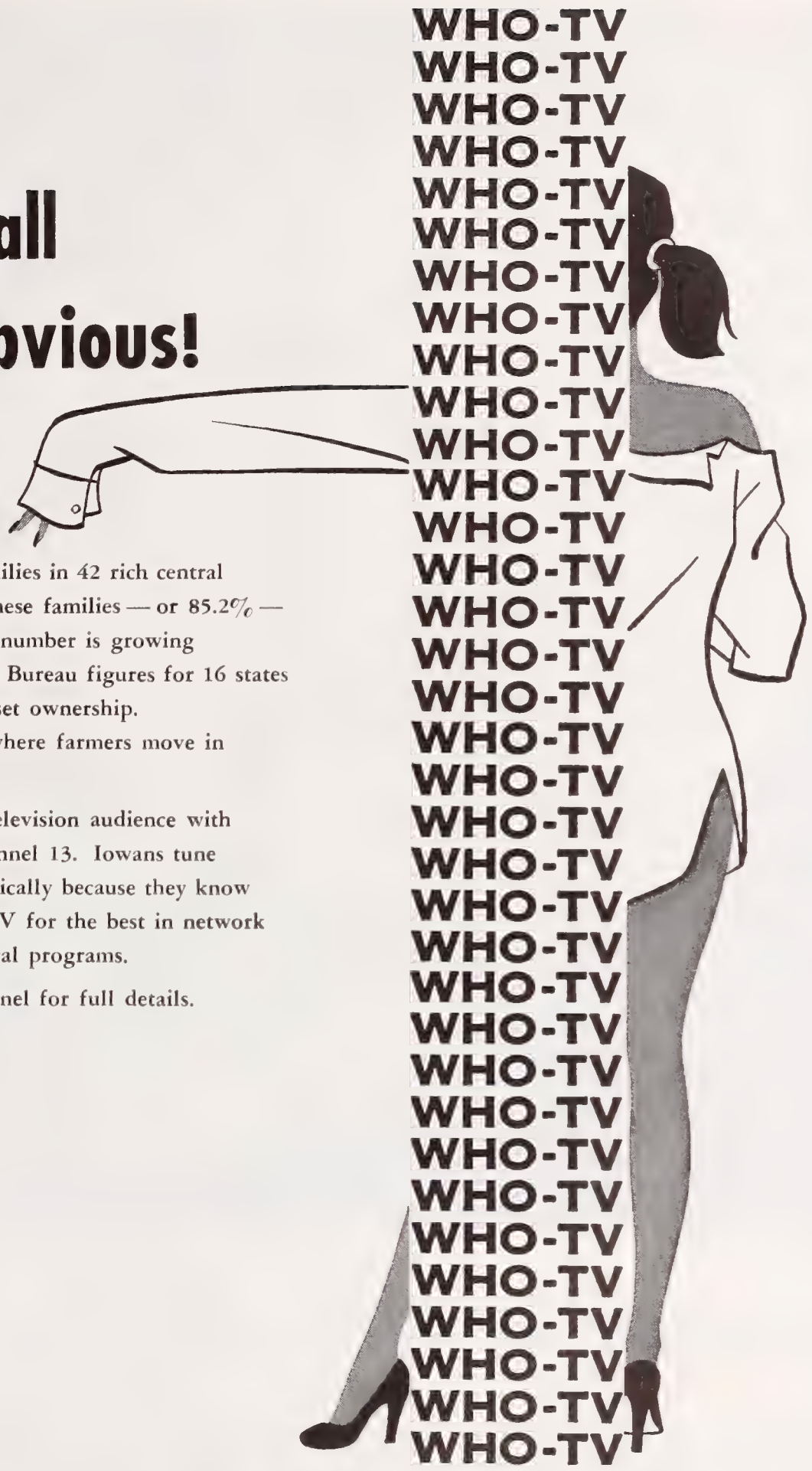
Mar. 18 (3:30-4 p.m.) *Zoo Parade,* Mutual of Omaha through Bozell & Jacobs and American Chicle through Ted Bates, on alternate weeks (also March 25).

Mar. 18 (4-5:30 p.m.) *Hallmark Hall of Fame,* "Taming of the Shrew," Hallmark Cards Inc. through Foote, Cone & Belding.

Mar. 24 (9:30-10 p.m.) *Jimmy Durante Show,* Texas Co. through Kudner.

[Note: This schedule will be corrected to press time of each issue of B•T]

It's all pretty obvious!



WHO-TV serves 334,750 families in 42 rich central Iowa counties. 284,500 of these families — or 85.2% — have television sets, and the number is growing rapidly. Recent U. S. Census Bureau figures for 16 states rank Iowa first in farm TV-set ownership. First-on-the-farm in a state where farmers move in upper-income circles!

WHO-TV reaches this big television audience with 316,000 watts on bright Channel 13. Iowans tune in consistently and enthusiastically because they know they can depend on WHO-TV for the best in network features, *plus* outstanding local programs.

Ask your Free & Peters Colonel for full details.

WHO-TV

Channel 13 • Des Moines



Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Free & Peters, Inc.
National Representatives

NBC Affiliate



WOODLAND-TV *is big territory!*

A tempting dish for your merchandising menu is this fast-growing market with the buying power to match its big breakfast food appetite. It's Western Michigan . . . . the country's 20th television market . . . and it's YOURS when you buy WOOD-TV, Grand Rapids' only television station. Ask us to tell you more.





WOOD-TV **WOODLAND CENTER**
GRAND RAPIDS, MICHIGAN

GRANDWOOD BROADCASTING COMPANY • NBC BASIC; ABC SUPPLEMENTARY • ASSOCIATES: WFBM-AM AND TV, INDIANAPOLIS; WFDF, FLINT; WTCN-AM AND TV, MINNEAPOLIS; WOOD-AM AND TV, GRAND RAPIDS • REPRESENTED BY KATZ AGENCY

Tv Sets to Go Up 2.9 Million In 1956, Says NBC's Beville

AN EXPECTED increase of 2.9 million tv sets in the U. S. by next January, compared to Jan. 1, 1956, was estimated Thursday by NBC's Hugh M. Beville Jr., vice president in charge of planning and development.

Mr. Beville estimated 36.9 million tv sets in the U. S. at the beginning of this year, and projected industry accepted figures to indicate a total of 39.8 million by next January. According to NBC researchers, nearly 71% of all homes in the country are now equipped with television. Also, by their estimates, this figure will climb to 74% by next January.

In other estimates, NBC researchers see more than 5% of all tv homes with more than one receiver by 1957 compared to approximately 4.2% multi-set households today.

Noting that industry figures report 1955 as tv's "peak year" in tv sets sold at retail (7,421,000), Mr. Beville said that 1956 can be expected to come close to that mark. He also found an increasing proportion of new set sales purchased as replacements for sets which have been scrapped. Until January 1954, set scrappage was relatively unimportant, totaling about 800,000, or about 3% of all retail sales up to that time, he said. But during 1955, an estimated 3 million or about 40% of the 7.4 million sets sold actually were replacements for scrapped sets. More than 6 million sets have been scrapped, it was estimated.

Mail Pouch Adds Contest Spots

MAIL POUCH TOBACCO Co. (Kentucky Club pipe tobacco), Wheeling, W. Va., will place supplementary spot campaign on NBC-TV's *Tonight* starting Thursday, backing its print media effort for its third annual Derby Day contest. Kentucky Club's contest, which will award a prize thoroughbred colt plus $1,000 for expenses and a pair of tickets to the Kentucky Derby in Louisville, is being conducted in March by the Charles W. Hoyt Co., New York, Mail Pouch's agency, with judging by the Reuben H. Donnelly Corp., Chicago.

Tintex Increases Radio Budget

TINTEX Co. (fabric dyes), New York, will launch a campaign March 1, with a 25% increase in radio station coverage over last year, using participations on five daytime radio network programs on NBC and ABC and spot announcements on about 60 stations. Agency is Emil Mogul Co., N. Y.

BUSINESS

Scripto Inc. (pens and pencils), Atlanta, starting radio and tv spot campaign of undetermined length in San Francisco and Los Angeles, beginning in April. Agency: Donahue & Coe, N. Y.

National Home Study Schools (correspondence classes), N. Y., currently running 25-city radio spot campaign, using 13 stations, and expected to add 12 more stations within next 30 days. Agency: William Warren, Jackson & Delaney, N. Y.

Regal Pale Brewing Co., S. F., has renewed *Harry Owens Show* on 17 stations of CBS-TV Pacific Network, marking fourth consecutive renewal of program by sponsor. Agency is Guild, Bascom & Bonfigli Adv., S. F.

Swift & Co. (meat products), Chicago, to sponsor *The Uncle Johnny Coons* show on NBC-TV (Sat., 11:30 a.m.-noon), starting March 3. Program originally was regular Saturday morning show on WNBQ (TV) Chicago. Agency: McCann-Erickson, Chicago.

AGENCY APPOINTMENTS

Avco Mfg. Corp., N. Y., names Compton Adv., N. Y., effective June 1, to handle its Crosley and Bendix home appliances division advertising in addition to radio and television divisions, which Compton already handles.

Lee Ltd., Beverly Hills, Calif., appoints Anderson-McConnell Adv. Inc., L. A., for entire line of cosmetics and hair products.

Hudson Dealer Organization of Greater Metropolitan Chicago appoints Ray Freedman & Assoc., Chicago, for coming year.

A&A PEOPLE

Ted Adams, formerly sales promotion supervisor, commercial equipment department, Hotpoint Co., Chicago, appointed vice president of John B. Morrissey Co., Chicago agency.

Clarence Hatch Jr., formerly senior vice president of Kudner Agency Inc. and executive vice president of D. P. Brother & Co., elected vice president of Campbell-Ewald Co., Detroit, effective March 5.

Edward E. Rothman, formerly senior vice president, general manager and director of Campbell-Ewald Co., appointed director of product advertising and sales promotion office, sales and advertising staff, Ford Motor Co., Dearborn, Mich.

Raymond C. Stricker, vice president, Ruthrauff & Ryan Inc., Chicago, resigned. Future plans to be announced.

Russell A. MacDonnell, vice president in charge of sales and advertising, Grove Labs (pharmaceuticals), St. Louis, to Warwick & Legler, N. Y., as vice president.

Irving P. MacPherson, products advertising and sales promotion manager, The Best Foods Inc., N. Y., to Warwick & Legler, N. Y., as vice president.

Bob Pasch, creative supervisor, Ruthrauff & Ryan, N. Y., appointed vice president and associate copy director.

Alfred R. Tennyson, tv producer, Kenyon & Eckhardt, N. Y., named head of new commercial production department formed by agency. Department will be responsible for all activities related to production of tv and radio commercials.



MR. TENNYSON

Horace E. Curtis, vice president, BBDO, N. Y., transferred to Cleveland office as supervisor on General Electric lamp account. **Michael Corcoran,** Foote, Cone & Belding Inc., N. Y., to L. A. office of BBDO as account group supervisor.

Edward H. Meyer and **Charles A. Winchester,** account executives, The Biow Co., N. Y., promoted to supervisors on Procter & Gamble account.

Jesse L. Livermore, general manager, cosmetic division, American Home Products Inc., N. Y., to The Biow Co., N. Y., as account executive on Lanolin Plus.

James A. Dernocouer, formerly advertising and sales promotion manager, Kelvinator Div., American Motors Corp., Detroit, appointed advertising manager of Norge Chicago Corp., distributor for Norge Div. of Borg-Warner Corp., Chicago.

Sinclair Jacobs, account executive, BBDO, to Ted Bates & Co., N. Y., in similar capacity.

George F. Leithner, director of media relations, Chicago office of Young & Rubicam Inc., N. Y., named associate media director of agency. He is replaced in Chicago by **Robert B. Byron.**

Melvin Singer, advertising brand manager, Schenley Industries, N. Y., and **Richard Most-**

LATEST RATINGS

NIELSEN

Top Radio Programs

Two Weeks Ending Jan. 21

Rank	Program	Homes (000)
Evening, Once-a-Week (average for all programs)		(842)
1.	Our Miss Brooks (CBS)	2,200
2.	Edgar Bergen (Anahist) (CBS)	2,059
3.	Two for the Money (CBS)	2,012
4.	Edgar Bergen (CBS Columbia) (CBS)	1,872
	Dragnet (NBC)	1,872
	News & Gene Autry (CBS)	1,872
7.	Great Gildersleeve (NBC)	1,778
	You Bet Your Life (NBC)	1,778
9.	Gunsmoke (CBS)	1,732
10.	People Are Funny	1,685
Evening, Multi-Weekly (average for all programs)		(796)
1.	Lowell Thomas (CBS)	1,732
2.	One Man's Family (NBC)	1,638
3.	News of the World (NBC)	1,591
Weekday (average for all programs)		(1,544)
1.	Wendy Warren (Philip Morris) (CBS)	2,340
2.	A. Godfrey (Staley) (CBS)	2,293
	Helen Trent (CBS)	2,293
4.	Guiding Light (CBS)	2,246
5.	Young Dr. Malone (T. & Th.) (CBS)	2,200
	A. Godfrey (Corn Products) (CBS)	2,200
	A. Godfrey (Staley) (CBS)	2,200
8.	A. Godfrey (Pillsbury) (CBS)	2,153
	A. Godfrey (Kellogg) (CBS)	2,153
	Ma Perkins (CBS)	2,153
Day, Sunday (average for all programs)		(562)
1.	Woolworth Hour (CBS)	1,544
2.	Your Nutrilite Theatre (NBC)	1,123
3.	Robert Trout (News-10) (CBS)	1,030
Day, Saturday (average for all programs)		(842)
1.	Gunsmoke (CBS)	1,732
2.	Robert Q. Lewis (Milner) (CBS)	1,591
3.	Allan Jackson (News-12) (CBS)	1,544

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PULSE

Top 20 Regularly Scheduled Once A Week Shows

		Rating Jan.	Dec.
1.	$64,000 Question (CBS)	48.7	50.2
2.	Ed Sullivan (CBS)	42.2	42.2
3.	Producers Showcase (NBC)	40.6	
4.	I Love Lucy (CBS)	40.2	39.7
5.	Groucho Marx (NBC)	34.6	35.9
6.	Disneyland (ABC)	33.5	32.0
7.	Climax (CBS)	33.0	34.2
8.	Perry Como (NBC)	31.5	30.9
9.	Dragnet (NBC)	31.1	29.7
10.	December Bride (CBS)	30.2	29.5
11.	Lux Video Theatre (NBC)	29.1	27.4
12.	George Gobel (NBC)	28.9	30.6
13.	Robert Montgomery (NBC)	27.0	27.1
14.	Jackie Gleason (CBS)	26.9	27.8
15.	I've Got A Secret (CBS)	26.6	27.0
16.	Burns and Allen (CBS)	26.5	29.4
17.	Red Skelton (CBS)	26.4	25.8
18.	Studio One (CBS)	25.1	
19.	Your Hit Parade (NBC)	25.1	
20.	Four Star Playhoue (CBS)	24.7	

Top 10 Regularly Scheduled Multi-Weekly Shows

		Rating Jan.	Dec.
1.	Mickey Mouse Club (ABC)	18.9	18.9
2.	Guiding Light (CBS)	11.6	10.8
3.	Love of Life (CBS)	11.1	10.7
4.	Search for Tomorrow (CBS)	10.7	11.1
5.	Big Payoff (CBS)	10.6	10.1
6.	News Caravan (NBC)	9.9	9.9
7.	Art Linkletter (CBS)	9.7	9.9
8.	Howdy Doody (NBC)	9.7	10.2
9.	Valiant Lady (CBS)	9.6	
10.	Arthur Godfrey (CBS)	9.5	9.7
	Bob Crosby (CBS)	9.5	

koff, assistant advertising manager, Wings Shirt Co., N. Y., to Grey Adv., N. Y., as account executive and sales promotion copywriter, respectively.

Ronald De Luca, formerly with Roy S. Durstine, N. Y., to Kenyon & Eckhardt, N. Y., as art director.

Michael J. Silver, former program director, WNAO Raleigh, N. C., to J. T. Howard Adv. Inc., Raleigh.

Gustav W. Pfleger, formerly media buyer at Young & Rubicam Inc., Chicago, to Leo Burnett Co., same city, as media group supervisor.

Bruce Baldwin, copy chief at John W. Shaw Adv. Inc., Chicago, appointed creative director.

Donald M. Laiffer, Warwick & Legler, L. A., appointed radio-tv director.

Bernard D. Kahn, print and tv group creative supervisor, The Biow Co., N. Y., to Lennen & Newell, N. Y., as copy supervisor.

Arlene Gilbert, account executive, Cayton Inc., N. Y., to Dick Donald Adv., L. A., as copy chief.

John E. Russell Jr., art director, Morey, Humm & Johnstone, N. Y., to Victor A. Bennett Co., N. Y., in similar capacity.

Howard A. Crum, former copywriter, Campbell-Ewald, to Applegate Advertising Agency, Muncie, Ind., as creative director.

Charles McNeil, southern district sales supervisor, San Francisco Brewing Co. (Burgermeister beer), named assistant to company advertising manager, succeeding **Tom Franichevich,** manager of new personnel and industrial relations department.

H. A. Garbanati, division sales manager, E. & J. Gallo Winery, Modesto, Calif., to sales promotion staff, Erwin, Wasey & Co. Ltd., L. A.

C. James Johanse, assistant copy supervisor, Kenyon & Eckhardt, Philadelphia office, to copy department, Gray & Rogers, Philadelphia.

Perry Pasmezoglu, West Coast public relations man, to Irwin-Los Angeles Adv. Agency as account executive.

Gordon Jett, promotion copywriter, Geare-Marston Adv., Philadelphia, to Kenyon & Eckhardt, same city, as copywriter.

Howard Munce, Cunningham & Walsh, N. Y., to N. Y. office of Foote, Cone & Belding as art director assigned to Rheingold beer account.

Ralph Tuomela, Kling Studios Inc. and Burling-game-Grossman Adv., Chicago, and **Ralph Young,** advertising promotion department, *Chicago American,* to art staff of Waldie & Briggs Inc., same city.

Mrs. Elizabeth Eyerly, executive vice president, Bottsford, Constantina & Gardner Adv., N. Y., honored by Golden Slipper Square Club, Phila., as outstanding woman of year in advertising.

Willard D. Egolf, Washington attorney, formerly vice president of Adv. Federation of America, and public relations director-special counsel to National Assn. of Broadcasters, named vice president and general counsel, Mile High Oil Co., Pueblo, Colo.

Ben Duffy, BBDO president, and **John C. Kelly,** president, Kelly-Nason, N. Y., named vice chairmen, advertising-radio-tv division, Cardinal's Committee of the Laity for 1956 fund appeal, N. Y., Catholic Charities. **Eugene J. McCarthy,** CBS, and **Thomas H. Shanley,** Warwick & Legler, appointed to committee.

Sizzling Success

THE heat was on for Marlowe Chemical Co., New York, manufacturer of a new aerosol fire extinguisher, just 48 hours after it had introduced the product to New Yorkers on a budget, 90% of which was allocated to tv spots. Two days after it advertised the Fire Chief home extinguisher via 63 local spots on four New York tv outlets, backed by a full newspaper campaign, spokesmen for Marlowe said that the firm had to "temporarily cancel all of its expansion plans." The reason was that the demand already had far exceeded the supply.

A&A SHORTS

Donald Haven Hall Adv. Agency, Costa Mesa, Calif., and **Paul J. Mitchell Adv. Service,** Orange Calif., have merged to form **Hall-Mitchell Adv. Agency,** 122½ S. Glassell St., Orange.

Charles O. Puffer Co., Chicago advertising-public relations firm, has moved to larger quarters at 75 E. Wacker Drive.

Ed. Belford Agency, Studio City, Calif., announced move to larger quarters at 12400 Ventura Blvd., Studio City.

Jerry Lichtman Co., N. Y., advertising and public relations firm, moved to 79th floor of Empire State Bldg. Agency has expanded space and personnel.

V. James De Santis Co., Glendale, Calif., in expanded quarters at 1400 E. California Ave.

WOR-TV New York will carry baseball show sponsored by *True, The Man's Magazine,* N. Y., marking *True's* first use of tv. Show, *Happy Felton's Press Box,* is quarter-hour film program to precede each of 25 road games of Brooklyn Dodgers. Agency: C. L. Miller Adv., N. Y.

R. Jack Scott Inc., Chicago, is new name of former Schwimmer & Scott Inc., president Jack Scott announces. Walter Schwimmer, agency co-founder, left firm in 1951. New emphasis on marketing and merchandising is planned by Scott agency with appointment of additional merchandising directors **Lou Sargent,** for drug products and **Robert Larson,** hard goods. Agency officers remain same.

Mark Schreiber Adv., Denver, has added specialized market research department and expanded offices in Zook Bldg. **Helen Loufek,** formerly research supervisor, McCann-Erickson Inc., Chicago, heads new Schreiber unit.

Chapin-Damm, Sacramento, Calif., agency, in larger quarters in Winreed Bldg., 1412 S St.

Blaylock Adv., Chicago, moved to larger quarters at present address, 30 N. LaSalle St.

Conklin Mann Co., N. Y., is successor to dissolved partnership of Conklin Mann & Son. All partners remain with corporation as directors and officers, and Henry Carleton, Earl Edgar, Henry Pendzick and Nathaniel Mann II elected vice presidents.

Hege, Middleton & Neal, Greensboro, N. C., **Campbell-Mithun Inc.,** Minneapolis, **Beam & Milici Adv.,** Honolulu, **Warner & Todd Inc.,** St. Louis, and **Hoag & Provandie Inc.,** Boston, elected to membership in American Assn. of Advertising Agencies.

AFM LOCAL 47 SPLIT ON TRUST FUND

Faction under Hollywood Vice President Read opposes policy of having trust fund receive extra music fees from movie adaptations for tv. Fight due to erupt at membership meeting today.

ALTHOUGH it was learned last week that the International Executive Board of the American Federation of Musicians has denied a plea by Hollywood Local 47 for amendment of the music performance trust funds [B•T, Jan. 30], the fight over the issue continues to rage within Local 47 and is expected to explode today (Monday) at a general membership meeting scheduled at the Hollywood Palladium.

In effect, the authority of AFM President James C. Petrillo and the very existence of the trust fund have been challenged.

Involved in the dispute is the policy of AFM to funnel into the trust fund the extra music payments created when movies are released to television. A faction within Local 47, headed by Vice President Cecil F. Read, contends that Hollywood musicians are entitled to the extra payments just as other workers in the movie industry receive added compensation when a feature film is released to television. He contends the Hollywood musicians contribute the most to trust funds and get practically nothing in return.

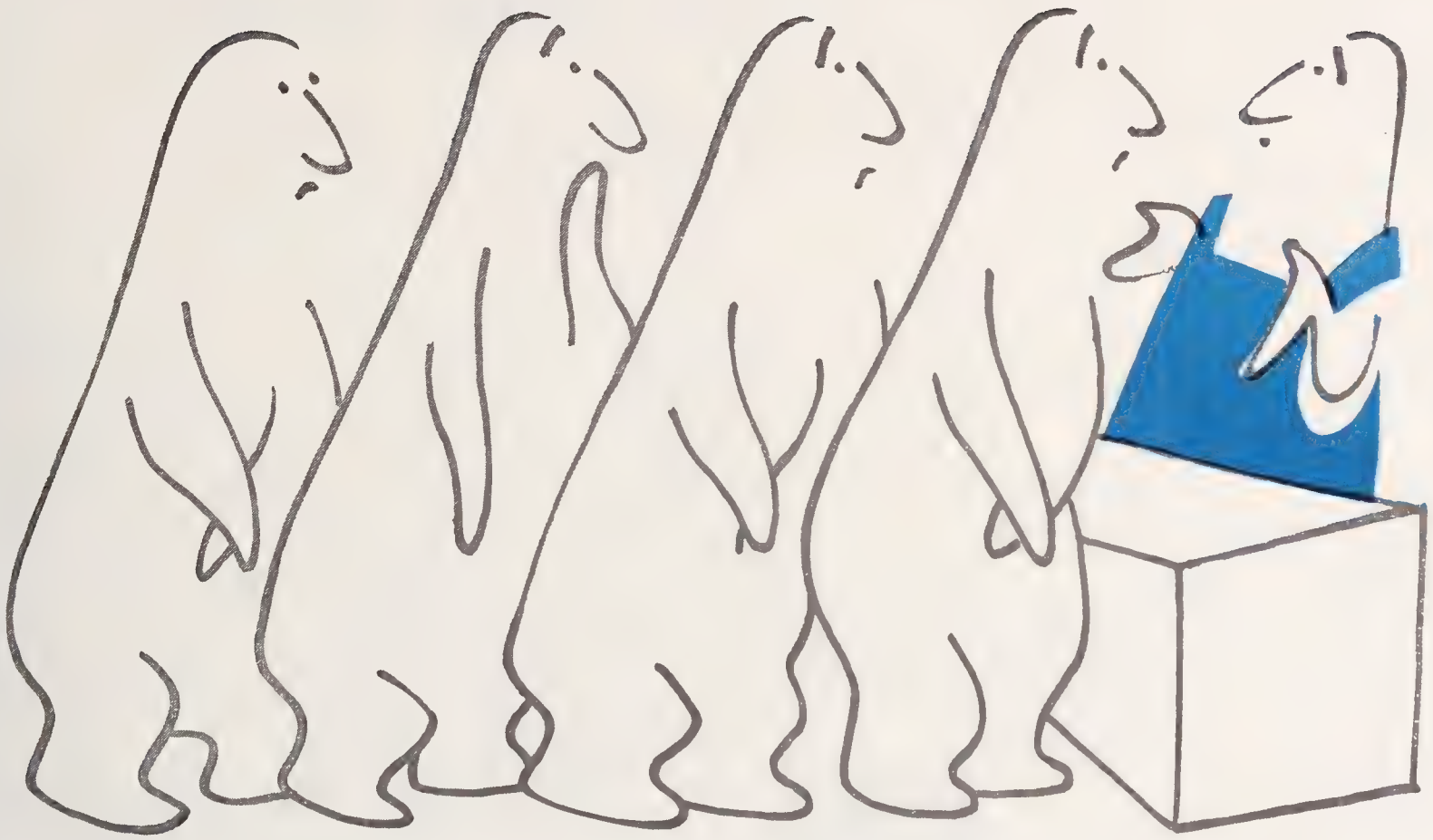
Most other officers of Local 47, however, headed by President John teGroen, are opposing Mr. Read in the fight and charge him with personal political ambition. While they agreed to soliciting the International Board on the matter, they decided to abide by the ruling since this is the second time in five years that they have been overruled on this issue.

Read's Contentions

Mr. Read, who gives his official report to the membership today, personally appeared before the International Board in New York several weeks ago. He told the Board that Hollywood musicians lost $2 million in 1955 alone as a result of the payment of the extra money into the tv trust fund. He said Local 47 contributes 33% of all money paid into the national recording trust fund and 97% of all money paid into the tv trust fund, but it is understood his estimates, based on a study conducted by Facts Consolidated Inc., were discounted by the board. Mr. Read contends that more than half of all money put in AFM trust funds come from Local 47.

When a film is released to television, the trust fund receives 5% of the gross plus a $25 "re-scoring" fee for each musician who performed in the original production. The 5% formula was established in 1951. Prior to last June, the $25 re-scoring payment was given to the musicians personally, but under a new AFM policy since then this money also goes into the trust fund on the theory the payment is not wages and the musician was paid for the product once. When a film is "re-scored" for tv, the musicians do not do any actual additional work since the sound track is retained without any alterations.

The International Board's reply to the demands of Local 47 as presented by Mr. Read was released to B•T Thursday with Mr. Petrillo's express permission. The letter, signed by AFM Secretary Leo Cluesmann, disclosed the



We got a little behind in our overalls

We've said it before: If you've got something to sell on WJR, just be sure you've got enough to go around. Here's why we say it again:

A man who makes overalls bought a 13-week campaign on WJR to help move his jeans.

He renewed 13 weeks later. With his new contract came two commercials asking people to please be patient about one brand he'd featured on the earlier schedule. The factory was a month behind on orders.

"This," he wrote happily, "is truly a fine testimonial to the results obtained over your station."

For, as Alfred Politz Research, Inc. discovered in a recent comprehensive survey of radio listeners in the area, there's no medium as well attended as WJR, Detroit.

Politz measured a four-state portion of the primary coverage area. He found that 41 percent of all listeners *keep* their dials at WJR. The rest are split between 196 other stations.

There isn't another single unit medium of any kind that can reach as many buyers in the market as WJR, and the 16,000,000 people in our coverage area buy a lot of overalls—and a lot of cars, toothpaste, razor blades and gumdrops.

Your advertising manager is really up to date on WJR if he has read the new Politz study.

The Great Voice of the Great Lakes

WJR *Detroit*

50,000 Watts CBS Radio Network



Don't be left out in the cold—prevent home fires

five specific requests made by Local 47. These included:

"(1) Raises in the record industry scales, now 21%, be given to the recording musician instead of to the trust fund.

"(2) Re-scoring fees, motion picture theatrical films to tv use, $25 per man per film, be paid to those recording the original sound track, and immediate action be taken to stop payment of 're-scoring' fees to the trust fund and to recover such fees as have been diverted to this fund since June 1955.

"(3) Re-use fees for transcribed radio 'closed-end' shows (consistent with what the advertiser can pay) be paid to the recording musician instead of to the trust fund.

"(4) Enact a new policy or code for recording for tv film that would (a) lower the total music cost per film, thus making it possible to compete on an economic basis as well as a quality basis for the employment now being lost to 'imported' or 'library' sound track; (b) provide for payments for 're-runs' to be made to the musicians recording for the film being re-run, instead of payments to the trust fund.

"(5) A definite statement of Federation policy recognizing individual 'performance rights' in recorded music; efforts in line with the recommendation made in this report to establish those 'rights'; negotiating contracts and agreements requiring payment to the individual musician when his recorded services are 're-used,' 'transferred' or otherwise commercially exploited."

In its answer to these requests, the AFM letter pointed out that the figure of 21% described as a recording scale raise "is erroneous. This was not negotiated as a wage scale raise but is specifically referred to in the contract as a contribution to the trust fund."

The AFM letter informed Local 47 that "the entire matter is thoroughly discussed and it is found that various requests have for their ultimate purpose, payments to the individual musicians who did the recording, instead of to the trust fund, and diverting the money now in the fund to such musicians, thus resulting in the discontinuance of the fund.

"This would mean that many musicians throughout the country would be deprived of the little employment made possible by the fund and for which the recording industry acknowledges it owes an obligation.

"To grant the requests of Local 47 would wipe out the fund, thereby depriving musicians all over the country of this little employment, and turn the money over to the already well-paid musicians who do the recording and produce the mechanical music."

"Vigorous opposition" to any movement which would weaken or destroy the trust fund is contained in a resolution signed Feb. 18-19 in Bakersfield, Calif., by all delegates attending the 18th annual conference of 29 AFM locals from California, Arizona and Nevada. New Mexico locals also attended. Local 47 officials opposing Mr. Read predicted the resolution would be copied by other conferences nationally.

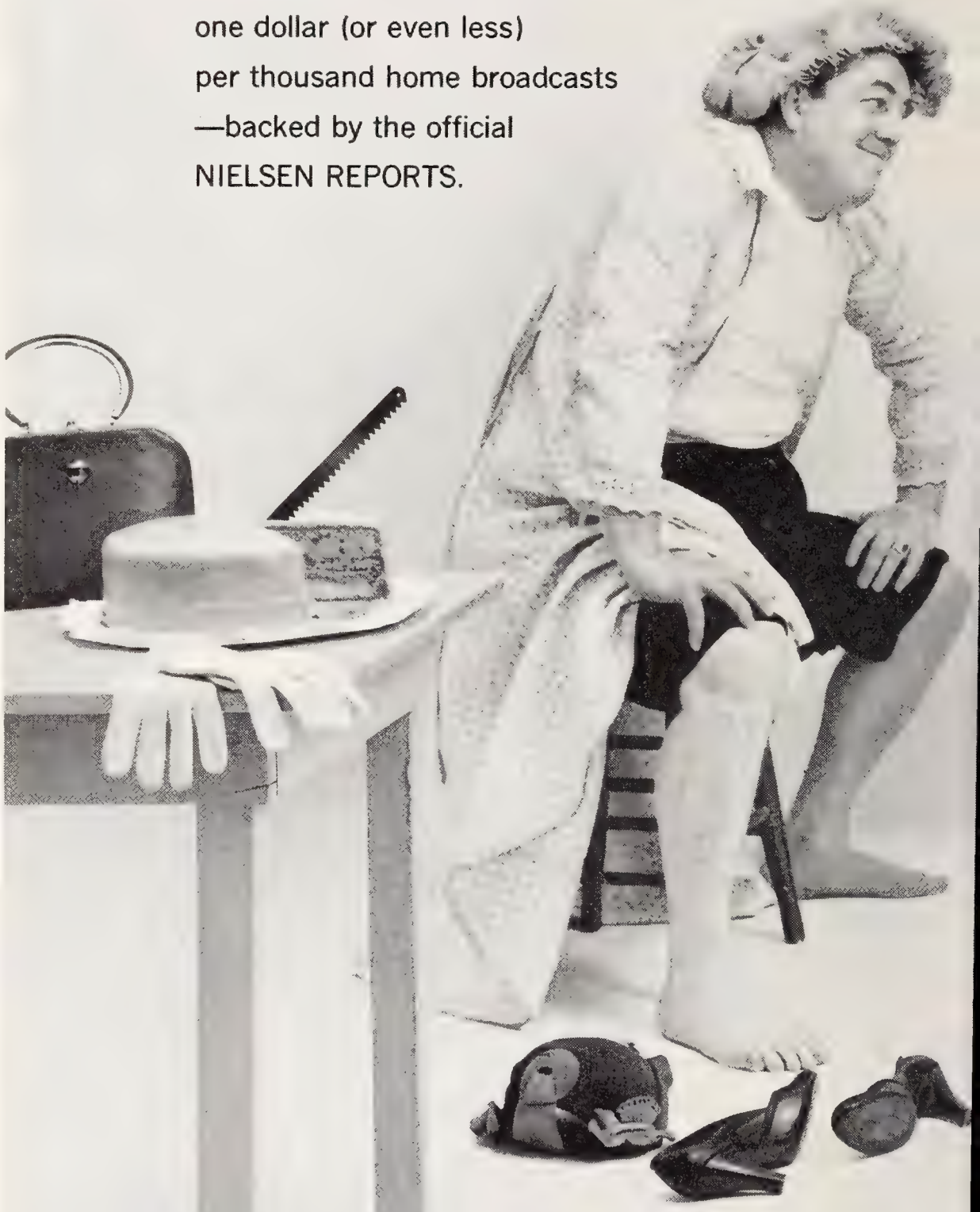
Freelance Tv Writers Get 20% Wage Increase

FREELANCE WRITERS for television films will operate under a new contract signed last week by the major movie studios and Writers Guild of America West, providing a 20% wage increase for about 200 Hollywood writers.

The agreement is retroactive to last Nov. 17 and runs until Jan. 15, 1960, according to Charles Boren, vice president in charge of industrial relations for the Assn. of Motion Picture Producers, and Donn Mullally, chairman

no time lost...

Sell-mates, WLW Radio offers the only Certified Audience Plan in any broadcast media . . . certifying a pre-determined audience at a low one dollar (or even less) per thousand home broadcasts —backed by the official NIELSEN REPORTS.



SALES OFFICES: NEW YORK, CINCINNATI, DAYTON, COLUMBUS, ATLANTA, CHICAGO, MIAMI .



. . . . CROSLEY BROADCASTING CORPORATION A DIVISION OF AVCO MANUFACTURING CORPORATION

WLW



radio world

of the guild's negotiating committee. The pact provides minimum payments to writers on all tv films, divided into low budget and high budget categories and graduated on the basis of whether the films run 15, 30, 60 or 75 minutes or longer.

High budget minimums range from $160 for a quarter-hour film story to $750 for 75 minutes; $520 to $2,300 for teleplays, and $600 to $2,750 for stories and teleplays. Low budget minimum for quarter-hour story is $145. Figures differentiating between high and low budget films are $16,500 for quarter-hour, $27,500 for half-hour and $52,250 for hour films.

The guild meanwhile is negotiating a similar freelance agreement with the television networks and last week commenced talks with the Alliance of Television Film Producers. The three-year ATFP contract expired last week.

Composers, Producers Confer

NEGOTIATIONS began in Hollywood Thursday between Composers & Lyricists Guild of America and Assn. of Motion Picture Producers looking toward the first industry contract covering the film product of the major movie studios, including television. Heretofore composers have negotiated personally, according to Guild president Leith Stevens, representing 400 members in Hollywood and New York. Talks with the major radio-tv networks, scheduled earlier in the week, were postponed because of intervention pleadings before the NLRB by the Songwriters Protective Assn.

$21 MILLION FILM SALE NEARLY SET

LARGEST sale of a motion picture library to television appeared imminent last week as Associated Artist Productions, New York, continued negotiations with Warner Bros. for the acquisition by AAP of the studio's pre-1949 library of 850 feature films and assorted cartoons and short subjects for an estimated $21 million.

Though neither Warner Bros. nor AAP would comment on the transaction, B•T learned that both parties are in general agreement on terms of a proposed contract, with details still to be ironed out. An announcement of the transaction may be made this week. Eliot Hyman, AAP president, has had frequent conferences in the past few months with Warner Bros. officials, though he had tried to obtain tv rights to the feature films as far back as 1953.

Associated with Mr. Hyman in the Warner Bros. project is Lou Chesler, a wealthy Canadian who reportedly has extensive mining interests. Lehman Bros., New York investment banking firm, has participated in discussions with Warner Bros. executives, and reportedly will arrange the financing of part of the transaction. Ben Kalmenson, executive vice president of Warner Bros., has been the chief negotiator for the studios.

If completed, the transaction would overshadow the acquisition by C & C Super Corp. of the RKO Radio Pictures backlog of 650 feature films plus cartoons and short subjects, for $15.2 million [B•T, Jan. 6, 1956].



SIGNING of Rosemary Clooney to star in 39 half-hour tv films—to be sponsored in 52 key markets around the country by Foremost Dairies Inc.—took place at Miss Clooney's Beverly Hills, Calif., home. With Miss Clooney are Mickey Rockford (l), vice president of MCA, and Richard St. John, vice president of the Guild, Bascom & Bonfigli agency, San Francisco, who negotiated the sale.

ABC Film Syndication To Back Stoloff Series

ABC Film Syndication Inc., and Hollywood producer-director Victor Stoloff last week signed an agreement whereby ABC will provide through Bankers Trust Co. of New York 50% of the financing for 23 half-hour films based on the plain clothes division of the Royal Canadian Mounted Police. The new series will be titled *The Force*.

Mr. Stoloff is arranging the remaining financing with S & S Films Ltd., Canadian firm which last year backed color filming of three initial programs in the series starring Lloyd Bridges. Mr. Stoloff is executive president of S & S Films. Other directors include J. K. Sims, attorney, president; W. D. Butler, member of Canadian Parliament, and Frowde Seagram, president of Dominion Life Insurance Co. of Canada. Mr. Stoloff has taken an office at General Services Studios, Hollywood, and is preparing scripts for the remaining 23 shows to be filmed in the next six months.

WOR-TV Pays $198,000 To NTA for Selznick Films

PURCHASE of 10 David Selznick productions by WOR-TV New York from National Telefilm Assoc., New York, for $198,000 was announced last week by Gordon Gray, general manager of the station, and Ely Landau, president of NTA.

Mr. Gray said the price per picture paid by WOR-TV for the Selznick films "exceeds by at least 50% previous prices paid by local stations anywhere." The station has obtained exclusive tv rights to the pictures in New York for two and one half years.

The films, which will be shown on WOR-TV's *Million Dollar Movie* program, are "Since You Went Away," with Jennifer Jones, Claudette Colbert, Joseph Cotten, Lionel Barrymore



No. 2 Market in Illinois - - - - and
EXPANDING in manufacturing and retailing areas - - - -
AT AN ANNUAL RATE OF $25 MILLION

WROK ----SERVES THIS GREAT MARKET FULL TIME

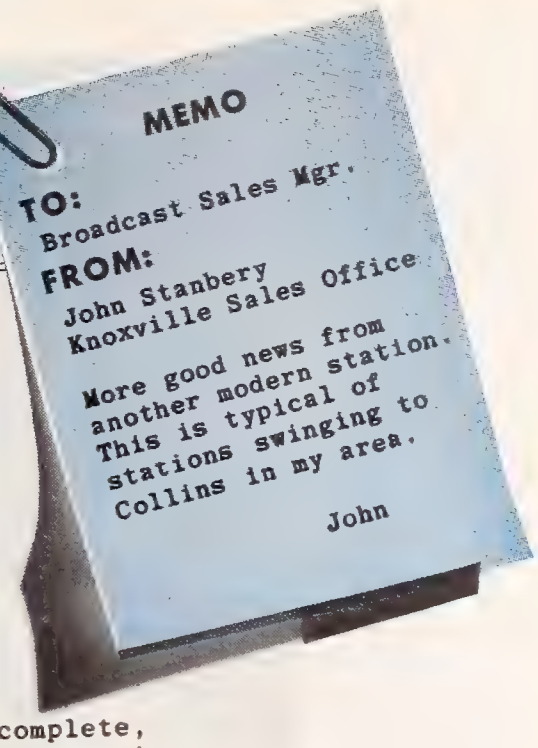
(No. 1 for over 30 years)

√ On-the-spot news coverage (we're newspaper owned)
√ Play-by-play coverage of local sports
√ COMPLETE Merchandising support

H-R Nat'l. Reps.
John J. Dixon, Gen. Mgr.







Collins Radio Company
Dogwood Road, Fountain City
Knoxville, Tennessee

Attention: John F. Stanbery

Dear John:

Now that our installation is complete, we of WSAC want to express our appreciation to Collins for the outstanding performance of our Collins equipment.

We purchased the 20V transmitter because of your excellent "hi-fi" specifications and recommendations from other Collins equipped stations, and we discovered Collins quality was beyond all expectations.

WSAC rates the Collins 20V the best 1KW transmitter available.

Sincerely,

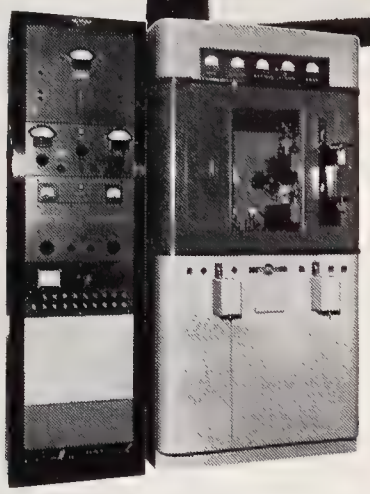
FORT KNOX BROADCASTING CORP.

W. J. Harris

W. J. "Bill" Harris
General Manager

WJH:lh

FORT KNOX BROADCASTING CORP., FORT KNOX, KY.



ANOTHER STATION SWINGS TO COLLINS 20V

Hundreds of stations have swung to Collins 20V since it was introduced, and the pleasant experience Mr. Cowan mentions in his letter is typical of their reaction to this Kilowatt.

The modern, simplified circuit designs of the 20V make this compact transmitter especially suited for unattended, remotely controlled installations such as WSAC.

And the low cost of the dependable transmitter is as pleasant news as its better-than-advertised performance. Contact your nearest Collins representative for a descriptive brochure plus complete price and delivery data.

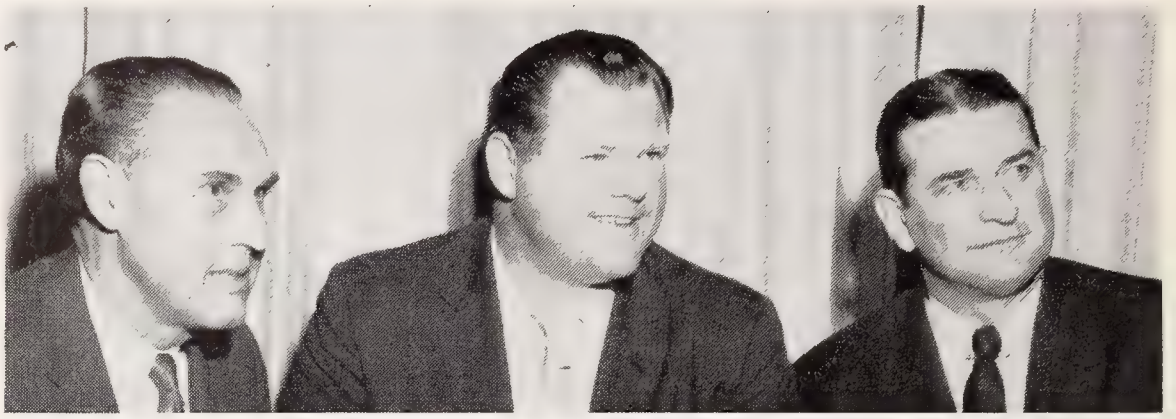
COLLINS RADIO COMPANY

CEDAR RAPIDS, IOWA

261 Madison Avenue, NEW YORK 16, NEW YORK
1200 18th Street NW, WASHINGTON, D.C.
1930 Hi-Line Drive, DALLAS 2, TEXAS
2700 West Olive Avenue, BURBANK, CALIFORNIA
Dogwood Road, FOUNTAIN CITY, KNOXVILLE, TENNESSEE
222 West Pensacola Street, TALLAHASSEE, FLORIDA
COLLINS RADIO COMPANY OF CANADA, LTD.,
11 Bermondsey Rd., TORONTO 16, ONTARIO

and Shirley Temple; "Notorious," with Cary Grant and Ingrid Bergman; "The Farmer's Daughter," with Loretta Young, Joseph Cotten and Ethel Barrymore; "Portrait of Jennie," with Jennifer Jones, Joseph Cotten and David Wayne; "The Paradine Case," with Gregory Peck, Ann Todd and Charles Laughton; "I'll Be Seeing You," with Ginger Rogers, Shirley Temple and Joseph Cotten; "The Spiral Staircase," with Dorothy McGuire, George Brent and Ethel Barrymore; "Garden of Allah," with Marlene Dietrich and Charles Boyer; "A Bill of Divorcement," with Katherine Hepburn and John Barrymore; "Intermezzo," with Ingrid Bergman and Leslie Howard.

An unusual feature of the agreement between NTA and WOR-TV is permission to show "Since You Went Away," which has a running time of 171 minutes, in two parts. Mr. Selznick will film a special introduction to the second half of the picture in order to make it a complete unit.



PRINCIPALS in Vitapix Corp.-Hal Roach Studios joint film distribution-production project [B•T, Feb. 20] are (l to r): John E. Fetzer, Fetzer Stations, Vitapix chairman; Hal Roach Jr., new Vitapix vice president, and Kenyon Brown, KFEQ-TV St. Joseph, Mo.

JUDGE RESERVES DECISION IN CASE AGAINST HOOKER

NEW YORK Supreme Court Justice Aron Steuer reserved decision Feb. 20 in an action brought by New York State seeking a permanent injunction against Film Network Inc. and Master Television Inc., both New York, which are charged with fraudulent representations in stock sales. The state had obtained a temporary injunction against the companies last December [B•T, Dec. 12, 1955] holding up such representations.

During the trial which opened Feb. 17, Special Deputy Attorney General David Clurman and Assistant Attorney General Leonard E. Russack sought to prove through testimony of various witnesses that the companies, through West Hooker, their president, had violated provisions of the general business law by failing to file dealer's notice for stock sales, and also that Mr. Hooker had made "false, misleading, deceptive and fraudulent misrepresentations" to prospective stockholders.

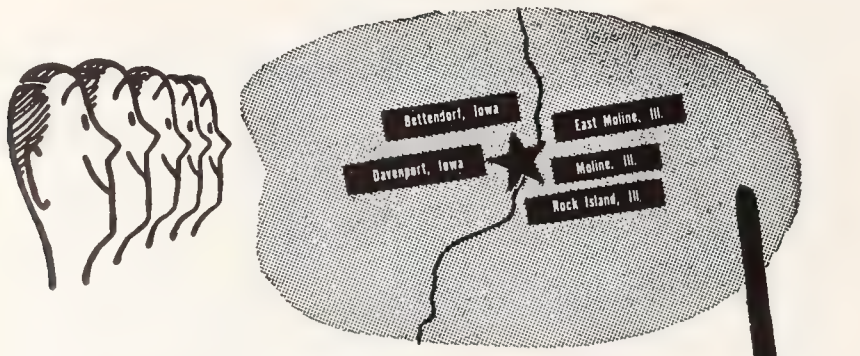
The witnesses included Dwight Martin, vice president of RKO Teleradio Pictures, who said he had discussions with Mr. Hooker in 1952 or 1953 with respect to financial participation by his (Mr. Martin's) company (then known as General Teleradio Inc.) in Mr. Hooker's projects. Mr. Martin added there had been "no firm commitment" and no contracts had been signed, pointing out that GT's participation was contingent on Mr. Hooker's securing other financial cooperation. David Melamed, treasurer of Pathe Labs, testified that his company had agreed to finance one-third of Mr. Hooker's projected production schedule, providing two-thirds of the funds were raised from other sources. He stressed that Pathe never had signed a contract with Mr. Hooker.

Through this testimony and that of other witnesses, the state attempted to show that statements made by Mr. Hooker in literature sent to prospective stockholders were "misleading."

Under questioning of his attorney, L. Roy Glass, Mr. Hooker gave testimony calculated to show his companies were not stock brokers because they had not sold stock to the public. He contended that all funds for Film Network Inc., a distribution company, had been raised by private sale and testified that no monies had been raised for Master Television, established as a production firm.

Mr. Hooker also claimed that what the State kept referring to a "prospectus" actually was "a preliminary draft" of his proposed activities. He denied making "fraudulent representations" in his literature and insisted it was not his intention to "mislead" readers.

By common consent, the trial did not touch upon Mr. Hooker's religious and political views. He had claimed earlier that this action by the Attorney General's office stemmed from "pressure" brought against him by the Anti-Defamation League of B'nai B'rith because of his professed "anti-Jewish" convictions. The state repeatedly has contended that "we are not interested in Mr. Hooker's religious and political views. This is a stock fraud case."



The
QUINT CITIES
5 CITIES—2 COUNTIES
the Hub of a Major Market

WOC covers the market. WOC sells your product. Surveys prove it. Advertisers know it.

WOC, the Quint city station, in the heart of this rich, agricultural and industrial area . . . . a market with money in its pockets . . . a market blanketed by WOC.

Basic NBC Affiliate



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The Quint city area is ideal for test campaigns. Five cities combined into one metropolis . . . thousands of rural listeners.

Select WOC for successful sales and campaigns.

Get the facts from your nearest F & P office . . . or from WOC direct.

Col. B. J. Palmer, President
Ernest C. Sanders, Manager

WOC
Davenport, Iowa
AM-FM-TV
Free & Peters Inc.
Exclusive National Representatives

CBS Television Film Sales Plans Promotion With 'Time'

THOSE who view and buy, can then read, in a new promotional tie-up between CBS Television Film Sales Inc. and *Time* magazine, announced last week. Under the plan, sponsors of the film concern's new *Under the Sun* series, have an opportunity to give away free six-month subscriptions of *Time* to qualified customers.

As described by Fred J. Mahlstedt, director of operations and production for CBS Television Film Sales, the sponsor announces that any customer who, for example, opens a new account, buys 10 gallons of gas or in some way indicates interest in the product, is eligible to receive the subscription. He first must fill out a *Time* prepared current events quiz, which he sends to the magazine in New York. If found satisfactory, *Time* sends a subscription to the customer. No cost will be involved for the sponsor.

Time people who worked out the arrangement with CBS Television Film Sales were Nicholas Samstag, promotion director, and Bernard Auer, circulation director.

THE 10 TOP FILMS IN 10 MAJOR MARKETS

AS RATED BY ARB IN JANUARY

FROM the monthly audience surveys of American Research Bureau, B•T each month lists the 10 top rated syndicated film programs in 10 major markets, selected to represent all parts of the country with various degrees of competition. Despite all precautions, occasional errors will occur in these tables, due to use of the same program name for both a syndicated and a network series and the practice of some stations of substituting local titles (such as [advertiser] Theatre) for real program names.

NEW YORK — SEVEN-STATION MARKET

1.	Highway Patrol (Ziv)	Mon.	7:00	WRCA-TV	16.3
2.	Guy Lombardo (MCA-TV)	Thurs.	7:00	WRCA-TV	14.2
3.	Amos 'n' Andy (CBS Film)	Sun.	2:00	WCBS-TV	13.9
4.	Great Gildersleeve (NBC Film)	Tues.	7:00	WRCA-TV	13.2
5.	Star and the Story (Official)	Sat.	7:00	WRCA-TV	13.1
6.	Superman (Flamingo)	Mon.	6:00	WRCA-TV	11.8
7.	Science Fiction Theatre (Ziv)	Fri.	7:00	WRCA-TV	11.3
8.	Confidential File (Guild)	Wed.	9:00	WPIX-TV	10.0
	Looney Tunes (Guild)	M.-F.	6:30	WABD-TV	10.0
10.	Rheingold Theatre (Official)	Mon.	10:30	WRCA-TV	9.7

LOS ANGELES — SEVEN-STATION MARKET

1.	Superman (Flamingo)	Sat.	7:00	KTTV	22.8
2.	Life of Riley (NBC Film)	Mon.	8:30	KTTV	21.6
3.	Badge 714 (NBC Film)	Sat.	7:30	KTTV	20.9
4.	Highway Patrol (Ziv)	Mon.	9:00	KTTV	20.4
5.	Susie (TPA)	Sat.	8:00	KTTV	18.6
	Amos 'n' Andy (CBS Film)	Sun.	5:30	KNXT	18.6
7.	My Little Margie (Official)	Mon.	7:30	KTTV	17.1
8.	Confidential File (Guild)	Sun.	9:30	KTTV	15.9
9.	Life With Father (CBS Film)	Fri.	7:00	KNXT	15.4
10.	Annie Oakley (CBS Film)	Thurs.	7:00	KTTV	15.1

MINNEAPOLIS-ST. PAUL — FOUR-STATION MARKET

1.	I Led Three Lives (Ziv)	Tues.	9:30	KSTP-TV	21.9
2.	Hopalong Cassidy (NBC Film)	Sat.	6:00	WCCO-TV	20.4
3.	Wild Bill Hickok (Flamingo)	Sat.	5:30	WCCO-TV	19.3
4.	Badge 714 (NBC Film)	Mon.	9:30	KSTP-TV	16.8
5.	Cisco Kid (Ziv)	Sat.	4:30	WCCO-TV	15.6
6.	Highway Patrol (Ziv)	Thurs.	10:00	WCCO-TV	14.5
7.	Confidential File (Guild)	Sat.	10:00	WCCO-TV	14.4
8.	Annie Oakley (CBS Film)	Sat.	4:00	WCCO-TV	14.0
9.	Buffalo Bill, Jr. (CBS Film)	Sat.	11:30	WCCO-TV	13.7
10.	Western Marshal (NBC Film)	Sat.	5:00	WCCO-TV	12.4
	Mr. District Attorney (ZIV)	Wed.	10:30	KSTP-TV	12.4

SEATTLE-TACOMA — FOUR-STATION MARKET

1.	Life of Riley (NBC Film)	Thurs.	7:30	KING-TV	37.2
2.	Death Valley Days (M-E)	Sun.	9:00	KING-TV	35.1
3.	Highway Patrol (Ziv)	Thurs.	7:00	KOMO-TV	32.9
4.	My Little Margie (Official)	Mon.	7:00	KOMO-TV	24.5
5.	Mr. District Attorney (Ziv)	Fri.	9:00	KING-TV	23.9
6.	Western Marshal (NBC Film)	Wed.	6:00	KING-TV	23.6
7.	Annie Oakley (CBS Film)	Fri.	6:00	KING-TV	23.5
8.	Badge 714 (NBC Film)	Fri.	9:30	KING-TV	23.0
9.	Superman (Flamingo)	Tues.	6:00	KING-TV	21.5
	Wild Bill Hickok (Flamingo)	Thurs.	6:00	KING-TV	21.5

CHICAGO — FOUR-STATION MARKET

1.	Secret Journal (MCA)	Sat.	10:00	WNBQ	24.5
2.	Cisco Kid (Ziv)	Sun.	5:00	WBKB	23.9
3.	Science Fiction Theatre (Ziv)	Sat.	10:30	WNBQ	23.2
4.	Highway Patrol (Ziv)	Thurs.	9:00	WBKB	17.4
5.	Superman (Flamingo)	Sat.	5:00	WBKB	17.2
6.	Champ. Bowling (Schwimmer)	Tues.	10:30	WNBQ	16.3
7.	Little Rascals (Interstate)	M.-F.	4:00	WBKB	16.2
8.	Studio 57 (MCA)	Tues.	10:00	WBKB	15.7
	D. Fairbanks Presents (ABC)	Thurs.	10:00	WBKB	15.7
10.	Soldiers of Fortune (MCA)	Sun.	5:30	WBKB	14.5

WASHINGTON — FOUR-STATION MARKET

1.	Superman (Flamingo)	Tues.	7:00	WRC-TV	26.0
2.	Sherlock Holmes (UM&M)	Mon.	7:00	WRC-TV	20.8
3.	Wild Bill Hickok (Flamingo)	Thurs.	7:00	WRC-TV	19.6
4.	Amos 'n' Andy (CBS Film)	Tues.	7:30	WTOP-TV	18.9
5.	Waterfront (MCA)	Tues.	10:30	WTOP-TV	17.6
6.	Ramar of the Jungle (TPA)	Wed.	7:00	WTOP-TV	17.1
	Badge 714 (NBC)	Fri.	7:00	WRC-TV	17.1
8.	Buffalo Bill Jr. (CBS Film)	Thurs.	6:00	WMAL-TV	16.3
9.	Little Rascals (Interstate)	Wed.	7:00	WRC-TV	15.7
	Jungle Jim (Screen Gems)	Fri.	6:00	WMAL-TV	15.7
	Annie Oakley (CBS Film)	Fri.	7:00	WTOP-TV	15.7

ATLANTA — THREE-STATION MARKET

1.	Amos 'n' Andy (CBS Film)	Sun.	7:00	WAGA-TV	34.7
2.	Superman (Flamingo)	Wed.	7:00	WSB-TV	29.5
3.	City Detective (MCA-TV)	Sat.	11:00	WSB-TV	24.0
4.	Annie Oakley (CBS Film)	Mon.	6:00	WLWA	22.0
5.	Kit Carson (MCA-TV)	Tues.	6:00	WLWA	21.1
6.	Jungle Jim (Screen Gems)	Mon.	6:30	WLWA	20.7
7.	Wild Bill Hickok (Flamingo)	Thurs.	6:00	WLWA	20.4
8.	Science Fiction Theatre (Ziv)	Tues.	7:00	WAGA-TV	20.0
9.	Mr. District Attorney (Ziv)	Tues.	10:30	WAGA-TV	19.1
	Western Marshal (NBC Film)	Sun.	6:00	WLWA	19.1

CLEVELAND — THREE-STATION MARKET

1.	Annie Oakley (CBS Film)	Sat.	6:30	WXEL	29.4
2.	Soldiers of Fortune (MCA-TV)	Thurs.	7:00	WNBK	25.6
	Range Rider (CBS Film)	Sun.	7:00	WEWS	25.6
4.	Science Fiction Theatre (Ziv)	Tues.	7:00	WNBK	20.7
5.	Buffalo Bill Jr. (CBS Film)	Sat.	5:30	WXEL	20.3
6.	Badge 714 (NBC Film)	Fri.	7:00	WXEL	20.1
7.	Little Rascals (Interstate)	M.-F.	4:30	WEWS	18.5
8.	Amos 'n' Andy (CBS Film)	Fri.	7:00	WNBK	17.7
9.	Secret Journal (MCA-TV)	Fri.	9:00	WEWS	17.6
10.	Cowboy G-Men (Flamingo)	Mon.	7:00	WNBK	16.1

BOSTON — TWO-STATION MARKET

1.	Waterfront (MCA)	Sun.	7:00	WNAC-TV	28.7
2.	I Led Three Lives (Ziv)	Mon.	7:00	WNAC-TV	27.7
3.	Man Behind the Badge (MCA)	Sun.	10:30	WNAC-TV	27.1
4.	Superman (Flamingo)	Fri.	6:30	WNAC-TV	26.8
5.	Wild Bill Hickok (Flamingo)	Tues.	6:30	WNAC-TV	26.4
6.	Range Rider (CBS Film)	Sun.	7:00	WBZ-TV	26.2
7.	Mr. District Attorney (Ziv)	Tues.	10:30	WNAC-TV	23.7
8.	Badge 714 (NBC Film)	Wed.	6:30	WNAC-TV	21.3
9.	Ellery Queen (TPA)	Fri.	10:30	WNAC-TV	21.2
10.	Western Marshal (NBC Film)	Wed.	7:30	WNAC-TV	20.0

DAYTON — THREE-STATION MARKET

1.	Highway Patrol (Ziv)	Tues.	9:00	WHIO-TV	38.7
2.	City Detective (MCA-TV)	Tues.	7:30	WHIO-TV	29.4
3.	Man Behind the Badge (MCA-TV)	Fri.	10:30	WHIO-TV	28.3
4.	Gene Autry (CBS Film)	Thurs.	7:00	WHIO-TV	25.9
5.	Annie Oakley (CBS Film)	Fri.	6:00	WLWD	21.8
6.	Stories of the Century (Hollywood)	Sat.	7:00	WHIO-TV	21.3
7.	Wild Bill Hickok (Flamingo)	Thurs.	6:00	WLWD	19.8
8.	Racket Squad (ABC Film)	Tues.	7:00	WHIO-TV	18.9
9.	Mobil Theatre (ABC Film)	Wed.	7:00	WLWD	18.2
10.	Patti Page (GAC)	Tues.	6:45	WHIO-TV	18.1

Six New Salesmen Appointed To Various MCA-TV Offices

MCA-TV, distributor of 21 syndicated telefilms, has announced the appointment of six new salesmen to various branches of the company.

Frank Fitzgerald, former NBC Radio account executive, will report to Aaron Beckwith, vice president in charge of the New York office.

Vincent Ramos will headquarter in New York with the international department under Tom McManus, vice president in charge of international sales. Mr. Ramos formerly was vice president of Caribbean Networks Inc.

Colm O'Shea is to report to Stu Smith of MCA Canada, Toronto. Mr. O'Shea was with All-Canada Inc. before coming to MCA.

Will Thomas joins the West Coast branch of MCA-TV in Beverly Hills, Calif., under Robert Greenberg, vice president in charge of the Western Div.

Paul Weiss has been added to the Minneapolis sales staff. Mr. Weiss, previously with Columbia Pictures, will report to John Rohrs, vice president in charge of the midwestern region.

Allen Green has been appointed administrative assistant to Mr. Rohrs and will work in the Chicago office.

Monogram Sued on Tv Issue

CHARGE of illegal release of films to television is contained in a $950,000 damage suit filed in Superior Court at Santa Monica by actor Gilbert Roland against Monogram Pictures Corp. The complaint contends a tv version of each of six "Cisco Kid" features was made with the main character names of Cisco and Pancho changed to Chico and Pablo. Mr. Roland charges tv rights were not included in a contract for pre-1948 pictures.

Roach Tv Film Unit Enlarged

EXPANSION of television commercial production facilities at Hal Roach Studios, Culver City, Calif., was announced last week by Cecil Underwood, department manager, with a new $210,000 sound stage to be constructed within the next six months. A separate art department also will be provided. The tv commercial department had billings of $1.25 million last year, B•T was told, with January business this year 55% above that of January 1955.

Swift-Chaplin Stops Animation

SWIFT-CHAPLIN Productions, Hollywood, has announced it has stopped animated production and is subcontracting such work. The action followed a dispute with the Screen Cartoonists Guild.

FILM PEOPLE

Phillip Patton, executive producer of ABC-TV *Super Circus,* to Kling Film Productions, Chicago, tv commercial company, as director.

Frank Doyle, associate producer, Stuart Reynolds Productions, L. A., to Albert C. Gannaway Productions, that city, as vice president in charge of production.

Hal Persons, formerly with advertising staff of *Radio-Television Daily,* appointed advertising and sales promotion manager, Circle Film Labs, N. Y.

Helen Grayson, with MCA-TV Film Syndication Div., N. Y., since 1953, appointed supervisor of sales promotion. **Ronald B. Leif,** research department, promoted to supervisor of research.

DELEGATES TO HAVE RADIO, TV CHOICE AT NARTB APRIL 15-19 CHICAGO MEET

Agenda for 34th annual convention, to be held at Chicago's Conrad Hilton Hotel, will be split to allow members to attend either radio or tv management and engineering sessions.

RADIO and tv will be cross-programmed at the April 15-19 NARTB annual convention in Chicago, giving delegates a choice of either radio or tv management and engineering sessions at the Conrad Hilton Hotel.

The specialized agenda for the 34th annual meet includes tv management programming Wednesday, April 18, and radio management discussions the next day. Tv delegates taking in the management program Wednesday can attend tv technical sessions the following day. Radio delegates will attend technical meetings Wednesday and management discussions Thursday, final day of the convention.

Basic format for the convention was drawn up Thursday by the NARTB Convention Committee, meeting at Washington headquarters. Committee co-chairmen are E. K. Hartenbower, KCMO Kansas City, retiring vice chairman of the Radio Board, and Campbell Arnoux, retiring vice chairman of the Tv Board.

Convention events will start Sunday, April 15, with group sessions and the annual NARTB golf tournament for the B•T trophies. Closing event will be the Thursday banquet.

Pre-keynote events Monday include an fm station meeting in the morning; tv membership business meeting in the afternoon and a labor relations clinic. The 10th annual Broadcast Engineering Conference opens Monday morning with welcome by Raymond F. Guy, NBC, and A. Prose Walker, NARTB manager of engineering. Chairman of the engineering program committee is Williard J. Purcell, WGY Schenectady, N. Y. This committee approved its agenda at a Feb. 15 meeting in Washington [B•T, Feb. 20].

Monday evening includes a BMI dinner and reception by Music Corp. of America.

Formal Start Tuesday

Formal opening of the convention is scheduled Tuesday morning. After preliminary business, Robert E. Kinter, ABC president, will deliver the keynote address and receive the NARTB's fourth annual keynote award from President Harold E. Fellows. Engineering delegates will join management in all of the Tuesday events.

FCC Chairman George C. McConnaughey will be the Tuesday luncheon speaker, with one of the current Voice of Democracy contest winners appearing on the program.

Tuesday afternoon will feature a freedom of information presentation, showing the rapid progress in this field since the 1955 convention. The entire FCC membership will take part in a panel discussion moderated by Mr. Fellows. An engineering reception will be held after the afternoon meeting.

The convention splits into tv management and radio engineering units Wednesday. The management program includes a half-hour presentation on the NARTB Television Code; a new feature, station film policy forum, and finally a forum on color tv management problems. President Fellows will deliver the luncheon address.

Wednesday afternoon the management group will discuss political telecasts and hear a sales presentation by Television Bureau of Advertising. A joint film reception will follow. Main event of the evening will be the annual Radio Pioneers dinner.

Management sessions Thursday will open with an address on radio's role in the media world and in the nation's life. A panel discussion on selection and motivation of sales personnel is scheduled, followed by sessions on the future of radio audience research, standards of practice, audience promotion and an outline of plans for National Radio Week. Luncheon speaker has not been announced. The afternoon will be devoted to a business session and sales presentation by Radio Advertising Bureau.

Pre-registration forms, mailed last week, specify a pre-registration fee of $25, or $27.50 for those registering at the convention. Final day for pre-registration is April 2, according to C. E. Arney Jr., NARTB secretary-treasurer. The fee includes Tuesday, Wednesday and Thursday luncheons. A separate engineering luncheon is planned Monday. Banquet and engineering reception fees are in addition to the registration charge.

Seating capacity for the annual banquet is 1,446. Tickets are sold on a first-come-first-served basis.

Besides the heavy equipment and light equipment service exhibits, NARTB will hold a special public service exhibit in the Normandy room, near the Conrad-Hilton ballroom. The Advertising Council will endorse 45 public service and government displays. Heavy equipment will be shown in the lower lobby, with light equipment and services displayed on the fifth and sixth floors.

A number of film exhibitors have decided to base their convention activity in hospitality suites instead of using the fifth and sixth floor rooms where about a hundred displays will be shown. Their hospitality suite displays will provide limited chance for product promotion since low-audio rules will be enforced.

Attending the Thursday convention committee meeting, besides the co-chairmen, were Henry B. Clay, KWKH Shreveport, La.; William Holm, WLPO LaSalle, Ill.; E. K. Jett, WMAR-TV Baltimore; Clair R. McCollough, WGAL-TV Lancaster, Pa.; Glenn Snyder, WLS Chicago, and Edward A. Wheeler, WEAW Evanston, Ill. Participating for the NARTB staff were President Fellows; Howard H. Bell, his assistant; Thad H. Brown Jr., tv vice president; John F. Meagher, radio vice president; Mr. Arney; Robert K. Richards, consultant, and Joseph M. Sitrick, publicity-information manager.

Agenda for the engineering conference:

Monday morning—NBC network color studio design, construction and operation; station color lighting, Edward Tong, Chester A. Rackey and Donald Castle, WDSU-TV New Orleans; new tv transmitter monitor, C. A. Cady, General Radio Co.; lining up color cameras, NBC staff; problems in alignment and use of color tv receivers, RCA staff.

Monday luncheon—Dr. Wm. L. Everett, U. of Illinois, speaker.

Monday afternoon—Compact plug-in color video equipment, W. B. Whalley, CBS Television; integration of color equipment, A. F. Inglis, RCA; techniques of color film reproduction, H. N. Kozanowsky, RCA; color test equipment and test procedures, J. W. Wentworth, RCA.

Tuesday—Joint sessions with management; engineering reception.

Wednesday (Radio Day) morning—Installa-



Telephone "Store" Serving Your Town!

Bill Sorber, with his hands in the shelves there, could tell you a lot about how the Bell telephone company which serves your community gets the equipment and supplies it needs.

He works in a Western Electric distribution center...one of 29 we maintain across the country to assure fast service for the day-in, day-out needs of Bell telephone companies.

Last year these distribution centers processed orders totalling $1,230,915,000. This represented:

Deliveries From Stock. Such items as telephones, wire, cable, apparatus and office supplies that are kept on hand to meet the daily needs of the Bell telephone companies . . .

Shipments Made Direct. Major equipment and supplies—dial switching equipment, telephone poles, switchboards, teletypewriters – that were ordered through the distribution centers and shipped to Bell companies directly from Western Electric factories and from outside suppliers . . .

Repaired Telephone Equipment. Used telephone equipment sent back by the Bell telephone companies – things like telephone sets, PBX switchboards, coin telephones, booths and tools – that are renovated in the repair shops at the centers and returned for further useful life.

Backing-up the Bell companies with supplies and equipment—whether on a day-to-day or a long-range basis or for emergencies—is an important part of our job as the manufacturing and supply unit of the Bell System.

It's one of the main reasons why the Bell telephone folks in your town deliver—year-in, year-out—uniformly good, dependable telephone service.

Western Electric

MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM

tion and operation of multiplex system equipment at fm broadcast stations, Hardin Stratman, Gates Radio Co.; results of experimental remote control of directional and high-power standard broadcast stations (panel comprising Mr. Walker; Robert Sinnett, WHBF Rock Island, Ill.; Henry Fletcher, KSEI Pocatello, Idaho; Ted Kenney, KDKA Pittsburgh; R. E. L. Kennedy, Kear & Kennedy; Donald B. Williamson, Canadian Westinghouse Co.); necessity of Conelrad, Ralph J. Renton, U. S. Conelrad supervisor, FCC; Ohms law phasor and its application to remote operation of directional antenna systems, John Mullaney, engineering consultant.

Wednesday luncheon—With management.

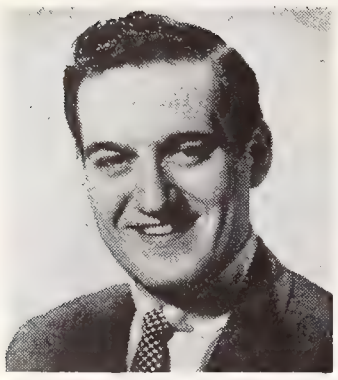
Wednesday afternoon—Fm broadcast multiplex equipment, Dwight Harkins, Harkins & Hershfield; automatic program log devices, S. L. Huffman and Clark Dozer, WCMW Canton, Ohio; automatic gain control devices in audio circuits, General Electric Co.; bringing microphones up-to-date, RCA; transistors in broadcast equipment, Paul G. Wulfsberg, Collins Radio Co.

Thursday (Tv Day) morning—Tv translators, Ben Adler, Adler Electronics; wireless microphone system, A. B. Chamberlain, CBS Television; VITEAC, William B. Lodge, CBS Television, and Frank Cowan, AT&T Long Lines Dept.; propagation in vhf and uhf tv bands, Harry Fine, FCC; developments in vhf, tv, F. E. Talmage, RCA; construction rules of thumb, Rodney Chipp, DuMont.

Thursday afternoon—Daylight Saving Time delayed video operation, T. B. Grenier and W. P. Kusack, ABC; proof-of-performance measurements, James E. Barr, FCC; automatic programming equipment, General Electric Co.; STL microwave installations, P. Onnigan, KBET-TV Sacramento, Calif.; superior video effects, NBC.

MILWAUKEE'S NEW WISN

PRESENTS



JACK DENTON SHOW

12:00-6:00 P.M. DAILY

The New WISN presents music, news, weather and sports . . . and now the cream of the ABC network . . . and everybody's feeling the results! Jack Denton spins the records now . . . all afternoon . . . for a market of 1½ million people in 15 rich counties! Jack's building his audience with entertainment and salesmanship . . . better put him to work for you on WISN's growing afternoon audience.

FOR AVAILABILITIES
call, wire or write
WISN SALES or
Edward Petry & Co., Inc.
NEW YORK • CHICAGO • ATLANTA • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

Basic ABC Affiliate

Milwaukee's First Station WISN 1150 Milwaukee

37 NOMINATED FOR NARTB POSTS

THIRTY-SEVEN broadcasters were nominated for the eighth district (even-numbered) and four at-large vacancies on the NARTB Radio Board. Of these, six were nominated for more than one post and had to make a choice by last Saturday.

Six directors now serving on the board were re-nominated. They were Cy Casper, WBBZ Ponca City, Okla., District 12; James H. Moore, WSLS Roanoke, Va., District 4; John F. Patt, WJR Detroit, large stations; Calvin J. Smith, KFAC Los Angeles, District 16; Walter E. Wagstaff, KIDO Boise, Idaho, District 14, and J. Frank Jarman, WDNC Durham, N. C., medium stations.

Nominated for more than one post were Michael R. Hanna, WHCU Ithaca, N. Y., medium stations and District 2; Mr. Jarman, medium stations and District 4; Fred A. Knorr, WKMH Dearborn, Mich., medium stations and District 8; Ben Sanders, KICD Spencer, Iowa small stations and District 10; Ben Strouse, WWDC-AM-FM Washington, medium and fm stations; Jack Younts. WEEB Southern Pines, N. C., medium stations and District 4.

Medium stations nominated 13 to this at-large classification whereas only two were nominated for large and fm stations along with Districts 2, 6, 8, 12 and 14.

A proposed amendment in the NARTB by-laws would abolish the at-large directorships (large, medium, small and fm) in 1957, with those elected in the coming balloting to serve only a year. Ballots on the by-laws voting were to have been counted Feb. 21 but the date was postponed to Feb. 28 because some of the ballots had been mailed late. Election ballots will be mailed tomorrow (Tuesday).

The list of nominees follows:

Large stations—John F. Patt, WJR Detroit (incumbent), and Clyde W. Rembert, KRLD Dallas.

Medium stations—Cy Bahakel, WRIS Roanoke, Va.; Tom Barnes, WDAY Fargo, N. D.; J. J. Bernard, WGR Buffalo; Willard Deason, KVET Austin, Tex.; R. O. Dunning, KHQ Spokane; Michael R. Hanna, WHCU Ithaca, N. Y. (also District 2); Rex G. Howell, KFXJ Grand Junction, Colo.; J. Frank Jarman, WDNC Durham, N. C. (incumbent; also District 4); Fred A. Knorr, WKMH Dearborn, Mich. (also District 8); Gilmore Nunn, WLAP Lexington, Ky.; Lawrence H. Rogers, WSAZ Huntington, W. Va.; Ben Strouse, WWDC-AM-FM Washington (also fm); Jack Younts, WEEB Southern Pines, N. C. (also District 4).

Small stations—Richard B. Biddle, WOWL Florence, Ala.; Simon Goldman, WJTN Jamestown, N. Y.; William C. Grove, KFBC Cheyenne, Wyo.; George E. Joy, WRAK Williamsport, Pa.; Ben Sanders, KICD Spencer, Iowa (also District 10).

Fm stations—Merrill Lindsay, WSOY-FM Decatur, Ill.; Ben Strouse, WWDC-AM-FM Washington (also medium).

District 2—Michael R. Hanna, WHCU Ithaca, N. Y. (also medium), and Robert B. Hanna, WGY Schenectady, N. Y.

District 4—J. Frank Jarman, WDNC Dur-



LOWEST COST
PER THOUSAND LISTENERS
In The Entire Detroit Trading Area!

*Read The Facts**

8:30 A. M.

STATION	RATE	PULSE RATING	AUDIENCE	COST PER 1000
WKMH	$22.50	3.4	98,000	.23
STATION B	25.00	2.8	80,000	.31
STATION C	50.00	4.0	115,000	.43
STATION D	55.00	3.8	109,000	.50
STATION E	40.00	2.5	72,000	.55
STATION F	100.00	3.7	106,000	.94
STATION G	25.00	.4	11,000	$2.27

12:00 NOON

STATION	RATE	PULSE RATING	AUDIENCE	COST PER 1000
WKMH	$22.50	3.7	106,000	.21
STATION B	25.00	3.3	95,000	.26
STATION C	42.00	3.4	98,000	.42
STATION D	57.60	3.6	100,000	.57
STATION E	30.00	2.7	78,000	.38
STATION F	100.00	4.1	118,000	.84
STATION G	25.00	.5	14,000	$1.80

5 P. M.

STATION	RATE	PULSE RATING	AUDIENCE	COST PER 1000
WKMH	$30.00	3.4	98,000	.30
STATION B	30.00	3.1	89,000	.33
STATION C	42.00	3.4	98,000	.42
STATION D	57.60	3.3	95,000	.60
STATION E	38.00	2.6	74,000	.50
STATION F	100.00	3.3	95,000	$1.05
STATION G	25.00	1.2	35,000	.71

*Metropolitan Detroit Survey
SEPT.-OCT. 1955 PULSE REPORT, VOL. 6, NO. 5.
STANDARD RATE & DATA SERVICE, NOV. 1, 1955

WKMH

DEARBORN—DETROIT

Fred A. Knorr, Pres.
John Carroll, Mg. Director

Represented by Headley-Reed

The Community Stations

KNORR Broadcasting CORP.

NOW! SAVE UP TO 15%

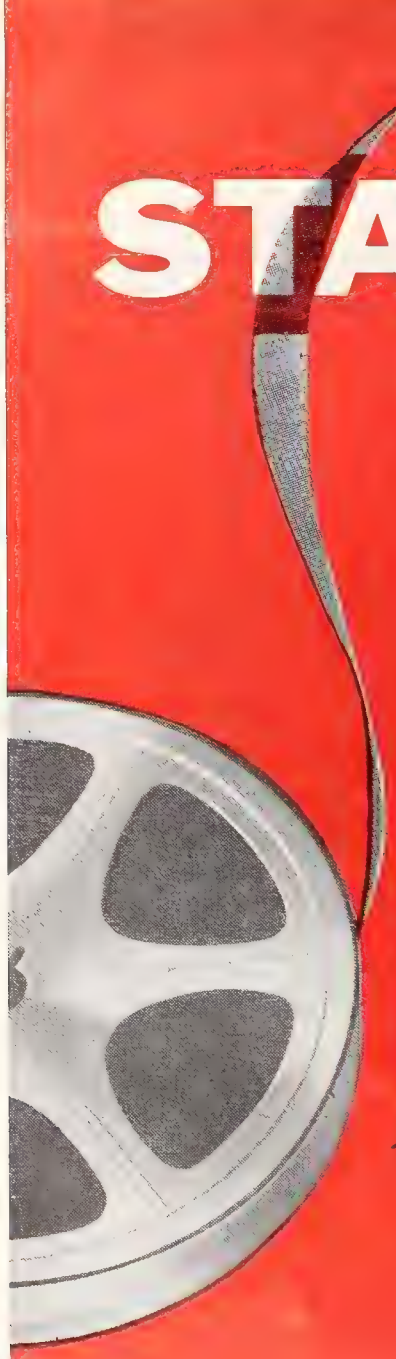
By Buying 2 or More of These Powerful Stations

WKMH Dearborn-Detroit
WKMF Flint, Mich.
WKHM Jackson, Mich. Jackson Broadcasting & Television Corp.
WSAM Saginaw, Mich.

BUY ALL 4 STATIONS.....SAVE 15%
BUY ANY 3 STATIONS.....SAVE 10%
BUY ANY 2 STATIONS.....SAVE 5%

YOU'VE BEEN ASKING...YOU'VE

"HOLLYWOOD



STARRING

ORSON WELLES

RAY MILLAND

HENRY FONDA

LORETTA YOUNG

SID CAESAR

FRED ASTAIRE

BING CROSBY

LLOYD NOLAN

GLENN FORD

CARY GRANT

SUSAN HAYWARD

104 FEATURES FOR

THE MOST FLEXIBLE SALES

Big or Small...A Plan For All!

104	52	26



SCREEN

TELEVISION

COLUMBIA

233 WEST 49th STREET

BEEN WAITING...NOW IT'S HERE!

MOVIE PARADE"

HUMPHREY BOGART ★ CLAUDETTE COLBERT

RITA HAYWORTH

CHARLES BOYER ★ RED SKELTON

TONY MARTIN ★ EDWARD G. ROBINSON

FREDRIC MARCH ★ IRENE DUNNE

INGRID BERGMAN ROZ RUSSELL

...AND MANY OTHER TOP STARS!

FIRST RUN TV!
PLANS EVER OFFERED!

Pick The Package That Fits Your Needs!

GEMS, Inc.
SUBSIDIARY OF
PICTURES
N. Y. 19, N. Y. CI 5-5044

SINGLE RUN	2-3-4 RUNS	LIBRARY DEAL

ham, N. C. (also medium); James H. Moore, WSLS Roanoke, Va. (incumbent); E. S. Whitlock, WRNL Richmond, Va., and Jack Younts, WEEB Southern Pines, N. C. (also meduim).

District 6—F. C. Sowell, WLAC Nashville and David Wilson, KPLC Lake Charles, La.

District 8—Edward F. Baughn, WPAG Ann Arbor, Mich., and Fred A. Knorr, WKMH Dearborn, Mich. (also small).

District 10—Eugene T. Flaherty, KSCJ Sioux City, Iowa; Paul R. Fry, KBON Omaha, Neb.; Ben Sanders, KICD Spencer, Iowa (also small), and C. L. (Chet) Thomas, KXOK St. Louis.

District 12—Cy Casper, WBBZ Ponca City, Okla., and Robert L. Pratt, KGGF Coffeyville, Kan.

District 14—William Grant, KOA Denver, and Walter E. Wagstaff, KIDO Boise, Idaho (incumbent).

District 16—William J. Beaton, KWKW Pasadena, Calif.; Robert O. Reynolds, KMPC Los Angeles, and Calvin J. Smith, KFAC Los Angeles (incumbent).

ABA STICKING BY ITS CANON

Bar association's judicial administration unit votes to retain ban on radio, tv and cameras in courtroom.

AMERICAN Bar Assn. is sticking fast to its Canon 35 ban on radio, tv and cameras in courtrooms despite the recent trend toward relaxation of this disputed policy.

Last week ABA's Council of the Section of Judicial Administration, at a House of Delegates meeting in Chicago, voted unanimously in favor of adhering to the Canon 35 policy.

The house, policy-making body of ABA, adopted a code of discipline for its 200,000-plus lawyer membership.

Council action on Canon 35 came after completion of testimony before Judge O. Otto Moore, of the Colorado Supreme Court, by NARTB, Denver Area Radio & Tv Assn. and Colorado Broadcasters & Telecasters Assn. [B•T, Feb. 13]. It was obvious that ABA council members had taken the Colorado proceedings into account, but apparently recent relaxation of Canon 35 and its outmoded bans did not prevent a unanimous decision by the 12-man group.

The House of Delegates adopted its discipline code Tuesday. ABA spokesmen denied it was aimed at any members who might be reprimanded for permitting broadcasting or televising of courtroom proceedings. It was described, rather, as a code for professional and not judicial conduct. The special committee said it was intended to "standardize" disciplinary machinery of ABA and to "achieve uniform and effective enforcement" of all canons of ethics, while improving "existing rules in the various states."

"The purpose of discipline of lawyers is the protection of the public, the profession and the administration of justice and not the punishment of the person disciplined," the committee said in a statement of principles.

Four forms of discipline were recommended —permanent disbarment, indefinite suspension from practice, public censure and private censure.

ABA spokesmen said that while the Canon 35 resolution in effect serves notice on member lawyers not to open up courtroom proceedings to electronic media and photographers, there was no strict enforcement element inherent in the resolution. Only about half the states have the canon on the books in various forms, it was pointed out. There was no direct reference in the resolution to the forthcoming Denver Supreme Court decision.

A special ABA committee claimed that there is "much still to be done" by federal agencies in making public "all the information they should about their rule-making and decisions." It also adopted a new "code of discipline" designed to "strengthen the legal profession's procedures for disciplining lawyers who violate" Canon 35 and other canons of ethics.

The group recommended that certain judicial powers now vested in the Federal Trade Commission and National Labor Relations Board be transferred to newly created "specialized" federal courts. Their decisions, in turn, would be subject to review by the U. S. Court of Appeals.

Judge Sees Chance Of Canon 35 Change

PROSPECTS were held out by a criminal court judge last week that the Chicago Bar Assn. and other member groups of the parent American Bar Assn. will gradually seek the overhaul of Canon 35 and that the broadcast media will eventually win their fight for news coverage of courtroom proceedings.

At the same time two Chicago television stations and one newspaper, taking separate paths along the same road to equal news access, moved to drive a further wedge into the ABA canon which prohibits broadcasts, telecasts and photographing of court trials.

Basis of the drive was a "mock trial" in the Chicago Criminal Court Bldg., which was designed to "educate" members of the Chicago Bar Assn. Last Wednesday Judge Thomas E. Kluczynski presided over a session arranged to determine whether tv camera and newspaper photographing equipment could take pictures "without disturbing the decorum of the trial."

"Today's experiment indicated that with some corrective changes and proper restraint, pictures probably could be taken during a trial," Judge Kluczynski told newsmen Wednesday. He told B•T later that this applied to newspaper photographers and tv cameramen.

Judge Kluczynski said a number of lawyers are "changing their ideas" about Canon 35 and there is a "good chance" the CBA and other city groups will seek out and overhaul, "but it will take time." He said the tv industry has done a good job in presenting its case and felt it would eventually win equal access to trials if certain problems can be licked.

The mock trial was arranged after ABA's house of delegates last Monday adopted a resolution calling for adherence to Canon 35 in the face of proposals to change it and after *The Chicago Sun-Times* slipped a photographer into ABA's own sessions and he took pictures of "undistracted and unsuspecting" participants.

At Wednesday's "trial" for more than 60 graduates of De Paul U., Judge Kluczynski invited cameramen into the chambers to test Canon 35. WBBM-TV and WGN-TV dispatched crews to the court scene with silent cameras. Stations were handicapped by lack of advance preparation and precise equipment. Both stations recounted the "trial" to viewers that evening.

News commentator John Harrington's newscast on WBBM-TV pointed out that most judges abide by Canon 35 whether they agree on it or not, but that modern film techniques make it possible to take pictures without need of special lights and without distracting anyone. A WBBM-TV spokesman claimed that because of insufficient advance notice, the trial was not a "real test."

WGN-TV described the experiment on its

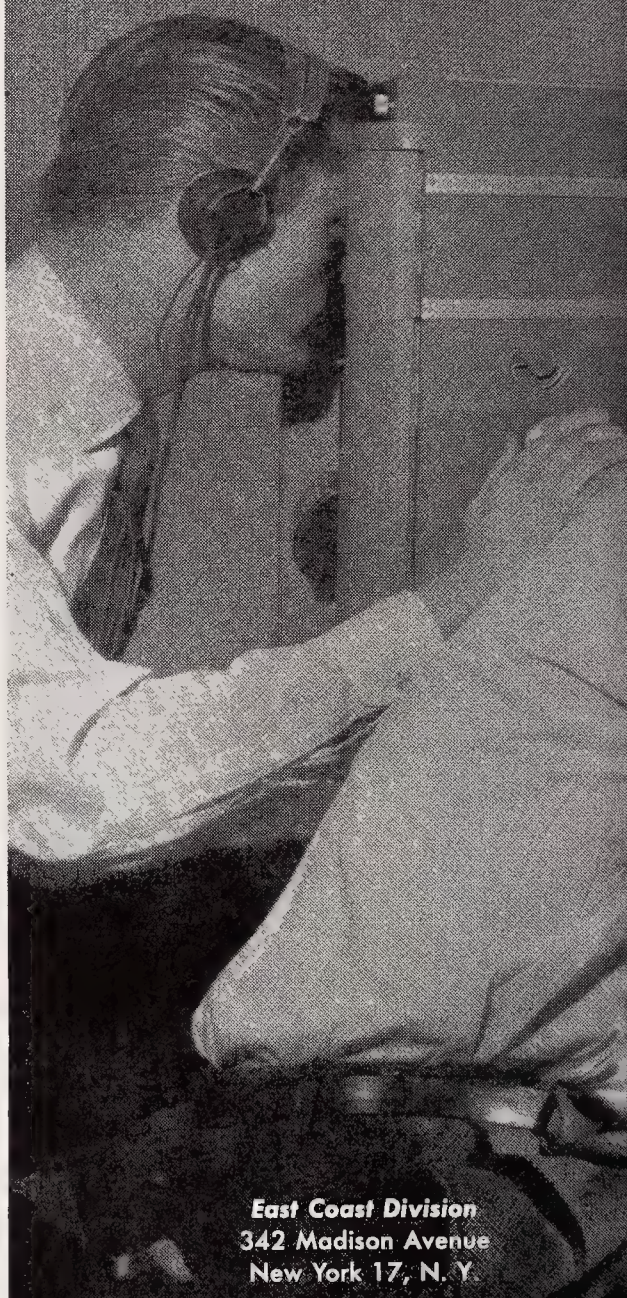
Because

Yes, sir, we all "goof" now and then. Feel like utter chumps when we do, too. The important thing is *not* to do it before the TV camera. That's why more and more advertisers use film . . . why they rehearse each sequence—then shoot—then edit for final, free-and-easy perfection.

Matter of fact, it's not only safer, but easy and economical, too, when you **USE EASTMAN FILM.**

For complete information, address:

Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.



East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

or W. J. GERMAN, INC.
Agents for the sale and distribution of Eastman Professional Motion Picture Film
Fort Lee, N. J.; Chicago, Ill.; Hollywood, Cal.

all the oafs aren't apes . . . use film







Chicagoland Newsreel, expressing the editorial hope that the young lawyers present would realize that Canon 35 is "pointless" and that tv cameras do not upset the "dignity and decorum of the court."

Judge Kluczynski noted that bright lights were not evident from tv camera operations at Wednesday's trial and felt that with proper placement and elimination of any "noise," it's "entirely possible" such equipment would not upset courtroom decorum. He also observed that witnesses reluctance to appear before tv cameras was another factor.

U. S. District Court Judge Joseph S. Perry went along with Judge Kluczynski, contending nothing in a courtroom "should be secret." He expressed approval providing "it were possible to have a secluded camera, perhaps hidden behind a screen, that didn't make a flash."

U. S. District Court Judge Walter J. La Buy asserted his opposition to any change in Canon 35 on the premise that picture-taking "disturbs the decorum of the court under any circumstances."

Voice of Democracy Contest Winners Feted

FOUR young Americans who won $500 scholarships in the industry's annual Voice of Democracy contest last Friday completed a weeklong series of visits to historic spots in Washington and Philadelphia and received tv sets at the annual awards luncheon, held Wednesday in Washington.

Awards were presented by Bradshaw Mintener, Assistant Secretary of Health, Education & Welfare. They were greeted by Harold E. Fellows, NARTB president; Hugh McKenna, president of U. S. Junior Chamber of Commerce, and James D. Secrest, executive vice president of Radio-Electronics-Tv Mfrs. Assn. High figures in official Washington life attended the awards luncheon. Bryson Rash, ABC commentator, was toastmaster.

The four national winners, selected from a million-and-a-half high school entries, were Jan Hogendorn, Oskaloosa, Iowa; Gabriel Kajeckas, Washington; Dennis P. Longwell, Herrin, Ill., and Isabel Marcus, Teaneck, N. J. They received tv sets and clock radios provided by set manufacturers.

Mr. Mintener said the contest "has done much to encourage the thinking of our nation's youth on the true values of the American way of life. Through their public radio and tv broadcasting they have probably stimulated many more millions of youths and adults to think about and to appreciate more deeply our government. I really think that youth has found, in this project, its seven league boots for freedom and truth—for Democracy.

The contest is held annually in the autumn, with state and territorial winners screened by boards of judges.

Conn. Meet Set March 16

ANNUAL business meeting of Connecticut Broadcasters Assn. will be held March 16 at Waverly Inn, Cheshire, according to Daniel W. Kops, WAVZ New Haven, convention chairman. Speakers include: Charles H. Tower, NARTB employer-employe relations manager; Carl Haverlin, president of BMI; Gov. Abraham Ribicoff; Frieda Hennock, counsel for Daytime Broadcasters Assn., and Thomas G. Tinsley, president of WITH Baltimore. The meeting will mark the association's first anniversary. Max Ryder, WBRY Waterbury, is president.

It is not unusual for a station to have a #1 rating with a tv program which is also #1 all around the country.

IT IS UNUSUAL WHEN A STATION TAKES A PROGRAM WHICH RATES FURTHER DOWN THE LINE AND BEATS SHOWS WHICH ARE HIGHER RATED NATIONALLY.

That's what WMT-TV does.

WMT-TV attracts more viewers in its 25-county area than all other stations combined. (Tv set ownership in the area: 80.9%.)

The new TelePulse (like the one last year) gives WMT-TV all of the top fifteen once-a-week shows, and all of the top ten multi-weekly shows.

Any questions? Ask the Katz Agency man.

WMT-TV
Mail Address: Cedar Rapids
CBS Maximum Power Channel 2
National Representatives: The Katz Agency

HOW TO GO AFTER A $10 MILLION BUDGET

HOW WOULD YOU, as a media salesman, go about persuading a cigarette advertiser to shunt a portion of his $10 million advertising budget your way? That was the question posed by the Radio & Television Executives Society to representatives of six media last week at an RTES Workshop in New York. This and the following pages carry their answers, recorded on the spot and condensed and edited slightly by B•T.



MR. McCLURE

The six media, in order of presentation: newspapers, magazines, spot radio, network radio, spot tv and network tv. The workshop session was moderated by Don McClure, general sales manager of Bonded Television Film Service and chairman of the RTES Workshop committee.

THE CASE FOR NEWSPAPERS

By Robert McLauchlen
Bureau of Advertising, American Newspaper Publishers Assn.

AS YOU can expect, it is with some fear and trepidation that we agreed to accept this generous offer to come to talk to you today. I just want to make one point clear. Since midnight last night and until midnight tonight, 56 million copies of daily newspapers will have been distributed around the country. And that will be to a total family audience of 47 million families through the country.

Now, again, looking at this august body up here to left and right (and I've been reading the trade papers lately, I might add), I'd like to make this introduction to the part the bureau would like to play here today in this discussion. At the Battle of Waterloo the colonel who was commanding the British artillery reported to the Duke of Wellington, "I have the exact range of the spot where Bonaparte and his staff are standing. And, boss, if you'd like me really to give it to them, I'm all set to fire away." And Wellington said, "No, no. Generals-in-chief have something more important to do in a great battle than to fire at each other."

All of us in this room have two goals to achieve, not only today, but every day. First, the monumental job of selling advertising as a vital force in today's battle of the giants, and secondly, the job of selling to those who will buy advertising as a promotional tool, instead of an overhead expenditure, the concept of the particular medium we represent. Every advertising medium, if used properly, can improve a particular sales problem for any advertiser. Misuse of a medium, a common fault of too many advertising programs, is a fault that we all face here today. Overspending, spending in the wrong places, the lack of competitive sales and media use data, all contribute to the negative attitudes too many advertisers today expound upon in relation to the whole subject of advertising.

Well, let's get back to the problem of the moment, because time is short. During 1954 cigarette advertisers, generally among the top spenders in all media, showed no consistency in their use of newspaper pages, we'll admit. The average linage per daily paper used by the top six brands varied from a high of only 12,300 lines to a figure of 10,700 lines. On a 52 weeks basis using the 12,000-line figure for example, it was very obvious that an average of 235 lines per week was pitifully poor in terms of impact. Actually, it didn't work that way at all. It worked out that five or six or seven ads were used on what was called an advertising program in newspapers. But because network radio and television programs have to be bought in 13 or 26 or 39 or 44 or 52-week cycles, and we certainly appreciate that sales position, advertisers who use radio or tv are forced to adopt a principle of advertising that we, too, adhere to.

Well, why did these cigarette manufacturers not use the newspaper medium in terms of their own advertising need for impact and consistency? Perhaps they still believed that national advertising in newspapers was too expensive to provide both continuity and impact.

Let's ask a question: Is that really true? No, it isn't. Affordability depends on point of view. Many national advertisers look at newspaper affordability and broadcast affordability from two very different points of view. Because network radio and tv must be purchased, as we said before, in these cycles of 13 to 52 consecutive weeks, and because newspapers may be purchased in any frequency desired, the newspaper budget point of view is occasional advertising, dominant space for a few weeks perhaps to introduce a new product, to bolster sales in sick markets, or to meet tough competition with occasional saturations or blitzes.

That is effective advertising, but it's special purpose advertising. And of course we love it. However, few national advertisers realize that sustained advertising in the same medium is both practicable and affordable. If they were to apply the broadcast purchase point of view to daily newspapers, both could be achieved.

Now, I recommend, of this $10 million cigarette budget, a figure of $7 million to put behind the cigarette brand for use in daily newspapers. That would buy 32,000 lines, or, another way, approximately one-half page per week in 1,757 daily newspapers, that is with the figure I gave you before, 56 million circulation. There are only a couple dozen national or regional accounts using more than this amount of space. So it seems obvious to a cigarette advertiser who had the courage to put both impact and continuity into newspapers he would own the market. He would be dominant for sure in all the 1,757 newspapers.



MR. McLAUCHLEN

Last year newspapers, both national and retail, received more than $3 billion from advertisers. That was 34% of the over $9 billion total investment in all media. The retailers who handle the products that you as a cigarette advertiser right now are handling have invested $2,000,300,000 to sell the products that you and the other national advertisers pay money for in other media to support. In newspapers about $750,000,000 was spent by others in their own field. Now that is certainly testimony to the tremendous selling power that

the newspaper medium affords an advertiser.

And just to close, because they're keeping us in this spot to a six minute limit, and it's certainly a tough thing to do when you have so much to say . . . Six newspapers enable advertisers to play midwife to a new product, to apply the full motor to ailing markets, to act as the backbone of regional and private brand merchandising success. Then they can just as surely bring brand leadership to any national advertiser who employs them to their full advantage and who adheres to the basic marketing strategy that all business is local.

THE CASE FOR MAGAZINES

By Glenn Wiggins
Magazine Advertising Bureau

RATHER than argue today for magazines' share of a mythical $10 million budget, let me state right off the bat that we get a good share anyway. So I'm not going to make any silly prediction we should get $5 million, $2 million, $1 million or $10 million. We'll get some part of it anyway. And like all media there's a place for us. Tv, newspapers, billboard writing, skywriting, anything, there's room for all media. And we're not fighting any other media. All I'm going to do is try to make a case for magazines as a background for any well integrated campaign.

Let me first tell you of the magazine reading families. They are large users of all products. And here's why. From a survey in 1950 made by the government, magazine readers account for 75% or three quarters of the total consumer expenditures in smoking products alone, a healthy chunk.

We acknowledge and agree to the fact that other media of course would logically be used for a well managed cigarette campaign. But we still deserve a big chunk. It stands to reason these other media should be used for cigarette advertising. They are universally displayed, universally consumed and universally distributed, and they have rapid turnover. And they are well adapted to media that provide quick impressions such as tv, radio, newspapers and billboards. There are others, too.

Incidentally, right here I should like to interrupt myself a second to tell you, because we believe it is rather significant, that between 1954 and 1955, total tv network billing showed a healthy increase of some 32%. But cigarette manufacturers' use of network tv fell off. At the same time, in 1955, cigarette manufacturers made a substantially increased dollar investment in magazines. Not outstanding news, maybe, but rather significant.

Now, let me tell you about the magazine advantages of cigarette advertising. We believe there are only five basic advantages to cigarette advertising in magazines. The first is authority. People believe the magazines they read. If they didn't, they wouldn't be spending the money they do to subscribe to them or buy them at newsstands. They have authority because magazines build receptive reading audiences. Magazines work in partnership with your advertising, with cigarette advertising. They help clinch a sale by coupling the believability of magazines with the confidence consumers have in your brand name, or a brand name.

Maybe this authority that magazines have is one of the reasons why after the cancer scare, people started going back into magazines with their cigarette advertising.

The second advantage of magazines is selectivity. Magazines attract the best and biggest purchasers of any product, the same way a good salesman first tackles his best customers.

Each individual magazine selects a particular group of readers, issue after issue, because that magazine is edited for a particular group of readers. Whichever segment of the American market anybody wishes to reach, there are magazines read by that group of people.

The next is permanence. The printed word has a definite advantage over the spoken word. Because it is remembered longer, by the simple token that people can spend time absorbing it. Magazines stay in the home for weeks and months. They are picked up repeatedly to be read, giving the advertising message that many more chances to register.

Along with this advantage naturally goes *color*. With today's exact printing methods and more development still to come, where else can an advertiser get such a faithful and *lasting* reproduction of his product's package?



MR. WIGGINS

The next is vitality. Magazines are modern, fresh in lay-out, and they are new. They have to be, or people would stop buying them. Magazines create a mood for buying, because they have only one thing to sell—something new, whether it be information, ideas, services, or entertainment.

And the last advantage, and nowhere by far the least, is economy. Magazine readers are usually younger, better educated, and have more money to spend than those people who do not read magazines. They are better prospects. And, the cost of reaching these better prospects is lower in magazines than in any other national advertising medium.

Now, to sum up. Magazines reach everywhere, into every nook and cranny in our whole country. They follow people wherever they go, and while they are national in scope, they are read in the home. That makes them plenty local, too!

Magazines are read by younger, better educated people with more money to spend.

Magazines have dealer impact. They are selective. They have permanence. They are colorful. And they have authority, and the cost of reaching these better prospects is not high in national magazines.

THE CASE FOR SPOT RADIO

By Robert E. Eastman
John Blair & Co.

APPROXIMATELY 16%—to be specific, $1,600,000—of the $10 million total cigarette budget should be spent for spot radio advertising.

Spot radio is based upon local programming. Today, local programming is the strongest of all radio broadcasting from the standpoint of sales effectiveness and audience.

Local programming fits. It fits the living habits of an active, mobile population. Friendly personalities—salesmen—appeal to the busy housewife as she moves from room to room doing her household chores; it fits men and women on the move in their automobiles; it fits the individual listening of teenagers and children.

In the decade 1945-1955, the total number of radio sets increased from 59,000,000 to a staggering 132,400,000. Why were all these sets purchased? One good reason is because of local programming with its appeal to individual listening desires.

During the past four highly competitive years, 1952 through 1955, the ratings of local programming have increased phenomenally. These have been the four most competitive years that radio has ever known, and yet, enterprising stations throughout the country have had about a 50% increase in ratings of their local programming.

Most people will grant the fact that local programming, and therefore spot radio, offers greater audience today, but the big question is, how does it sell, how does it move merchandise? If we had the time today, we could show you incontrovertible proof of the sales effectiveness of spot radio by hundreds of local advertisers and many national advertisers. This is all 1955 proof. The experience of the local advertiser should never be ignored because he has the most sensitive instrument of all by which to measure advertising—his cash register.

We have a keen appreciation of the value and place of other

media. We know, for example, the value of newspapers and believe they should be used in the proposed campaign. However, purely for comparative purposes, we submit the fact that on 201 tests with the same dollar expenditure on the same merchandise, radio out-sold newspapers. Even more important, radio and newspapers combined were responsible for 75% of the sales. The two media complement each other effectively.

For the $1,600,000 portion of your budget, we recommend the use of a continuous 52-week practical level of saturation. This would consist of 24 participations per week in the top 100 markets of the United States with a total penetration of 85% of all homes.

How good is 24 participations per week? Twenty-one per week in New York, Chicago and Los Angeles deliver, according to Nielsen, unduplicated audience of 43% of the total population each week. This is a 43.0 rating. You will recognize the fact that it exceeds all but a few of the top nighttime tv programs.

The proposed spot radio campaign should be a part of your media strategy because it will reach people throughout the day closer to the time of purchase, and it will reach them at times when they are less likely to be exposed to your other advertising media.

The recommended use of spot radio will add *immediacy* to your campaign. *Immediacy* is important to you in connection with all of your sales, but especially your grocery store sales.

Last week, my wife lured me into a supermarket, a place which I seldom frequent. I was not too surprised, while standing at the check-out counter, to notice the number of carts containing cartons of cigarettes. However, I wish that I had a camera on hand to help dramatize to you the *fact* that approximately 60% of all cigarette sales are made in grocery stores.

Much of your advertising is going to be beamed at men because they smoke 65% of the cigarettes. Women, accounting for approximately 35% of the cigarettes consumed, are, however, the ones who buy them more by the carton, and even though they may buy their husbands' preferred brand, they can influence his change of brand by her change of brand.

Also, keep in mind that while men are the major target, their consumption has leveled off, whereas smoking by women is markedly on the increase. She offers greater growth possibilities as well as brand selection influence.

Not only are there more products stocked in supermarkets and more supermarkets than ever before, but there are far more cigarette brands in competition. Therefore, your brand needs the *immediacy* advantages of continuous spot radio.

The RAB Advertest survey shows that women spend far more time with radio before they shop. The same day before shopping media exposure was as follows:

Radio	57%
Television	26%
Newspapers	13%
Magazines	4%

With a $10 million budget, you will, of course, use a blending of the various major media. The continuous use of spot radio will strengthen and help to carry over the effect of your more expensive television and print advertising. It will also lengthen your reach into the market. One advertiser reaches 45% of his market by means of spot tv. He also uses spot radio, and this extends his reach into that market to 76%. This is not just plain reach; it is reach with sales impact.

Comparing 1949 with 1953, Nielsen Food Index for 30 grocery products showed a 33% gain for all grocery products. Those advertised only by television had a 31% increase, but those, and here's the important point, advertised with radio plus television had a gain of 54%. Cigarettes are a grocery store product.

The proportionately modest amount of 16% of your campaign in spot radio will give you a solid base. There is a minimum gamble involved. We have seen outstanding success come to products from a really inspired print campaign; *The $64,000 Question* zoomed the sales of Revlon while Hazel Bishop slipped. Continuous spot radio gives greater guarantee to the effectiveness of your copy because of the addition of two highly important ingredients:

1. Personality.
2. Frequency.

The continuous use of spot radio, with its low-cost repetition, puts the cement in your campaign and adds insurance to your sales success.

THE CASE FOR NETWORK RADIO*

By William D. Shaw
CBS Radio Network

THIS is my first day in this particular barrel and it's very interesting to listen to my confreres discuss the advantages of their media. It's occurred to you undoubtedly that there are cigarettes with practically $10 million budgets which we are periodically attempting to analyze and to whom we are addressing specific proposals. It might be unjudicious of me to stand up here and explain some of the specific pitches that we're making to a specific cigarette advertiser.

We work on the old fashioned theory that in order to make an intelligent presentation to an advertiser you have to know something about his business. We don't know very much about this particular cigarette as yet except that it has $10 million to spend. We don't know whether it's king size or filter tip. So we have to make some presumptions about the organization we're talking to. We presume that you are the organization.



MR. SHAW

We know something about the cigarette business. We know that almost every adult buys cigarettes or is a prospect for cigarettes. We know it's a high turnover item. They're bought everywhere in all sections of the country. We know that distribution is an extremely important factor in marketing a cigarette, wide distribution. And we know that there's a tremendous competitive factor in cigarette buying. So we can disregard some of the obvious problems that you have as a distributor of cigarettes like the packaging of the product, the selection of copy. And the things that are important for cigarettes we think almost write the story for radio and particularly for network radio.

Advertising, of course, is the key to your success and in advertising it's a problem of what you say and how you say it and to whom you make your point. To summarize the problems that you have in everyday advertising language, we can use the old familiar terms of impact and of broad coverage, of saturation coverage, of repetition and flexibility. Well, we can't be all things to all people. You're going to use all media. Naturally you want to show your package. Maybe you've got smoke coming out of a bottle that you want to demonstrate. But you've got to talk to a lot of people; you've got to talk to them fast and you've got to talk to them efficiently and effectively.

I feel that our part in the preparation of such a campaign should

*[EDITOR'S NOTE: Portions of Mr. Shaw's talk as reproduced here are taken from a rough draft that he had prepared in advance. While speaking, he experienced a sudden attack of vertigo and did not complete the delivery. He did, however, return to the dais later and make the short summation which appears as the last paragraph of the speech as carried here.]

For Dominating Coverage of the Great Memphis and Mid-South Market!

WREC-TV

CHANNEL 3

"Best Spot on the Memphis TV Dial"

TOP SHOWS!

HIGHEST ANTENNA!

1349 FEET ABOVE MEAN SEA LEVEL

FULL POWER!

Represented Nationally by The Katz Agency

CBS

be to point out and document the capabilities of network radio—its strength, versatility and flexibility—and its compatibility with other media. You will note that we do recognize that it's desirable to use more than one medium to launch our new cigarette.

The basic value of radio to this new brand is its combination of reach, frequency and economy. With over 130 million outlets, network radio can accumulate audiences of astronomical size. For example: a single 5-minute, 5-times-a-week daytime strip reaches 19 million *different* listeners in a four week period. During the month, the average listener hears four commercial messages. And the cost for the operation is less than $10,000 per week. I don't believe any other medium approaches that combination of reach, frequency and economy. Or to translate into the cigarette vernacular: no other medium can make that statement.

Network radio, then, supplies the advertiser with affordable day-after-day advertising on a national basis. Regardless of the degree of accent on print, or television, or outdoor, or what, our medium is the counter-balance for such deficiencies of other media as high cost and *infrequency*, and lack of accumulation.

The strength of radio is substantiated by the fact that some 14 million sets were sold last year—a 40% increase over the preceding year. For my own network, most of the Nielsen reports of the last few months have shown gains in size of audience. And the strength is growing this year in terms of new business—more than a dozen new advertisers added in 1956.

Our versatility is our ability to reach the right people for a particular product. Daytime weekday radio is an obvious way to reach the consumer who purchases cigarettes by the carton—the cheapest way to reach the most housewives. Using the example I mentioned earlier—and it's a typical one: 19 million people in four weeks at 51 cents per thousand. And in daytime radio there are the great personal salesmen—Arthur Godfrey, Don McNeil, Art Linkletter. They produce the kind of impact that is unique to radio—the kind that moves merchandise.

Nighttime network radio retains its star appeal with great entertainers and entertainment—Bing Crosby and Curt Massey, Jack Carson and Amos 'n' Andy. And fine news programs like Lowell Thomas, News of the World, Ed Murrow, and so on. Many evening programs are now sold in five minute segments—programs which, in a single week, will produce 18 million listener impressions for under $10,000. Here again are big audiences and low cost in an area where the audience potential includes not only the housewife but men and working women.

Weekend radio takes many forms, including information, great music and great stars. And in the audience are millions of motorists and in the cars are more than 30 million radios. Radio is not just in-home; it's outdoor, and it will deliver messages for our new brand of cigarettes virtually at point-of-sale. And it will deliver audiences of importance size—close to five million listeners to one show for example, for $2,000.

These are the dimensions and these are the uses. The task of integrating network radio into the overall media picture is a job that belongs to the agency. But I believe it is a fact that network radio belongs in this cigarette's media combination.

In 30 seconds, here's a wrap-up. Network radio can lower the cost-per-thousand of either Ollie Treyz' proposal or Chick Abry's. It can broaden the reach of Bob McLauchlen's newspaper proposal. It can support evenly the distribution that you have to have in all sections of the country and with due apologies to Bob Eastman, the biggest audience in radio is still daytime network radio.

THE CASE FOR SPOT TV

By Oliver Treyz
Television Bureau of Advertising



MR. TREYZ

I would at the very outset like to make a couple of comments about what has already been said. We're intrigued constantly by references to television as something which is one-dimensional and defined only in terms of network. We're particularly intrigued by that because TvB as an all-industry business league is concerned with all of television. And being concerned with all of television it is concerned with the various parts of television and I must say that we're concerned with the spot part of television. I mention this because I want to concentrate on spot today as TvB will in the coming year. We've heard one comment that network television went up by, I think the figure given was 32%. We then heard that the cigarette billing went down. Now, I've forgotten who made the comment, but if anybody was studying or had the facts about all of the television advertising, network and spot, you would realize that the billings in toto have gone up and that television's share of the cigarette advertising dollar has very definitely increased. We can speak with some authority on this because, as some of you may know, we are about to issue for the first time spot television expenditures by company and by brand on a gross one dollar basis as of the fourth quarter of 1955 which shows for example that this medium of spot television in gross dollars one time rate is about the size of all of network.

This is the other half of television. This is the hidden half of television. And because so little is known about it and so little has been publicized, we're going to concentrate on putting it in focus and reporting such things as in the second to fourth quarters of 1955 the number two spot television advertiser was Brown & Williamson. Number 12 was Philip Morris. Number 30 was R. J. Reynolds. And some of the others were further down the line. But when you add the two halves together, you will find that in terms of expenditure television definitely ranks as number one.

I'd also like to make one other comment and that is that I rather had the impression today and I certainly agree with Mr. Shaw that it's wise to know something about the company's business, your prospect's business when you solicit them. We're going to show you in that connection an original piece of research that was conducted by TvB and by the gentleman down on my right from the A. C. Nielsen Co. who has now punched out on their IBM cards in Chicago how many cigarette packs are smoked by each home and their family. As a new measurement of the cigarette market we're going to show you some of those quick findings. But it shows one thing, one thing definitely, that the cigarette market is a selective market.

It is not true that practically everybody smokes. For example, down South 58% of the families were found in the Nielsen survey to smoke cigarettes. When you project it out to the number of cigarettes smoked per family in the whole country we found that the billions of cigarettes consumed in terms of this sample comes pretty close to those figures.

As you probably know, the total amount of viewing for the average tv family per day is 5 hours and 32 minutes. Now, if you take the 35 million homes in the country, and this was done by Nielsen for us as of November 1955, and take the lightest viewing fifth—the seven million homes that are the weakest part of our franchise—you will find that seven million watch television only 1 hour and 32 minutes a day, 6% of all the viewing. The second 20%, four hours a day. And when you step up the ladder to the third quintile, or third fifth, it's 5 hours and 23

The best things come in BIG packages!



. . . and ABC-TV's film festival package is the biggest in television!

NOW . . . participations on AFTERNOON FILM FESTIVAL—Mondays through Fridays—buy you an amazing price reduction on an equal number of participations on Sunday's FAMOUS FILM FESTIVAL.

FAMOUS FILM FESTIVAL is TV's top-rated* participation show. AFTERNOON FILM FESTIVAL has the best cost efficiency of all TV participation shows. FAMOUS FILM owns the prime 7:30-9 Sunday-night slot. Has a cost efficiency of $1.25 per 1,000 viewers per commercial minute. AFTERNOON FILM offers a new, low daytime price in the 3 to 5 P. M. periods.

Both present top films, top stars. For details call your ABC-TV sales representative.

*Nielsen Dec. 1 & 11, Jan. 1

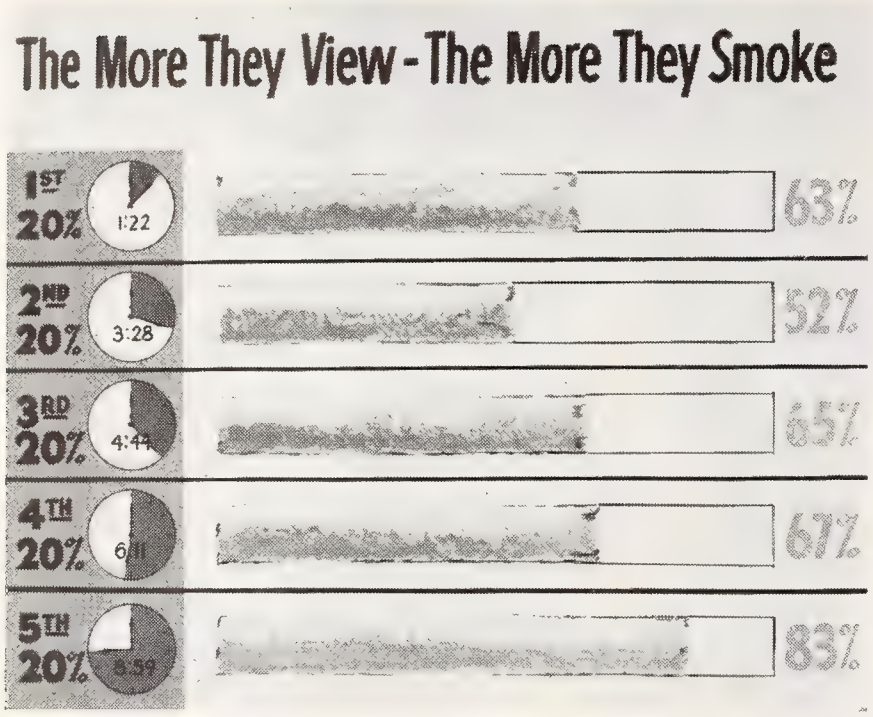
ABC Television Network

7 W. 66th St., New York 23, N. Y., *SUsquehanna 7-5000*
20 North Wacker Drive, Chicago, Ill., *ANdover 3-0800*
277 Golden Gate, San Francisco, Cal., *UNderhill 3-0077*

minutes a day. Now, here you have the majority of television homes, which represents a minority of the total television viewing, even though it ranges from over 1 hour to 5 hours and 23 minutes a day. Stepping up to the fourth quintile it is revealed by Nielsen that seven hours [of tv fare are viewed] per family per day on a family basis from morning to night. And when you come to the top of the television bottle, the television gluttons so to speak, you find out that there are in this country today seven million homes which view an average of 9 hours and 49 minutes.

Now you don't have to editorialize about this kind of impact. And what people are doing to television. The point is that we know about these quintiles and one of the things we know is how many cigarettes are smoked in each quintile and how the cigarette market correlates with television viewing and how it relates to the overall characteristics of television generally.

Somebody said that the magazine reading public were the young



THE SPOT TV presentation came complete with visual aids, including this chart showing the relationship of tv viewing and smoking among TvB's five quintiles.

folks. I'm sure that that's true of the television viewing public and here's the proof. The 1 hour and 32 minute family has a housewife who is 49 years old. The four-hour family has a housewife who is 45 years old. The third quintile, the 5 hour and 32 minute family, has a housewife who is 44 years old. Notice the more the viewing, the younger the housewife and therefore the younger the husband and so forth. In the seven-hour family the housewife is 42 years old, and in the 9 hour and 49 minute family, those television gluttons, the housewife — purchasing agent — she's 39 years old. A 10-year spread in going from the lightest to the relatively heaviest viewers in television. Now that correlates very well with the cigarette market as we will see in just a moment.

Now let's see the interrelationship between smoking and television viewing. Here's what Nielsen reported to us in terms of where are the cigarette smokers of the country. First of all, in going into each home in the sample and finding out by personal investigation whether there is present in the home a smoker and if so how many people smoke, it was found that in the country as a whole, of almost 50 million families, 63 out of 100 consumed cigarettes and 37 out of 100 do not. That in television homes, it is a 68 to 32 split and that in the radio-only homes or non-tv homes, a segment of the market which is melting like ice, it is a 50-50 split.

Now, it is definitely a young market. The selectivity of the television market, and by the way, this is regarded by cigarette people to whom we've shown it to be highly authoritative and it comes very close to their own impression of the market and jibes very closely with their own research, but the beauty of this from the standpoint of our own selling is that it relates very definitely to television.

Notice that in homes where the housewife is under 35, 77 out of 100 of those homes smoke. From 35 to 50, 75 out of 100 and when you come to grandma it goes way down, 37% of those homes smoke. We heard some talk about men and women smokers. The relative importance to the cigarette market of homes where only the man smokes is such that that goes on in 47 out of 100 homes where 37% of all cigarettes are smoked; where only the woman smokes, 17% of all homes representing a 10th of the market, but the minority of homes, 36%, where both the husband and the wife smoke, represents the majority of the market, namely 53%. Now, some people smoke much more than others and we found out as I mentioned before how many packs are smoked by each home in this microcosm that reflects the country as a whole and it comes out for every smoking home to about a carton a week based again upon personal investigation of these homes, which reflect the country, 9.6 packs a week. Now, when you divide the some 34 to 35 million homes that consume cigarettes into two halves, and you take a 17 million light-smoking half, you find that they smoke about a half a carton a week, 5.2 packs. And these heavy smokers, the half that smokes more, they consume an average of about a carton and a half, or 14.1 packs. Now, if you are more interested in the heavy smoker, or the heavy smoking family, the more valuable customer, if you're more interested in the $141,000 account than the $52,000 account, then we have evidence which relates this to television overall.

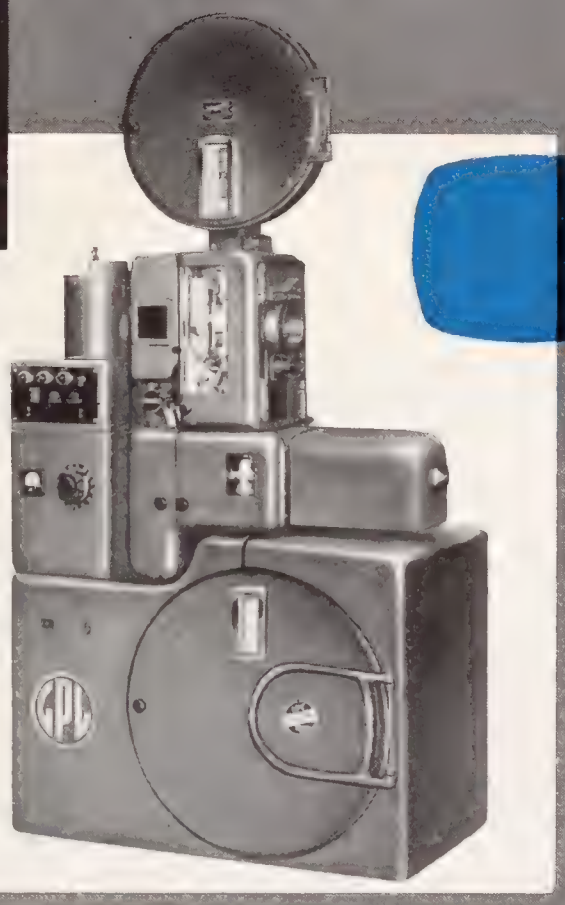
Remember our quintiles and our families that go up to nine hours a day? As I mentioned before we know the incidence of smoking from the Nielsen company in each of these fifths. First of all in those seven million families that don't watch television so much, only an hour and 22 minutes a day, which of course would qualify them as the heaviest readers of magazines and newspapers, the consumption of cigarettes is 63% of those families.

What of single people then? That's probably why the viewing there is not quite so high. They're away in the daytime and sometimes at night. And that's why smoking goes down a little bit in that second quintile. It cuts off to 52%. That third quintile 65%, the fourth quintile 67% and those television gluttons are also gluttons for cigarettes because as you see, over four out of five [over 80%] of those homes smoke. So the more they view, the more they smoke. There's a very definite proven—not generalized but proven—documented relationship between cigarette smoking and television overall.

Now because for the same homes where we know how many cigarettes are smoked we have a continuing record of television tuning from the Nielsen Audimeters and are able to relate the two, we have found out certain kinds of television, certain hours of the day which frankly are not relatively efficient in reaching cigarette smoking homes and heavy cigarette smoking homes. And the best key qualitatively to the heavy cigarette smoking home is late at night, 11 to 12. That's when you find the greatest spread between the heavy smoker and the light smoker so far as television viewing is concerned. In our own opinion, our own evalution, the more productive use of television is at this time in the relatively available 11 to 12 hour where value to the cigarette manufacturer in terms of the kinds of people he reaches is much greater than it is at any other time. He can buy it at less cost. It is as I mentioned before relatively available. And he can reach the vast majority of heavy cigarette smoking homes with a spot campaign, for example, 10s and 20s in local time across the country from 11 to 12.

Summing up television as an advertising medium and the cigarette market relationships: You'll see that the television homes at the time the study was done, which was a few months ago, represent 71% of all the homes in the country, 77% of the homes with one or more smoker, 79% of all cigarette consumption, 82% of heavy cigarette smoking homes and 85% of homes with both men

Two
MAJOR NETWORKS
placed orders for several
of GPL's new 35mm.
Telecast Projectors as
soon as they became
available.



the new GPL 35mm. telecast projector

Here is equipment with which you can give your public the best in color. To develop it, GPL adapted to TV the world-famed equipment of an affiliated GPE Company—the SIMPLEX Projector Mechanism and Sound Head, standard of the motion picture world.

Run your eye down this list of GPL 35mm. projector features . . . then take a look at your present equipment.

- Flatness of illumination greater than 90% of high level
- Jump and weave less than 0.15% of picture width
- Resolution in excess of 500 lines
- 40% nominal application time
- Relay condensing optics for field lens or direct-in operation
- Dual lamp system for completely reliable operation
- Standard motion-picture sound specifications
- Permits still-frame operation
- Designed for 3-vidicon color or monochrome chain

CAN YOU AFFORD TO WAIT?

Write, wire or phone for detailed information.

GPL

General Precision Laboratory Incorporated
Pleasantville, New York

A SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION

and women smokers. In asking for a budget, frankly for television we'd ask, of $10 million, $7 million. And here's why we would ask for that amount. You can spend $7 million per year or $140,000 per week and on this Nielsen evidence, reach 70% of the total cigarette market, reach in a week's time with frequency the homes that consume over seven out of ten cigarettes. This evidence was furnished us by Nielsen in terms of actual spot availability on our member stations and we furnished that. So it is not generalization. It is a documentation. With 10s and 20s for which we selected the time which occurred to us based on this study would be most productive and efficient in reaching heavy cigarette smoking homes with television's sight plus sound plus motion using the saturational spot and reaching more homes more often at less cost-per-thousand, $1.20 is the cost per thousand of a good campaign to reach 70% of the cigarette smoking market in a week's time with a frequency of about five times each. Therefore we'd like to rest our case asking for $7 million.

THE CASE FOR NETWORK TV

By Charles R. Abry
ABC-TV Network

BEFORE going into a specific proposal for a share of the budget I think I'd like to take just a couple of minutes to update you on what we think is a new force and a strong force in network television. No longer do you as a prospective client face the dreadful prospect of being the ping pong ball being batted back and forth between Madison Ave. and Rockefeller Center. There's a third court on the table now. And we think we've proved our case over the last three years. I have a few statistics. According to PIB, in 1953 our gross billings were 21 million, in '54, 34 million, and in 1955, 51 million. We did it by changing the commercial hour concept in the month of January of each year. In '53 we had 10 hours, in '54 18 hours, in 1955 20 hours, 1956 37 hours. We were offering you coverage in a better degree during those years. From the point of December 1953, our average ABC program had a coverage factor of 72%, in 1954 76%, and 1955 80%. And to some of our detractors who may say, "Yeah, but how many of them did you have down low?" May I point out that to reach an average of 80, for every 70 there had to be a 90. And all of that is reflected in a figure that to me is most impressive, which is that taking a one hour nighttime program and measuring it against the total number of homes reached per average one hour. In 1953 we delivered 35 million home hours, in 1954 51 million, and in 1955 80 million hour-homes. We think that we can continue this growth and we think that these are the facts that indicate particularly the coverage in the homes reached, that we're ready to deliver to you what we propose.

Ten million dollars coming in cold did sound like an elephant. We're asking for half of it, or $5 million. And I'd like to show you how we'd recommend you split it up. We have what we call a four-dimensional plan. In our *Afternoon Film Festival* with five spots per week, one minute per day, for a total at $10,000 a week; three spots per week in our Sunday night program, *Famous Film Festival,* with one in each half hour for a total of $15,000 a week; an alternate week situation comedy on a major-minor basis, two minutes one week, one minute the other, averaging out at $40,000 a week or obviously $80,000 for two weeks and a half hour of an adult western on an alternate-week, at $36,000, for a total of $101,000 or slightly over the $5 million. And here's why we picked the two types of program. Using some of the figures that I guess we got from TvB, taking the norm out of your U. S. tv homes, our figures show 31.6% are no smokers, light smokers 31.9%, heavy smokers 36.5%, and I think that checks fairly closely with Ollie's. In a situation comedy which normally is heavy in woman viewers, the light smokers are 28% and the preponderance of audience is in the heavy smoking classification of 45.3%. Again a situation comedy at 11:30 is a real buy. And on the adult western, again, the weight of your audience, and these are Nielsen figures, are in the light and most basically in the heavy smoking group. And also our choice of the situation comedy is that classically it has a large woman's audience and we believe very much the figure that we heard from radio, how important that woman is, (A) as a smoker on the rise and (B) as the buyer of cartons of cigarettes.

This is how the pattern would break down on a weekly exposure. We think that with the *Afternoon Film Festival,* and incidentally, the whole program gives you a seven day exposure, that you can move around and catch different segments and if a particular housewife is nuts for *Queen for a Day,* you can get her in the other half hour. The three minutes on Sunday night, the adult western on Wednesday night and—I beg your pardon, you get the situation comedy in a family hour of 7:30 to 8 on Saturday night. In the *Afternoon Film Festival,* and we're using our first Nielsen in January, it had an NTA of 11.4 and an average audience of 5.8. Buying against the end rate which we've used in our figures, you come up with a cost-per-thousand of $1.50 for a one-minute commercial, with a great deal of flexibility. On the Sunday night films, and I, here because of the limitation of time, am going to skip the pitch on the films themselves, the November to January NTA average was a 13.2 and the average audience an 8.3 and a cost-per-thousand of $2.43. I'd like to point out that in that Jan. 2 report this NTA is up to an 18.4 and the average audience up to 11.2 and I don't have my slide rule, but I know that $2.43 is high compared with the latest ratings.

On an adult western we've used Nielsen average figures rather than project anything. Some of our current programs on the air in this particular presentation are reaching or attaining these figures, particularly *Cheyenne* of Warner Bros. We think that particularly going to an hour, you're going to come up with better figures, and incidentally, this based on a half an hour program with an NTA of 29.5, an average audience of 22.9 and a cost-per-thousand of $3.66, which is below the mean average of nighttime programming. The situation comedy has again, the advantage of very heavy smokers and a heavy woman's audience with a Nielsen Total Audience of 26.7, an average audience of 24.2 and a cost-per-thousand of $3.58. Now here is the weight, or, a word I've learned from Ollie Treyz, tonnage, which I think is rather important to you, that your net weekly unduplicated homes which you are reaching with at least one minute of commercial time is 17,900,000, your total weekly home visits are 26,603,000, your total weekly home impressions 33,800 and your weekly time and talent $101,000 and the overall cost-per thousand on the expenditure of $5 million is $2.98, subject to the last figures from Nielsen which would be a reduction. Therefore we think that from the point—we did not make an overall media pitch today—we're out for the dollar—we think that we can deliver to a cigarette manufacturer effective sales, effective coverage, and a good 1956 with $5 million. That's it.



MR. ABRY

HAPPY IS THE ADVERTISER WHO IS ON



THE PAT & JACK SHOW OVER WPEN-THE



HIGHEST RATED FOOD MERCHANDISING



PROGRAM IN THE PHILADELPHIA *AREA

Represented nationally by Gill-Perna, Inc.
New York, Chicago, Los Angeles, San Francisco
*Pulse: Sept.-Oct. 1955

dial 950
WPEN

The frowns on the advertisers below are because they couldn't buy participations in the show. It's now SOLD OUT. We'll be happy to put you on the waiting list, however.

THE PAT & JACK SHOW
9:05-10 A. M. Daily



COMPARATIVE NETWORK AM SHOWSHEET

© 1956 by Broadcasting Publications Inc.

BROADCASTING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	First 5 Texaco Mon. Morning Headlines	Wrigley News	TWA Walter Winchell	Monitor
6:15	Paul Harvey News	Wm. Wrigley Gene Autry (191) R	Seeman Bros. Tomorrow's Front Page Headlines	Meet the Press
6:30	It's Time	Liggett & Myers Gunsmoke (195)	Mutual Benefit Bob Considine	
6:45	The Evening Comes		Les Paul	
7:00	Weekend News		General Tire Sports Time	
7:15	Show Time Review	Edgar Bergen Show (198)	"By the People"	
7:30	George Sokolsky	(CBS Columbia Anahist 20th Century)		
7:45	It's Time			
8:00	Valentino	News	Stand By Round the World	
8:15	Henry Milo Travel Talk S	Toni Our Miss Brooks (206)		
8:30	Co-op America's Town Meeting			Monitor *
8:45		P. Lorillard Two For The Money (200)		
9:00	Overseas Assignment	News		
9:15	Lifetime Living S	Mitch Miller Show S		
9:30	It's Time		Manion Forum Dean Clarence Manion	
9:45	Sammy Kaye		Co-op Keep Healthy	
10:00	It's Time	Sports		
10:15	Erwin Cauham	News	Billy Graham Evangelist Assn. Hour of Decision	
10:30	Dick Hayes Sings	Face the Nation		
10:45	The Assemblies of God "Revival Time"	Church of the Air S	Wings of Healing	American Forum
11:00	Texaco News	News		
11:15 PM	Moods in Melody	U.N. Report	Repeat of Billy Graham Hour of Decision	Monitor *
		Dance Orchestra		

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	No Service	Allan Jackson	Stand by With Bob & Ray	No Network Service
6:15		No Service		
6:30	Bill Stern		Les Paul	Sun Oil & Co-op 3-Star Extra (34)
6:45	No Service	Delco Batteries Lowell Thomas (198) R	Sports	
7:00	CIO-AFofL Edw. P. Morgan	Longines News	Kraft News	Alex Drier Man on the Go Co-op
7:15	Co-op Quincy Howe	Curt Massey Show S	Co-op Fulton Lewis, Jr.	No Network Service
7:30	Events of the Day	Philip Morris Bing Crosby	Amer.'s Business	Miles Labs News of World (166)
7:45	Mayflower News	Am. Oil Ed. R. Murrow (89)	Dinner Date	One Man's Family ***
8:00	Metro Auditions of the Air	My Son Jeep	Men of Action	Gen. Motors Henry J. Taylor
8:15	News S	Yours Truly Johnny Dollar	American Home Prod. Gabriel Heatter	
8:30	Firestone Voice of Firestone	Lipton & Toni (alt. wks.) Godfrey Talent Scouts (171) R	Les Paul	Boston Symphony Orchestra
8:45			Special Edition	
9:00	Sound Mirror	Viceroy News	True Detective Mysteries	
9:15	ABC News	Jack Carson Show S	(Participating)	Bell Telephone Telephone Hour (185) R
9:30	Offbeat	Anahist, Kools CBS Columbia Amos 'n' Andy Music Hall	John Steele	
9:45	News	Chevrolet News	Esso Reporter	
10:00	Vandercook, CIO	Eric Sevareid S	Jackson Brewing Jax World of Spts	
10:15	The 3 Suns	Dance Orchestra	Behind the Iron Curtain	
10:30	News		Reporters' Roundup	Eastman School Symphony Orchestra
10:45	Martha Lou Harp		Virgil Pinkley	Fibber McGee & Molly *****
11:00	Songs by Dini	CBS News	Soundstage	News-Frederick
11:15 PM	Sports Report S	Dance Orchestra	Distinguished Artists Series	Heart of the News
			Mutual Reports The News	All Star Parade of Bands
			U N Radio Review	No Network Service
				News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Allan Jackson	Stand by with Bob & Ray	No Network Service
6:15		No Service		
6:30	All State Bill Stern		Les Paul	Sun Oil & Co-op 3-Star Extra (34)
6:45	No Service	Delco Batteries Lowell Thomas (199)	Sports	
7:00	CIO-AFofL Edw. P. Morgan	Longines News	Kraft News	Alex Drier Man on the Go Co-op
7:15	Co-op Quincy Howe	Curt Massey Show (121)	Fulton Lewis Jr.	No Network Service
7:30	Events of the Day	Philip Morris CBS Columbia Bing Crosby	Amer.'s Business	Miles Labs. News of World (168)
7:45	Mayflower News	Ed. R. Murrow S	Dinner Date	One Man's Family ***
8:00	The World & You	My Son Jeep	Men of Action	RCA Network Participations People Are Funny
8:15	News S	Yours Truly Johnny Dollar	Gabriel Heatter	
8:30	Admiral Life is Worth Living	Suspense	Coca-Cola Co. The Eddie Fisher Show 245)	
8:45	Admiral News		Treasury Agent (Participating)	Network Participations RCA, Carter Dragnet
9:00	Sound Mirror	News		
9:15	ABC News	Jack Carson Show S	Squad Room	B&W News
9:30	Offbeat	Kools Amos 'n' Andy Music Hall (198)	Esso Reporter	
9:45	News	Chevrolet News	Jackson Brewing Jax World of Spts	Politics & Primaries
10:00	Vandercook, CIO	Eric Sevareid S	Dateline Defense	
10:15	The 3 Suns	Campaign '56	The Army Hour	Biographies In Sound (3/20 only)
10:30	News			
10:45	Take Thirty S	Dance Orchestra	Virgil Pinkley	Fibber McGee & Molly *****
11:00	Singing with the Stars	CBS News	Soundstage	News-Frederick
11:15 PM	Sports Report S	Dance Orchestra	Dance Time	Joseph C. Harsch
			Mutual Reports The News	Nightlife with Nordine
			U N Radio Review	No Network Service
				News of the World Morgan Beatty

ABC

6:00 PM	No Service
6:15	
6:30	Bill Stern
6:45	No Service
7:00	CIO-AFofL Edw. P. Morgan
7:15	Co-op Quincy Howe
7:30	Events of the Day
7:45	Mayflower News
8:00	The World & You
8:15	News S
8:30	Your Better Tomorrow
8:45	News
9:00	Sound Mirror
9:15	News S
9:30	Offbeat
9:45	News
10:00	Vandercook, CIO
10:15	Pabst Fights
10:30	
10:45	
11:00	Singing with the Stars
11:15 PM	Sports Report S

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	ABC News	News S	Dr. Wyatt Wings of Healing (306)	World News Round-Up Co-op
9:15	Great Moments Great Composers	Music Room		Monitor *
9:30	It's Time	Church of the Air	Christian Ref. Church Back to God (268)	
9:45	Prophecy, Inc. Voice of Prophecy (99)			Art of Living
10:00	Texaco News	Chev. News	Radio Bible Class (291)	National Radio Pulpit
10:15	Message of Israel S	E. Power Biggs S		
10:30	Texaco News	Leading Question S	Voice of Prophecy (307)	
10:45	Negro College Choirs S			
11:00	It's Time	News	Dawn Bible Frank & Ernest (362)	
11:15	Marines in Review	Invitation To Learning S	First Church How Christian Science Heals	Monitor * 8 a.m. Sun. Thru 12 Mid. Sun. (except as noted)
11:30	Texaco News	Salt Lake City Tabernacle S	Northwestern U. Review S	
11:45	The Christian In Action S			
12:00 N	No Net Service	Chevrolet News Washington Week S	As I See It Frank Kirkpatrick	
12:15 PM		World Affairs Report S		
12:30	It's Time	Guy Lombardo Orchestra S	Bill Cunningham Co-op	The Eternal Light
12:45	Front & Center		First Church How Christian Science Heals	
1:00	Churches of Christ Herald of Truth (108)	F. W. Woolworth 1-2 p m Woolworth Hour (200)	Les Paul	Monitor *
1:15			Front Page Exclusive	
			Merry Mailman	

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	Breakfast Club (Participating)	Co-op News	Co-op Robt. Hurleigh	No Network Service
9:15		No Service	Easy Does It	
9:30	Sterling MWF My True Story		Mutual Magazine	
9:45	When A Girl Marries (165) (Participating)			
10:00	Doan, Stanback Whispering Streets (224)	Arthur Godfrey (Participating)	Cecil Brown	
10:15	Paging the News S		Footnotes To Medical History	
10:30	Swift Magic Kingdom		Guest Time	
10:45	Mayflower News		Kraft News	
11:00	Thy Neighbor's Voice	Make Up Your Mind S	Johnny Olsen Show	Weekday **
11:15	Inner Circle	Wrigley Howard Miller (145)	Kraft News	
11:30	Valentino	Bishop, Gen. Fds. P. Morris, Std. B. Wendy Warren	Norwich Grove Quaker Fla. Citrus Story Time	
11:45	Luncheon at Astor	Backstage Wife	Queen for a Day Participating	Miles Fibber McGee & Molly
12:00 N	Sunshine Boys	Ponds, Toni Pharmaco Helen Trent	Kraft News	
12:15 PM	How To Fix It	Our Gal Sunday S	Quaker, H'wood	
12:30	No Network Service	Hazel Bishop Road of Life (131)	A. Ladd's Modern Moods	No Network Service
12:45		P&G Oxydol Ma Perkins (162)	No Service	
1:00	Co-op Paul Harvey		Co-op Cedric Foster	
1:15	Co-op Ted Malone		Mutual's Music Box	

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	Co-op No School Today	Co-op News	No Network Service	Monitor * 8 a.m. Sat. Through 12 Mid. Sat. (except as noted)
9:15		Farm News		
9:30	Table Products Inc.	St. Louis Melodies		
9:45		Ferry Morse Seed Co. Garden Gate		
10:00	It's Time	Chev., A. Jackson	Good News (Religious)	
10:15	Moppets and Melodies	Galen Drake S Father John's Medicine	Conference Call	
10:30		Calmer S		
10:45	ABC News*		Lucky Pierre Show	
11:00	The Inner Circle	Robt Q. Lewis (185) S		
11:15	It's Time		Musical Wheel of Chance	
11:30	All-League Clubhouse S			
11:45		Milner	Les Paul	
12:00 N	ABC News	Chev., A. Jackson		Allis-Chalmers National Farm & Home Hour (Eastern Stations Only)
12:15 PM	World Tourist	Romance S		
12:30	101 Ranch Boys S		Teenagers USA	
12:45		Liggett & Myers Gunsmoke (198)		Monitor *
1:00	American Farmer S			
1:15	ABC News	Chev., A. Jackson		Allis-Chalmers Home Hour (Central Sta's)
1:30 PM	Navy Hour S	City Hospital	Magic of Music	

ABC

1:30 PM	
1:45	
2:00	
2:15	
2:30	
2:45	
3:00	
3:15	
3:30	
3:45	
4:00	
4:15	
4:30	
4:45	
5:00	
5:15	
5:30	
5:45 PM	

THURSDAY

ABC	CBS	MBS	NBC
Not in Service	Allan Jackson	Stand by With Bob & Ray	No Network Service
Bill Stern	No Service	Les Paul	Sun Oil & Co-op 3-Star Extra (34)
No Service	Delco Batteries Lowell Thomas (199)	Sports	Alex Drier Man on the Go Co-op
CIO-AFofL Edw. P. Morgan	Longines News	Kraft News	No Network Service
Co-op Quincy Howe	Curt Massey Show (204)	Fulton Lewis Jr.	Miles Labs News of World (168)
Events of the Day	Philip Morris Milner, Rusco Bing Crosby	Amer.'s Business	One Man's Family ***
Mayflower News	Ed. R. Murrow S (89)	Dinner Date	Carter The Great Gildersleeve Network-local participations
The World & You	My Son Jeep	Men of Action	The Goon Show
News S	Yours Truly Johnny Dollar	Beltone alt. Thurs. Gabriel Heatter	B&W News
Your Better Tomorrow	21st Precinct S	Coca-Cola Co. Eddie Fisher Show	American Adventure
Mayflower News	News S	Official Detective (Participating)	Conversation
Sound Mirror	Jack Carson Show S	Crime Fighters	Fibber McGee & Molly *****
News S	Kools Amos 'n' Andy Music Hall (198)	Esso Reporter	News-Frederick
Offbeat	Chevrolet News	Jackson Brewing Jax World of Spts	Carling Cons. Club
ABC News	Eric Sevareid S	TBA	Jane Pickens Show
Vandercook, CIO	Dance Orchestra	Co-op State of the Nation	No Network
The 3 Suns	CBS News	Virgil Pinkley	Sports Report
ABC News	Dance Orchestra	Soundstage	News of the World Morgan Beatty
Front & Center	Mutual Reports The News	Ted Heath & His Music	
Singing with the Stars	U N Radio Review	Mutual Reports The News	
Sports Report S		U N Radio Review	

FRIDAY

ABC	CBS	MBS	NBC
Not in Service	Allan Jackson	Stand by With Bob & Ray	No Network Service
Bill Stern	U.N. on the Record S	Les Paul	Richard Harkness Co-op
No Service	Delco Batteries Lowell Thomas (199)	Sports	No network Service
CIO-AFofL Edw. P. Morgan	Longines News	Kraft Five Star	Sun Oil Co-op 3-Star Extra (34)
Co-op Quincy Howe	Curt Massey Show (204)	Fulton Lewis Jr.	Alex Drier Man on the Go Co-op
Events of the Day	Philip Morris CBS Col., Rusco Bing Crosby	Amer.'s Business	No Network Service
Mayflower News	Am. Oil Ed. R. Murrow (89)	Dinner Date	Miles Labs News of World (168)
The World & You	My Son Jeep	Men of Action	One Man's Family ***
News S	Yours Truly Johnny Dollar	Amer. Home Gabriel Heatter	National Radio Fan Club Network & local participations
Your Better Tomorrow	CBS-Radio Workshop	Les Paul	
Mayflower News	Viceroy News	Special Edition	
Sound Mirror	Jack Carson Show S	Counterspy (Participating)	NBC Job Clinic
News S	Amos 'n' Andy Music Hall (198)	Esso Reporter	National Radio Fan Club Network & Local Participations
Offbeat	Chevrolet News	Jackson Brewing Jax World of Spts	
Anahist News	Eric Sevareid S	American Travel Guide	B&W News
Vandercook, CIO	Capitol Cloakroom S	City Editor	Gillette Boxing
The 3 Suns	Dance Orchestra	Double Date	Sports Digest
ABC News	CBS News	Virgil Pinkley	Fibber McGee & Molly *****
Indoors Unlimited	Dance Orchestra	Soundstage	Sports Highlights
Songs By Dini		Dance Time	No Network Service
Sports Report		Mutual Reports The News	News of the World Morgan Beatty
		U N Radio Review	

SATURDAY

ABC	CBS	MBS	NBC
Pan American Union	Music By Antinini	John T. Flynn	Monitor *
Co-op Sports Kaleid	Young Ideas Fred Robbins	Les Paul	
Co-op Sports Afield With Bob Edge		Airmen of Note	
CIO-AFofL Edw. P. Morgan		Report from Washington	
Overseas Assignment	Juke Box Jury	Jax World of Sports With Bob Neal	
As We See It (CIO)		Pop the Question	
This Week In Washington		Inspiration Please	
ABC News	Chevrolet News	True or False	
Dancing Party S	Saturday Night Country Style	Musical Caravan	
	News S	I Ask You	R. J. Reynolds & Co-op Grand Ole Opry (93)
	Philadelphia Orchestra	Lombardoland U.S.A. S	
Vandercook, CIO	News S	Oklahoma City Symphony Orchestra	Monitor *
The 3 Suns	Basin Street Jazz		
Lawrence Welk Army Show	Dance Orchestra		
Statler Orchestra	News Analysis	Hardy Burt Commentator	
	Dance Orchestra	Dance Time	

6:00 PM · 6:15 · 6:30 · 6:45 · 7:00 · 7:15 · 7:30 · 7:45 · 8:00 · 8:15 · 8:30 · 8:45 · 9:00 · 9:15 · 9:30 · 9:45 · 10:00 · 10:15 · 10:30 · 10:45 · 11:00 · 11:15 PM

SUNDAY

MBS	NBC
Lutheran Hour (479)	Monitor *
Festival of Opera	The Catholic Hour
Bosman's Bandstand	Monitor
Bandstand USA	
Bosman's Bandstand	

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
Closed Circuit	Toni TuTh Ponds—WF Dr. Malone	Luncheon with Lopez	No Network Service
	P&G Duz Guiding Light (128)	Kraft News	
No Network Service	Ponds—TuTh Mrs. Burton	A Letter to Lee Graham	
	Brighter Day		
The Martin Block Show	Toni & Bristol-Myers Nora Drake (200)	(MTuTh) Military Band (W) Rich'd Hayes (F) Salute to the Nation	Weekday **
	Lever—MF Franko Amr. TuTh Aunt Jenny	Mutual Reports	
	Houseparty† (183) R	[Mutual Matinee with Dan McCullough	
	Hartz—Song		Hotel for Pets Coast Fisheries ****
	No Service	(MTuWF) Bandstand USA (Th) Dick&Diane	Doctors Wife
Manhattan Matinee	Chef Boy	Mutual Reports	P&G Right to Happiness
	No Service	Mutual Matinee with Dick Willard	Widder Brown *****
Treasury Bandstand			P&G Pepper Young
	News		Miles Woman In My House
Musical Express			When You Wish Upon A Star
Ebony & Ivory	No Service	Stand By With Bob & Ray	
Gloria Parker			Gen. Mills & Amer. Bakeries Lone Ranger
Wall St. Final (Harris, Upham)		Les Paul	
		Gen. Sports Time	Production Five
		Kraft News	

SATURDAY

ABC	CBS	MBS	NBC
It's Time	Kathy Godfrey Show S	Symphonies For Youth	Monitor *
Shake the Maracas	News S		
Texaco News	Spring Serenade		
Texas Co. Metro. Opera	Dance Orchestra	Fifth Army Band	
	News S	Country Jamboree	
	Richard Hayes Army Show		
	Dance Orchestra	Sports Parade	
	News S	Co-op Stand-By Sports	
	Dance Orchestra		
Pop Concert	Make Way for Youth		
The World Tourist	News S		
Dinner at the Green Room S	New Orleans Jazz		
	Saturday at the Chase	Les Paul	

February 27, 1956

Explanation: Listings in order: Sponsor, name of program, number of stations; R repeat; S sustaining; TBA to be announced. Time EST.

ABC—

7:55-8 p.m., Les Griffith & The News. (332). Weekend news sponsored by Texas Co. in each of four time zones, 13 times on Sat., 11 times on Sun.

It's Time, 5 min., unsponsored, 10 times on Sat., 8 times on Sun.

CBS—

8:55-9 a.m. Sun. Gen. Fds.—Galen Drake (111)
11:30-11:35 a.m. Sun. Lou Cioffi—News (S)

† Houseparty.

3-3:15 p.m. MWF Lever—Th. Sunsweet.
3:15-3-30 p.m., Th. Fri. Dole.
Gen. Motors — Allen Jackson.
Sat.—News 10:00-10:05 a.m.; 10:55-11.00 a.m.; 12 Noon-12:05 p.m. 126 Sta.
Doug Edwards—Pall Mall Wed.-Th. Fri. 8:25-30 p.m.
G. Drake—Tasti Diet Sat. 1:25-30 p.m., 203 Sta.
Football Roundup, starts Sats., 2-6 p.m., beginning Sept. 17.

Amos 'n' Andy Music Hall
Brown & Williamson, M. F. S., Ted Bates

NBC—

* **Monitor**—Network & Local Participations Barbasol, Miller Brewing, RCA
** **Weekday**—Network & Local Participations Carter Prods., Sterling Drug, Q-Tips Sales
*** **One Man's Family**—Net & Local Participations Weds: Carter (Last 3/21), Anahist (Last 3/14)
**** **Hotel For Pets**—MWF: Coast Fisheries—with stations not ordered commercially taking the program on Sustaining basis
T&TH—Complete Sustaining basis
***** **Young Widder Brown**—M-Th—Sterling Drug, Fri—Network Participations
****** **Fibber McGee & Molly**—Network & Local Participations Tues—Viceroy

STATE HEADS, NARTB MAY MEET ANNUALLY

Successful three-day convocation of 43 state association presidents at NARTB Washington headquarters seen as precedent for making event an annual affair.

PRECEDENT was set last week for an annual conference of state association presidents at NARTB Washington headquarters as representatives of 43 states held a three-day session that included formal talks and informal exchanges of ideas and problems.

At the last session Tuesday afternoon, members of the group agreed the idea of the conference was sound. Some felt the conference could be of more value than an industry convention, with opportunity to fit state and local problems into the national scene.

Discussion subjects covered a wide range, running from legislative topics to such local matters as advertising rates, sports and taxes. NARTB President Harold E. Fellows recalled the conference idea had resulted from three years of planning. State presidents have met informally at luncheons during NARTB conventions but never before had assembled for a formal meeting.

FCC Chairman George C. McConnaughey cautioned that over-commercialization may lead to public revulsion and government action (see story page 28).

Case histories of state and local issues were presented by five state presidents. Walter J. Teich, WOEL Oelwein, Iowa, discussed developments in the tax situation. J. Maxim Ryder, WBRY Waterbury, Conn., observed that Kentucky had just become the 37th state to enact libel protection and reviewed progress of legislation around the nation. J. Elroy McCaw, KTVW (TV) Tacoma, Wash., discussed legislation designed to control advertising of alcoholic beverages. Paul J. Miller, WWVA Wheeling, W. Va., outlined progress made in obtaining access to public and court proceedings on a level with other media. Local sports matters were reviewed by Robert Wells, KIUL Garden City, Kan.



CASE histories of legal, sports and freedom of information developments were reported by five state presidents at NARTB's first roundup of association heads. Speakers were (l to r): Walter J. Teich, KOEL Oelwein, Ia.; J. Elroy McCaw, KTVW (TV) Tacoma, Wash.; Paul J. Miller, WWVA Wheeling, W. Va.; Robert Wells, KIUL Garden City, Kan., and J. Maxim Ryder, WBRY Waterbury, Conn.

The three-day conference opened Monday with an all-day open house and informal group meetings at NARTB headquarters. State presidents conferred with NARTB staff executives and with each other. Formal programming was held Tuesday, followed by an evening reception and dinner attended by media and government guests.

Wednesday noon the delegates attended the annual Voice of Democracy awards luncheon at which the four national high school winners were presented scholarship checks and tv sets.

President Fellows voiced confidence the state association roundup would be an annual event. He said the goal of the meeting was "a better estate for broadcasting and thus a better broadcasting service for the American people."

Chairman McConnaughey, speaking at the Tuesday luncheon, after warning of the danger of over-commercialization practices, urged broadcasters to follow carefully the FCC's public notice governing political campaign practices under Sec. 315 of the Communications Act.

Commenting on access of radio-tv to court trials and legislative proceedings, he said he was observing industry progress with interest but was concerned about the danger of distracting trial participants and making false heroes out of criminals. With new techniques, he said broadcast media should gain increasing acceptance as a means of informing the public directly.

Chairman McConnaughey said the broadcasting industry has grown to its present stature as a result of voluntary cooperation through the free enterprise system.

Howard H. Bell, NARTB assistant to the president, said the association provides a clearing house for exchange of information and experience. He added that it helps state broadcasters in such matters as occupational and gross receipts taxes; access to court and public proceedings; alcoholic beverage legislation, political broadcasting and libel. He described the association's publication, *State Side*, and called on states to keep NARTB posted on local developments. Finally, he told how states and the association can work together in meeting common problems.

Joseph M. Sitrick, NARTB publicity-infor-

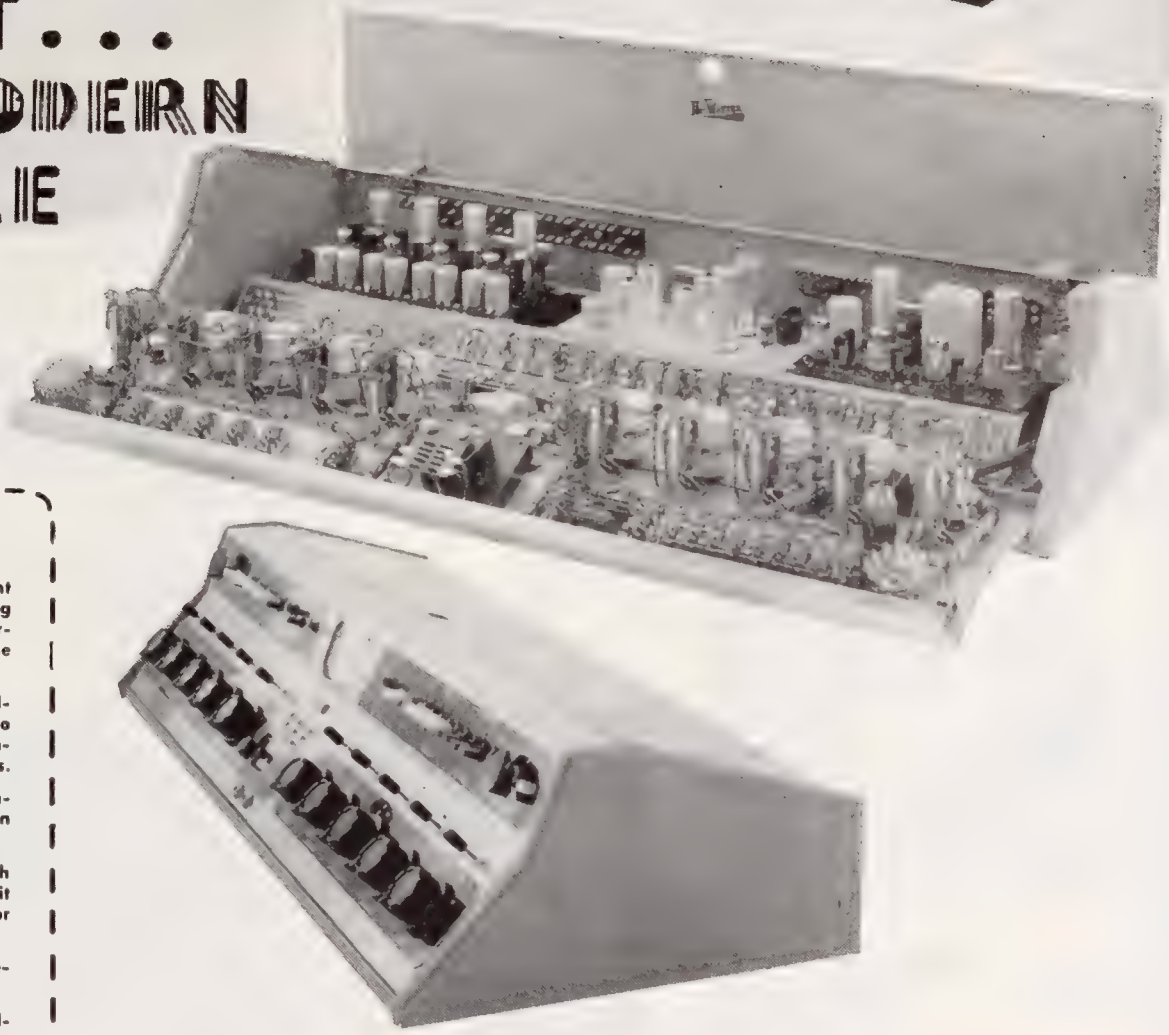
WROW-TV	Albany
WAAM	Baltimore
WBEN-TV	Buffalo
WJRT	Flint
WFMY-TV	Greensboro
WTPA	Harrisburg
WDAF-TV	Kansas City
WHAS-TV	Louisville
WTMJ-TV	Milwaukee
WMTW	Mt. Washington
WRVA-TV	Richmond
WSYR-TV	Syracuse

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- 4 tape/projector/turntable channels with individual cue position on each attenuator.
- New era in serviceability. Reach every part in as much time as it takes to move a hinged panel or chassis.
- Printed wiring for greater reliability — lower cost.
- More of everything—circuit facilities, mixing channels, amplifiers and performance. At least 20 exclusively new or greatly improved upon features.

In the continuing parade of new, modern and up-to-date broadcast equipment, comes the new "Gatesway"—a speech input console that is *new* all the way! *New* functional design, *new* features never before incorporated in standard designs, *new* performance standards and *new* manufacturing methods, manufacturing engineering is the correct wording, that provides far more equipment for each dollar invested. — A brochure on this wonderful new product is ready for you now. Better yet—you can have a new Gatesway *now!*

GATES

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mation manager, outlined plans for the 1956 drive to bring out the vote, with American Heritage Foundation and Advertising Council coordinating media and community efforts. The drive will open with the spring theme, "Is Your Name in the Book?" This will promote registration. Second phase during the summer and early fall will be titled "Don't Vote in the Dark," calling on voters to become informed on candidates and issues. Final phase is to be directed at late registration and getting out the vote.

A. Prose Walker, NARTB engineering manager, reported on progress in Conelrad operations and discussed other engineering developments.

Sweeney Cites Coverage Of Texas Radio Stations

LOCAL news coverage by Texas radio stations provides service in 59 cities lacking newspapers as well as hundreds of other cities, offering an important revenue source as well as opportunity to provide public service, Kevin B. Sweeney, president of Radio Advertising Bureau, told the Texas Assn. of Broadcasters at its meeting last week.

Over 150 registered delegates at the McAllen meeting heard a dozen speakers cover such topics as tv sales, promotion and international topics. Gordon McLendon, KLIF Dallas, spoke at the Monday luncheon on the topic, "Will Radio Kill Television?"

Following a talk by R. F. Schenkkan, U. of Texas radio-tv director, five scholarships were offered by members to promote radio-tv instruction in state institutions. Those offering scholarships were David Morris, KNUZ Houston; Boyd Kelley, KTRN Wichita Falls; Robert I. Grimes, KBKI Alice; Jack W. Hawkins, KIUN Pecos, and Troy McDaniel, KGBT-AM-TV Harlingen. All offered scholarships to U. of Texas except Mr. Hawkins, who named Sul Ross College.

Mr. McLendon observed that tv has forced radio to go to work and has made local advertisers think in terms of bigger budgets. "The advertiser who used to be frightened by any amount in excess of $50 a week can sometimes now talk of several hundred dollars a week without suffering a paralytic stroke," he said.

McLendon stations are following ratings closely, he said, with KLIF training its own crew of interviewers to take frequent coincidental surveys. Noting Dallas radio listening up 50% in a year, he ascribed much of the gain to "the new listen in news" and added that gross dollar billings are up in its cities—Dallas, Milwaukee, El Paso. He called on broadcasters to sell at card rates and said, "We've raised rates four times in one year."

Radio is just starting to realize its news advantages, Mr. McLendon said. He told how KLIF uses a slogan "Tomorrow's Newspaper Now" and frequently inserts in newscasts such phrases as ". . . . another example of how far radio news is ahead of the newspapers." He detailed the operation of KLIF's six-man news staff, soon to be almost doubled, and told how mobile units and beep interviews are handled on a 24-hour basis with as many as three or four program interruptions in an hour.

This intensive coverage, he said, "forces radio listening by a segment of the population which has got out of the habit of listening." He explained the KLIF policy of frequent editorializing when there is something to editorialize about and told about the station's controversy with the *Dallas Times Herald* [B•T, Feb. 6].

Others on the program were Richman Lewin, KTRE-AM-TV Lufkin, TAB president; Richard Salas Jeffrey, executive secretary, International Good Neighbors Council; Marshall Formby, KPAN Hereford, speaking on radio behind the Iron Curtain; Alex Keese, WFAA Dallas, discussing radio promotion; Al Johnson, KENS San Antonio, reviewing daylight saving; Norman Cash, Television Bureau of Advertising, speaking on tv sales; discussion session presided over by J. M. McDonald, KURV Edinburg, and a talk on religion in business by Rev. W. W. Stewart, Trinity Episcopal Church, Pharr.

TAB's fall meeting will be held at Lubbock. The board will meet again in June at Alpine.



SHIRT-SLEEVE weather marked meeting of Texas Assn. of Broadcasters, held Sunday-Monday at McAllen. Officers and directors (seated, l to r): Boyd Kelley, KTRN Wichita Falls, copyright chairman; Albert D. Johnson, KENS San Antonio; M. E. Danbom, KTBB Tyler, and Louis R. Cook, KNOW Austin, directors. Standing, Jack W. Hawkins, KIUN Pecos, director; Barney W. Ogle, KRGV Weslaco, vice president; David H. Morris, KNUZ Houston, secretary-treasurer; Joe M. Leonard Jr., KGAF Gainesville, and Bob Bradbury, KPET Lamesa, directors; Richard G. Lewin, KTRE-AM-TV Lufkin, president; Gordon B. McLendon, KLIF Dallas.

KRON TV highlights

Northern California's importance to the "WIDE WIDE WORLD"

KRON-TV cameras contributed a total of nine different locations—*more local originations to "Wide Wide World" than any other NBC affiliated station.*



From the platform of one of San Francisco's famous cable cars . . . from the decks of the Balclutha, last full-rigged sailing ship in the world . . . to the levees of flood ravaged Yuba City, KRON-TV's cameras bring these scenes to viewers from coast to coast.







Yes, Northern California is important to the "Wide Wide World" and KRON-TV is a *must* buy to reach the greatest share of that important market.

San Francisco

KRON TV

Represented Nationally by Free & Peters, Inc.

AFFILIATED WITH THE S. F. CHRONICLE AND THE NBC-TV NETWORK ON CHANNEL 4

Tv Costs Proving Difficult For Advertisers—Hardesty

THE local advertiser is finding it increasingly difficult to afford tv, and even if he could "afford the double A rates," he still would be paying "at a cost-per-thousand far in excess of that of radio," John F. Hardesty, vice president, Radio Advertising Bureau, said last week.

Mr. Hardesty was the speaker at the first of a series of 50 sales clinics RAB is conducting around the country this season.

At the clinic, broadcast managers and salesmen of member RAB stations in the southern Virginia area watched a taped presentation on the subject of tv and listened to a series of specially recorded sales presentations that concentrated on sources from which radio revenue could be developed. These advertisers included financial firms, such as banks and savings and loans associations; men's apparel stores; drug stores; retail merchant groups, and summer advertisers.

The meeting was held at WSLS studios in Roanoke. James H. Moore, the station's executive vice president and a member of the RAB Board, was host.

Fellows on European Tour

NARTB President Harold E. Fellows left New York Friday by air for Munich where he will serve as observer for the Radio Free Europe project operated by Crusade for Freedom. Mr. Fellows will broadcast behind the Iron Curtain. His itinerary, with stops in Paris and London, includes foreign broadcast contacts and will bring him back to the United States in mid-March.

SENATE TV PROBE TAKES ON 'BRASS TACKS' ATMOSPHERE

Magnuson committee got down to business last week in its investigation of networks and the uhf-vhf dilemma, completed hearing the FCC and readied for more industry testimony this week. Noteworthy: 'cards on table' attitude, evidence of a new grasp of broadcast problems on the part of the committee members, and positive stands by FCC commissioners.

THE Senate Interstate & Foreign Commerce Committee last week held its most profitable sessions to date in its probe of tv network and uhf-vhf troubles, concluding its questioning of the FCC and setting the stage for four full days of testimony this week at which representatives of the industry, mostly uhf, and others will appear.

Hearings resume today (Monday) and continue through Wednesday, skipping Thursday and continuing Friday (see witness list).

The Senate group's day and a half of proceedings last Monday and Tuesday were marked by:

1. Comprehensive and penetrating sessions, with cards on the table and a minimum of fishing expeditions or other interruptions by senators.

2. An increasing, purposeful grasp of broadcast matters and problems by committee members and staff, notably Chairman Warren G. Magnuson's new radio-tv counsel, Kenneth A. Cox.

3. Individual commissioners' steadfast defense of their positions in answering searching and to-the-point questions from the committee.

Most active senators in the questioning were Chairman Magnuson (Wash.) and Sen. John O. Pastore (R. I.), Democrats, and Sens. John W. Bricker (Ohio), Andrew Schoeppel (Kan.) and Charles E. Potter (Mich.), Republicans. All seven FCC members—Chairman George C. McConnaughey, Rosel H. Hyde, John C. Doerfer, Robert E. Lee, E. M. Webster, Robert T. Bartley and Richard A. Mack—appeared at the sessions. Comr. Lee was absent Tuesday.

When FCC members stepped down from the witness stand at noon Tuesday these facts, or opinions, had emerged:

- Uhf is needed to complete a nationwide competitive tv system, regardless of any vhf acquisitions from the military.
- More tv facilities in more markets are needed for network and local programs and for smaller advertisers—25 large advertisers controlling over half of total station time.
- Comr. Doerfer opposes deintermixture. Chairman McConnaughey thinks it may be a partial answer. Comr. Webster wants to study it before committing himself.
- The Sixth Report's first priority (area concept) is largely fulfilled, but outlets still are lacking in individual communities.
- FCC has given its reallocations rulemaking top priority and a decision on it won't be held up to await results of the FCC's network study.
- Help for uhf is seen in new high-powered transmitter and a new receiving tube, but federal excise tax exemption as an incentive to all-channel set production looks hopeless.
- FCC doesn't want to be pinned down to a target date on its reallocations rulemaking.
- Comrs. McConnaughey and Doerfer feel residents of any all-uhf areas created by deintermixture may become "second-class citizens."

Also detailed were FCC's current policies on private intercity relays, microwave and coaxial cable tariffs, satellites, boosters, translators, community tv, subscription tv, multiple ownership, high-power uhf maximums, option time, exclusive affiliations, "five-mile" rule, overlap and antitrust activities.

Under questioning from Mr. Cox, Comr. McConnaughey acknowledged that less than 10% (about 7½%) of total uhf allocations are operating as stations, and that 21 uhfs went off the air in 1955. Asked if the situation would not worsen "unless some rather positive steps are taken to improve" uhf's position in the industry, Comr. McConnaughey said he couldn't say, that it is hard to project definitely.

He said the pioneer vhfs lost money for "a long time," but admitted that today a vhf which at first loses money still has a better chance for survival than a uhf because it is "common knowledge" that vhf "has a reputation for being better."

Mr. Cox referred to the priority goals listed by the FCC's Sixth Report & Order of 1952: (1) to provide at least one tv signal to all parts of the country; (2) to provide each community with at least one tv station; (3) to provide a choice of two tv services in all parts of the country; (4) provide each community with



at least two tv stations; (5) to assign remaining channels to communities depending on population, geographical location and number of tv services available.

Mr. Cox said the FCC's statement indicated it has gone a long way toward achieving the first priority with tv outlets in 278 communities. Then he asked if the remaining priorities need pursuing to achieve a competitive nationwide tv system.

Comr. McConnaughey acknowledged that "improvements are needed and I think they will be made." He cited the present allocations rule-making.

Comr. Doerfer said he didn't agree that the first priority has been largely fulfilled. He said there is more need for vhfs than uhfs west of the Blue Ridge Mountains; that a solution to better coverage in some "fringe" areas is to blend uhf and vhf services.

In a market that will sustain three uhfs, he said, the better approach is to have one vhf and two uhfs. He said he has opposed "uhf islands" because "vhf islands" would thus be established, and "you will never get penetration of uhfs and vhfs." This, he said, would "isolate" and "build a sort of economic iron curtain between the two."

He said he thinks there is a conflict between the first and second priorities and "it's unequitable to give uhfs to some people and vhfs to others." He said he feels the Federal Communications Act supports equitability over competitiveness and that sometimes "you have to choose" between the two.

Mr. Doerfer said the success of a uhf in a vhf market depends essentially on programming and that the FCC ought to consider a rule limiting a network affiliate to one network, so the vhfs "can't scoop off the cream of the three networks." He said he is not ready to adopt such a rule, only to explore it, "but I think the solution will be programming if we can devise a rule which won't do violence to our free enterprise system."

Asked by Mr. Cox if he would restrict the "major centers of population" to fewer stations than they could support, Mr. Doerfer said he felt a farmer "50 miles from Madison (Wis.) is as important as John Jones in New York City." When Mr. Cox asked him if that farmer is as important as "seven million John Joneses in New York City," he asked: "Why should John Jones in New York have seven tv stations and the farmer have none?"

Mr. Doerfer said that in a area of 300,000 people, where uhf would reach 250,000 of them and vhf would reach all, he would rather have one vhf to reach the remaining 50,000 than three uhfs that would reach only 250,000.

Mr. Doerfer said he thought it possible under the present allocations to achieve the first priority of the Sixth Report without "doing violence" to it.

Comr. Lee said it is "difficult to quarrel"

SCHEDULED WITNESSES

Monday

Harold Thoms and Benedict Cottone, UHF Industry Coordinating Committee; S. H. Patterson, KSAN-TV San Francisco; George Storer, Storer Broadcasting Co.; Harry Tenenbaum, KTVI (TV) St. Louis; John W. English, WNAO-TV Raleigh, N. C., and WSEE (TV) Erie, Pa.; Nick Phillips, Pittsburgh, Pa.

Tuesday

Stanley N. Barnes, Assistant Attorney General, and Victor Kramer, Anti-trust Division, Dept. of Justice.

Philip Merryman, WICC-TV Bridgeport, Conn., president of Hometown Television Inc., accompanied by Ben Adler, Adler Communications Labs., New Rochelle, N. Y.; Dudley Jewell, managing director, Bridgeport Chamber of Commerce; and representatives of Catholic Churches, PTA, United Fund, Council for Inter-Church Cooperation, and AFL-CIO, Bridgeport, Conn.

Jesse D. Fine, WFIE (TV) Evansville, Ind.; J. Pattison Williams, WKLO-TV Louisville; Frank S. Ketchum, National Council of Churches of Christ in the USA, and Office of Communication of Congregational-Christian Churches; Ralph Steetle, Joint Committee on Educational Television.

Wednesday

Sarkes Tarzian, manufacturer, owner WTTV (TV) Bloomington, Ind.; Benito Gaguine, WKOW-TV Madison, Wis.; Roger Putnam, WWLP (TV) Springfield, Mass.; John J. Gunther, legislative representative, Americans for Democratic Action; Louis Lubin, chairman, Business Mens Council, ADA; Irving Ferman, Washington Director, American Civil Liberties Union.

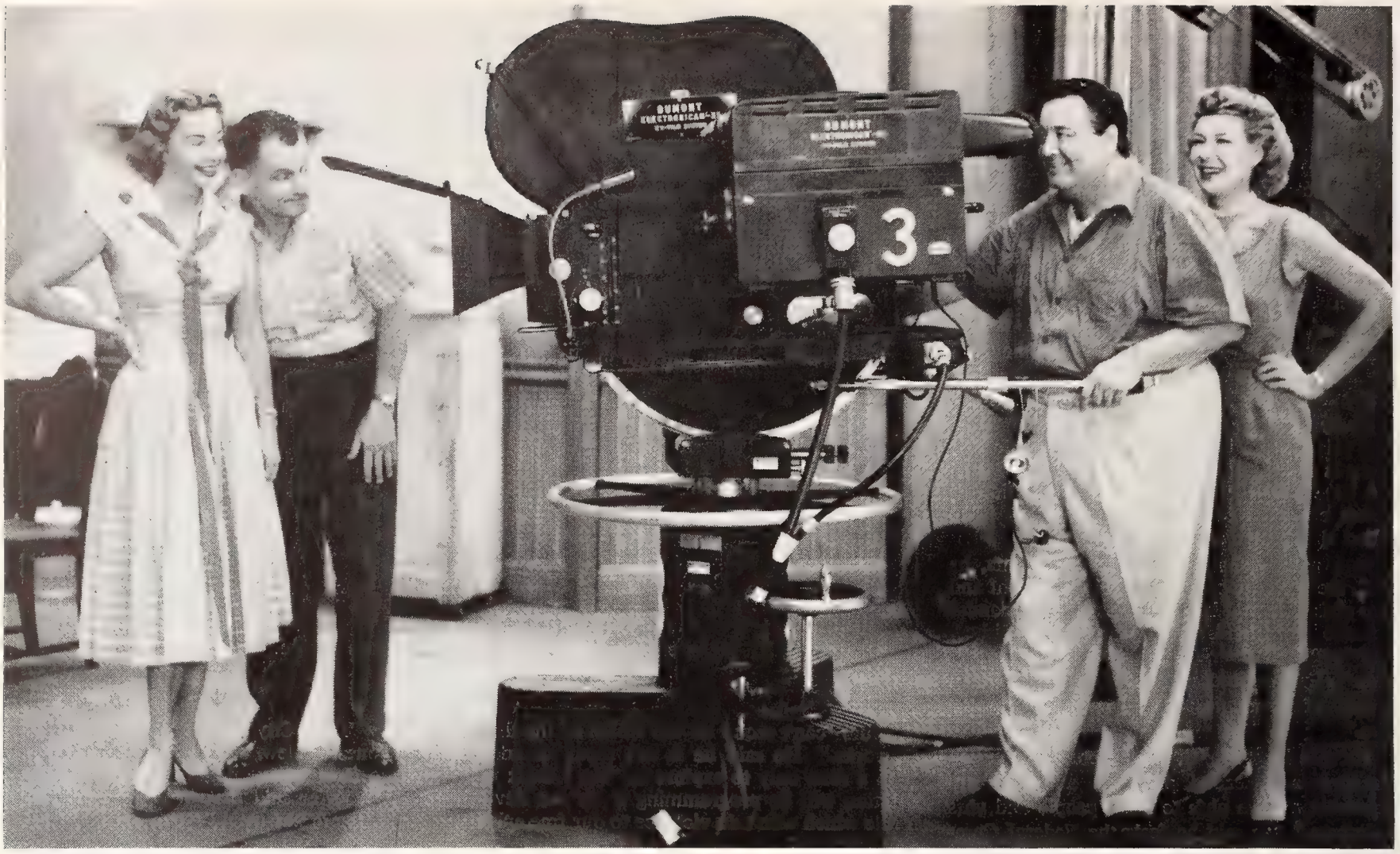
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Paul H. Raymer Co., National Representative

KMJ-TV



JACKIE GLEASON'S "HONEYMOONERS" is filmed by Du Mont Electronicam System which incorporates an especially designed and adapted 35mm Mitchell movie camera. Here are Jackie Gleason and Joyce Randolph, right, peering through the camera lens at Audrey Meadows and Art Carney.

NEW ELECTRONICAM REDUCES SHOOTING TIME

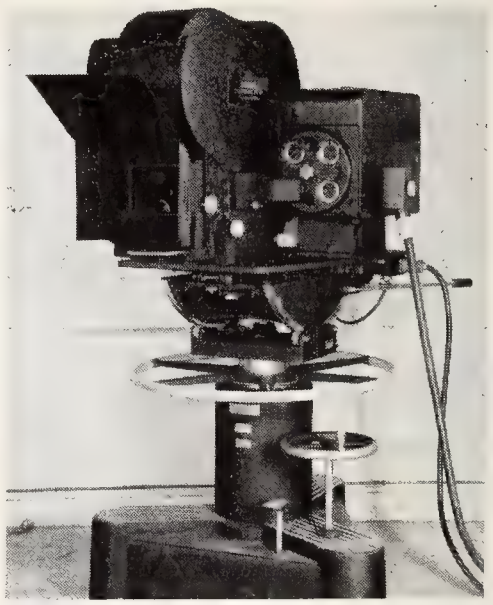
Du Mont's Video-Film System incorporates both Mitchell 35 mm film camera and TV camera

First to use a video-film system in major TV film production is Jackie Gleason's popular show "The Honeymooners." In going "live on film," Jackie Gleason makes use of the new Du Mont Electronicam System, which combines advanced TV techniques with highest quality 35mm photography.

Heart of the Electronicam System is a completely new type of unit, blending a Du Mont TV camera and a specially adapted Mitchell 35mm camera using a common lens system. It gives the producer full advantage of the best techniques of motion picture production while enjoying the time saving and broadened creative scope available in video's electronic practices. Savings in shooting time and costs are substantial.

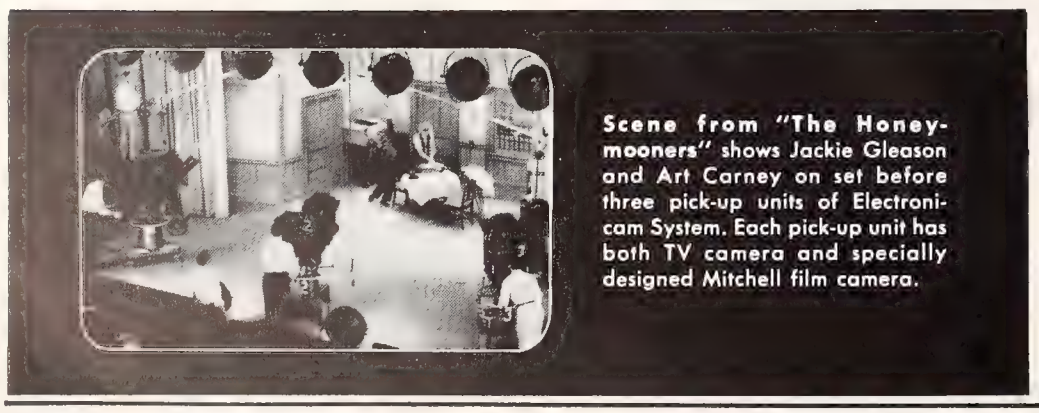
The 35mm Mitchell cameras used as integral parts of the Electronicam System produce consistently superior black and white films, as well as color films which are unequaled for uniformity of quality. Mitchell cameras today serve not only in the television industry, but also are the predominant choice in the production of governmental, industrial, research and educational films, as well as being standard equipment for major studios throughout the world.

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Du Mont Electronicam pick-up; Mitchell 35mm film camera on left, TV camera on right.

***85% of professional motion pictures shown in theatres throughout the world are filmed with a Mitchell**



Scene from "The Honeymooners" shows Jackie Gleason and Art Carney on set before three pick-up units of Electronicam System. Each pick-up unit has both TV camera and specially designed Mitchell film camera.

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with the Sixth Report priorities. They may need redefining, he said, because it may not be possible to give each community a service and "maybe we will have to recognize the area concept." Mr. Lee said he would like the "flexibility" to determine where stations should be in any given area; that he would like to retain some engineering standards but be able to waive them in a given situation.

Asked by Mr. Cox if he meant on a case-to-case basis, Mr. Lee said he did, even though he did not think it was wise to decide on the deintermixture petitions. He said he felt the present allocations has more of a city-to-city approach than an area approach.

Comr. Hyde said the Sixth Report did contemplate area coverage, the FCC recognizing that a station must have a market or "some base," but that the Sixth Report's geographical standards were designed to permit location of stations in cities where they could reach areas not normally entitled to service. "We have better tv coverage in this respect right now than we were able to obtain in am in 30 years of application processing," he said.

Mr. Cox asked the FCC chairman about the status of FCC's plans to obtain additional vhf spectrum space from the military and other services. Mr. McConnaughey said a study is being made by the government now at a "high level" following a letter written by FCC last fall to the Office of Defense Mobilization. He said a government *ad hoc* committee has been "working on it pretty hard," but "I can't tell you anything about it."

Sen. Magnuson said the Senate group had "three or four" meetings with part of the voluntary industry engineering *ad hoc* committee and this group will be active in the next "two or three weeks to see if they can make recommendations."

Incomparable Uhf Channels

Comr. McConnaughey said that whatever new vhf space is obtained, it won't be comparable with the present 70 uhf channels.

Mr. McConnaughey didn't feel the possibility of vhf channels from the military would be a final solution to present problems and he didn't know how long it would be before they could be put into use, even if obtained.

Comr. Bartley said he didn't feel it would be "necessarily" several years before military space in the vhf could be put to use. He said the problem of changing over military equipment to some other space now is being studied.

Comr. Lee said Congress would have to spend a lot of money if it obsoletes present military equipment using the vhf space at present instead of taking a period of years to amortize this equipment. Sen. Magnuson noted that this space "may be the tool we want—and it may not."

Answering a question from Mr. Cox, Comr. McConnaughey said the FCC does not propose to hold up its present rulemaking proceeding until it has concluded its network study.

Comr. McConnaughey said four commissioners spent some time in New York conferring with national spot representatives, advertising agencies and talent agencies, and had got a "rough picture" to be filled in and studied by the FCC staff in the Commission's network study. He said he feels it is possible to work out rulemaking, but he wants first to "test it" with other commissioners, with the industry, with uhf, independent operators and others. He said he feels it is possible to "get a rulemaking going in a week or two" if it would help, not only in the immediate, but also the long-term solution.

Comr. Doerfer said some of the FCC actions would be in public hearings, but there also would be private conferences so as not to make trade secrets public.

Mr. McConnaughey said that if some of the conferences are private, the FCC also would investigate other segments of the industry so as not to get a distorted picture. He said, however, there would be no final decision without a public hearing.

Sen. Magnuson voiced concern over the availability of local tv facilities to the small advertiser, asking whether he is shut out because of the network situation. "Is it monopoly or does he have equal access?"

Comr. McConnaughey said that generally speaking, the analyses of uhf's problems, as set forth in the Plotkin and Jones reports, are correct. Comr. Hyde added that the FCC outlined the whole history of uhf difficulties at the time of the Potter subcommittee's hearings in May and June 1954.

Asked by Mr. Cox if, in view of what has happened to uhf, manufacturers may cease to have the incentive to make all-channel sets, Mr. Hyde said manufacturers are trying to improve uhf and may perfect it. He said the FCC doesn't anticipate that uhf will be discontinued, but admitted that uhf will be discouraged if "half" of the uhf stations go off the air.

In the FCC's current allocations rulemaking, he said, the staff must digest 200 comments and 350 replies, with a staff of seven plus department heads, but that most will be digested in another week. The FCC has not decided whether to hold oral arguments, he said. He said he hoped the FCC could issue rulemaking in six months.

Comr. Webster wasn't that optimistic. He said he couldn't digest the comments "overnight"; that it would take some time; that he had other things to do; that the FCC must work out practical changes to the rules, put them out for rulemaking and for the public to comment on. He said he was sure there would be disagreements because "all we have now are self-serving statements" with "no way to test them." "I want the man who made these statements in front of me so I can test them," he said.

Comr. McConnaughey said he hadn't the "slightest idea" how long it would be before a final decision on the allocations rulemaking and "no man alive" can say when, but he added that the rulemaking has top priority at the FCC. He declined to set a target date when asked by Sen. Magnuson.

Mr. Cox asked if the FCC couldn't look at one community and another and decide which proposal will fit that community in the broad picture to produce the "goal we are seeking" in that area.

The FCC chairman replied that the rulemaking "must tie into the broad, overall picture . . . not by states but on a nationwide basis." When Mr. Cox asked how a "universal" can be developed without some "specifics," Comr. McConnaughey replied that "they all work together. You can't pick out one community and build a nationwide allocation around it."

Under questioning, he said he didn't know if it is true "at all," that selective deintermixture fits the situation in the five proposed deintermixture areas—Madison, Evansville, Hartford, Peoria and the Hudson Valley—as well as it is likely to fit anywhere else in the country.

Comr. Doerfer, referring to the vhfs granted in some proposed deintermixture areas, said the FCC pointed out in its Nov. 10 decision that "these people (vhf) are building at their own peril."

Comr. McConnaughey said he felt it would

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be an injustice to the public to hold up vhf service in such areas to deintermix, as the uhf people have asked. He said he thinks about the people, not the operator. "Are we making second-class citizens out of them (all-uhf areas)?" He said CBS is having a "rough go" with its Milwaukee uhf station, with snow and blind spots "right in the city."

Comr. McConnaughey said that although he referred in the FCC statement to "uhf isles of security," that deintermixture to this effect might be significant, but "we wanted to look at it on an overall basis." The FCC majority decision, he said, is "now history. We are not going to change our ideas."

Mr. Cox asked if alternate approaches to deintermixture—new vhf space, squeeze-ins and other suggestions—"may have firmed up your conclusion that deintermixture was not a substantial solution to the problem."

Comr. McConnaughey said these suggestions, which were not a part of official FCC proceedings, did not affect the FCC's decision on turning down deintermixture. He said these suggestions were "just talked about, that's all."

When Mr. Cox said dissenting Comr. Hyde indicated this material outside the record had been considered, Comr. McConnaughey said he had "no comment to make on that."

Comr. Hyde said, under questioning, that the FCC will have the burden of proving that deletion of the granted vhfs is in the public interest if these areas are deintermixed (made all uhf). He said the vhf may go to court and hold up action as much as two years.

Sen. Pastore asked individual members if they thought deintermixture "is the answer." Comr. Doerfer said no. Comr. McConnaughey said it might be "part" of the answer. Comr. Webster said he thought it was unfair to ask a commissioner, categorically, what his position is. He should be allowed to study the alternatives, Comr. Webster said.

Mr. Hyde said that if the present 12 vhf channels were doubled, there still would not be enough for a competitive tv service; that now only two networks can get outlets in the first 50 markets. He said only seven of the top markets have four or more vhfs, 26 have three, 32 have two and 19 have only one vhf.

Comr. Hyde said the two networks that can get into markets have their evening time fully sold out and are jockeying for space. But, he said, networks are not the only programming source; that there should be provision for local programs and tape and film programs, including national spot programming. More than 50% of tv advertising, he said, is controlled by 25 advertisers. There must be found some way to use the available uhf channels, he said.

He said the Sixth Report is not final and had not been intended to be; that a one-year ban on petitions was made so the FCC could devote time to getting stations on the air. But now, he said, under the Administrative Procedure Act, the FCC must be ready to consider petitions to make changes in FCC rules any time, even on a local basis, such as drop-ins.

Answering a question from Sen. Magnuson, he said that even if the FCC had available for commercial assignment the 42% of the vhf spectrum held by government services, there still would be a problem. There would be 45 vhf channels, which would give limited service unless service areas were cut to small parts, he said.

But, he said, the FCC has to consider other needs.

Asked by Sen. Magnuson if there would be a problem if all tv had been put on uhf, he said there would be no problem "like we have now where stations are attempting to operate on very different channels." He said there would be 70 uhf channels, which even if they were slow being developed, would be in one solid block—the biggest allocation of space in the spectrum. He said the question of whether 45 vhf channels would be enough is academic, because of vital safety needs.

Comr. Hyde, testifying on private intercity relays, said the FCC had restricted them in the past because it thought common carriers were best equipped to handle transmission of programs. But the FCC has relaxed its stand by degrees, he said, and has told applicants for private intercity relays that they should amortize their investments, looking toward eventual use of common carrier facilities.

He said the rapid growth of tv brought many calls for program transmissions from markets where stations couldn't afford common carrier service. Thus, he said, it seemed to him not a bad policy to issue permits for private lines to people who could demonstrate their ability to provide such service at low cost. He said the FCC requires an applicant to show his investment and describe his equipment.

He said the FCC's rulemaking begun in September 1954 on this subject has not been finalized, but the FCC is following a liberal policy in issuing permits while the rulemaking is pending.

Harold Cowgill, chief of FCC's Common Carrier Bureau, explained that all the comments are in from the rulemaking and that it will be carried before the commissioners in two to four weeks.

Comr. Hyde said the rulemaking will help both uhf and vhf.

Mr. Cox said the Senate Commerce Committee had been given figures showing that in one case a private intercity relay could be established at one-fourth of the cost of common carrier service.

Comr. Hyde said the FCC had made no private relay decisions solely on cost considerations, that usually decisions were on availability of service.

Comr. Bartley said that private links might deter intercontinental networks if enough of them came into use in significant areas.

Turning to satellites, Mr. Cox asked if the FCC's authorization of these had helped uhf. He was told that they have helped both uhf and vhf, but Comr. Bartley said vhf satellites outnumber uhf satellites.

Comr. Doerfer, under questioning, said the FCC intended that satellite stations should look toward becoming full-fledged local outlets. Comr. Hyde later added that they would be asked about such a change at license renewal time.

Comr. Hyde described FCC's plan for using "translator" stations, which shift from the vhf signal to one of the upper uhf signals, as eliminating interference. Asked if these stations would discourage establishment of a local station in the same area, Mr. Hyde said yes, but these matters can be taken up when the translator's license comes up for renewal.

On the question of boosters, Comr. Hyde said he thought the FCC would be able to resolve the question of their legality "one way or the other." The subject of boosters has been of extreme interest to Sen. Magnuson since most of them have been set up in his home state of Washington.

Comr. McConnaughey said the FCC has not decided whether community tv systems come under its jurisdiction. Comr. Doerfer said that if the FCC decides that some 300 systems are common carriers, then it must set rates and standards. If the FCC decides they are broadcasters, then the Commission should consider whether they frustrate "an overall Commission plan to develop free tv," he said.

Mr. Cox remarked that some $30 million invested in community tv systems is in a "dubious" status until the question is resolved.

Comr. Mack said that in two states—California and Wyoming—state utility commissions have taken over jurisdiction on the assumption community tv is the same as local telephone service, over which the FCC has no jurisdiction.

J. Smith Henley, assistant FCC general counsel, said an appeals court has asked the FCC to decide on community tv, since it has been brought into a station overlap case in Clarksburg, W. Va.

Mr. Cox asked if there had been complaints from individual communities about outside vhf interference, especially in the crowded northeast region of the country, before the FCC announced plans to increase antenna heights there (Zone I). (The plans later were dropped.)

Comr. Hyde said there had been but that it is difficult to protect a local station. On the one hand the FCC wants to help the local station and on the other to serve people not located in either city, he said.

Comr. Hyde said a local program might appeal to local residents more than one from an out-of-town station, but that local residents also are interested in national affairs (i.e., network programs). He said local services are needed for local requirements.

Sen. Magnuson commented that there is "nothing wrong with overlap but economics."

Comr. Hyde said the FCC tried to give local area coverage and that there would have been no shortage if uhf had been developed more. He noted the high cost of local tv programming and operations, but cited the desirability of local tapes and films. He said people are interested in local programs such as basketball, but they also like variety (i.e., network) shows.

Mr. Cox asked if the FCC's rulemaking to allow one entity to own five vhfs and two uhfs, has helped uhf.

Comr. McConnaughey said it was intended to help uhf, but that the FCC has been "knocked down" by the courts; i.e., must consider each applicant on the merits of the case.

Mr. Cox asked which companies had taken advantage of the two additional uhfs and was told Storer Broadcasting Co., NBC and CBS. Comr. McConnaughey said even these six uhfs have had a "tough time," but that he expects they will "make good." It was brought out that Storer's Miami uhf reported a profit for 1955.

Comr. McConnaughey was skeptical about the FCC's proposed five-mile rule, now a part of the overall reallocation proceedings. He noted that the FCC recently aproved ch. 11 KGUL-TV Galveston's application to move its transmitter nearer to Houston so as to take in more of the Houston market. He said the

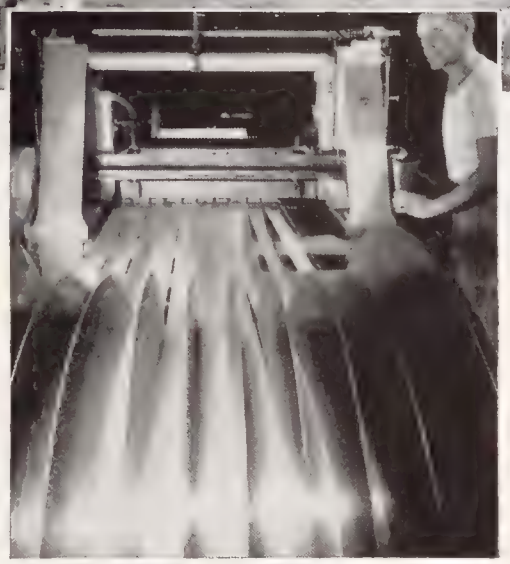
Opportunity to Compete

DURING questioning of Comr. Hyde Tuesday by the Senate Commerce Committee, Chairman Magnuson read from a B•T item [CLOSED CIRCUIT, Feb. 20] which indicated FCC network study committee's greatest impression, after a study of network tv operations in New York, was that competitive facilities are too short in the nation's top 100 markets. Mr. Hyde agreed, and added that he felt more accounts would be available nationally if they could get clearances in the first 50 markets.

Only STEEL can do so many jobs so well



Let It Snow. This eye-popping "Sno-Freighter," built by one of our customers for Alaska Freight Lines, Inc., operates over snow, ice and bulldozed trails. Each wheel in the 6-unit train is driven with its own electric motor. The 7-foot-high tubeless tires are 38 inches wide at the base, and the Sno-Freighter can wade through 6-foot-deep water without damage. USS steels played an important part in this amazing machine, including USS Shelby Seamless Tubing for the vital car coupling system.



Slit It Yourself. In this plant, USS Galvanized Steel Sheets are being slit into strips, which in turn will be formed into moulding channels. The galvanizing won't flake off, despite the extreme deformation.



Beautiful—And Safe. This handsome boat is possibly the safest pleasure boat ever made. With welded construction, gasoline and bilge areas can be completely separated, eliminating the most common cause of boat disasters: fire. The boat is made from USS COR-TEN Steel, which is much stronger and more resistant to corrosion than carbon steel.

UNITED STATES STEEL

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For further information on any product mentioned in this advertisement, write United States Steel, 525 William Penn Place, Pittsburgh 30, Pa.

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OIL WELL SUPPLY....TENNESSEE COAL & IRON....UNITED STATES STEEL PRODUCTS....UNITED STATES STEEL SUPPLY....*Divisions of* **UNITED STATES STEEL CORPORATION, PITTSBURGH**
UNITED STATES STEEL HOMES, INC. • UNION SUPPLY COMPANY • UNITED STATES STEEL EXPORT COMPANY • UNIVERSAL ATLAS CEMENT COMPANY 6-467

SEE the United States Steel Hour. It's a full-hour TV program presented every other week by United States Steel. Consult your local newspaper for time and station.

FCC was careful not to take service away from anybody, but tried to "let them (stations) stay in business and cover more people."

The FCC chairman said that in the upcoming rulemaking "we may have to go to an economic basis to serve more people." If a transmitter can be moved to serve 2,000,000 people where it formerly served 200,000, the FCC may have to effect rulemaking to this effect, he said, adding he is "not at all sure we should stick by a city." He said it is "foolish to make a hard and fast rule."

Mr. Cox indicated he felt such a station thus might get a network affiliation it wouldn't otherwise have got, by moving to avoid overlap with an existing affiliate. He asked if this doesn't constitute a kind of "private modification" of the existing allocations.

Sen. Magnuson said it is a question of getting more stations on the air. No allocation plan can be hard and fast in today's expanding economy, he said. Comr. McConnaughey said a bureaucratic agency cannot set up an allocations plan by "artificial means."

Mr. Cowgill of the Common Carrier Bureau, describing the status of intercity program transmission, said the FCC has made three complete studies of costs, but never has determined if the present tariffs are reasonable. Comr. McConnaughey said such costs are likely to go up and admitted this would not help uhf.

Testimony was pessimistic about the possibility of enactment of a bill (HR 4070) to exempt all-channel (uhf-vhf) sets from the 10% federal excise tax as an incentive to manufacturers to make more all-channel sets. Sen. Magnuson said he appeared before the Senate Finance Committee on the proposal and talked to individual members, but all seemed to be against it. He said the Treasury Dept. also opposed the tax exemption.

Sen. Bricker asked if there have been any recent advances in production techniques that would help uhf. Edward W. Allen Jr., FCC chief engineer, described the new receiving tube (Micro-Miniature) announced by GE. He said the new tube is said to operate throughout the whole (vhf and uhf) band without some of the new parts formerly required in set conversions. He said there is no material difference in the cost of the new tube and older tubes. He said he thought it would improve the status of uhf, but that cost of maintenance of the new tube is "going to be the problem." He said the FCC knows little about the tube.

He told Sen. Bricker uhf is as good as vhf on level terrain and within its own range.

Comr. Webster said an expected drive for changeover to color possibly will help uhf, since most color sets now are equipped for all-channel tuning, adding that color reception seems to be better on uhf than vhf.

Comr. Bartley reminded the Senate group, however, that manufacturers, to reach competitive prices, may start making vhf-only color sets.

Commissioners were skeptical of any possible FCC power to require that sets have uhf tuning.

Mr. Cox, noting that the present maximum power for uhf stations is 1,000 kw with an FCC proposal in July 1955 for 5,000 kw maximum, asked the FCC to furnish a list of uhf stations which presently are at the maximum.

Comr. McConnaughey, asked if a 5,000-kw uhf could duplicate in range a vhf at maximum power, said it would depend on the terrain and other factors, but that the added power would extend the uhf's range. It was acknowledged that increased power would mean increased cost of operations. Comr. Doerfer said an increase in antenna height might be more important than a transmitter power increase in filling in shadow areas.

Comr. McConnaughey said the FCC will take action on affiliation policies of networks, if considered necessary, when any pertinent phase of the FCC's network study is complete.

At this point, Sen. Bricker said: "I know you don't have control over the networks. I wish you did have. We need it as you get along." He said the networks have too much economic and general power and can make or break a station, or industry. They have too much power in the public interest," he said.

Comr. McConnaughey said the FCC would report to the Senate committee on completion of any phase of the Commission's network study and told Mr. Cox that the FCC cannot regulate networks, but exercises some control through affiliates and owned stations.

Comr. McConnaughey, asked by Mr. Cox if the FCC has taken any action on suggestions in the Plotkin report that antitrust laws are being violated in block booking by networks, said that was only Mr. Plotkin's opinion and "doesn't mean a thing." The FCC has got to get the facts, he said. He said he would consult with the FCC general counsel on possible monopoly "when we get the facts."

J. Smith Henley, FCC assistant general counsel, said that regarding network option time, the Jones and Plotkin reports have been sent to the Justice Dept. and the FCC staff also maintains informal liaison with Justice. It would be "premature" to come up with a final answer, he said, until FCC gets the results of that phase of its network study. He said there is a difference of opinion on whether the *Times-Picayune* and other antitrust cases apply to network option time.

Monopoly to Cure Monopoly

Sen. Pastore said he felt that perhaps a network's acquisition of a uhf property is "fostering a monopoly to cure a monopoly."

Mr. Henley added that the FCC will want to "take another look" at its Chain Broadcasting Rules to see if the rules, made for radio, are applicable to television.

Comr. Hyde said two of the three networks have time option policies, but the third, ABC, is not in a position to obtain facilities on a comparable basis. Comr. Doerfer added that time options "may warrant some revision," but if the people want network programs the FCC cannot destroy them.

Sen. Bricker replied that nobody wants to destroy the networks, but "we can't let them get too much economic power." Sen Bricker is author of a bill (S 825) providing for FCC regulation of networks.

Comr. McConnaughey told Mr. Cox there is "no question" the FCC considers antitrust aspects in transfers of licenses. He said that besides representations made by the parties concerned, the FCC also entertains protests and the staff makes its own investigation. He said the staff investigations are not made "strictly" about possible restraint of trade.

Mr. Henley explained that the FCC general counsel's office (Mr. Henley himself) confers with the Justice Dept. on cases where possible antitrust is indicated, the Justice Dept. calling attention to any antitrust implications. Comr. McConnaughey said the antitrust question is left primarily to the Justice Dept. but that the FCC handles some aspects of it.

Mr. Henley said the FCC has "overlapping and concurrent jurisdiction" with the Justice Dept. in the FCC's policy of promoting diversification and discouraging monopoly. He said the FCC has never revoked a license under antitrust laws. He said the FCC "stops far short" of the antitrust laws—and that a practice may not be in the public interest even if it is not a violation of antitrust laws.

He said argument will be held before the Supreme Court tomorrow (Tuesday) on the FCC's multiple ownership rule and that if the Appeals Court is sustained, FCC may seek legislation to secure a multiple ownership rule.

Mr. Cox asked if networks do not actually control program content by exercising time options. Mr. Henley said it is "really the advertiser." Comr. Hyde emphasized that a station can reject any program it feels is contrary to the public interest. He later said the licensee is "ultimately responsible."

This brought a rejoinder from Sen. Bricker that if the licensee "doesn't conform to the network's wishes, they can deny his [affiliation] contract renewal."

Sen. Magnuson said the committee later will go into political broadcasting to study bills on Sec. 315 of the Communications Act. He said "everybody knows" that the Sec. 315 (a) "equal time theory" doesn't work.

He pressed commissioners for a decision on subscription tv, Comr. McConnaughey answering that the FCC should get out its rulemaking on allocations first. Sen. Magnuson said the FCC should resolve whether it has the power to regulate pay tv and if it decides not, then Congress should "give you power, regardless of your decision."

Sen. Magnuson asked the FCC to submit answers in writing to questions raised by the Plotkin and Jones reports, and not fully covered in testimony, and to questions on FCC powers regarding advertising.

The Plotkin questions asked if the FCC has done anything in the past year, aside from its network study, on: national spot representation by networks, coaxial and microwave charges, ownership of radio and tv networks by the same organization, network ownership of stations, non-network multiple ownership and duration of network contracts.

On exclusivity, questions on the Plotkin suggestions asked whether (1) the FCC's network study would look into affiliation and territorial exclusivity and whether changes in the FCC's Chain Broadcasting Regulations are necessary; (2) if the FCC staff has studied and evaluated the Plotkin suggestions for dealing with exclusivity, and (3) if the FCC plans to to discuss the problem with affiliates, independent stations, competing networks, national spot representatives and other segments of the industry.

On the Jones suggestions, the FCC was asked (1) if the FCC has acted or does it plan to act on Mr. Jones' proposal that the FCC establish a uniform accounting procedure calling for more detailed reports by stations and networks and set up a uniform pattern for allocation of network and operation expenses to network owned stations; and (2) if the FCC is investigating whether networks have reasonable and equitable policies in paying for interconnection of affiliates and otherwise treat affiliates uniformly.

Fresno Stay Request Denied

REQUEST that the U. S. Court of Appeals stay the grant of Fresno, Calif., ch. 12 to KFRE that city pending a ruling on the appeal of KARM Fresno from that FCC decision has been denied. The three-judge court was unanimous in refusing the stay. The request was argued two weeks ago before Circuit Judges G. Barrett Prettyman, John A. Danaher and Charles Fahy.

Also pending before the court is an appeal against the Fresno ch. 12 grant by ch. 47 KJEO (TV) Fresno.

NOTICE TO EDITORS—This advertisement currently appears in leading national magazines. For more than 30 years, Metropolitan Life has sponsored similar messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors), free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.



Can you help **your heart** "tick" longer, too?

Sometimes a clock that has kept perfect time over the years will get temporarily out of order. With skilled attention, however, it can go on ticking again for years to come. The same is true of your heart.

A number of things can happen to your heart. Among the more serious of these is the form of heart disease due to hardening of the coronary arteries.

Heart disease caused by coronary-artery trouble is becoming increasingly recognized. In fact, many of the conditions called "heart trouble," or "heart attack," are caused by partial or complete blocking of the blood at some point in the coronary arteries. The common form of such occlusions is known as coronary thrombosis.

The outlook for those who have had coronary thrombosis is good and is steadily improving. Studies show that four out of five recover from first attacks of this severe form of coronary heart disease.

Today, the great majority of those who successfully withstand their first attack can, if the heart has repaired itself through rest and skilled medical care, safely resume activities with little or moderate restriction.

In fact, many such people have not only been able to resume full-time work involving great responsibility, but have continued at work for many years. Indeed, being at work was actually "good medicine."

Thousands of other people with various heart impairments are also living happily and usefully. They can do so because they have learned, with their doctor's help, how to lift the important removable burdens from the heart—such as those imposed by overweight, strenuous physical activity, fatigue and emotional upsets.

These examples should bring new hope and comforting reassurance to all of us. We cannot be complacent, however, about heart disease, for it continues to be the leading cause of death in our country. So, if you are approaching middle age, now is the time to do these things to help protect your heart:

1. Keep your weight down. If you *are* overweight, follow your doctor's suggestions to bring it down.

2. Exercise regularly, but moderately. Stop *before* you get overtired.

3. Have periodic health examinations. Never wait for heart symptoms to jolt you into seeing your doctor.

4. Follow your doctor's advice about healthful living habits, particularly as regards diet and rest.

Remember, the normal heart is strong, with a great reserve of power and a wonderful capacity for comeback. Even an impaired heart can carry on and, with sensible care, can usually be expected to do its job to a ripe old age.

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KOTV'S JACKSON JOINS IKE STAFF

WILLIAM H. JACKSON, chairman of the board of KOTV Inc., Tulsa, joins the White House staff March 1 as special assistant to President Eisenhower. He becomes the third broadcast executive holding a high position in the President's administratve organization.

Serving as aides to the President for more than a year are ex-Gov. J. Howard Pyle, of Arizona, deputy assistant handling relations with state governments, and Fred A. Seaton, former Assistant Secretary of Defense and ex-senator (Rep.) from Nebraska, who is deputy assistant handling relations with federal departments. Gov. Pyle is a vice president of KTAR Phoenix and Arizona Broadcasting System. Sen. Seaton and his brother, Richard M., own Seaton Publishing Co. (KHAS Hastings, Neb.), as well as other midwestern radio and newspaper properties.

Mr. Jackson recently was a managing partner of J. H. Whitney & Co., New York. He takes the post vacated Dec. 31, 1955, by Nelson A. Rockefeller and will help coordinate the government's foreign policy action. Mr. Rockefeller's major assignment had been the planning of cold war strategy. Mr. Jackson will attend meetings of the Cabinet and National Security Council.

Communist Ties Valid As Revocation Reason

THE FCC has the right to ask applicants for a radio operator's license or those seeking renewal of that license questions relating to membership in the Communist Party or other subversive organizations, an FCC hearing examiner ruled last week. Furthermore, refusal to answer such questions, the examiner declared, can be grounds for FCC denial of a license or renewal of it.

The case involved Travis Lafferty of Oakland, Calif., an employe of a San Francisco firm called Mobile Radio Engineers. Mr. Lafferty refused to answer FCC questions concerning past or present membership in communist and/or subversive groups. Mr. Lafferty said the questions had no bearing on his qualifications as a radio operator and he questioned the FCC's authority to ask such questions.

In recommending denial of Mr. Lafferty's renewal application, Hearing Examiner J. D. Bond said the questions asked constituted a "proper demand" falling within the licensing responsibilities of the FCC and not violating any constitutional provisions.

GOP Meddling in FCC Charged by Paul Butler

DEMOCRATIC National Chairman Paul M. Butler last week called the FCC a "slumbering sentinel" and charged it with "looking the other way when the public interests should require forward thinking and action."

Addressing the Administrative Law Section of the District of Columbia Bar Assn. in Washington, Mr. Butler charged that the Republican Administration has "tampered with and impaired the federal administrative process."

He said the last three years have seen "serious and continuing departures" from the fairness of the federal administrative process by the FCC and other agencies with quasi-judicial and quasi-legislative powers, through their licensing and rulemaking activities.

He said this has been done by appointing as members of administrative boards and commissions officials "openly hostile to the statutes they are called upon to implement. They have sent goats to guard the cabbage patch."

He said the FCC, under the pressure of "press and business interests favorably disposed to the Republican Party who naturally are anxious to secure the maximum amount of radio and tv channels available," has "obligingly" reduced educational tv channels to the "barest minimum." Nor has the FCC been disturbed, he said, in awarding radio and tv licenses to "press interests that already held a considerable monopoly in particular local areas so long, of course, as those press interests were, as most of them are, reliable reflectors of sound Republicanism."

Am Grants Recommended For Minnesota, Pennsylvania

INITIAL DECISIONS released by the FCC last week recommended am grants for Levittown-Fairless Hills, Pa., and Hopkins-Edina-St. Louis Park, Minn.

In the Pennsylvania case, FCC Hearing Examiner Annie Neal Huntting favored Drew J. T. O'Keefe, Jack J. Dash and William F. Waterbury for 1490 kc, 250 w unlimited time and recommended denial of the competing application of Mercer Broadcasting Co. (WTOA [FM] Trenton) for the same facilities in the capital city.

Radio Suburbia Inc. was recommended by Examiner Basil P. Cooper for 950 kc, 1 kw daytime, serving the tri-community Minneapolis-St. Paul suburbs. Mr. Cooper recommended that the competing application of Suburban Broadcasting Corp. be denied.

House Antitrust Unit To Probe Regulated Industry

THE House Antitrust Subcommittee begins hearings at 10:30 a.m. today (Monday) on monopoly problems in industries under jurisdiction of federal regulatory agencies, including the FCC, Rep. Emanuel Celler (D-N.Y.), chairman, said last week.

He said the subcommittee initially will conduct exploratory hearings in the television and airlines industries.

Rep. Celler said that in its television hearings the subcommittee will try to determine whether the FCC has utilized its regulatory powers in accordance with the congressional policy of providing a nationwide competitive system of broadcasting. He said the House group will explore FCC policies to find whether networks have attained a dominant position in the industry to a point where this may be "inconsistent" with antitrust objectives.

The subcommittee, he said, will explore the uhf-vhf problem to find whether existing policies and practices may thwart the congressional objective of a nationwide competitive system of broadcasting.

Witnesses announced: Today (Mon.)—Stanley N. Barnes, Assistant Attorney General, Antitrust Division, Dept. of Justice; Louis B. Schwartz, professor of law, U. of Pennsylvania Law School; Wednesday—Horace Gray, professor of economics, U. of Illinois; Marver H. Bernstein, professor of government, Princeton U.

The House group, which first announced hearings in January [B•T, Jan. 30], also has indicated it may examine antitrust implications in the National Collegiate Athletic Assn.'s control of television college football [B•T, Jan. 23].

HARTFORD, PEORIA PETITIONS DENIED

PETITIONS to intervene and asking the FCC to stay vhf grants already recommended in two areas proposed for deintermixture—Hartford, Conn., and Peoria, Ill.— have been denied by the Commission.

In the Peoria ch. 8 case, the FCC turned down petitions of ch. 19 WTVH (TV) and ch. 43 WEEK-TV, both Peoria. Commission said uhf stations' plea to intervene in hearing was too late. WIRL Peoria holds an initial decision; WMBD Peoria is other contestant, proposed to be denied.

In Hartford, where Travelers Broadcasting Service Corp. (WTIC) holds an initial decision over Hartford Telecasting Inc., the FCC turned down petitions for intervention and stay filed by ch. 18 WGTH-TV Hartford, ch. 30 WKNB-TV New Britain, Conn., and ch. 40 WHYN-TV Springfield, Mass., and ch. 22 WWLP (TV) Springfield. The FCC said denial of the stay request will not be prejudicial to stations' request for reconsideration of Hartford grant in overall rule-making proceedings; to grant a stay, however, the Commission said, would only delay bringing tv service to the Hartford area.

Comrs. Rosel Hyde and Robert Bartley dissented from FCC majority in the Hartford case, saying they would grant the stay pending disposition of overall allocations proceedings.

Oral argument on the Hartford initial decision is scheduled for March 12.

FCC Asked to Approve Telrad Sale to WCOA

PROPOSED SALE of Telrad Inc., permittee of prospective ch. 2 Daytona Beach, Fla., from Mr. and Mrs. W. Wright Esch (WMFJ same city) and Louis Ossinsky to WCOA Inc. (WCOA Pensacola, Fla.), was revealed in an application filed last week asking FCC approval of the transfer.

The application comes on the heels of a decision by the Florida State Supreme Court upholding a lower court's refusal to dismiss a breach of contract suit against Mr. Esch filed by Theodore Granik and William H. Cook. Messrs. Granik and Cook allege that Mr. Esch refused to convey, per agreement, WMFJ and the construction permit for WESH-TV. They also charge that prior to their suit Mr. Esch entered into another contract to sell WMFJ to another party.

According to last week's application, WCOA would pay $5,000 for 496 of Telrad's 500 outstanding shares of stock. The 496 shares were described as not subject to the Cook-Granik suit. Under the agreement the Esches, who would be retained as consultants for the tv station, would lease certain property to the purchaser.

Lansing Tower Decision Goes to Appeals Court

THE struggle between ch. 5 WNEM-TV Bay City-Saginaw, Mich., and ch. 6 WJIM-TV Lansing, Mich., over allegations of interference moved to the U. S. Court of Appeals in Washington last week. WNEM-TV filed an appeal there against an FCC decision refusing to accept its protest against the Commission grant of 980-ft. antenna height to WJIM-TV [B•T, Nov. 28, 1955]. The Bay City-Saginaw outlet also asked for a stay.

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 11

Bristol, Va.-Tenn., ch. 5; Canton, Ohio, ch. 29; Corpus Christie, Tex., ch. 10; Miami, Fla., ch. 10; Norfolk-Portsmouth, Va., ch. 10; Omaha, Neb., ch. 7; Peoria, Ill., ch. 8; Seattle, Wash., ch. 7; Springfield, Ill., ch. 2; Jacksonville, Fla., ch. 12; Raleigh, N. C., ch. 5.

AWAITING ORAL ARGUMENT: 10

Boston, Mass., ch. 5; Charlotte, N. C., ch. 9; Hartford Conn., ch. 3; Indianapolis, Ind., ch. 13; New Orleans, La., ch. 4; Orlando, Fla., ch. 9; Paducah, Ky., ch. 6; San Antonio, Tex., ch. 12; St. Louis, Mo., ch. 11; Buffalo N. Y., ch. 7.

AWAITING INITIAL DECISION: 3

Hatfield, Ind. (Owensboro, Ky.), ch. 9; McKeesport, Pa. (Pittsburgh), ch. 4; San Francisco-Oakland, Calif., ch. 2.

IN HEARING: 13

Beaumont-Port Arthur, Tex., ch. 4; Biloxi, Miss., ch. 13; Caguas, P. R., ch. 11; Cheboygan, Mich., ch. 4; Elmira, N. Y., ch. 18; Mayaguez, P. R., ch. 3; Onondaga-Parma, Mich., ch. 10; Pittsburgh, Pa., ch. 11; Redding, Calif., ch. 7; Toledo, Ohio, ch. 11; Lead-Deadwood, S. D., ch. 5; Caribou, Me., ch. 8; Coos Bay, Ore., ch. 16.

FCC Told to Reconsider WSAY Protest Dismissal

THE FCC must reconsider its July 1954 decision which dismissed without a hearing a protest by WSAY Rochester, N. Y. (Gordon P. Brown), against renewal of license for WBBF there, the U. S. Court of Appeals ruled last week. WSAY protested the renewal, charging WBBF wrongfully refused to give WSAY permission to rebroadcast sponsored programs and that WBBF offered advertisers a special discount if they would use WBBF in combination with WGVA Geneva, N. Y., under common ownership with WBBF. The FCC turned down WSAY's protest because of a "lack of particularity."

The appeals court, in a decision participated in by Circuit Judges David L. Bazelon, George Thomas Washington and Walter M. Bastian, said the FCC order dismissing WSAY's objections "was vulnerable as to both elements of the protest." In vacating the Commission's order, the court said its ruling should not be interpreted as saying that the FCC ". . . may not ultimately—for some good reason—be able to justify a denial of the protest without hearing. . . ."

Clovis Tv Grant Final

GRANT of ch. 12 Clovis, N. M., to KICA there was one of two tv grants announced by the FCC last week. The Commission order made effective immediately an initial decision by FCC Hearing Examiner Hugh B. Hutchison, which recommended KICA for the grant following withdrawal of competing applicant Video Independent Theatres Inc. [B•T, Feb. 6]. KICA partially reimbursed Video for the latter's expenses in prosecuting its application.

The Commission also granted a construction permit to Western Slope Broadcasting Co. (ch. 5 KFXJ-TV Grand Junction, Colo.) for a new tv satellite station to operate on ch. 10 at Montrose, Colo. The Montrose outlet will rebroadcast KFXJ-TV's programs, and will operate on .204 kw visual, .102 kw aural with antenna 70 ft. above average terrain.



Advertisement

From where I sit
by Joe Marsh

She Knew It All The Time

Chances are, long ago your grandma knew just how to keep you from catching cold. Mine did, anyway. "Stay out of drafts," she'd warn. "Bundle up. Don't get your feet wet."

Then, maybe, when you grew up you found that the old lady's theories were considered old fashioned. Germs were the thing—and the way to avoid a cold was to avoid infection by somebody who already had one.

Now I read where scientists aren't so sure any more. Germs carry a cold, of course, but they now believe something else "sets it off"—something like drafts, wet feet or going without your muffler. *Grandma, take a bow!*

From where I sit, there's liable to be sound reasoning behind the old customs people believe in. "Early to bed, early to rise," for instance—or the practice of drinking hot milk or a glass of beer at bedtime. I'm not saying you ought to hold with these beliefs yourself . . . but you'd better get the facts before giving them the "chill."

Joe Marsh

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Comr. Lee Explains Support of Toll Tv

FCC Comr. Robert E. Lee last week elaborated on his position in favor of toll television pointing out that this system may be of valuable assistance to uhf and struggling vhf stations.

He stressed he was speaking for himself only, and not for the Commission as a whole. Comr. Lee said pay television should be given "a trial" to see whether it proves a benefit to television generally or injures commercial television.

Comr. Lee, who offered these remarks during a question and answer period following his talk before the Radio & Television Executives Society timebuying and selling seminar, said he "hoped" other members of FCC would "go along" with him in asking for a trial for toll television. He indicated FCC hearings on the subject would take "several years" to complete, would lead to "nothing new."

Comr. Lee offered the opinion that toll television would not destroy commercial television, and added that already the current threat of pay television has served to improve programming.

Under questioning by newsmen, Comr. Lee said he believed toll tv should have "a trial period of several years," but could continue indefinitely if it proved successful. As he envisaged toll television, a uhf or vhf station would devote about 15-20 percent of its time to pay tv and the remainder to commercial programming. He said he did not favor toll tv in single-station markets, but felt it was appropriate in cities with more than one tv station.

Comr. Lee said he did not favor any particular system of toll television. It was his feeling that a station should make this decision.

Miami Ch. 7 Tv Grant Taken to District Court

APPEALS were filed in U. S. District Court in Washington last week against the FCC's grant last month of Miami ch. 7 to Biscayne Television Corp. [B•T, Jan. 23]. The appeals were filed by the three unsuccessful applicants—South Florida Television Corp.; Sunbeam Television Corp. and East Coast Television Corp.

The appeals were basically similar in challenging the FCC's choice of Biscayne (a combination of Cox-Knight newspaper-radio interests and Niles Trammell, former NBC president). Issues raised by the petitioners included such items as concentration, multiple ownership, diversification, integration, etc.

No requests were made for a stay order.

Already pending before the same court are two appeals from uhf stations—ch. 23 WGBS-TV Miami and ch. 17 WITV (TV) Fort Lauderdale. These attacked the FCC's denial of their petitions to intervene in the ch. 7 hearing or to stay the final decision in that case until the current allocations proceeding is decided.

Group Seeks Pocatello Ch. 6

APPLICATION was filed with the FCC last week for ch. 6 at Pocatello, Idaho. The applicant, Radio Service Corp., is comprised of owners (Florence M. Gardner and associates) of KSEI Pocatello and KTFI Twin Falls, Idaho. Florence Gardner also owns 40% of ch. 13 KHTV (TV) Twin Falls, not yet on the air. The proposed Pocatello tv plans 69 kw visual, 35 kw aural with antenna 1,460 ft. above average terrain. Estimated costs were listed as $243,474 for construction and $157,000 for first year operation; expected first year revenue was estimated at $180,000. RCA equipment and NBC affiliation are planned.

KOMO-TV 90-MINUTE DEVELOPING PROCESS BRIGHTENS FUTURE FOR COLOR NEWSFILM

Chief Cameraman Merle Severn develops economic, simple way to save hours in processing time. General Manager W. W. Warren says color newsfilm may eventually replace black-and-white.

COLOR television's newest film miracle—from camera to projector in 90 minutes.

KOMO-TV Seattle has jumped the history of color tv's technical progress at least a year by working out a simple way to eliminate most of the time lag in film processing.

The basic ingredients: A carpenter shop, a handy man and some coffee cans (Crisco or potato chip cans will do just as well).

What does it mean?

W. W. Warren, KOMO-AM-TV executive vice president and general manager, told B•T color news films may eventually replace black-and-white. Added cost? "About one-third more if all local news is filmed in color, or maybe $10 a day," Mr. Warren said.

And how did it come about?

Merle Severn, KOMO-TV chief cameraman, who worked out this radical but simple approach to the color film problem, said, "Mr. Warren wanted to know why color film couldn't be processed almost as fast as black-and-white, eliminating the hours, days and even weeks of delay."

Mr. Warren said, "Merle has been working hard on this since we started local color programming early this month [B•T, Feb. 13]. Nobody has tried to speed up tv color film. Probably there wasn't any special need for haste.

"Any cameraman can do this by taking commercial processes and speeding them up."

Besides the desired economy and speed inherent in the technique there is no loss in quality due to manipulations in the tank, Messers. Warren and Severn agreed.

KOMO-TV has been working with Anscochrome and paralleling Ansco processing, but other films and processes can be adapted to the speed-up technique.

First of all, KOMO-TV eliminated the worst of the commercial delays in color film processing. These center around the fact that color film is sold with the processing fee included in the original cost. That means such delays as transportation, clerical routine and waiting in line to get into the commercial tank.

Mr. Severn described his equipment as a version of rack and tank based on master water jacket, 68 degree thermostatic control and, six plastic or metal tanks (and don't belittle coffee cans). The procedure runs this way: First developer, short stop, hardener, re-exposure to get positive, color development, short stop, hardener, wash, bleach, fix, wash, dry.

Mr. Warren said final details are being worked out but the process was successfully demonstrated last Monday on KOMO-TV's *Deadline,* local news show. He said at least one color newscast a week is planned right now, with later expansion as color tv grows.

One of the main problems is to get film makers to sell their product without the added processing fee. Ansco is working on the idea, Mr. Warren said.

Involved in Mr. Severn's technique is underexposure and overdevelopment. There is no lighting problem in outdoor film with Anscochrome, which he said has an ASA 32 rating. In the development, a 100% increase in the developing process is used. He has found that Ansco-chrome does not give one-color domination in the developer speedup.

The black-and-white processing time at KOMO-TV is 30 minutes.

Five Executives Promoted By Jefferson Broadcasting

AN ORGANIZATIONAL realignment and promotion of five top executives of the Jefferson Standard Broadcasting Co. was announced last week by Charles H. Crutchfield, executive vice president-general manager. The changes become effective March 1.

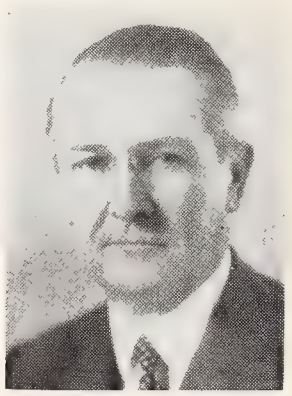
J. Robert Covington, vice president in charge of sales and promotion, was named vice president-managing director of WBT Charlotte, N. C.; Kenneth I. Treadwell Jr., vice president in charge of programs and public relations, becomes vice president-managing director of WBTV (TV) Charlotte, and Thomas E. Howard, vice president in charge of engineering, was promoted to vice president-managing director of the firm's engineering department and general services division.

Virgil V. Evans Jr. and Wallace J. Jorgenson, radio and television sales managers, respectively, were named assistant managers in charge of sales.

Mr. Howard named Preston M. Covington, G. Jackson Burney Jr. and William H. Melson department heads for the general services division.

Edward H. Butler Jr. Dies at Buffalo Home

FUNERAL SERVICES were held last Tuesday in Westminster Presbyterian Church, Buffalo,, N. Y., for Edward Hubert Butler Jr., 72, president of WBEN-AM-TV Buffalo and editor-publisher of the *Buffalo Evening News,* the station's parent company. Mr. Butler died the night of Feb. 18 at his Buffalo home of a coronary occlusion that followed a recent illness.



MR. BUTLER

Mr. Butler, publisher of the *Evening News* since 1914, when he succeeded his father, was one of the pioneers of radio news, establishing WBEN for that purpose in 1930. A Yale graduate (1907) and member of Delta Kappa Epsilon, Mr. Butler held directorships in the Associated Press, American Airlines and the Metropolitan Life Insurance Co. He was an unsuccessful candidate for the U. S. Senate in 1938.

Surviving are his widow, the former Kate Maddox Robinson, a daughter, Mrs. James H. Righter, and two grandchildren.

Crosley Profit Up 25% Despite WLW Radio Decline

REVENUE INCREASE in last year's tv operations of Crosley Broadcasting Corp., joined with cuts in overall operating expenses, more than offset decline in radio revenues of its WLW Cincinnati, according to the annual report of

parent Avco Mfg. Corp. Crosley's operating profit was up 25% above 1954. The report attributed the radio revenue drop to "attrition in income from network programs."

Avco's consolidated net earnings for the fiscal year ended Nov. 30, 1955, totaled $758,311, or 5 cents per common share, compared with $3,639,436, or 37 cents per common share, for fiscal 1954. Consolidated net sales: $299,332,434 for fiscal 1955, $375,405,820 for 1954.

Crosley Broadcasting's stations include WLW; WLWA (TV) Atlanta, Ga.; WLWT (TV) Cincinnati; WLWC (TV) Columbus, Ohio, and WLWD (TV) Dayton.

CAMPBELL RESIGNS WESTINGHOUSE POST

ELDON CAMPBELL, national sales manager of Westinghouse Broadcasting Co. since 1952, is resigning effective today (Monday).

Disclosure of Mr. Campbell's resignation is being made today by Donald H. McGannon, president of WBC, who said he expected to announce a successor sometime this week.



MR. CAMPBELL

Mr. McGannon said he accepted Mr. Campbell's resignation "reluctantly and regretfully," pointing out that the national sales manager had been associated with Westinghouse Broadcasting for many years, and "his experience and energy have been substantial factors in the progress and development" of the company.

Color Film Needs Stressed at Meeting

MORE SYNDICATED film makers must devote more time to thinking in terms of color, or color film programming will fall far behind live colorcasting, it was stressed by speakers at a four-day meeting in New York last week of program managers of NBC owned and operated stations and those represented by NBC Spot Sales.

The meeting, which covered both radio and tv programming aspects, was held at the St. Regis Hotel, Feb. 20-23, included addresses by a number of NBC Radio and NBC-TV executives, among them Charles R. Denny, vice president in charge of NBC owned stations and Spot Sales; Thomas B. McFadden, vice president in charge of Spot Sales; Norman Grant, director of network design and art operations; Stan Parlan, manager of network broadcast film; Hamilton Shea, vice president and general manager of WRCA-AM-TV New York, and Jerry A. Danzig, director of program planning and development of owned stations and Spot Sales, who was chairman of the conference [B•T, Feb. 20].

In the parts of the meetings devoted to television, the program managers heard various speakers tell syndicated film makers that "it is later than you think" insofar as the development of colorcasting is concerned. They were told that in many instances, the color film commercial is "of better [film] quality technically" than color film programs, and that much of available color film today is not suitable to tv use because of the sub-standard technical quality.

CBS-TV EYES REVAMPED SPOT FORMAT

Tv network and Spot Sales officials discuss possibility of permitting mention of more than one product in 20-second spot and of lengthening 20-second spot to 30 seconds in cases where shorter announcement is customarily followed by 10-second station ID.

THE SPOT ANNOUNCEMENT literally was put on the spot at two separate closed-door meetings last week as general managers of CBS Television Spot Sales and CBS-TV owned stations met in New York's Savoy Plaza Hotel.

Among items under discussion was the question of whether to regularly permit a 20-second commercial announcement that advertises two, or more, different products of a single sponsor.

Similarly, executives at the meeting reportedly discussed a proposal that stations at times accept a 30-second announcement in place of the 20-second spot when the latter is customarily followed by a 10-second station identification.

On the 30-second spot proposal, managers asked whether this type of commercial should be permitted, and if so, what rates should be set, e.g., should the rate be equal to the usual charge for the 20-second announcement plus the ID, or at a special, lower rate, or perhaps a higher rate. Also undetermined, it was learned, was the approach to station identification in such instances.

It is explained that under FCC regulations, station identification must be made at least once during a given hour but that by custom, ID's are given every half hour. A possibility was probed at the meeting that advertisers be cued to clip two seconds from the 30-second announcement, thus making it a 28-second commercial and a two-second ID.

Other subjects covered a wide range: color, programming, sales, news, spot sales and public service.

Both of the meetings were sparked by glowing reports of tv business. Color, it was agreed, still has not "broken through" and won't until tv sets are sold at a more attractive, lower price. Encouraging reports were received, however, on the engineering progress in the color medium.

The Monday session opened with Merle S. Jones, vice president in charge of CBS-TV owned stations and general services, who reviewed 1955 and the prospects for this year. Other speakers were the general managers of the four owned stations: H. Leslie Atlass, WBBM-TV Chicago; James T. Aubrey, KNXT (TV) Los Angeles; Edmund C. Bunker, WXIX (TV) Milwaukee, and Sam Cook Digges, WCBS-TV New York, all of whom reported on their stations.

Clark George, general sales manager, CBS Television Spot Sales, who followed, told about a new summer sales presentation emphasizing that tv is a sales medium not just an advertising medium. In this drive, the spot sales unit plans to point up to advertisers that placement of business during the summer months when spot availabilities are numerous, in effect, would give the advertiser an "in" or "franchise" toward



sesac

can turn the tables for you

The SESAC Library turns turntable programs to turntable profits for broadcasters everywhere.
Write today for SESAC's special test program plan.

sesac 475 FIFTH AVE. NEW YORK 17, N. Y.
"THE BEST MUSIC IN AMERICA"
Celebrating Our 25th Anniversary

spot placement during the crowded fall-winter season.

Mr. George, in his talk, emphasized the preselling feature of tv, the medium that he said performs the most efficient job.

Other speakers at the meeting were Oliver Treyz, Television Advertising Bureau president; Larry Davis, advertising manager of E. I. duPont de Nemours & Co.'s finishes and polishes division; George Polk, BBDO; David Crane, Benton & Bowles; Les Harris, vice president and general manager of CBS Television Film Sales, and John Cooper, CBS Newsfilm.

KLPM Court Coverage Commended by Judge

COVERAGE of a first-degree murder proceeding in North Dakota district court by KLPM Minot was credited by the presiding judge with an important role in stopping character assassination of an innocent man.

KLPM, with less than an hour's notice, obtained permission from Judge A. J. Gronna to cover the hearing after a sudden shift in time because of intense public feeling in connection with the case. The station picked up the two-hour proceeding on tape and broadcast it twice. Photographers were allowed to take photos prior to the start of proceedings.

After the trial Judge Gronna told Ken Knutson, KLPM news director who arranged the pickup, that he didn't even notice the four microphones. Public reaction to the broadcast was heavily favorable, Mr. Knutson said. Jim Borman, WCCO Minneapolis, chairman of the Northwest Radio-Tv News Assn. freedom of information committee, wrote Judge Gronna that he had proved how "proper use of these instruments of reporting is not calculated to detract from the essential dignity of the court. The results will also serve to demonstrate that these modern day methods of reporting do not distort the facts or misinform the public."

In writing Mr. Borman, Judge Gronna said:

"As you know, between the time of the homicide and the arraignment, a substantial segment of the Minot community suspected an innocent person. Intellectually honest persons as well as biased, partial and prejudiced minds had to be reached by complete news reporting in order to stop the character assassination of the innocent man. Then, too, the case was obviously a *cause celebre*. The unusual circumstances were sufficient to justify an exception to the general rule as to coverage of a court proceeding by camera and microphone.

"The radio broadcast of the tape recording was a most important complement of the newspaper and radio news reporting, however complete and detailed. Few, if any, deficiencies in the news reporting and news broadcasting remained after the radio play-back."

Boulware Leaves WLWT (TV), Will Join Bryan Houston

ROBERT H. BOULWARE, manager, WLWT (TV) Cincinnati, has resigned effective March 1 to join Bryan Houston Inc., Robert E. Dunville, Crosley Broadcasting Co. president, announced last week.

Mr. Boulware will be associate media director at Bryan Houston, according to Harold M. Dobberteen, vice president and media director of the agency.

Mr. Dunville also announced that WLWT sales executive James J. Crane has been promoted to sales manager. He has been with the station four years and was formerly special events director and later production manager of WZIP Covington, Ky.

SATURATION CALCULATOR: NEW MEANS TO FASTER, EASIER RADIO SPOT BUYING

Station representative John Blair & Co. develops simple guide to figure advertising campaign coverage, eliminating maze of individual rate cards and complex statistical work.

A NEW, quick way of determining cost and coverage data for saturation radio spot campaigns has been developed for radio buyers by John Blair & Co., radio station representatives.

President John Blair, who unveiled the device last week, said the "Saturation Calculator" will eliminate the laborious job of wading through individual rate cards and coverage statistics in planning radio saturation campaigns.

Knowing any one of three factors—weekly budget, percentage of U. S. homes to be covered, or the number of top markets to be covered—the buyer using the "Saturation Calculator" can quickly determine the two other factors.

Newman MacAvoy, vice president and media director of Cunningham & Walsh, who was shown the "Saturation Calculator" by Mr. Blair and associates, had this to say about it:

"The increased use of saturation radio brings about the real need for a quick measuring device on rates. Two of the interesting things about the Blair calculator are:

"First, it is broad enough in scope to make it helpful in a wide variety of situations; second, it is the sort of ready reference tool that buyers will want to keep under their desk pads."

The Blair company plans to start distribution of desk-size versions in the near future. In its present form it consists of two graphs, but the basic information may also be presented in other forms.

One graph covers the use of 12 one-minute announcements weekly and the other, 24 announcements weekly. Low cost frequency plans are available on most radio stations today, Mr. Blair pointed out, and 12 and 24 were chosen because they represent popular volume frequencies of, respectively, two or four spot announcements a day for six days per week.

To illustrate how the calculator works, Blair officials offered this example:

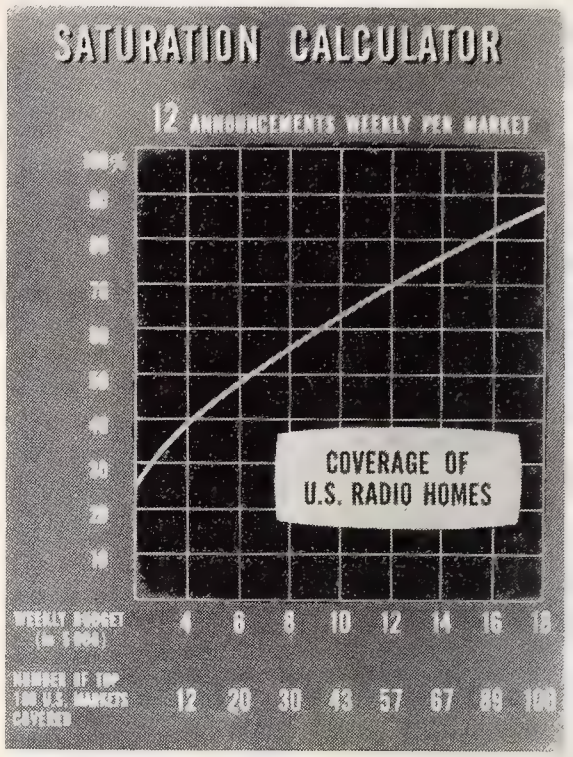
Assume that an advertiser wants to have his spot radio campaign cover two-thirds of all U. S. radio families. By locating 66.6% coverage on the 12 announcements-per-week graph, the buyer immediately sees that the weekly cost is approximately $10,900 and that his investment buys coverage of the nation's top 50 markets.

Another example: If the advertiser wants to know how much saturation spot radio he can buy for, say, $15,000, he finds from the Calculator that this budget will permit either (1) 12 announcements weekly with coverage of 80% of U. S. radio homes (top 80 markets), or (2) 24 announcements a week with 57% coverage of radio homes (top 31 markets).

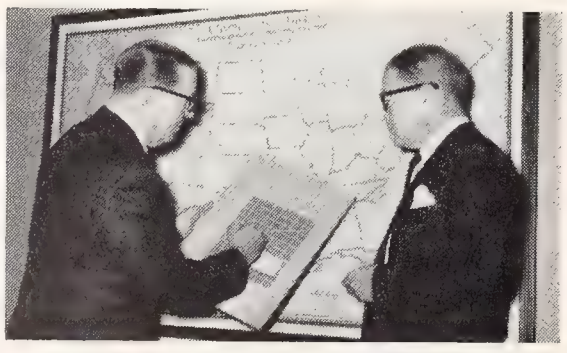
Computations employed in preparing the Calculator assume the use of one station in each of the top 100 markets, in descending order of market rank after eliminating overlap. For instance, the top 12 markets represent approximately 40% of all U. S. radio homes; adding the next 45 markets (in order of rank) raises the 40% to 70%. Use of all 100 markets (one station in each), the graph shows, would cover approximately 86% of all radio homes.

In selecting the one station to represent each market, Blair authorities included the Blair-represented outlet in all markets where there is one. In the others, several factors including coverage and rates influenced the selection. The full list is not being made known because, officials explained, the purpose of the calculator is to make it easier to estimate and buy saturation radio and thereby to sell the saturation spot concept rather than sell specific stations.

Blair authorities maintain that the "Saturation Calculator" is the first of its type that emphasizes the saturation principle of buying. It was, they say, a growing trend toward this saturation or multiple weekly frequency pattern of buying that led to the need for, and development of, such a device. Blair's efforts, they emphasize, put the stress not on occasional short-term campaigns, but on the value of continuing saturation, preferably on a year-around basis.



Boost to Radio Buying



Mr. Blair (l) and Mr. MacAvoy discuss the Saturation Calculator.

Storer Broadcasting Reports Increased 1955 Earnings

STORER Broadcasting Co., Miami Beach, Fla., reported last week increased earnings in a statement covering the year ended Dec. 31, 1955, and the fourth quarter of that year.

Net 1955 earnings after taxes, available for common and Class B stock were $4,277,928 or $1.729 per share, against 1954 figures of $3,575,779 and $1.445. Fourth quarter earnings amounted to $1,466,159 or 59.3 cents per share

as compared to $1,298,554 and 52.5 cents in the fourth quarter of 1954.

Storer stations are WJBK-AM-FM-TV Detroit, WSPD-AM-FM-TV Toledo, WAGA-AM-FM-TV Atlanta, WBRC-AM-TV Birmingham, WJW and WXEL(TV) Cleveland, WWVA-AM-FM Wheeling, W. Va.; WGBS-AM-FM-TV Miami, Fla., and KPTV (TV) Portland, Ore.

Pat H. Rice Jr. to Operate Newly-Bought WRDW-AM-TV

OWNERSHIP of WRDW-AM-TV Augusta, Ga., will be assumed March 20 by Southeastern Newspapers Inc., with Pat H. Rice Jr. serving as vice president and operating head of the stations. Transfer of the stations was approved Feb. 17 by the FCC [B•T, Feb. 20].



MR. RICE

Mr. Rice is vice president and executive director of Southeastern Newspapers, operating the *Augusta Chronicle* and *Herald*. The newspapers acquire the stations in a $1 million transaction. Financing of the transfer has cleared the Securities Exchange Commission.

Announcement of the appointment of Mr. Rice was made by William S. Morris, president and treasurer of the newspaper corporation and publisher of the two newspapers. WRDW operates with 5 kw on 1480 kc. It went on the air in 1930. WRDW-TV began operating on ch. 12 in February 1954. Both are CBS stations. They will be represented nationally by the Branham Co.

Prior to the transfer, WRDW-AM-TV was operated by Radio Augusta Inc. Principals were Grover C. Maxwell Sr., Harry W. Jernigan Sr., Judge F. Frederick Kennedy, Allen M. Woodall, and W. R. Ringson.

Free & Peters Names Coleman

APPOINTMENT of Thomas B. Coleman Jr., as head of new business and sales development for radio of Free & Peters, New York, was announced last week by Russel Woodward, executive vice president and director of radio for the station representatives. Mr. Coleman has been with Sullivan, Stauffer, Colwell & Bayles, New York, for the past five years as vice president and account executive. Previously, he was with Lord & Thomas (now Foote, Cone & Belding), the Biow Co., John Blair and Good Housekeeping.



MR. COLEMAN

STATION SHORTS

Mrs. Lois Miller McGill, widow of **William Byron McGill,** former advertising manager of Westinghouse Broadcasting Co., has presented telescope in memory of her husband to Franklin Institute of Philadelphia. Mrs. McGill was once associated with KDKA Pittsburgh.

CBS-TV, NBC-TV GEAR FOR DST DISCORD

Basic plans for their annual fight with time bugaboo reported by networks.

BASIC PLANS for their annual battles with the Daylight Savings Time bugaboo were revealed last week by CBS-TV and NBC-TV. ABC-TV had announced its own plans earlier [B•T, Feb. 20].

CBS-TV authorities were especially enthusiastic in pointing out that their own blueprint—whose rescheduling is built around an extension of the present West Coast repeat feed system to include Standard Time stations in the Midwest, plus local originations of some network film shows—will avoid a revenue loss that normally runs "into the six-figure range."

The plans of both NBC-TV and CBS-TV concentrate special scheduling for Central Time zone affiliates who remain on Standard Time while New York and other areas move their clocks ahead an hour to Daylight Time. Additionally, NBC's plan would provide the same feeds to Eastern Standard stations as to those on Central Standard Time.

NBC-TV's proposal, worked out by network officials in consultation with affiliates, was completed early last week and submitted to CST stations by telegram and closed circuit with the request that they signify acceptance by today (Mon.). CBS-TV's plan had been offered formally to CST affiliates by closed circuit the preceding Friday. There had been some advance protests, privately expressed, about the plan's putting network shows into the 9-10 p.m. period, which in past summers was available for local sale [CLOSED CIRCUIT, Feb. 20], but officials said late last week that response thus far to the closed circuit presentation has been overwhelmingly laudatory. Assuming that pending measures to start DST in New York one month earlier than usual are no more successful than most observers expect them to be (see story, page 89), the DST plans will go into operation when fast time becomes effective April 29.

At NBC-TV, DST rescheduling will affect one hour of *Today* (Mon.-Fri., 7-9 a.m. EDT and CDT); the last hour of *Tonight* (Mon.-Fri., 11:30 p.m. to 1 a.m. EDT); the 8-9 p.m. periods on Mondays, Tuesdays, and Thursdays, and the 8-8:30 p.m. periods on Wednesdays and Fridays. Except for these, all programs will be fed live at their usual New York times.

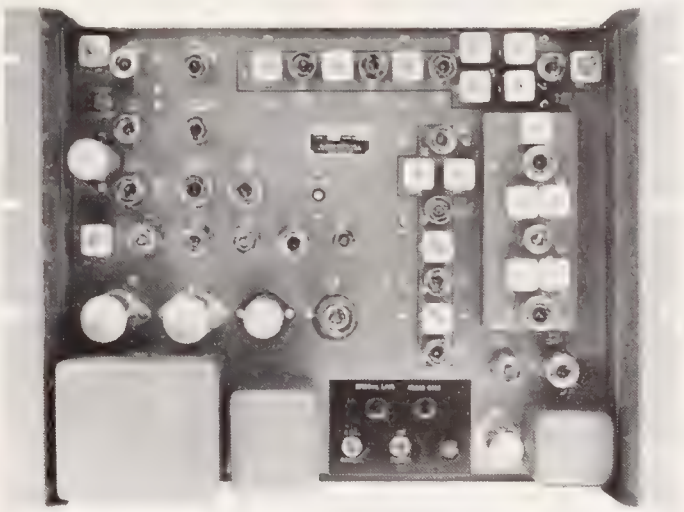
Stations remaining on Standard Time in the Eastern Zone will get the two-hour *Today* program that is normally fed to the Central Zone (8-10 a.m. EDT) and Central Zone stations remaining on Standard Time will get only the last hour of *Today*, as was the case last year.

Standard Time stations in both Eastern and Central Zones will get the midnight to 1 a.m. EDT segment of *Tonight* at their customary local times but on a seven-day delay basis.

The 8-9 p.m. EDT Monday, Tuesday and Thursday and 8-8:30 p.m. EDT Wednesday and Friday periods will be fed these stations via hot kinescopes starting at 11 p.m. EDT. The 8:30-9 p.m. EDT periods on Wednesday and Friday are not being delayed as on other nights because the programs in these periods, *Father Knows Best* and *Life of Riley*, have a wide appeal to children as well as adults, and

NEMS-CLARKE MODEL TR-1

WOAY KXJB
KLEW KZTV
KVOO KFBC
KIDO WABI
WGBS KMID
WDMJ KNOX
KVAL WFLB
WICA WNBF
KLIX WFAM
KFXJ KDLO
CMQ WKSN
KSTF KGUL
KTRE WSPD
KDRO KVEC
KBES WIRI
WRTV WKBN
KIMA WGBI
WWTV WBOC
WGLV KSBW



TV Rebroadcast Receiver

NOW IN USE FROM COAST TO COAST

The Model TR-1 TV Rebroadcast Receiver has been designed specifically to meet the requirements for a high-quality receiver for use in direct pickup and rebroadcast of television signals. It embodies features which give the reliability necessary for full-time commercial use and provides signals of exceptional quality, fully equal to, or better than, that provided by the usual intercity network facility.

NEMS-CLARKE
Incorporated
919 JESUP-BLAIR DRIVE
SILVER SPRING, MARYLAND
Write Dept. G-1 For Further Information

network officials and affiliates' representatives did not want to present them at later hours.

The way the plan works out, on Wednesday and Friday nights Central Standard Time stations, for instance, will have no network programming at 6-6:30 p.m. CST; will carry live the programs that originate at 8:30-11 p.m. New York Time (6:30-9 CST); then will get the hot kines of the 8-8:30 New York programs (9-9:30 CST); will have no network programming from 9:30-11 CST; then will get, as now, the last hour of *Tonight,* but on a seven-day delay basis during DST months (11-12 midnight CST).

The only difference for these Central Standard stations on Monday, Tuesday and Thursday evenings is that they will have no network programming from 6 to 7 p.m. (CST) and 10 to 11 p.m. (CST).

The plan provides for the once-a-month Monday Night Spectaculars (8-9:30 NYT), which will continue through the summer, to be carried live in Standard Time areas.

The NBC Plan—still subject to affiliate approval—was developed jointly by affiliates' representatives and network officials headed by President Robert W. Sarnoff, staff vice president David C. Adams, and station relations director Donald Mercer. The proposal was put into final form in sessions last Monday by network officials and the four-man affiliates group, composed of Jack Harris, KPRC-TV Houston; Lawrence H. (Bud) Rogers, WSAZ-TV Huntington, W. Va.; Edwin K. Wheeler, WWJ-TV Detroit, and Fred C. Mueller, WEEK-TV Peoria, Ill. [Closed Circuit, Feb. 20].

The CBS-TV plan, affecting only evening hours but applicable all seven nights of the week, was originated by Sales Service Manager Robert F. Jamieson, who noted that in the Central Standard areas—where CBS-TV has 52 affiliates representing almost one-fourth of the total interconnected CBS-TV Network gross hour rate—the entire nighttime program schedule will remain within the same time periods normally used when the network is operated on an EST basis.

In essence, the plan provides this: CBS-TV programs normally seen at 6:30-7 p.m. CST will continue to be seen at those hours (with few exceptions these are film shows and CBS-TV will ship prints in advance to these stations for local showing at their normal times); programs usually seen at 7-8 p.m. CST will be seen at 9-10 p.m. CST (through the regular West Coast repeat feeds, which will be extended to the Central Standard stations for these shows), and programs normally seen at 8-10 p.m. (9-11 New York Time) will be carried live and seen in the Midwest at 7-9 p.m. CST.

In the earlier evening time spots, CST stations will get the regular West Coast repeat feed of the Monday-Friday *Douglas Edwards News* show at 6:15-6:30 p.m. CST, while the Saturday *Lucy Show* and Sunday *Lassie* program, both on film, will be originated locally at 6-6:30 p.m. CST with prints to be supplied in advance by CBS-TV.

The CBS-TV blueprint envisions one repeat show; *Sunday News Special,* 11 p.m., New York Time, will be repeated at 12-12:15 a.m. New York Time for viewing on Central Standard stations at 10-10:15 CST. There also is one seven-day delay program; Tuesday's *Name That Tune,* a live show in the otherwise solid film block across the board at 7:30-8 p.m., will be presented by kinescope with one week's delay in its same time spot, 6:30-7 p.m. CST.

Mr. Jamieson noted that the plan keeps CBS-TV's so-called "kid shows" strip—7:30-8 p.m. EDT—within Class A time (6:30-7 p.m. CST), avoiding a loss of revenue "in the six-figure range" that has occurred heretofore because DST operations moved these shows back into Class B time in CST areas. In addition, it was understood, the plan will deliver evening network features to Mountain Zone stations at hours that are more acceptable, locally, than in past summers. In the past, stations have cancelled some of these programs because they arrived too early.

Mr. Jamieson said that, among other benefits, the plan has a political advantage—in that it will permit political preemptions within the current evening commercial schedule without disrupting more than one program per preemption.

XETV (TV) To Carry ABC Films, Kines

ABC announced last week that it had signed an affiliation contract for the San Diego, Calif., market with XETV (TV) Tijuana, Mexico. The affiliation is effective April 5. Negotiations were conducted by Ernest Lee Jahncke Jr., ABC vice president, and Julian M. Kaufman, XETV vice president-general manager.

The move is another in a series of arrangements with the Mexican station which has aroused protests by San Diego tv stations. Some months ago, ABC sought FCC permission to feed live programs to the ch. 6 Mexican outlet (38 kw power with 500-ft. above ground antenna atop Mt. San Antonio). After FCC approval over objections by the San Diego stations, the grant was protested. The Commission accepted the protest and scheduled hearing for March 19 before Hearing Examiner Herbert Sharfman.

Protesting are ch. 8 KFMB-TV and ch. 10 KFSD-TV, both San Diego. The former carries CBS; the latter, NBC. Both also carry ABC programs. They claim that ABC's relationship with XETV would constitute unfair competition, since XETV is not subject to American laws. They said that the Mexican outlet would deliver "substandard" programs and "debauch" the San Diego audience.

The affiliation contract between ABC and XETV will permit the network to deliver film and kinescope programs to the Tijuana station. FCC approval is not required for this.

Profanity on 'Alcoa Hour' Meets Quick Public Reaction

THE TERM "God damn" made its tv debut Feb. 19 and public reaction was so immediate that the night executive at NBC-TV ordered the slip of tongue stricken from the "hot" kinescope of the *Alcoa Hour* before it could be retelecast on the West Coast that same night.

Actor Lloyd Bridges, portraying a migrant worker standing up to a lynch mob in Reginald Rose's "Tragedy in a Temporary Town" (see In Review, page 14), "got so worked up during the rehearsals of the climactic scene," an NBC spokesman reported last week, "that he broke down and cried several times." On the air a few hours later, Mr. Bridges, instructed via script to shout "you dirty, stinkin' pigs," shocked not only Alcoa's viewers but his co-workers when he cried, "you God damn stinkin' pigs."

NBC said close to 700 calls were received at the network almost immediately, 200 of them expressing "mixed feelings." The network defended the actor, but regretted the lapse of discipline. Mr. Bridges later was quoted as saying, "I didn't even know I'd said it until afterwards."

Smith Switched to ABC Unit

APPOINTMENT of George Smith, ABC-TV Network account executive, as administrative officer of ABC's Political Unit is being announced today (Monday) by Ernest Lee Jahncke Jr., ABC vice president and assistant to the president. Mr. Jahncke heads the unit, which is responsible for all aspects of ABC radio-tv political broadcasts in the 1956 campaign.

With ABC since 1949, Mr. Smith has been manager of *Playhouse Theatre,* sales representative in the co-op program department, manager of television co-op program sales, and manager of tv station clearances. He became a tv network account executive in September 1954.

Mrs. Manes to Head ABC Dept.

SHEILA MANES has been appointed head of ABC Radio's Western Sales Service Dept. She succeeds Marion Russell, who last week joined Erwin, Wasey & Co., the network announced. Dennis Alward was named Mrs. Manes' assistant.

KDTH to Join ABC Radio

KDTH Dubuque, Iowa, will become an ABC Radio affiliate on March 15, it was announced jointly last week by K. S. Gordon, KDTH general manager, and Edward J. De Gray, national director of station relations for ABC Radio. KDTH, which operates with 1 kw on 1370 kc, is owned by the Dubuque *Telegraph-Herald.*



$4.5 MILLION MORE TO MBS' BILLINGS

TOTAL BUSINESS amounting to $4.5 million has been added to Mutual's roster since Feb. 1, it was announced last week by Harry Trenner, MBS vice president in charge of sales. None of the four new accounts and five renewals was booked under Mutual's recently-announced "guaranteed cost per thousand plan," under which each advertiser will get a guarantee as to how many homes his campaign will reach [B•T, Feb. 20].

The largest single block of the $4.5 million sales, Mr. Trenner said, is represented by the renewal of the Kraft Foods Co., Chicago, through Needham, Louis & Brorby, Chicago, of the *Kraft Five-Star News* programs which are broadcast five times daily, Monday through Saturday.

Extra-Daylight Bill Dying in New York

THE NATION'S broadcasters were seemingly assured last week that their Daylight Savings Time problem would not become even more complicated this year.

This consoling conclusion was drawn by observers after a public hearing before the Judiciary Committee of the New York State Assembly in Albany last Wednesday when officials of NBC and CBS, as well as representatives of other industries, voiced vigorous opposition to a pending Assembly bill that would move the DST starting date in New York from the last Sunday in April to the first Sunday in April. Even more heartening, no individual or group appeared before the committee in favor of the bill and, consequently, prospects for enactment this year were deemed remote.

The lack of support for the bill, it was understood came about this way: Sen. Pliny W. Williamson (Republican), who had introduced a similar bill in the State Senate, decided not to press for passage of the proposal this session, reportedly because it could not be passed in time to permit the railroads to make their schedules conform to the earlier Eastern Daylight Time starting date. The Assembly bill was introduced by Robert Walmsley (Republican).

The broadcasting industry's opposition to the bill was outlined by Harry Bannister, NBC vice president in charge of station relations, and Robert Jamieson, sales service manager for CBS-TV. They explained their stand by claiming that the proposed bill would prevent residents of New York State, as well as an estimated 35 million persons living outside the state, from watching and hearing many programs, would result in the loss of revenue to the networks and affiliated stations, and would prove injurious to advertisers through disruption of audience patterns and resultant loss of sales.

NBC SETS NEW METHODS TO COVER CONVENTIONS

NBC'S PLANS for coverage of the 1956 Republican and Democratic conventions were outlined last week by Davidson Taylor, vice president in charge of public affairs, who termed the project "the largest-scale news operation in the history of the industry."

The focal point of radio and television operations, Mr. Taylor said, will be modern "convention centrals," specially-designed broadcast control rooms, which will be built in Chicago's International Amphitheatre, where the Democrats convene Aug. 13, and in the Cow Palace in San Francisco, where the Republicans meet, starting Aug. 20. From these communication centers, NBC key commentators will report and interpret convention developments gathered by correspondents from all news points inside or outside the convention hall. A six-man news desk in "Convention Central" will be in operation 24 hours a day.

NBC staffs at each convention, Mr. Taylor said, will number close to 400 persons. Three mobile units and more than 40 cameras will be in use at each site, he added. Mr. Taylor observed that among the latest developments in broadcast methods and technical equipment to be tested at the convention are two-way radios no larger than cigarette packages, portable one-man television cameras and new techniques for television closeups.

During the Chicago convention, he said, NBC will maintain a 1,900-mile line to San Francisco, enabling the commentator to make instantly available any significant developments preceding the Republican gathering. NBC also has made plans for second-week coverage of the Democratic convention in the event that it extends beyond one week and overlaps that of the Republican meeting. In that eventuality, Mr. Taylor said, NBC will rush standby staffs to both locales to maintain simultaneous coverage.

The overall network presentation will be under the supervision of William R. McAndrew, director of NBC News. Barry Wood, director of NBC Special Events, will be in charge of production of the convention-election coverage.

'AFFIRMATIVE' CAMPAIGN SEEN AS INDUSTRY NEED

COLOR TV and other media can help the U. S. reach President Eisenhower's predicted $400 billion gross national product and realize $9.25 billion in advertising outlays in 1956 if they will unite in an "affirmative" campaign devoid of any "domestic quarrels," NBC President Robert W. Sarnoff asserted Thursday.

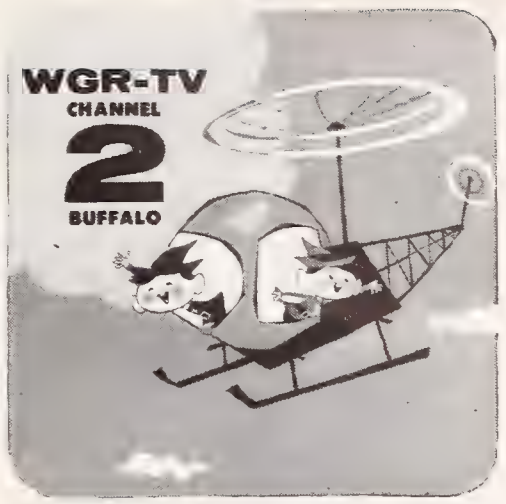
This could be "advertising's pinnacle year of achievement," Mr. Sarnoff told the Chicago Federated Adv. Club at a luncheon in the Morrison Hotel. The NBC president is chairman of National Advertising Week.

If, among other things, "color television can begin to realize even a fraction of its unlimited advertising potential" and if advertising can "devise new creative techniques to keep abreast of new communication techniques," then America can "scale an economic Mt. Everest" in 1956, he asserted.

The NBC president pointed out that for two consecutive years advertising volume has kept ahead of the nation's sales curve. He cautioned against the belief that size of advertising expenditures in 1956—predicted $9.25 billion—will guarantee success without regard for client needs and sales jobs to be done.

The goal for advertising this year, he reported, is only 2.3% of the predicted national gross product as contrasted to 3% advertising reached during two world wars. Advertising could set its sights on a minimal increase of one-tenth of one percent and still "stoke the economy" with an additional $400 million, he said, noting this is a "tangible way in which we who compete can work together constructively."

Appraising the color tv field, Mr. Sarnoff said, "if the networks sustain their present color momentum, advertisers will be investing $150 million in network color programming by next year. By 1960, the figure should be up to $600 million. It should be matched in that year, incidentally, by a conservatively estimated 12 million color sets in the hands of the public."



Daily Visitors
in 490,000 Homes
in Western New
York State*

* Plus a bonus of 485,000 Canadian Homes

WGR-TV
BUFFALO

Nat. Reps. FREE & PETERS

Choose
WHBF
as a major aid
to your Quad-City
marketing plans
in 1956

CBS FOR THE
QUAD-CITIES
NOW 1/4 MILLION PEOPLE
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS
IOWA
WHBF AM TV
ROCK ISLAND, ILLINOIS
REPRESENTED BY AVERY-KNODEL

NBC'S 1955 GROSS BEST IN ITS HISTORY, REPRESENTS 23.3% OF RCA'S FIRST BILLION

RCA issues 'Golden Achievement Year' report on Gen. Sarnoff's 65th birthday, shows networks' overall sales last year ran 23% above 1954. Tv network billings topped previous year by 35%.

NBC grossed $246,173,000 in 1955, its best year to date, accounting for 23.3% of RCA's sales in the parent company's first billion-dollar year, according to RCA's 36th annual report, being released today (Monday), by Brig. Gen. David Sarnoff, board chairman.

The report, whose release coincides with Gen. Sarnoff's 65th birthday today [see box, this page], shows that NBC's overall sales in 1955 ran 23% above 1954's, when they totaled $200,423,000 and represented 21.3% of RCA's total volume. NBC-TV's total network billings in 1955 exceeded the preceding year's by 35%.

As forecast by Gen. Sarnoff in his year-end statement in December, the annual report shows that RCA went over the billion-dollar mark in sales for the first time [B•T, Dec. 26, 1955], grossing $1,055,266,000 for a 12% gain over the 1954 total of $940,950,000.

The company's net profit in 1955 was placed at $100,107,000 before federal income taxes and $47,525,000 after taxes. The comparable figures for 1954 were $83,501,000 and $40,525,000.

Earnings per share of common stock amounted to $3.16 in 1955 as against $2.66 in 1954. Dividends totaling $24,069,000 were declared, including $3.50 per share on preferred stock and $1.50 per share on the common as compared with $1.35 on the common in 1954. The company's tax bill came to $97,998,000 equivalent to $6.98 per common share. This included $66,611,000 in federal income taxes, social security, property tax and other state and local taxes, and $31,387,000 in excise taxes.

Total current assets at the end of 1955 amounted to $479,915,000, as compared to $386,522,000 at the end of 1954. Additions to plant and equipment during 1955 totaled $31,039,000, bringing such expenditures during the past 10 years to $237,379,000.

A table of financial results achieved by the corporation in the last 10 years shows total gross income of $6,034,440,000; earnings of $609,259,000 before federal taxes, and net profit of $311,761,000 after income taxes. Total earnings after income taxes represented 5.2% of gross income in the 10-year period.

The report for 1955—the "Golden Achievement Year"—noted that NBC's record billings were established "while NBC continued to pioneer in all aspects of broadcasting." Cited specifically: a five-fold expansion of NBC-TV's color programming schedule and initiation of a $12 million expansion program in color production facilities which will permit NBC-TV to boost color programming from 40 hours a month to 80.

Color also was singled out in a joint statement issued by Gen. Sarnoff and RCA President Frank M. Folsom on behalf of the RCA board: "Electronics is a science in which progress is born of change. The American public's spontaneous acceptance of new products and services is highly encouraging to scientific research. A total 80% of RCA's sales in 1955 were in products and services which did not exist, or were not commercially developed, 10 years ago. Research, development and engineering have spearheaded RCA's economic advance to the status of a one-billion-dollar sales unit in American industry. Our scientific manufacturing and communications facilities are integral services which contribute substantially to the strength and national security of the U. S.

Progress of Color

"Color television—the compatible system pioneered and developed by RCA—continued to gain momentum during 1955. NBC expanded its color programming and RCA Victor introduced the first complete line of color tv receivers. The outlook is bright for color tv to move forward with increased rapidity in 1956.

"Successful establishment of color television as a new service fully justifies the long years of experimentation and the millions of dollars which RCA has devoted to scientific research and engineering as a basis for leadership and steady growth."

NBC Radio, entering its 30th year in 1956, has 196 affiliates and NBC-TV has 201, of which the report said 106 are equipped to transmit network color and 32 to originate color themselves. The report also pointed out that RCA Victor made and sold more than a million black-and-white sets in 1955, sold 40% more radios than in 1954, produced more recorded music than ever before, and sold more than two-and-a-half times as many hi-fi instruments as in the preceding 12 months.

In research, the report said, "significant developments of future import are foreseen in notable advances" during 1955 at the David Sarnoff Research Center of RCA at Princeton, N. J. "Basic studies and experiments with new electronically active materials are laying a broad foundation for electronic systems and devices which will assure continued progress through the next decade," the report asserted.

Money devoted by RCA to new and improved production facilities during the past 10 years was boosted to $172 million by appropriations totaling $23.7 million in 1955, the report said.

Of the year's record sales, almost 22% represented business with the armed forces. The year-end backlog of government orders was placed at about $235 million. During the year, it was noted, progress was made in the development of radar, guided missile systems, infra-red detection devices, and a wide range of communications equipment.

Other activities covered in the report included RCA's 84 world-wide radiotelegraph circuits, which handled more than 7.3 million radiograms; Teleprinter Exchange Service which processed a record 104,000 international calls; and expanding technical assistance programs to the armed forces and government agencies which resulted in a 30% increase in the number of skilled engineering and technical Government Service Dept. personnel assigned to special projects.

The report showed RCA now has 78,500 employes, a gain of 8,000 over 1954. A total of $345,473,000, or 33 cents out of each sales dollar, was paid in wages and salaries in 1955, including payments for vacations and holidays, and an additional $21,913,000 was provided to cover employe pensions, social security, group insurance and other benefits.

RCA said it relied upon some 7,500 companies in 43 states for materials and services in 1955, paying them a total of $557,323,000.

Two Important Milestones Observed by Gen. Sarnoff

BRIG. GEN. DAVID SARNOFF, RCA board chairman, is observing two milestones today (Monday). It's his 65th birthday and, coincidentally, he is issuing the RCA annual report which shows that in 1955, RCA for the first time surpassed a billion dollars in sales [see separate story] and entered the ranks of the nation's top 25 industrial companies. The two milestones come within months of coinciding with the 50th anniversary of his entry into the radio communications field—on Sept. 30, 1906—as office boy of the Marconi Wireless Telegraph Co. of America, predecessor of RCA.

In observance of the billion dollar sales achievement, Gen. Sarnoff has sent the following message to all RCA employes:

"Thanks to the fine teamwork of our organization, RCA not only met but exceeded its target of one billion dollars in gross volume in 1955. This established an all-time record for RCA and will serve as an inspiration to all of us in the promising years ahead. . . ."

The $1,055,000,000 sales volume in 1955, which is the equivalent of $4 million per working day, compares with an annual rate of $1 million when RCA commenced operations in 1920 and is four-and-a-half times the $237 million volume achieved in 1946.

L.B. Wilson INCORPORATED
WCKY
CINCINNATI O.
*Sept.-Oct. Pulse

—an old Cincinnati Habit:
—listening to WCKY;

10 years of 24 hour a day music and news programming has created in Cincinnatians, the habit of tuning to WCKY for

The Best in Music
The Latest in News

*21% of morning audience
22% of afternoon audience
21% of night time audience

BUY WCKY

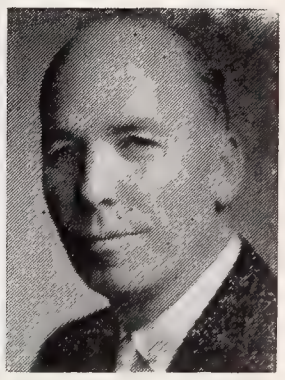
CARMINE TO RETIRE AS HEAD OF PHILCO

JAMES H. CARMINE will retire in April as president of Philco Corp. but will continue as a member of the company's board of directors and finance committee and will serve as a special consultant on sales and merchandising.

Mr. Carmine, in announcing his resignation, said that the Philco board of directors had agreed informally that William Balderston, who has been associated with the company for 25 years, will be reelected chairman of the board, and that James M. Skinner Jr., now a director



MR. SKINNER



MR. CARMINE

and vice president and general manager of the Television Div., will become president after the annual stockholders' meeting in April.

Mr. Carmine was elected president in 1954, climaxing his many years of association with Philco, which he joined in 1923 as a storage battery salesman.

Mr. Skinner, son of the late James M. Skinner, who was Philco president from 1929 to 1939, joined the company in 1934 and has held executive positions of increasing responsibility in almost every division.

Philco 1955 Sales Mark Second Highest in History

PHILCO CORP. registered the second highest dollar volume of sales in its history in 1955, the radio-tv-appliance firm announced last week in a resume of last year's activities.

Philco's biggest year was 1953 when it touched $430,419,000 in sales.

Sales in 1955 totaled $373,359,000 compared with $349,277,000 in 1954. Income in 1955 before taxes was $17,286,000 compared with $10,544,000 in 1954, when a strike closed the firm's electronics plant for seven weeks. Federal and state income taxes in 1955 were $8,863,000 and $3,775,000 in 1954.

Net income after taxes in 1955 was $8,423,000 or $2.13 per share of common stock after preferred dividends. In 1954, net income after taxes amounted to $6,769,000 or $1.69 a share.

Philco also credited directly to retained earnings in 1955 a net amount of $1,130,071 which would have been equivalent to an additional 30 cents per share of common stock if it had been included in the income statement. The company said it also spent an additional $5 million on various projects on a pay-as-you-go-basis.

"Substantial amounts," the company said, were spent in developing and tooling for production of color tv, transistors, automatic washers and dryers, computers, and automation equipment.

The company said it had $70,062,000 in working capital at the end of 1955 compared with $53,175,000 at the end of 1954.



"This reminds me—Six Points Hardware on KRIZ Phoenix is advertising new screens."

150,000 Color Set Sales Foreseen in '56 by Baker

DR. W. R. G. BAKER, general manager of the General Electric Co.'s electronics division, foresaw no "breakthrough" in color set sales this year, he told a dinner meeting of the Technical and Engineering Council of Southern New York at Endicott, N. Y.

Dr. Baker predicted tv set makers will be selling five million color receivers annually by 1960 and perhaps move upward to seven million by 1964. He did not see current efforts to accelerate color demand as bringing a "torrential movement of color sets to the market this year," estimating about 150,000 in retail sales this year compared to 35,000 color receivers in use in the U. S. last year. He noted that "there are some companies which believe that as many as a half-million sets will be in use in December of this year." But, he said, "there is nothing on the horizon to justify predictions of a phenomenal step forward in 1956" in breaking the $500 price level, which, he said, is believed to be the key to mass movement of color tv sets.

He said production and sale of more than 850,000 receivers on an industry-wide basis next year, would make the industry "happily surprised." Dr. Baker also said sales for the first half of this year "will continue to be somewhat negligible, and the growth which will come in the latter part of the year will not be instantaneous but purely normal."

From present indications, Dr. Baker predicted "the million mark will not be reached until 1958 and it may be 1959 or 1960 before color 'equalizes' with black-and-white in total units sold."

Gen. Precision Realigns

GENERAL PRECISION Labs, Pleasantville, N. Y., has established new sales districts in the New York and Mid-Atlantic areas. S. L. Thomas has been named sales manager of the New York district with headquarters at Pleasantville, N. Y. Assisting him as sales engineers are H. L. Ryder, formerly of Devenco Inc., and E. K. Price, formerly with WPIX (TV) New York.

Heading the new Mid-Atlantic district as sales manager is J. E. Mullen, formerly eastern sales manager, Dage Tv Div. of Thompson Products Inc. Paul J. Koepfler, previously with the Breeze Corp., will assist as sales engineer. The new office, covering the eastern Pennsylvania and southern New Jersey territories, is located at Jenkintown, Pa.





7.4 Million Tvs Shipped In '55 Set All-Time Mark

SET manufacturers shipped 7,421,978 tv receivers to dealers last year, setting an all-time record, according to Radio-Electronics-Tv Mfrs. Assn. In 1954 shipments totaled 7,161,362 sets, a new record at that time. The five-week December shipments totaled 800,192 sets compared to 634,742 in four-week November and 1,014,227 in December 1954.

Following are tv set shipment to dealers by states during 1955:

State	Total	State	Total
Alabama	129,423	New Hampshire	27,706
Arizona	39,014	New Jersey	230,692
Arkansas	83,882	New Mexico	24,466
California	621,811	New York	678,187
Colorado	54,401	North Carolina	193,982
Connecticut	106,108	North Dakota	29,233
Delaware	17,425	Ohio	395,395
Dist. of Columbia	64,459	Oklahoma	105,754
Florida	257,677	Oregon	89,198
Georgia	165,995	Pennsylvania	483,391
Idaho	32,861	Rhode Island	36,442
Illinois	415,332	South Carolina	98,820
Indiana	202,427	South Dakota	30,875
Iowa	112,875	Tennessee	150,060
Kansas	95,875	Texas	400,640
Kentucky	123,589	Utah	28,982
Louisiana	153,767	Vermont	23,070
Maine	51,646	Virginia	138,334
Maryland	101,677	Washington	124,845
Massachusetts	209,843	West Virginia	82,967
Michigan	311,032	Wisconsin	168,040
Minnesota	128,170	Wyoming	7,786
Mississippi	70,718	U. S. TOTAL	7,397,250
Missouri	197,310	Alaska	7,490
Montana	23,357	Hawaii	17,238
Nebraska	68,091	GRAND TOTAL	7,421,978
Nevada	9,620		

Keystone Tape Recorder Features Magazine Loading

KEYSTONE CAMERA Co., Boston, last Thursday announced the development of a magnetic tape recorder to sell for $199.50. Robert C. Berner, vice president and director of sales, reported that the recorder is the first to utilize magazine loading of tape, which eliminates threading and adjusting.

The Keystone recorder also accommodates normal-size reels and contains two motors for ease in rewinding. The unit has an 8 w amplifier, capable of reproducing undistorted tones of from 40 to 15,000 cycles, and three speakers.

Ten Fellowships Announced By RCA in Sarnoff's Honor

TEN graduate fellowships for RCA employes in honor of Brig. Gen. David Sarnoff, chairman of the board, were announced last week by Dr. C. B. Jolliffe, RCA's vice president and technical director.

Dr. Jolliffe, who is chairman of the RCA Education Committee, said each fellowship is valued at about $3,500. This includes a grant to the fellow, tuition fees and an unrestricted gift to the college or university selected. The awards will be made in the fields of science, business administration and dramatic arts. Dr. Jolliffe said that the association of Gen. Sarnoff's name with the fellowships is "especially appropriate" since he advanced through the ranks of RCA and its predecessor company, the Marconi Wireless Co. of America, which he joined in 1906 as a messenger boy.

In addition to the David Sarnoff Fellowships, Dr. Jolliffe said, RCA is awarding 10 college and university graduate fellowships in the fields of science, electrical engineering and dramatic arts, including RCA's first fellowship in medical electronics, which has been established at Johns Hopkins U. with a grant of $3,500 to be made in the fall of 1956. Nine other RCA graduate fellowships will be awarded to students at the following schools: California Institute of Technology, Carnegie Institute of Technology, Columbia U., Cornell U., U. of Illinois, New York U., Princeton U., Rutgers U. and Yale U.

RCA also has been granting 33 undergraduate scholarships in various fields at designated colleges throughout the country, Dr. Jolliffe said. Beyond this, he added, RCA has been making financial contributions to educational institutions, and for the year 1956, its contributions will amount to more than $250,000.

Bell Continues Experiments In Fla.-Cuba Transmissions

BELL SYSTEM is continuing to experiment in the sending of tv programs over a new high-power radio system between Florida and Cuba, according to the annual report of the American Telephone & Telegraph Co.

In its report of 1955 activities released last week, AT&T said the system should be ready for regular telephone service to Cuba early next year. Experiments involve the sending of both telephone conversations and tv up to 250 miles across areas where intermediate relay stations are not practical.

Tv networking now reaches 390 stations in some 260 cities, with color carried to about 270 stations in more than 150 cities, AT&T said. In 1955, more than 25 closed-circuit programs were carried.

Bell System earnings on AT&T stock were $13.10 per share on the average number of shares in 1955, the report stated. Return on invested capital was 6.8%, compared to 6.2% in 1954 when earnings were $11.92.

Labs Buy Color Tv Camera

SMITH, KLINE & FRENCH Labs., Philadelphia, announced last week the purchase from RCA of a $200,000 mobile three color tv camera unit—reportedly the first of its kind—for closed circuit presentations of surgical and clinical demonstrations.

The "studio-on-wheels" includes a three Vidicon live color camera chain especially developed by RCA for surgical demonstration work, complete audio and video equipment for program origination and relay, custom-built body and chassis with such facilities as air conditioning and heating systems, plus a separate power generator.

Nems-Clarke Offers

NEMS-CLARKE Inc., Silver Spring, Md., has marketed the type TS-1 telesync equipment which has been designed specifically to meet requirements for a high quality unit for generating Radio-Electronics-Television Mfrs. Assn. sync signals when used in conjunction with a high fidelity tv receiver.

MANUFACTURING PEOPLE

Herbert C. Guterman, former president, the Arma Corp., elected chairman of board, National Co. (electronic engineering, manufacturing), Malden, Mass.

Charles C. Carey, vice president for manufacturing, General Radio Co. (laboratory apparatus), Cambridge, Mass., succeeds **Errol H. Locke,** retired, as president.

Dr. Frederick E. Terman, dean of school of engineering and provost, Stanford U., and former wartime director, Radio Research Lab, Harvard U., named vice chairman of board of directors, Stanford Research Institute, Menlo Park, Calif.

John J. Slattery, vice president-director of engineering, Sterling Precision Instrument Corp., Flushing, L. I., appointed assistant to the vice president-general manager, Magnavox Co., Government & Industrial Div., Fort Wayne, Ind.

Philip R. Geffe, director of research, Hycor Co., N. Hollywood, Calif., appointed engineering director of company.

John M. Palmer, manager of receiving and cathode ray tube operations, Lansdale Tube Co., Div. of Philco Corp., named manager of new Spring City, Pa., plant of Lansdale for transistor, diode and other semi-conductor production.

Leonard S. Hermelin, assistant manager, systems projects department, Fairchild Camera & Instrument Corp., Reconnaissance Systems Div., Syosset, N. Y., named executive assistant to division general manager.

Jon B. Jolly, former N. Y. district manager, semiconductor products, General Electric Co., Bridgeport, Conn., appointed sales manager, semiconductors, CBS-Hytron, Danvers, Mass., division of CBS Inc.

Allyn N. Farmer, Ft. Wayne, Ind., art studio owner, to Magnavox Co., Ft. Wayne, as advertising art director.

William McCluney, formerly Houston regional manager, Stromberg-Carlson Co., Ft. Wayne, Ind., to southwest regional sales manager, CBS-Columbia, radio-tv set manufacturing division of CBS Inc., N. Y. He will serve Texas, Oklahoma, Colorado and New Mexico districts and headquarter in Houston.

George A. Kaye, employment manager, Allen B. DuMont Labs, to Emerson Radio & Phonograph Corp., N. Y., as technical employment manager.

MANUFACTURING SHORTS

Telechrome Inc., Amityville, N. Y., has announced new portable video transmission test signal generator. Model 1003-A occupies 12¼ in. standard rack space and is claimed to be only portable precision test signal generator which produces composite tv waveforms for stairstep, modulated stairstep, white window and multi-frequency burst signals. Signals can be used to test individual units, amplifiers and cables in all parts of tv chain.

RCA stereophonic film-recording equipment—including what RCA reports to be film industry's first transistorized seven-track mixer amplifier operating on 25% reduced power—leased by Cinemiracle Corp., L. A., new wide-screen film process production firm.

Federal Telephone & Radio Co., Clifton, N. J., Div. of International Telephone & Telegraph Corp., announces availability of two new traveling wave tubes for use as wide-band amplifiers in microwave, radar and countermeasures equipment. Tubes, claimed only ones in industry available in quantity with metal envelopes for greater ruggedness than glass envelopes, are designated Types F-6658 and F-6825.

Raytheon Manufacturing Co., Waltham, Mass., has completed arrangements with *Melbourne Herald-Sun* tv station, one of first six stations to be licensed for operation in Australia, for purchase of two 1 w microwave links. Tv broadcasting to begin in that country in early fall.

Andrew Corp., Chicago, has issued new catalog showing antennas, antenna systems and transmission lines. Illustrated 100-page book is available free from company at 363 E. 75th St.,

'EMMY' AWARD NOMINATIONS ANNOUNCED

Members of Academy of Television Arts & Sciences will vote for winners, to be reported on NBC telecast March 17.

NOMINATIONS for the 1956 "Emmy" awards of the Academy of Television Arts and Sciences were announced last week by Don DeFore, president of the academy. Members of the academy will vote for a winner in each category, and announcement of winners will be made on the telecast of the awards ceremony on NBC-TV March 17 (9-10:30 p.m. EST).

The telecast will have pickups from dinners at the Hotel Waldorf-Astoria in New York and the Pan Pacific Auditorium in Hollywood. The Oldsmobile Div. of General Motors Corp., Detroit, through D. P. Brother & Co., Detroit, will sponsor the telecast as part of its Saturday night spectacular series.

Nominations for the "Emmy" awards are as follows:

Best single program of the year, 1955: "Davy Crockett and River Pirates," *Disneyland* series, ABC; "Caine Mutiny Court Martial," *Ford Star Jubilee*, CBS; "Peter Pan Meets Rusty Williams," *Make Room for Daddy*, ABC; "Peter Pan," *Producers' Showcase* series, NBC; "The Sleeping Beauty," *Producers' Showcase* series, NBC; "No Time for Sergeants," *U. S. Steel Hour*, ABC; "The American West," *Wide Wide World* series, NBC.

Best actress (continuing performance): Gracie Allen, *Burns and Allen Show*, CBS; Eve Arden, *Our Miss Brooks*, CBS; Lucille Ball, *I Love Lucy*, CBS; Jean Hagen, *Make Room for Daddy*, ABC; Ann Sothern, *Private Secretary*, CBS.

Best actor (continuing performance): Bob Cummings, *Bob Cummings Show*, CBS; Jackie Gleason, *Honeymooners*, CBS; Phil Silvers, *Phil Silvers Show*, CBS; Danny Thomas, *Make Room for Daddy*, ABC; Robert Young, *Father Knows Best*, NBC.

Best actress (single performance): Julie Harris, "Wind from the South," *U. S. Steel Hour*, CBS; Mary Martin, "Peter Pan," *Producers' Showcase*, NBC; Eva Marie Saint, "Our Town," *Playwrights 56*, NBC; Jessica Tandy, "The Fourposter," *Producers' Showcase*, NBC; Loretta Young, "Christmas Stopover,"*Loretta Young Show*, NBC.

Best actor (single performance): Ralph Bellamy, "Fearful Decision", *U. S. Steel Hour*, ABC; Jose Ferrer, "Cyrano de Bergerac," *Producers' Showcase*, NBC; Lloyd Nolan, "Caine Mutiny Court Martial," *Ford Star Jubilee*, CBS; Everett Sloane, "Patterns" *Kraft Tv Theatre*, NBC; Barry Sullivan, "Caine Mutiny Court Martial," *Ford Star Jubilee*, CBS.

Best actor (supporting role): Ed Begley, "Patterns," *Kraft Tv Theatre*, NBC; Art Carney, *The Honeymooners*, CBS; William Frawley, *I Love Lucy*, CBS; Carl Reiner, *Caesar's Hour*, NBC; Cyril Ritchard, "Peter Pan," *Producers' Showcase*, NBC.

Best actress (supporting role): Ann B. Davis, "Schultzy's Dream World," *Bob Cummings Show*, CBS; Nanette Fabray, *Caesar's Hour*, NBC; Jean Hagen, *Make Room for Daddy*, ABC; Audrey Meadows, *The Honeymooners*, CBS; Thelma Ritter, "The Catered Affair," *Goodyear Tv Playhouse*, NBC.

Best contribution to daytime programming: *The Bob Crosby Show*, CBS; *The Garry Moore Show*, CBS; *Home*, NBC; *Matinee Theatre*, NBC; *Today*, NBC.

Best m.c. or program host—male or female: Perry Como, NBC; Alistair Cooke, CBS; John Daly, CBS; Dave Garroway, NBC; Alfred Hitchcock, CBS.

Best choreographer: Rod Alexander, *Max Liebman Presents*, NBC; Tony Charmoli, *Your Hit Parade*, "Show Biz," (one time only), NBC; Jerome Robbins, "Peter Pan," *Producers' Showcase*, NBC; James Starbuck, *Max Liebman Presents, Shower of Stars* (with Ethel Merman), NBC and CBS; June Taylor, *Jackie Gleason Show (Stage Show)*, CBS.

Best comedian: Jack Benny, CBS; Sid Caesar, NBC; Art Carney, CBS; George Gobel, NBC; Phil Silvers, CBS.

Best comedienne: Gracie Allen, CBS; Eve Arden, CBS; Lucille Ball, CBS; Nanette Fabray, NBC; Ann Sothern, CBS.

Best director (film series): Rod Amateau, "Return of the Wolf," *Bob Cummings Show*, CBS; Bernard Girard, "Grant and Lee at Appomatox," *You Are There*, CBS; Nat Hiken, *You'll Never Get Rich*, CBS; Alfred Hitchcock, "The Case of Mr. Pelham," *Alfred Hitchcock Presents*, CBS; Sheldon Leonard, *Make Room for Daddy*, ABC; Jack Webb, "Christmas Story," *Dragnet*, NBC.

Best director (live series): John Frankenheimer, "Portrait in Celluloid," *Climax*, CBS; Clark Jones, "Peter Pan," *Producers' Showcase*, NBC; Delbert Mann, "Our Town," *Producers' Showcase*, NBC; Alex Segal, "No Time for Sergeants," *U. S. Steel Hour*, ABC; Franklin Schaffner, "Caine Mutiny Court Martial," *Ford Star Jubilee*, CBS.

Best producer (film series): Walt Disney, *Disneyland*, ABC; James D. Fonda, *You Are There*, CBS; Paul Henning, *Bob Cummings Show*, CBS; Nat Hiken, *You'll Never Get Rich*, CBS; Frank LaTourette *Medic*, NBC.

Best producer (live series): Herbert Brodkin, *Alcoa Hour/Goodyear Tv Playhouse* NBC; Fred Coe, *Producers' Showcase*, NBC; Hal Kanter, *George Gobel Show*, NBC; Martin Manulis, *Climax*, CBS; The Theatre Guild, *U. S. Steel Hour*, CBS, formerly ABC; Barry Wood, *Wide Wide World*, NBC.

Best specialty act (single or group): Harry Belafonte, Victor Borge, Sammy Davis Jr., Marcel Marceau and Donald O'Connor.

Best news commentator or reporter: John Daly, ABC; Douglas Edwards, CBS; Edward R. Murrow, CBS; John Cameron Swayze, NBC; Clete Roberts, CBS Pacific Network.

Best musical contribution: Tutti Camarata (arrangement), "Together With Music," *Ford Star Jubilee*, CBS; Sammy Cahn and James Van Heusen " Our Town," *Producers' Showcase*, and from same show "Love & Marriage," (song), NBC; Nelson Riddle (arrangement) "Our Town," *Producers' Showcase*, NBC; David Broekman (score) *Wide Wide World*, NBC.

Best male singer: Harry Belafonte, Perry Como, Eddie Fisher, Gordon MacRae, Frank Sinatra.

Best female singer: Rosemary Clooney, Judy Garland, Peggy Lee, Giselle MacKenzie, Dinah Shore.

Best original teleplay writing: David Davidson, "Thunder in Washington," *The Alcoa Hour*, NBC; Rod Serling, "Patterns," *Kraft Tv Theatre*, NBC; Robert Alan Arthur, "A Man Is Ten Feet Tall," *Philco Tv Playhouse*, NBC; Paddy Chayevsky, "The Catered Affair," *Goodyear Tv Playhouse*, NBC; Cyril Hume & Richard Maibaum, "Fearful Decision," *U. S. Steel Hour*, ABC.

Best comedy writing: Mel Tolkin, Selma Diamond, Larry Gelbhart, Mel Brooks and Sheldon Keller, *Caesar's Hour*, NBC; Hal Kanter, Howard Leeds, Everett Greenbaum, Harry Winkler, *George Gobel Show*, NBC; Jess Oppenheimer, Madelyn Pugh, Bob Carroll Jr., "L. A. at Last" on *I Love Lucy*, CBS; Sam Perrin, George Balzer, Hal Goldman & Al Gordon, *The Jack Benny Program*, CBS; Nat Hiken & staff, *You'll Never Get Rich*, CBS.

Best television adaptation: Rod Serling, "The Champion," by Ring Lardner, *Climax*, CBS; Paul Gregory, Franklin Schaffner, "The Caine Mutiny Court Martial," by Herman Wouk, *Ford Star Jubilee*, CBS; David Shaw, "Our Town," by Thornton Wilder, *Producers' Showcase*, NBC; David Dortort, "Oxbow Incident," by Walter Van Tilberg Clark, *20th Century-Fox Hour*, CBS; John Monks Jr., "Miracle on 34th Street," by Valentine Davies, *20th Century-Fox Hour*, CBS.

Best special event or news program: Atom bomb coverage, CBS; Academy of Motion Picture Arts & Science Awards (Oscars), NBC; Academy of Television Arts & Sciences Awards (Emmy awards), NBC; Rose Bowl football game, NBC; World Series baseball, NBC.

Best variety series: *Dinah Shore Show*, NBC; *Ed Sullivan Show*, CBS; *Ford Star Jubilee*, CBS; *Perry Como Show*, NBC; *Shower of Stars*, CBS.

Best dramatic series: *Alcoa Hour-Goodyear Tv Playhouse*, NBC; *Climax*, CBS; *Producers' Showcase*, NBC; *Studio One*, CBS; *U. S. Steel Hour*, CBS, formerly ABC.

Best commercial campaign: Bank of America, Chrysler Corp., Ford Motor Co., Hamm's Beer and Piel Bros. Beer.

Best comedy series: *Jack Benny Show*, CBS; *Bob Cummings Show*, CBS; *Caesar's Hour*, NBC; *George Gobel Show*, NBC; *Make Room for Daddy*, ABC; *You'll Never Get Rich*, CBS.

Best music series: *Coke Time*, NBC; *Dinah Shore Show*, NBC; *Your Hit Parade*, NBC; *Perry Como Show*, NBC; *Voice of Firestone*, ABC.

Best action or adventure series: *Alfred Hitchcock Presents*, CBS; *Disneyland* (Davy Crockett series), ABC; *Dragnet*, NBC; *Gunsmoke*, CBS; *The Line-up*, CBS.

Best documentary (religious, informational, educational or interview program): *Meet The Press*, NBC; *Omnibus*, CBS; *Person-to-Person*, CBS; *See It Now*, CBS; *Wide Wide World*, NBC.

Best children's series: *Ding Dong School*, NBC; *Howdy Doody*, NBC; *Kukla, Fran & Ollie*, ABC; *Lassie*, CBS; *Mickey Mouse Club*, ABC; *Pinky Lee*, NBC.

Best audience participation series (quiz or panel): *I've Got A Secret*, CBS; *People Are Funny*, NBC; *The $64,000 Question*, CBS; *What's My Line?* CBS; *You Bet Your Life*, NBC.

Best art direction (live series): Carl Kent, *U. S. Steel Hour*, CBS, formerly ABC; Otis Riggs, *Playwrights '56*, NBC and *Producers' Showcase*,



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Continuities for March

Music and sports team up in this series devoted to eye-witness accounts of dramatic action on the winter sports scene.

March's continuity package contains 12 fifteen-minute programs featuring the sports of the month . . . Basketball, Baseball, Track, Boxing, along with some of the great anecdotes of the world of sports.

Your Station Program Department should be receiving this script package regularly. If not, please write to BMI's Station Service Department for "Stories from the Sports Record."

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NBC; *Jan Ucott, Hallmark Hall of Fame,* NBC; Don Shirley, *Perry Como Show,* NBC; William Craig Smith, *Lux Video Theatre,* NBC; James D. Vance, *Climax,* CBS.

Best art direction (film series): Duncan Cramer, *Four-Star Playhouse,* CBS; Ernst Fegte, *Medic,* NBC; William Ferrari, *You Are There,* CBS; Serge Krizman, *Schlitz Playhouse,* Peter Proud, *Robin Hood,* CBS.

Best cinematography: Edward Colman, *Dragnet,* NBC; George Diskant, "The Collar," *Four-Star Playhouse,* CBS; Norbert Brodine, "I Remember the Rani," *Loretta Young Show,* NBC; William Sickner, "Black Friday," *Medic,* NBC; Robert Pittack, *Private Secretary,* CBS.

Best engineering technical achievement: Automatic iris control for NBC pick-up of complete atom blast at Yucca Flats; DuMont Electronicam; color wipe amplifier developed by CBS engineering; electronic editing machine developed at the Disney Studios; RCA tricolor picture tube which made the commercial color receiver practical; ultra-violet kinescope recording which improved the quality of television recording.

Best editing of a television film: Samuel Beetley, "The Collar," *Four-Star Playhouse,* CBS; Jason H. Bernie, "Operation 3 in 1," *Navy Log,* CBS; Stan Frazen and Guy Scarpitta, "Miss Coffee Break," *Bob Cummings Show,* CBS; Daniel Nathan, "Little Guy," *Jane Wyman's Fireside Theater, NBC;* Edward W. Williams, "Breakdown," *Alfred Hitchcock Presents,* CBS.

Best camera work (live show): A. J. Cunningham, *Climax,* CBS; T. Miller, *Studio One,* CBS; Joe Strauss, *Lux Video Theatre,* NBC; Les Vaught, *House Party,* CBS.

ZIV, WFIL WIN TOP FREEDOM AWARDS

Freedom Foundation's annual awards presentation singles out Ziv's '3 Lives' film series for top tv prize; WFIL education series takes top radio honors.

THE broadcasting industry was well represented at Valley Forge, Pa., Wednesday, when the Freedom Foundation at Valley Forge gave its annual awards for "outstanding expressions, projects and programs from throughout the nation which build an understanding of the American Way of Life."

Ziv Television Programs Inc. received the top tv award for *I Led Three Lives,* which portrays the activities of an FBI undercover agent in the Communist Party. WFIL Philadelphia received the top radio award in cooperation with the Philadelphia Board of Education for "The Miracle of America," a weekly series on *WFIL Studio Schoolhouse* dramatizing episodes of historical significance.

Other winners in the television field:

SERIES TELECASTS

Admiral Corp., Chicago, Ill., for *Life Is Worth Living* series on ABC-TV featuring Bishop Fulton J. Sheen.

Hall Brothers, Kansas City, Mo., for *Hallmark Hall of Fame,* a series of dramatic programs depicting events in the lives of great Americans.

Home (Multiple Sponsors), New York, N. Y., for "A Time to Remember" series on NBC by Howard Whitman interpreting important events in American history.

KNXT (TV) Los Angeles, Calif., for *Focus on Delinquency,* a public service series pointing up some positive answers to the problem of juvenile delinquency.

KTTS-TV Springfield, Mo., for *Television Classroom,* a series featuring dramatizations and discussions on the American heritage.

Richfield Oil Corp., Los Angeles, Calif., for *Success Story,* a series calling public attention to worth-while successes in business, industry and the social sciences.

Rochester Gas & Electric Co., Rochester, N. Y., for *The Court of Public Opinion,* a bi-weekly series bringing top authorities together for discussions on topics important to citizens.

WHAS-TV Louisville, Ky., for *Inside Our Schools,* a series of programs from actual classrooms showing the local educational system in action.

WMCT (TV) Memphis, Tenn., for *Your Future Unlimited,* a public service series on career guidance for young people.

WPTZ (TV) Philadelphia, Pa., for *Telerama,* a weekly series of intimate shots of the lives of a typical American community—Philadelphia.

WRGB-TV Schenectady, N. Y., for "Ground Observer Corps" series on *Home Fare* showing the importance of participation in this civil defense activity as a part of the responsibility of good citizenship.

SINGLE TELECASTS

Chrysler Corp., Detroit, Mich., for "The Deliverance of Sister Cecilia" program on *Climax* on CBS-TV, showing Communist oppression against religion behind the Iron Curtain.

Columbia Broadcasting System, New York, N. Y., for "Community Self-Survey" program on *The Search,* the story of the work of Fisk University in surveying attitudes relating to race prejudice in a critical community situation.

KPIX (TV) San Francisco, Calif., in cooperation with San Francisco Youth Association, Calif., for *Our Religious Roots,* a special program analyzing the relation of religion to America and America to religion, emphasizing our nation's dependence upon religious precepts.

National Broadcasting Co., New York, N. Y., for *A Conversation with Herbert Hoover,* a public service documentary program recording a personal interview with Mr. Hoover.

WBNS-TV Columbus, Ohio, for *Christopher Columbus,* a public service program. The people of Genoa, Italy, present a statue of Columbus to Columbus, Ohio. This program tells of the modern Genoa still following the example of Columbus by sending ships to all corners.

WBZ-TV Boston, Mass., for *The Siege at Cherry Hill,* a public service program dramatically showing the workings of our free press—covering a prison rebellion—through radio and television providing an unhampered flow of news in the public interest.

WCAU-TV Philadelphia, Pa., for *Speak with Freedom,* a program featuring coverage of the annual *Bulletin Forum.*

Other winners in the radio field:

SERIES BROADCASTS

ABC Radio Network, New York, N. Y., in cooperation with Chamber of Commerce of the U. S., Washington D. C., for *This Week in Washington,* a weekly public service program dealing with important issues and featuring stories of American enterprise in action.

Blanche Anderson, Homestead, Pa., for *The House You Live In,* on WLOA, Braddock, Pa., a daily homemaker's program which regularly uses material aimed at helping the housewife to attain a better understanding of the American way.

Arcade Pontiac Co., Washington, D. C., for *Report to the People,* a weekly program on WWDC with district commissioners responding to reporters questions on issues of importance to all citizens.

Bank of Douglas, Phoenix, Ariz., for *Sam Jones, American,* on KOY Phoenix, a commentator who reports on the American scene from "on-the-spot" locations all over the U. S.

Ladies Auxiliary Veterans of Foreign Wars of the U. S., Kansas City, Mo., for *The Man—And the Moment* on various stations, a 13-week series of programs on American history featuring significant moments and people in our past.

Shearson, Hammill & Co., Los Angeles, Calif., for "Salute to Industry," a feature on *Private Wire,* a weekly series on KABC Los Angeles, saluting a California business enterprise which succeeded in the American tradition.

Spiritual Mobilization, Los Angeles, Calif., for *The Freedom Story,* on various stations, a dramatic series of programs featuring human interest stories which point up the American heritage of personal freedom.

Standard Oil Company of Calif., San Francisco, Calif., for *Standard School Broadcast,* a weekly program on various stations featuring outstanding music designed to instill an understanding of the traditions of free men to young people.

Sun Oil Co., Philadelphia, Pa., for *Three Star Extra,* on NBC, a daily news program emphasizing the Credo of the American Way of Life, both in news and commercial content.

Troop Information and Education Div., Dept. of the Army, Washington, D. C., for the special program commemorating the 180th Anniversary of the U. S. Army on the *Army Hour* series on MBS.

WBUR Boston, Mass., for *The New England Adventure,* a series of documentary programs reporting on the business and industrial concerns of the New England area, showing the importance of enterprise in America.

WBZ-WBZA Boston-Springfield, Mass., for *Foundation of Freedom,* a series of 15 public service programs tracing step-by-step, the events from the Mayflower Compact in 1620 to the Massachusetts Constitution, 160 years later.

WHAM Rochester, N. Y., for *America's Composers,* a public service series featuring Dr. Howard Hanson, exploring the music of free men —the composers who have written for and about our country.

WKBN Youngstown, Ohio, for *Report on City Council Meetings,* a public service series of actual council meetings—giving citizens an opportunity of following the workings of their city legislature.

SINGLE BROADCASTS

KNX Los Angeles, Calif., for *The Sammy Lee Story,* a special public service program pointing up the right of all people to be accorded personal dignity regardless of race, color or creed.

National Broadcasting Co., New York, N. Y., for *The Atom—Menace and Promise,* a special public service program marking the 10th anniversary of atomic energy—showing both its dangers and hopes for future Americans.

Charles Shaw, Philadelphia, Pa., for "Fourth of July" broadcast on *As I See It,* commentary series on WCAU Philadelphia patriotic reflections on America's most important holiday.

WCNR Bloomsburg, Pa., for *The Other Side of Washington,* a special broadcast on Easter Sunday, revisiting the shrines important in the life of George Washington.

WTAG Worcester, Mass., for *Of Human Events,* a public service program on July 4, 1955, telling the story of how Americans celebrate this momentous anniversary.

SPECIAL BROADCASTS

John Franklin, Philadelphia, Pa., for his use of one item each day from the Credo of the American Way of Life on news broadcasts on KYW, (now WRCV) Philadelphia, stressing the rights and privileges in the American free system.

Minnesota Jewish Council, St. Paul, Minn., for *The 4-H Radio Speaking Contest,* where in 1955, hundreds of rural boys and girls spoke on radio programs on the subject, "What Are My Opportunities and Responsibilities Under Freedom?"

A special award went to E. I duPont de Nemours & Co. for its "dedication to the ideals of the republic through years of brilliant radio and television programs, advertising, motion picture films and employe publications." Storer Broadcasting Co., New York, multiple station owner, received an award for its trade advertising series featuring American landmarks.

Merle H. Tucker, owner, KGAK Gallup, N. M., accepted awards given to Kiwanis International and Farm-City Week. He is a trustee of Kiwanis and general chairman of the first observance of Farm-City Week.

Freedom Foundation is an independent, nonprofit organization and receives its funds by public subscription. Award judges are selected from outside the organization.

Award for Awards?

SHOULD a tv program that announces awards for other tv shows receive a special Emmy to have and to hold as its very own? That question is partly answered by one of the five nominations for 1955's best "Special Event or New Program" to be announced on the NBC-TV telecast March 17 of the Academy of Television Arts and Sciences award banquet. The nomination: Last year's coverage of the banquet—by NBC-TV.

Brotherhood Awards Honor KNX, CBS-TV NBC-TV

KNX Los Angeles, CBS-TV and NBC-TV were named winners of National Brotherhood Awards by the National Conference of Christians and Jews Feb. 19 at opening of NCCJ-sponsored Brotherhood Week. Eight National Certificates of Recognition also were announced in radio and television.

In radio-tv, Brotherhood Award winners are: KNX for its daily *Today in Los Angeles* in radio programs category, and, in tv programs, CBS-TV for "Family of Man" in its *Adventure* series and NBC-TV for "A Man Is Ten Feet Tall."

Certificates of recognition in radio went to NBC and WAND Canton, Ohio; in television, to CBS-TV; San Francisco Youth Assn. for a show on KPIX (TV) San Francisco; WUNC-TV Chapel Hill (educational); CBS-TV; NBC-TV and WHAS-TV Louisville.

AWARD SHORTS

Advertising Club of Minneapolis and Twin Cities chapter of **American Federation of Tv and Radio Artists** presented 14 "Minnie" awards to top city radio and tv performers. Tv awards

went to: **Bud Kraehling,** WCCO-TV, best male announcer; **Barbara Davies,** WCCO-TV, best woman performer; **Clellan Card,** WCCO-TV, best children's show personality; **Harry Seils,** WCCO-TV, best farm show personality; **Bill Ingram,** KSTP-TV, best newscaster; **Jack Horner,** KEYD-TV, best sportscaster; **"Slim Jim,"** KEYD-TV, best hillbilly western personality, and **"Texas Bill" Strength,** KEYD-TV, best male singer. Radio awards went to: **Cedric Adams,** WCCO, best newscaster; **Hal Garven,** WCCO, best hillbilly-western personality; **Jim Hall,** WCCO, best farm show personality; **Don Doty,** WTCN, best disc jockey, and **Frank Buetel,** WTCN, best sportscaster.

Frank W. McLaurin, general manager, KSRO Santa Rosa, Calif., named 1955 Man of the Year by Santa Rosa Junior Chamber of Commerce.

Edward R. Murrow and **Fred W. Friendly,** producers of CBS-TV's *See It Now* program, to be presented tomorrow (Tuesday) with plaque from Education Writers Assn. for outstanding achievement in field of educational journalism during 1955.

Harold (Pie) Traynor, sports director, KQV Pittsburgh, member of baseball's Hall of Fame, named winner of Harvey Boyle Award by city's chapter of Baseball Writers Assn.

Mutual Broadcasting System awarded plaque by National Exchange Club for its year-round anti-crime crusades. Club sponsors National Crime Prevention Week.

WBCO Bessemer, Ala., presented with Third Army Certificate of Achievement for help in promoting Army recruiting.

Georgetown University Forum of the Air, WTTG (TV) Washington program, awarded Distinguished Service Award by Crusade for Freedom, for educational programs on Satellite countries and communism.

Arlene Francis, editor-in-chief of NBC-TV's *Home* (Mon.-Fri., 11 a.m.-noon) named "Outstanding Woman Sales Personality of the Year" by Sales Executives Club of N. Y.

WABG Greenwood, Miss., cited by local Chamber of Commerce for tourist promotion.

Bert Parks, announcer-m.c., ABC-TV, received scroll from Md. State Traffic Commission for cooperation with National Safety Council.

Alex Dreier, NBC Chicago newscaster, recipient of merit award from Ill. State Office of Civil Defense for "outstanding contributions to civil defense in 1955."

Ronald James Rockwell, vice president in charge of engineering, Crosley Broadcasting Corp., Cincinnati, selected as "outstanding engineer of the metropolitan Cincinnati area for 1955" by Technical and Scientific Societies Council.

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WRCA-AM-TV New York cited by New York Fire Commissioner Edward F. Cavanagh in special departmental order honoring the stations for year-long efforts to reduce fires in area.

Mac McGuire, disc jockey, KYW Philadelphia, cited by Inter Urban League of Pa. for "promoting better human relations and good radio entertainment."

WPON Pontiac, Mich., awarded plaque for "outstanding service" to Navy recruiting by Detroit Navy Recruiting District.

Bill Stout, newscaster, KNXT (TV) Hollywood, only tv performer to appear among *Fortnight,* Magazine of the Pacific Coast, selection of West's "Top Performers of 1955." Mr. Stout also received Max M. Berick Award of B'nai B'rith Hollywood Lodge for "outstanding accomplishments" in human relations.

Zenith Radio Corp., Chicago, McDonald Awards to following company engineers: **Walter Kruk** and **Alex Gorbunoff,** for developing transoceanic receiver circuit change stressing stability and economy, and **Don Knight,** for electrostatic speaker utilized in company's high fidelity sets. Awards are named for Zenith president, Comdr. E. F. McDonald.

Charles G. Mortimer, president, General Foods Corp., and graduate of Stevens Institute of Technology, Hoboken, N. J., class of 1922, received that institution's honorary degree in mechanical engineering for "work to improve marketing methods in the package food field."

Dee Huddleston, manager, WIEL Elizabethtown, Ky., named Elizabethtown's Outstanding Young Man of 1955 by Junior Chamber of Commerce.

CBS Radio's *FBI In Peace and War* (Wed., 8:30-9 P.M. EST) designated by National Exchange Club to receive annual citation of merit for year-round campaigning in education to curb crime in U. S. Network also received award in 1955.

WAPI, WAFM (FM) and WABT (TV) Birmingham, Ala., presented Certificate of Merit by Anti-Tuberculosis Assn. of Jefferson County, Ala., for "effective" part in Christmas Seal campaign.

WCBS New York received two awards of special merit from New York Employing Printers Assn. at organization's 14th annual printing exhibition. Cited was high quality of station's printing, layout and design for brochure called "Quite a Guy," dealing with station personality Jack Sterling, and for subway poster promoting American Airlines' all-night program, *Music 'Til Dawn.*

WBCM Bay City, Mich., received Recognition & Appreciation Award for civic contribution from Bay City Junior Chamber of Commerce.

Philadelphia radio and tv stations honored by city council in resolution citing coverage of city inaugural. General Manager William B. Caskey of WPEN Philadelphia, president of Philadelphia Radio & Television Broadcasters Assn., accepted award.

Jonathan Karas' *Mobile* show on WCSH-TV Portland, Me., awarded Certificate of Proficiency in Information and Education by Civil Defense office for alerting and informing public about defense.

Howard Barlow, conductor, *Voice of Firestone* on ABC radio and tv, and **Firestone Tire & Rubber Co.,** Akron, Ohio received Ohio Governor's Award for "valuable contributions" to cultural and entertainment fields over past 28 years.

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1956 BROADCASTING YEARBOOK MARKETBOOK

The 22nd consecutive edition of "Radio's One-Book Reference Library" will soon be ready for distribution. ***If you're not already a B•T subscriber, or if your subscription does not include the BROADCASTING Yearbook-Marketbook please check and mail this order form***

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HOW THE TV'S WILL SUPPORT A CLIENT'S PRODUCT

K&E SURVEYS EXTENT OF MERCHANDISING & PROMOTION AID

TELEVISION STATIONS currently are offering their advertisers a multiplicity of merchandising and promotional services rather than only a few, according to a survey just completed by Kenyon & Eckhardt Inc., New York.

The survey, which the agency has conducted annually for the past three years, gives detailed information on trade calls, trade mailings, advertising support, and on-the-air support as reported by 232 stations responding to questionnaires.

According to findings, on-the-air support for a client's program and/or product is offered by 100% of the tv stations answering the survey. Trade mailings are made by 99% of the stations, and trade calls and other advertising support each are being offered by 96%.

As a sidelight, stations were asked what proportion of their gross annual revenue had been spent on merchandising and promotion for network and local advertisers. The 70 stations responding to this question reported an average (median) of 2% of annual revenue was spent on support for network advertisers and 2% for local advertisers.

Complete results of the K&E survey show all the merchandising services made available to their clients by each of the 232 stations participating. Information on whether a minimum purchase of air time is required or whether a charge is made for these services also is reported.

The idea of preparing a full-scale study of station merchandising services was first proposed in the spring of 1953 by Hal Davis, vice president and director of promotion at Kenyon & Eckhardt. Arrangements were made with B•T for publication of the results. Radio results were printed in a supplement Nov. 30, 1953, with tv results in the 1953-54 TELECASTING YEARBOOK-MARKETBOOK. The 1954 survey results were printed in the 1954-55 TELECASTING YEARBOOK-MARKETBOOK and 1955 BROADCASTING YEARBOOK-MARKETBOOK.

The questionnaire was prepared by the Kenyon & Eckhardt research department, under the supervision of G. Maxwell Ule, vice president in charge of research.

Listed by Mr. Ule as among the more significant findings of the survey are the following two points:

1. Each type of service was offered by nearly the same per cent of responding stations in 1954 and 1955 except for on-the-air support, which has been offered by a steadily increasing proportion of stations from 1953 to 1955.
2. Of the stations which offer each type of service, there has been a general increase from 1954 to 1955 in the per cent requiring a minimum purchase of air time for the service.

Below at right is a detailed summary of the survey's findings for all stations reporting.

Below at left is a comparison of the per cent of responding stations which offered each type of service in 1953, 1954, and 1955. Some types of service have been omitted or combined to make the data comparable from year to year. Station-by-station responses to the latest survey are listed beginning on page 98.

1953-55 Summary of Merchandising & Promotional Services

	Per Cent of Responding Stations in 1955, 1954, and 1953 That Offer Some Service		
	1955 (232)*	1954 (275)*	1953 (138)*
TRADE CALLS	96%	95%	93%
Solicit and/or place displays	91	92	84
Solicit tie-in advertising	77	82	72
Store checks	78	79	67
TRADE MAILINGS	99	98	94
Letter, post card and/or broadside	98	97	89
Merchandising bulletins	55	51	64
ADVERTISING SUPPORT	96	96	91
Newspaper tie-in ads	86	87	85
Lobby windows	54	55	64
Billboards	20	17	20
Car cards	32	32	30
ON-THE-AIR SUPPORT	100	99	92
Demonstrations	60	54	37
Give away prizes	71	63	62
Product mentions	62	56	50
Tune-in announcements	98	96	88
Client participation in special program	54	53	49
OTHER SUPPORT	—	—	—
Aid client representative in product distribution	88	87	78
Merchandising plan offering preferred displays	34	30	41

* The 100% bases include stations that did not respond to some questions.

Tv Station Merchandising—1955 Promotion Summary

	* % of Responding Stations That offer Some Service (232)	% of Stations offering Service for Which a Minimum Purchase of Air Time Is Required	% of Stations Offering Service That Charge for This Service
TRADE CALLS	96%	—	—
Solicit and/or place displays	91	46%	18%
Solicit tie-in advertising	77	42	9
Store checks	78	44	10
TRADE MAILINGS	99	—	—
Letter, post card, or broadside	98	52	25
Merchandising bulletin	55	44	11
Imprint name on client supplied mailing piece	91	46	19
ADVERTISING SUPPORT	96	—	—
Newspaper tune-in ads	86	50	10
Station prepared store displays	65	56	17
Lobby windows	54	47	6
Billboards	20	61	17
Car cards	32	56	17
ON-THE-AIR SUPPORT	100	—	—
Demonstrations	60	41	5
Give away prizes	71	42	6
Product mentions	62	41	4
Tune-in announcements	98	34	4
Client participation in special program	54	26	6
OTHER SUPPORT	—	—	—
Aid client representative in product distribution	88	31	3
Merchandising plan offering preferred displays	34	62	6

* The 100% base includes stations that did not respond to some questions.

KWFT-TV is now

KSYD-TV

CHANNEL 6

CBS TELEVISION

100,000 WATTS

MAXIMUM POWER—WITH COLOR

In Wichita Falls, Texas Your Best TV Advertising Buy Is KSYD-TV

HERE IS PROOF POSITIVE!

Figures Just Released

Pulse dated Dec. 1-Dec. 7, 1955 Proves Audience Preferences in the Metropolitan Wichita Falls Area to be:

ONCE A WEEK SHOWS

1. $64,000 Question (CBS) **KSYD-TV**
2. Ed Sullivan (CBS) **KSYD-TV**
3. I Love Lucy (CBS) **KSYD-TV**
4. December Bride (CBS) **KSYD-TV**
5. Jack Benny (CBS) **KSYD-TV**

Big 5 of the Top 5 All on KSYD-TV

MULTI-WEEKLY SHOWS

1. Patti Page **KSYD-TV**
2. Looney Tunes **KSYD-TV**
3. 10 p. m. News & Weather **KSYD-TV**
4. 5:45 p. m. News & Weather **KSYD-TV**
5. **Station B**

4 of the Top 5 on KSYD-TV

HOAG-BLAIR COMPANY
Nat'l Sales Representatives

KSYD-TV

Wichita Falls, Texas
CHANNEL 6

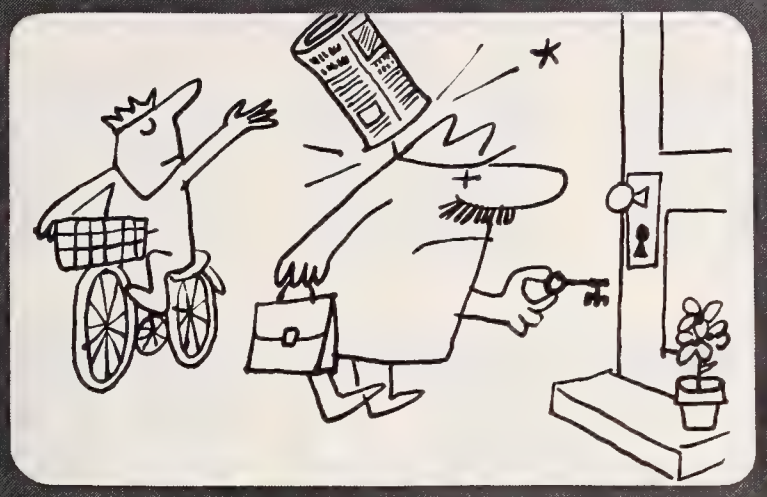
SYD GRAYSON,
General Manager

LEGEND

Y Minimum Amount of Time Required
N No Minimum Time Required
O Service Offered Details Not Reported
$ Charge for Service
X No Charge for Service
.. Indicates Service Not Offered
Executive to be contacted listed after Call Letters

	TRADE CALLS			TRADE MAILINGS			ADVERTISING SUPPORT						ON THE AIR SUPPORT					OTHER SUPPORT	
	Solicit and/or Place Displays	Solicit Tie-In Advertising	Store Checks	Letter, Post Card or Broadside	Merchandising Bulletin	Will Imprint Name on Client-Supplied Mailing Pieces	Newspaper Tune-in Ads	Station Prepared Store Displays	Lobby Windows	Bill-boards	Car Cards	Other	Demonstrations	Giveaway Prizes	Product Mentions	Tune-In Announcements	Client Participation	Aid Client Representative in Product Distribution	Merchandising Plan Offering Preferred Displays
ALABAMA																			
Birmingham, WABT **Charles F. Grisham**	Y$	Y$	Y$	Y$	Y$	Y$	Y$	Y$	Y$	..	..	..	..	Y$	Y$	Y$	..	Y$	Y$
Birmingham, WBRC-TV **J. Robert Kerns**	Y$	Y$	NX	Y$	NX	NX	YX	Y$	NX	..	Y$	..	NX	NX	NX	NX	..	NX	YX
Decatur, WMSL-TV **Frank Whisenant**	YO	YO	YO	YO	..	YO	YO	YO	..	..	YO	..	YO	YO	YO	YO	YO	YO	..
Montgomery, WSFA-TV **Hoyt Andres**	YX	YX	YX	YX	YX	YX	YX	..	YX	..	..	..	..	..	..	YX	YX	YX	..
ARIZONA																			
Phoenix, KPHO-TV **Richard Rawls**	NX	NX	NX	N$	NX	Y$	Y$	Y$	YX	Y$	Y$	..	YX	NX	YX	YO	NX	NX	..
Phoenix, KTVK **Roger Oliver Van Duzer**	NX	NX	NX	NX	NX	..	NX	NX	NX	..	..	..	..	NX	NX	NX	NX	NX	..
Tucson, KOPO-TV **E. S. Mittendorf**	Y$	Y$	Y$	Y$	Y$	Y$	Y$	..	Y$	..	..	..	OO	OO	OO	OO	..	OO	..
ARKANSAS																			
Fort Smith, KFSA-TV **H. Weldon Stamps**	NX	NX	NX	NX	NO	NX	NX	..	..	..	..	..	..	NX	NX	NX	NX	NX	..
Little Rock, KARK-TV **Thomas K. Barton**	NX	NX	NX	NX	..	NX	NX	NX	NX	..	NX	..	NX	NX	NX	NX	NX	NX	..
Pine Bluff, KATV **John H. Fugate**	NX	NX	NX	NX	NX	NX	NX	..	NX	..	NX	..	NX	NX	NX	NX	NX	NX	NX
CALIFORNIA																			
Bakersfield, KBAK-TV **Al H. Constant**	YX	..	YX	YX	..	YX	YX	..	..	..	..	..	..	YX	..	YX	..	YX	..
Chico, KHSL-TV **M. F. Woodling**	NX	NX	NX	YX	YX	YX	YX	YX	YX	..	..	..	YX	YX	YX	OX	OO	NX	YX
Fresno, KJEO-TV **Joseph Carr Drilling**	NX	..	YX	Y$	YX	Y$	YX	..	..	..	..	..	NX	NX	..	YX	..	NX	..
Los Angeles, KABC-TV **Selig J. Seligman**	YX	YX	YX	YX	..	YX	YX	..	..	YX	..	..	..	YX	..	YX	YX	YX	YX
Los Angeles, KCOP **Jack Heintz**	Y$	YX	..	..	..	..	YX	YX	..	YX	YX	..	..	..	..	YX	..	NX	YX
Los Angeles, KHJ-TV **John Reynolds**	..	YX	..	YX	YX	YX	YX	YX	..	..	..	..	YX	YX	YX	YX	..	..	..
Los Angeles, KNXT **James T. Aubrey**	..	..	..	YX	..	YX	YX	..	..	YX	YX	..	YX	YX	YX	YX	NX	..	..
Los Angeles, KRCA **Thomas C. McCray**	YX	YX	YX	YX	YX	YX	YX	YX	..	..	YX	..	NX	NX	NX	OO	OO	NX	YX
Sacramento, KCCC-TV **Ashley L. Robison**	YX	YX	..	YX	..	NX	YX	NX	..	YX	YX	..	YX	YX	YX	YX	OO	YX	YX
Sacramento, KCRA-TV **Frank Devaney**	NX	NX	NX	N$	N$	NX	NX	NX	NX	NX	..	..	Y$	YX	..	YX	..	NX	..
Salinas (Monterey), KSBW-TV **Francis Conrad**	YX	YX	Y$	Y$	Y$	YX	Y$	Y$	YX	Y$	Y$	..	YX	YX	YX	YX	YX	YO	..
San Diego, KFMB-TV **George Whitney**	NX	NX	..	YX	YX	YX	..	YX	YX	YX	..	..	YX	YX	YX	NX	..	NX	..
San Diego, XETV **Julian M. Kaufman**	N$	NX	NX	N$	NX	..	NX	N$	..	..	..	..	YX	N$	NX	NX	N$	NX	..
San Francisco, KGO-TV **James H. Connolly**	NX	NX	N$	N$	..	N$	NX	N$	..	..	..	..	..	OO	..	NX	NX	NX	..
San Francisco, KRON-TV **Harold P. See**	NX	NX	..	YX	NX	YX	NX	..	..	..	..	..	..	OO	..	NX	OO	NX	..
Santa Barbara, KEYT **Colin M. Selph**	NX	NX	NX	NX	NX	NX	YX	YX	..	..	..	..	NX	NX	NX	NX	NX	NX	NX
COLORADO																			
Colorado Springs, KKTV **James D. Russell**	NX	NX	YO	NX	NX	YX	YX	YX	YX	..	..	..	YX	YX	YX	NX	NX	YX	..
Denver, KBTV **Joseph Herold**	NX	..	..	NX	NX	NX	NX	NX	NX	..	NX	..	..	..	..	NX	..	NX	..
Denver, KLZ-TV **Phil Hoffman**	YO	YO	YO	YX	YX	YX	OX	..	OX	..	..	..	OX	..	OX	OX	..	OX	..
Denver, KOA-TV **Don Seale**	YX	NX	NX	NX	NX	NX	YX	YX	NX	..	..	..	YX	YX	..	YX	..	NX	..
Grand Junction, KFXJ-TV **J. L. Robinson**	YX	NX	..	Y$	..	Y$	YX	YX	..	..	..	..	NX	NX	NX	YX	YX	YX	YX
Pueblo, KCSJ-TV **Robert B. Murray**	YX	YX	YX	YX	..	YX	YX	YX	..	..	YX	..	NX	..	NX	NX	YX	..	..

In newsy San Diego it's all on Channel 8!













On Channel 8, San Diego gets all the news all the time.

With ratings as high as 33.8° on locally produced news programs.

San Diego has more people making more news and watching more news on Channel 8 than ever before.

°*San Diego Nielson TV report, January, 1956*

KFMB 8 TV

ABC CBS

WRATHER-ALVAREZ BROADCASTING, INC. SAN DIEGO, CALIF.

REPRESENTED BY PETRY

America's more market

LEGEND Y Minimum Amount of Time Required N No Minimum Time Required O Service Offered Details Not Reported $ Charge for Service X No Charge for Service .. Indicates Service Not Offered Executive to be contacted listed after Call Letters	TRADE CALLS			TRADE MAILINGS			ADVERTISING SUPPORT						ON THE AIR SUPPORT					OTHER SUPPORT	
	Solicit and/or Place Displays	Solicit Tie-In Advertising	Store Checks	Letter, Post Card or Broadside	Merchandising Bulletin	Will Imprint Name on Client-Supplied Mailing Pieces	Newspaper Tune-in Ads	Station Prepared Store Displays	Lobby Windows	Billboards	Car-cards	Other	Demonstrations	Giveaway Prizes	Product Mentions	Tune-in Announcements	Client Participation	Aid Client Representative in Product Distribution	Merchandising Plan Offering Preferred Displays
CONNECTICUT																			
Hartford, WGTH-TV **Alex Campbell**	YS	YX	NX	YS	YS	YS	YX	YX	YX	..	..	..	..	..	YX	NX	YX	NX	..
New Britain (Hartford), WKNB-TV **Peter Bennett Kenney**	NX	NX	NX	NS	..	NX	NX	NS	NX	..	..	..	NX	NX	NX	NX	NX	NX	..
New Haven, WNHC-TV **Edward C. Obrist**	YX	YX	YX	YX	..	YX	YX	..	YX	..	YX	..	YX	YX	NX	YX	NX	NS	YX
DISTRICT OF COLUMBIA																			
Washington, WMAL-TV **Frederick S. Houwink**	NX	NX	NX	NX	..	NX	NX	YX	YX	YS	..	..	NX	NX	NX	NX	..	NX	YX
Washington, WRC-TV **Carleton D. Smith**	NX	..	YO	NS	NX	NX	NO	YO	..	YO	..	..	..	NX	NX	NX	NX	YX	..
Washington, WTOP-TV **George F. Hartford**	NX	..	YX	YX	..	NX	NX	..	NO	..	..	..	NX	..	..	NX	..	NX	..
Washington, WTTG **Leslie G. Arries Jr.**	YX	YX	YX	YX	YX	YX	YX	YX	YX	..	..	..	YX	YX	YX	YX	..	YX	..
FLORIDA																			
Miami, WGBS-TV **Francis J. Riordan**	NX	NX	NX	NX	..	NX	NX	NX	..	..	NX	..	NX	NX	NX	NX	..	NX	NX
Panama City, WJDM-TV **Harry C. Babb**	YX	YX	NX	NX	NX	NX	..	..	..	NX	..	..	..	..	NX	NX	NX	..	..
Tampa, WFLA-TV **George W. Harvey**	YX	..	YX	YX	YX	YX	YX	YX	..	..	..	..	..	YX	YX	NX	..	YO	..
West Palm Beach, WIRK-TV **Joseph S. Field Jr.**	NX	NX	NX	NX	NX	NX	NS	NS	NS	NS	NS	..	NX	NX	NX	NX	NX	NX	NX
West Palm Beach, WJNO-TV **Theodore A. Eiland**	NX	..	NX	NX	..	..	YX	..	..	..	..	..	..	NX	..	..	..	NX	..
GEORGIA																			
Atlanta, WLWA **Harry A. Le Bron**	NX	NX	NX	NO	..	NO	..	NS	NX	..	NX	..	NO	NX	..	NX	OO	NX	NX
Atlanta, WSB-TV **Marcus Bartlett**	YS	YS	YS	YS	YS	YS	YS	YS	..	..	..	..	..	YS	..	YS	..	YS	..
Augusta, WJBF-TV **Donald M. Kelly Jr.**	YX	YX	YX	YX	..	YX	YX	YX	YX	YX	YX	..	YX	..	OO	YX	NX	NO	YS
Columbus, WDAK-TV **Eldred Forrester MacLeod**	NX	..	NX	NS	..	NX	NX	NX	NX	..	..	..	NX	NX	NX	NX	..	NX	..
Columbus, WRBL-TV **Ridley Bell**	YX	YX	YX	YX	..	YX	YX	YX	YX	YX	..	..	YX	YX	YX	NX	..	YX	..
Rome, WROM-TV **Edward Nixon McKay**	NX	NX	NX	YX	..	YX	NX	..	..	YX	..	..	NX	NX	NX	NX	NX	NX	..
Savannah, WTOC-TV **William T. Knight Jr.**	NX	NX	..	NX	NX	NX	NX	..	NX	..	NX	..	..	..	NX	NX	..	NX	..

Aggressive Program Promotion

builds audiences that build sales for you

AUDIENCES PREFER

Channel 4 WRBL-TV

COLUMBUS, GEORGIA

Proven by Area Telepulse*

SHARE OF AUDIENCE:

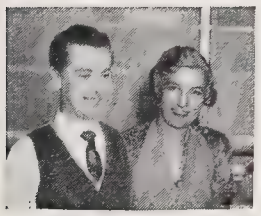
DAYTIME	NIGHTTIME
WRBL-TV—64	WRBL-TV—62
Station B—27	Station B—27
Misc.—9	Misc.—11

* November 1955

The top 48 weekly and multiweekly shows are on WRBL-TV.

All but 2 of the top 372 competitive quarter hours are on WRBL-TV.

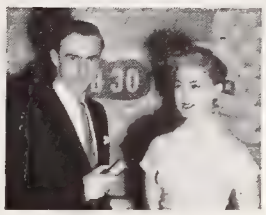
DAYTIME TV



DIGEST



What's Your Answer



CLUB 30

IS BIG TIME



SPORTS DIGEST



CONN. REPORT

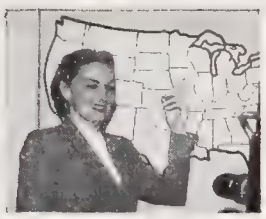


NEWS at SIX

ON WKNB-TV



BAR 30

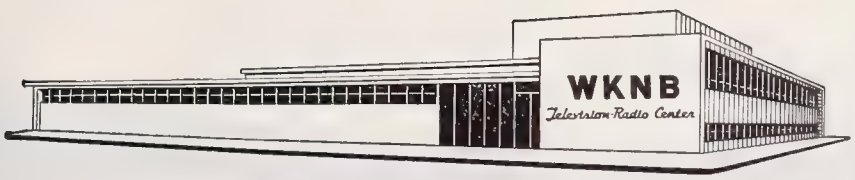


The WEATHERVANE



BIRTHDAY PARTY

HARTFORD County



STUDIOS AND OFFICES • WEST HARTFORD, CONN.

The "customer is always right"—that's uppermost in all of WKNB-TV's program planning. We think the viewers of Channel 30 are the *world's nicest people* and we cater to them.

Yes, viewers like *us* too. You should *see* the thousands of letters we get from men, women and children. You should *see* the fascinating programs built around more than 200 women's and men's service clubs. You should *see* the thousands of children who participate in the several types of programs designed for children of all ages—from pre-kindergarten to teenagers. You should *see* the thousands of people who visit our studios (more than 90,000 last year). You should *hear* what they say about WKNB-TV, Connecticut's leadership station.

Our own programs, plus all the NBC shows make a *powerful* and *convincing* sales vehicle. If you want *productive advertising coverage* at low cost—WKNB-TV is one of America's great TV buys.

WKNB-TV

Basic NBC

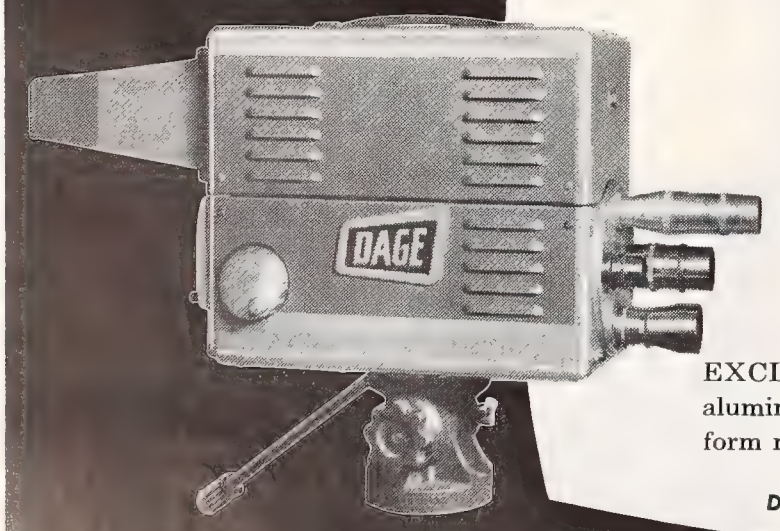
channel 30

LEGEND
Y Minimum Amount of Time Required
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O Service Offered Details Not Reported
$ Charge for Service
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	TRADE CALLS			TRADE MAILINGS			ADVERTISING SUPPORT						ON THE AIR SUPPORT					OTHER SUPPORT	
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IDAHO																			
Idaho Falls, KID-TV **C. N. Layne**	NX	N$	NX	NX	NX	..	NX	..	..	..	..	..	..	..	..	NX	N$	NX	..
Twin Falls, KLIX-TV **Frank C. McIntyre**	YX		OO	YX	..	..	..	OO	OO	..	..	..	..	YX	..	YO	..	YO	..
ILLINOIS																			
Champaign, WCIA-TV **August C. Meyer**	YX	YX	YX	YX	..	..	..	..	..	..	..	..	YX	YX	YX	YX	YX	YX	..
Chicago, WBBM-TV **H. Leslie Atlass**	..	..	..	Y$	YX	Y$	YX	..	..	..	..	..	..	..	..	NX	..	NX	..
Chicago, WGN-TV **Frank P. Schreiber**	..	..	YX	Y$	Y$	Y$	NX	..	YX	..	..	..	..	..	..	NX	..	NX	YX
Decatur, WTVP **Shaun F. Murphy**	YX	YX	..	YX	YX	YX	YX	YX	YX	..	..	..	YX	YX	YX	YX	YX	YX	..
Peoria, WTVH **Edward G. Smith**	NX	NX	NX	NX	NX	NX	NX	NX	..	..	OX	..	NX	NX	NX	NX	NX	NX	..
Quincy (Hannibal, Mo.), WGEM-TV **Joseph S. Bonansinga**	YX	YX	YX	YX	YX	YX	NX	NX	NX	NX	..	..	..	..	..	NX	YX	NX	..
Rockford, WREX-TV **Joseph Michael Baisch**	YX	YX	YX	YX	YX	NX	YX	YX	YX	..	..	..	YX	YX	YX	YX	YX	YX	..
Rockford, WTVO **Harold Froelich**	NX	NX	NX	NX	NX	..	NX	NX	NX	..	..	..	..	NX	..	NX	NX	NX	..
Rock Island (Davenport, Moline), WHBF-TV **Leslie C. Johnson**	NX	NX	NX	NX	NX	NX	NX	..	NX	..	..	..	..	NX	..	NX	..	NX	..
Springfield, WICS **Milton D. Friedland**	Y$	YX	Y$	YX	YX	YX	NX	..	..	..	..	..	YX	NX	NX	NX	NX	YX	..
INDIANA																			
Bloomington (Indianapolis Area), WTTV **Robert W. Lemon**	YX	NX	YX	Y$	NX	NX	YX	Y$	YX	..	YX	..	YX	NX	YX	NX	..	YX	YX
Evansville, WFIE **Ted M. Nelson**	NX	NX	NX	NX	NX	NX	YO	NO	NO	..	..	..	NX	NX	NX	NX	NX	NX	NX

TELECASTERS: CUT PRODUCTION COSTS

With the New DAGE Model 320A Camera



FOR USE IN: STUDIO • REMOTE TELECASTING • FILM PICKUP • KINESCOPING PROGRAMS

Enjoy greater handling ease and high telecasting quality without the need for extensive operator training and experience. The Dage Model 320A Vidicon Camera is a greatly improved version of the Model 300D camera which has been widely used for studio, remote and film pickups.

- Sweep failure protection for Vidicon pickup tube.
- Removable Electronic Viewfinder. 5″ tube. White phosphor.
- 8 MC bandwidth with adjustable phase and aperture correction and adjustable peaking coils.
- Overscan switch.
- Switch-selected control of electrical focus at either camera or control unit.
- Four-lens turret operated from rear of camera.
- Relay operated tally lights in hood and end panels.
- Camera control consoles include 10″ aluminized picture tube and 5″ waveform monitor. Built-in target calibration, regulated kinescope high voltage supply.

EXCLUSIVE NEW DAGE master monitor Model 635A includes 10″ aluminized picture tube with inter-laced pulse-cross display, 5″ wave form monitor, built-in calibration pulse for level adjustments.

Dage produces complete studio, pickup, switching and distribution equipment.

DAGE TELEVISION DIVISION
Michigan City, Indiana
In Canada, distributed by: Rogers Majestic Electronics, Ltd., Toronto

A Thompson Product



Thomas Kearns, Traffic Manager for Garrett Corp.'s AiResearch Div., in high-altitude lab. He tells

"How we cool off a hot pilot!"

"Above the speed of sound, air friction heats up the metal skin of the newest jets to several hundred degrees. *How do you keep the pilot cool?*

"AiResearch's answer: a refrigeration system including this miraculous 2-lb. turbine. Turning at 100,000 rpm's, it cools the air entering the cabin to 40° in 2/10 of a second!

"The extreme precision required in manufacturing such devices takes time. Yet, military contract schedules call for speed. Deliveries naturally have to be fast and sure — to plane companies located all over the country.

"How can we do it? By Air Express!

"Air Express proves its worth to us dozens of times a day, both incoming and outgoing. We literally could not maintain our schedules without it.

"Yet on most of those shipments, *Air Express saves us money.* A 10-lb. shipment from Los Angeles to Kansas City, for instance, costs $6.34. That's 17¢ less than the next lowest priced air service!"

AIR EXPRESS **Air Express**

GETS THERE FIRST *via U.S. Scheduled Airlines*

CALL AIR EXPRESS . . . *division of* **RAILWAY EXPRESS AGENCY**

LEGEND Y Minimum Amount of Time Required N No Minimum Time Required O Service Offered Details Not Reported $ Charge for Service X No Charge for Service .. Indicates Service Not Offered Executive to be contacted listed after Call Letters	TRADE CALLS			TRADE MAILINGS			ADVERTISING SUPPORT							ON THE AIR SUPPORT					OTHER SUPPORT	
	Solicit and/or Place Displays	Solicit Tie-In Advertising	Store Checks	Letter, Post Card or Broadside	Merchandising Bulletin	Will Imprint Name on Client-Supplied Mailing Pieces	Newspaper Tune-in Ads	Station Prepared Store Displays	Lobby Windows	Billboards	Car-cards	Other		Demonstrations	Giveaway Prizes	Product Mentions	Tune-in Announcements	Client Participation	Aid Client Representative in Product Distribution	Merchandising Plan Offering Preferred Displays
INDIANA—(continued)																				
Fort Wayne, WKJG-TV **Edward G. Thoms**	YX	..	..	YX	..	YX	YO	YX	..	..	YX	..		..	YX	..	YX	YX	..	..
Indianapolis, WFBM-TV **William F. Kiley**	YX	YX	YX	YX	YX	YX	YX	YX	..	..	YX	..		YX	YX	YX	NX	YX	YX	..
Indianapolis, WISH-TV **Robert B. McConnell**	YX	..	YO	YX	..	YX	YX	YX	YX	YX	..	..		..	YX	..	YX	..	YX	..
Muncie, WLBC-TV **Don Burton**	NS	NS	NS	YS	YX	NO	NX	NX	NX	..	..	..		NX	OO	NX	NX	NX	NX	..
Terre Haute, WTHI-TV **Joseph Michael Higgins**	NS	NS	NS	NS	..	NS	YX	OX	OX	OX	..	..		NX	NX	NX	NX	..	OO	..
IOWA																				
Ames, WOI-TV **Richard B. Hull**	YX	..	..	YX	YO	YO	..	..	..	..	..	..		NX	..	..	NX	..	YX	..
Cedar Rapids, WMT-TV **William B. Quarton**	YX	YX	YX	YS	YS	YX	YX	YS	YX	..	YX	..		YX	YX	YX	YX	..	YX	..
Fort Dodge, KQTV **Edward Breen**	YX	NX	NX	NX	..	NX	NX	NX	NX	..	..	..		..	..	..	NX	NX	NX	..
Mason City, KGLO-TV **Herbert R. Ohrt**	NS	NX	NS	NS	NS	NS	YX	YS	YX	NS	NS	..		NS	NX	NS	YX	NX	YX	..
Sioux City, KVTV **Robert R. Tincher**	NX	NX	..	NX	NX	NX	NX	NX	NX	..	..	..		NX	NX	NX	NX	OO	NX	NX
Waterloo, KWWL-TV **Ralph James McElroy**	NX	NX	NX	NX	NX	NX	NX	NX	..	..	..	..		NX	NX	NX	NX	NX	NX	NX
KANSAS																				
Great Bend, KCKT **Less Ware**	NX	NX	NX	NX	NX	NX	NX	NX	NX	..	..	..		..	..	..	NX	NX	NX	NX
Pittsburg (Joplin, Mo.), KOAM-TV **Ralph Eugene Wade**	YX	YX	YX	YX	..	YX	YX	..	..	..	..	..		..	..	..	YX	..	YX	..
Topeka, WIBW-TV **Ben Ludy**	NX	..	NX	NX	NX	NX	NX	NX	..	..	..	..		NX	NX	NX	NX	NX	NX	..



Come now!

38 out of the first 40 top shows in Fort Wayne?

YES!! AND MORE

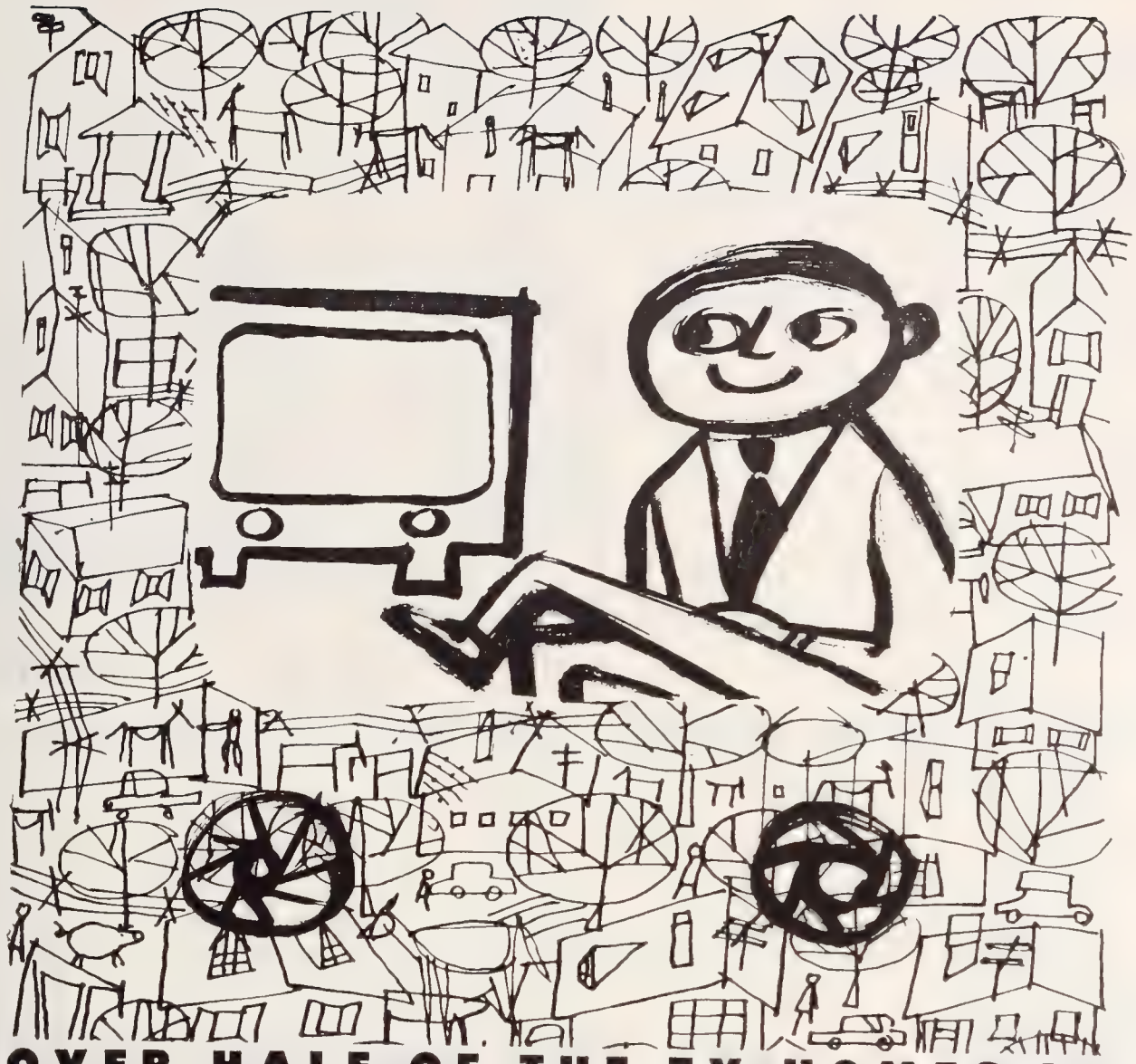
22 of 25 TOP-RATED SPOT FILM SHOWS
19 of 20 TOP-RATED MULTI-WEEKLY SHOWS *

IN THE FORT WAYNE AREA ARE SEEN ON
WKJG-TV CHANNEL 33

NBC Affiliate

We're used to the "Raised eyebrow treatment" but . . .
It doesn't bother us a bit when we can present Figures like these
* Taken from the ARB Survey for November 13-19, 1955

CALL US OR CALL RAYMER TODAY TO GET YOUR SHARE OF THIS TREMENDOUS SALES POTENTIAL



OVER HALF OF THE TV HOMES IN INDIANA



are

in the

area served by

WFBM-TV

TV Homes state-wide: 1,165,801
TV Homes WFBM-TV-wide: 664,507

NBC

WFBM-TV INDIANAPOLIS
Represented Nationally by the Katz Agency
Affiliated with WFBM-Radio; WOOD AM & TV, Grand Rapids; WFDF, Flint; WTCN, WTCN-TV, Minneapolis, St. Paul

LEGEND	TRADE CALLS			TRADE MAILINGS			ADVERTISING SUPPORT						ON THE AIR SUPPORT					OTHER SUPPORT	
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KENTUCKY																			
Henderson (Evansville, Ind.), WEHT **Cecil M. Sansbury**	NX	NX	NX	N$	..	NX	..	NX	NX	..	..	..	NX	NX	NX	NX	..	NX	..
LOUISIANA																			
Alexandria, KALB-TV **Willard L. Cobb**	YX	YX	YX	YX	YX	YX	..	..	YX	..	..	..	..	..	..	N$	..	..	..
Lafayette, KLFY-TV **William A. Patton**	NX	..	YX	YX	..	N$	YX	YX	..	YX	YX	..	..	YX	..	NX	..	NX	..
Lake Charles, KPLC-TV **David Wilson**	YX	YX	YX	YX	..	YX	YX	YX	YX	..	..	..	..	..	..	YX	..	YX	..
Lake Charles, KTAG **William F. Hession**	YX	YX	YX	YX	..	NX	YX	YX	..	YX	..	..	..	..	NX	NX	NX	NX	..
Monroe, KNOE-TV **Paul H. Goldman**	YX	YX	YX	..	YX	..	..	YO	..	..	YX	..	..	..	..	YX	YX	YX	..
New Orleans, WDSU-TV **Robert D. Swezey**	..	YX	NX	NX	NX	NX	NX	NX	NX	..	..	..	NX	NX	NX	NX	NX	NX	YX
MAINE																			
Bangor, WABI-TV **Leon P. Gorman**	N$	..	..	NX	NX	NX	..	NX	NX	..	..	..	NX	NX	..	NX	NX	NX	..
Poland Spring, WMTW **John Hughes Norton Jr.**	NX	..	..	NX	NX	NX	NX	NX	..	..	NX	..	..	..	..	NX	NX	NX	..
Portland, WCSH-TV **Jack S. Atwood**	NX	..	..	YX	..	YX	YX	..	..	..	..	..	..	..	..	NX	..	YX	..
MARYLAND																			
Baltimore, WMAR-TV **Ewell K. Jett**	..	..	..	NX	..	NX	NX	..	..	..	..	..	..	..	..	NX	..	NX	..



use this one-two punch to ring up extra sales

NO. 1 WAFB-TV has overwhelming viewer preference in Louisiana's State Capital. According to latest Telepulse, WAFB-TV has a leadership of nearly five to one, is first in 347 quarter hours to 78 for station B.

NO. 2 Within last few months, WAFB-TV has won, (a) first place in nation-wide "Lucy Show" contest with a double award for a special merchandising job, (b) first place in national Screen Gems, Inc. contest on program promotion, (c) one of first four places in "Frank Leahy and His Football Forecasts" promotion.

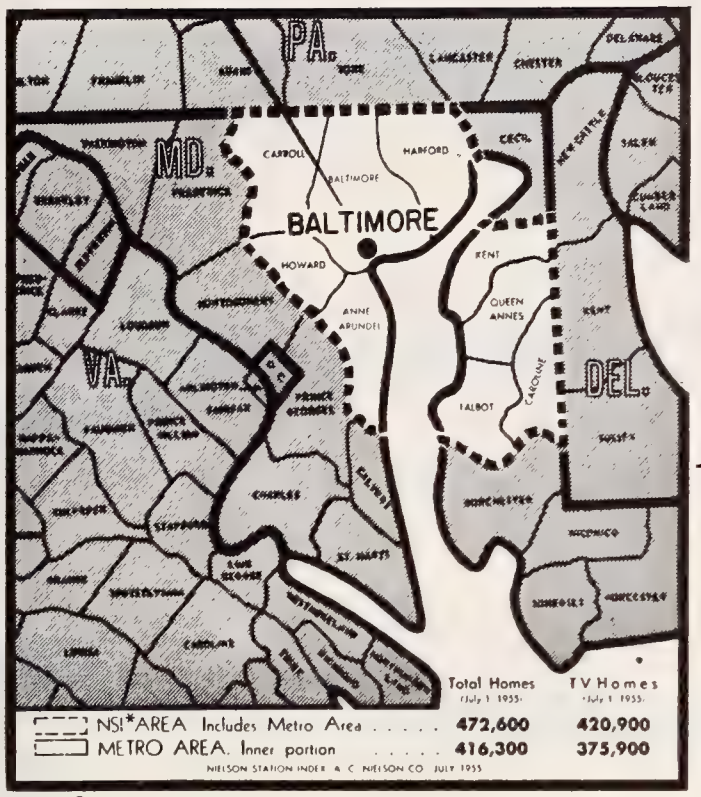
WAFB-TV

200,000 watts CBS-ABC

affiliated with WAFB-AM

First in TV in Baton Rouge

Call . . . Write . . . or . . . Wire
National Representative—Young Television Corp.
South & Southwest—Clarke Brown Co.



IN MARYLAND MOST PEOPLE WATCH WMAR-TV

Four week cumulative audience figures based on the number of *different homes* viewing one or more quarter-hour telecasts during an interval of eight weeks show that WMAR-TV leads the field. The total number of *different homes* includes cumulative audience beyond, as well as within, the NSI area. (See map.)

PROGRAMS REACHING 300,000 OR MORE DIFFERENT HOMES

6:00 P.M. TO MIDNIGHT . . . SUNDAY THROUGH SATURDAY

	WMAR-TV	Number of Different Homes*	
1.	I Love Lucy	455,600	
2.	Talent Scouts	436,200	
3.	December Bride	416,900	
4.	Burns and Allen	408,300	
5.	Red Skelton Show	378,600	
6.	I've Got A Secret	365,100	
7.		363,800	Station B
8.	Meet Millie	359,300	
9.	$64,000 Question	353,000	
10.	Alfred Hitchcock Presents	350,600	
11.	Ed Sullivan Show	349,400	
12.	Robin Hood	346,000	
13.	GE Theater	345,300	
14.	Two For The Money	344,700	
15.	Studio One	343,100	
16.		337,700	Station B
17.	Godfrey And Friends	328,300	
18.	Pvt. Secretary—Jack Benny	327,600	
19.	Gunsmoke	326,200	
20.		317,300	Station B
21.		310,800	Station B
22.	Jackie Gleason	308,600	
23.	Millionaire	305,900	
24.	Climax!	304,900	
25.		304,100	Station C
26.		301,300	Station B
27.	Bob Cummings Show	300,300	
28.	Premium Playhouse	299,700	
29.	Gene Autry	297,500	
30.	Beat The Clock	297,100	

*In each case figure represents highest quarter-hour. Source: Nielsen Station Index TV Report, December, 1955

CBS TELEVISION

In Maryland Most People Watch WMAR-TV

CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE, MARYLAND

Telephone MUlberry 5-5670 ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by **THE KATZ AGENCY, Inc.** New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

LEGEND
Y Minimum Amount of Time Required
N No Minimum Time Required
O Service Offered Details Not Reported
$ Charge for Service
X No Charge for Service
.. Indicates Service Not Offered
Executive to be contacted listed after Call Letters

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MASSACHUSETTS																			
Boston, WBZ-TV **W. C. Swartley**	NX	NX	..	NX	..	NX	NX	..	NX	..	..	..	..	..	..	NX	..	NX	..
Cambridge (Boston), WTAO-TV **Wallace Brown Dunlap**	YX	YX	..	Y$	YX	Y$	..	..	..	..	OO	..	NX	NX	NX	NX	NX	YX	..
Springfield, WHYN-TV **John Parsons**	YX	Y$	YX	Y$	..	Y$	NX	..	NX	..	..	..	NX	NX	NX	YX	..	NX	YX
Worcester, WWOR-TV **Ansel E. Gridley**	YX	YX	YX	YX	YX	YX	YX	YX	YX	YX	YX	..	YX	YX	YX	YX	YX	YX	YX
MICHIGAN																			
Ann Arbor, WPAG-TV **Edward F. Baughn**	NX	NX	YX	YX	..	Y$	NX	YX	..	..	..	..	..	YX	YX	NX	..	YX	..
Cadillac, WWTV **David F. Milligan**	Y$	YX	Y$	Y$	YX	Y$	YX	YX	YX	..	..	..	YX	YX	..	YX	YX	YX	..
Detroit, WWJ-TV **Edwin K. Wheeler**	..	..	..	Y$	NX	Y$	NX	..	..	..	YX	..	..	..	..	NX	..	..	..
Detroit, WXYZ-TV **Harold S. Christian**	YX	YX	YX	YX	..	..	YX	YX	..	..	..	..	..	..	..	NX	NX	..	..
Grand Rapids, WOOD-TV **Willard Schroeder**	NX	NX	NX	YX	YX	NX	NX	YX	YX	..	..	..	YX	YX	YX	NX	..	YX	YX
Traverse City, WPBN-TV **Les M. Biederman**	NX	NX	NX	NX	NX	NX	..	..	NX	..	..	..	NX	NX	NX	NX	NX	NX	..
MINNESOTA																			
Duluth (Superior, Wis.), KDAL-TV **Dalton A. Le Masurier**	NX	..	NX	NX	..	NX	NX	NX	NX	NX	..	..	..	NX	..	NX	..	NX	..
Minneapolis-St. Paul, KSTP-TV **William P. Davey**	..	NO	NO	NX	NX	NX	NX	NX	NX	..	..	..	NX	NX	..	NX	..	NX	..
Minneapolis-St. Paul, WCCO-TV **F. Van Konynenburg**	YX	YX	YX	NX	NX	NX	..	YX	..	..	..	..	..	..	..	NX	NX	YX	YX
Minneapolis-St. Paul, WTCN-TV **Miller C. Robertson**	YX	..	..	YX	..	YX	..	YX	..	..	..	..	..	NX	..	YX	..	YX	YX
Rochester, KROC-TV **Williard N. Lampman**	YX	..	YX	YX	YX	YX	YX	YX	..	..	..	..	YX	YX	YX	YX	YX	YX	..
MISSISSIPPI																			
Jackson, WJTV **L. M. Sepaugh**	Y$	YX	YX	YX	..	YX	YX	YX	YX	..	..	..	YX	YX	YX	NX	NX	YX	YX
Meridian, WTOK-TV **Robert F. Wright**	NX	NX	NX	NX	NX	NX	NX	..	..	..	..	..	..	..	..	NX	NX	NX	..
MISSOURI																			
Columbia, KOMO-TV **Edward C. Lambert**	NX	NX	NX	NX	NX	NX	YX	YX	..	..	YX	..	NX	NX	NX	YX	NX	NX	..
Hannibal (Quincy, Ill.), KHQA-TV **Walter J. Rothchild**	YX	YX	YX	YX	YX	YX	YX	..	YX	..	..	..	YX	YX	YX	YX	NX	YX	..
Jefferson City, KRCG **Mrs. Frank G. Handy**	NX	NX	NX	NX	..	NX	NX	..	NX	NX	NX	..	..	NX	NX	NX	NX	NX	..
Kansas City, KCMO-TV **E. K. Hartenbower**	YX	YX	YX	N$	N$	N$	YX	YX	..	..	..	..	NX	NX	..	NX	NX	YX	YX
St. Joseph, KFEQ-TV **Barton Pitts**	NX	NX	NX	NX	..	NX	..	YO	..	..	..	..	NX	..	NX	NX	NX	NX	..
St. Louis, KSD-TV **George M. Burbach**	Y$	Y$	..	Y$	..	Y$	NX	YX	..	..	..	..	..	NX	..	NX	..	NX	..
St. Louis, KWK-TV **Robert Thomas Convey**	Y$	Y$	Y$	Y$	..	Y$	Y$	..	NX	..	Y$	..	..	YX	..	NX	..	YX	..
St. Louis, KTVI **James F. Jae Jr.**	YX	YX	YX	YX	..	YX	YX	YX	..	..	YX	..	YX	YX	..	YX	..	YX	YX
MONTANA																			
Butte, KXLF-TV **E. B. Craney**	..	..	..	N$	..	..	..	..	..	..	..	..	NX	NX	NX	NX	NX	NX	YX

Tele-Sell merchandising has provided...

13,401 advertising pieces placed...

11,172 retail contacts for specific products...

6,092 feature displays in 146 super markets

The record of its first full year of operation provides positive proof of the power of WCCO-TV's *TELE-SELL* Merchandising Plans.

This all important tie-in of television advertising impact at the point of purchase included 146 cooperating supermarkets —accounting for 40% of all food business in the Twin City region.

All *TELE-SELL* Merchandising activity is performed at no extra cost to advertisers who qualify under one of the three WCCO-TV *TELE-SELL* Merchandising Plans.

The same proven sales assistance is ready to give your product a sales boost in the Minneapolis-St. Paul market . . . eighth largest in the United States in retail sales.

all this in just one year of operation...

WCCO-TV

Channel 4

Minneapolis • St. Paul

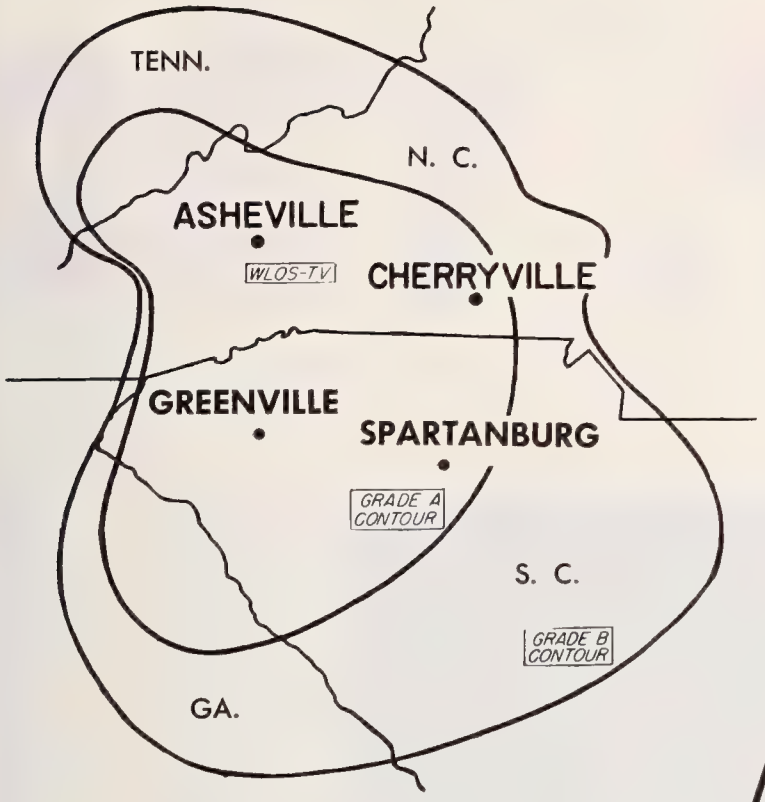
CBS Television in the Northwest

For further details call Free and Peters or Don Gillies at WCCO-TV



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MONTANA—(continued)																			
Great Falls, KFBB-TV **Joseph Patrick Wilkins**	NX	NX	NX	N$	..	N$	..	..	..	..	..	..	..	..	..	NX	..	NX	..
Missoula, KGVO-TV **Arthur James Mosby**	..	YX	..	..	..	..	..	..	..	..	..	..	..	OO	OO	YX	..	OO	..
NEBRASKA																			
Kearney (Holdrege), KHOL-TV **Jack Gilbert**	NX	NX	..	YX	YX	NX	YX	YX	NX	YX	YX	..	YX	YX	YX	YX	YX	NX	..
Omaha, WOW-TV **Frank P. Fogarty**	Y$	N$	YX	Y$	YX	YO	Y$	..	Y$	..	Y$	..	..	..	..	YX	..	YX	..
NEVADA																			
Henderson (Las Vegas), KLRJ-TV **Robert K. Gardner**	NX	NX	NX	N$	NX	N$	NX	NO	..	..	..	..	NX	NX	NX	NX	..	NX	NX
Las Vegas, KLAS-TV **R. G. Jolley**	NX	NX	NX	NX	..	..	NX	NX	NX	..	..	..	NX	NX	NX	..	Y$	NX	..
NEW HAMPSHIRE																			
Manchester, WMUR-TV **Norman Arthur Gittleson**	N$	NX	NX	YX	..	..	NX	..	..	..	..	..	NX	NX	NX	YX	..	NX	NX
NEW MEXICO																			
Albuquerque, KOB-TV **Wayne Coy**	YX	YX	YX	YX	..	YX	YX	YX	..	..	..	..	..	..	..	NX	..	YX	..
Albuquerque, KGGM-TV **A. R. Hebenstreit**	..	..	..	YX	..	YX	NX	YX	YX	..	..	..	..	YX	YX	NX	..	..	..
Roswell, KSWS-TV **Paul Bertrand McEvoy**	N$	N$	N$	YX	YX	Y$	N$	Y$	YX	..	..	..	..	Y$	..	YX	..	NX	..
NEW YORK																			
Albany (Schenectady, Troy), WROW-TV **Harry L. Goldman**	YX	..	YX	YX	YX	NX	NX	..	..	NX	NX	..	..	..	NX	NX	..	NX	YX
Binghamton, WNBF-TV **George R. Dunham**	NX	..	NX	NX	NX	NX	NX	..	..	..	..	..	..	..	..	NX	..	NX	..
Buffalo, WBEN-TV **Nicholas John Malter**	NO SERVICES OFFERED.																		
Buffalo, WGR-TV **Joseph J. Bernard**	NX	NX	NX	NX	NX	NX	NX	NX	..	..	NX	..	NX	NX	NX	NX	..	..	..
Carthage (Watertown), WCNY-TV **James W. Higgins**	NX	NX	NX	NX	NX	NX	NX	NX	..	..	..	..	..	..	..	NX	..	NX	NX
Kingston, WKNY-TV **Robert M. Peebles**	NO	OO	YX	NX	..	..	YX	YX	YX	..	..	..	NX	..	NX	NX	YX	..	NX
Lake Placid (Plattsburg), WIRI **Albert Henry La France**	N$	NX	NX	NX	..	N$	YX	..	YX	..	..	..	..	..	..	YX	NX	NX	..
New York City, WABC-TV **Jay Hoffer**	YX	..	..	Y$	YX	YX	YX	..	YX	..	..	..	NX	NX	..	..	..	NX	YX
New York City, WABD **George Barenbregge**	YX	YX	..	Y$	Y$	YX	YX	..	YX	..	..	..	..	..	YX	YX	YX	YX	Y$
New York City, WRCA-TV **Max Buck**	YX	NX	NX	N$	YN	..	NX	..	NX	NX	NX	..	..	..	..	NX	NX	NX	YX
Rochester, WHAM-TV **William Fay**	Y$	YX	..	Y$	Y$	Y$	YX	Y$	YX	..	..	..	Y$	Y$	Y$	Y$	..	..	..
Rochester, WVET **Ervin F. Lyke**	NX	..	YX	YX	YX	YX	YX	YX	YX	..	YX	..	YX	YX	YX	YX	..	YX	..
Schenectady (Albany, Troy), WRGB **Raymond W. Welpott**	NX	..	NX	NX	..	NX	NX	..	NX	..	..	..	NX	NX	NX	NX	..	NX	..
Syracuse, WHEN-TV **Paul Adanti**	Y$	..	YX	YX	YX	YX	..	YX	YX	..	..	..	YX	YX	YX	YX	..	YX	YX
Syracuse, WSYR-TV **Fred I. Geiger**	NX	NX	NX	NX	..	..	NX	NX	NX	..	..	..	NX	..	NX	NX	..	NX	..
NORTH CAROLINA																			
Asheville, WISE-TV **Joseph Jonathan Master**	Y$	YX	Y$	YX	YX	YX	YX	YX	YX	..	..	..	Y$	Y$	YX	YX	YX	YX	YX

Extend And Sell Through WLOS-TV



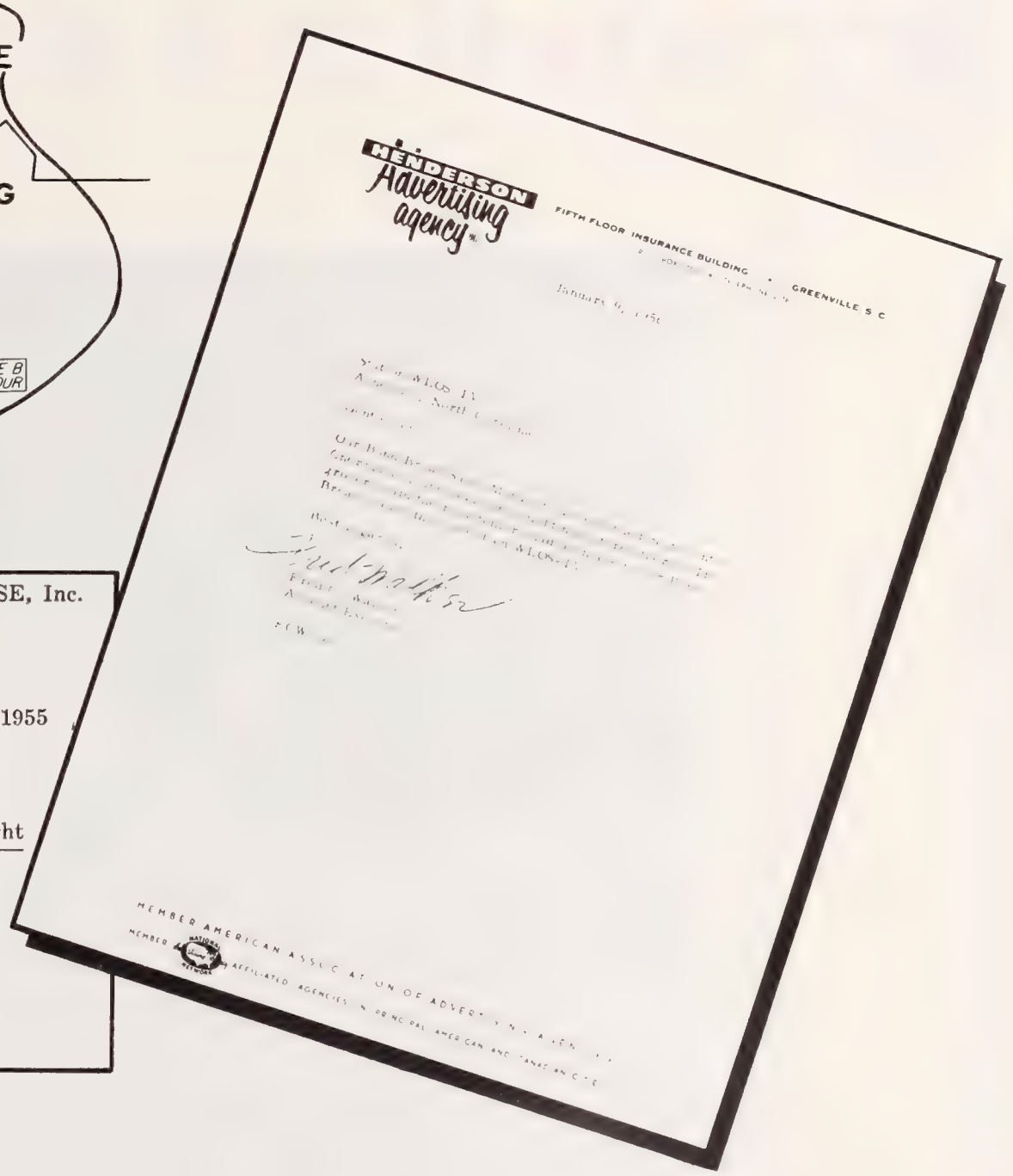
THE PULSE, Inc.

SHARE OF AUDIENCE
BUNCOMBE COUNTY, N. C.

December 1955

(from Greenville, S. C.—5 County Area)
Monday-Friday

	7 A. M. 12 Noon	12 Noon 6 P. M.	6 P. M. 12 Midnight
A	57	37	30
B	42	28	27
C	—	—	—
WLOS	1a	35	32
Misc.	—	—	11
Average ¼ hour H.U.T.	12.8	26.1	45.1



BOND BREAD DID IT! SO CAN YOU. INCREASE YOUR SALES IN CHERRYVILLE, N. C. AND THE 332 OTHER COMMUNITIES IN THE EXTENSIVE WLOS-TV GRADE B CONTOUR COVERAGE AREA BY BUYING SPOT SCHEDULES ON WLOS-TV. IN SUPPORT OF SPOT SCHEDULES, ADVERTISER RECEIVES TRADE MAILINGS, NEWSPAPER TIE-INS, AND VARIOUS DISPLAYS.

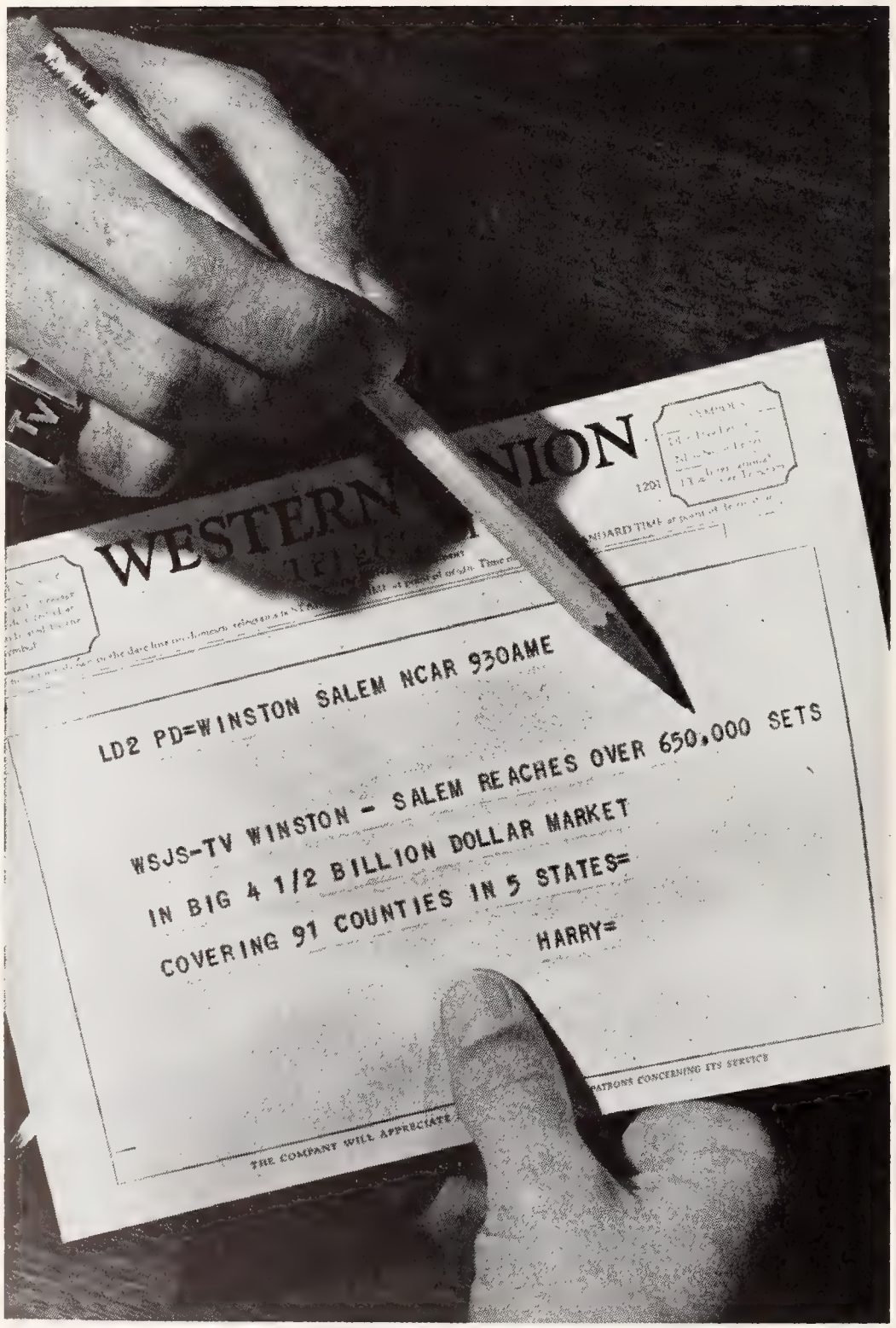
REPRESENTATIVES

National
Venard, Rintoul & McConnell, Inc.

Southeast
James S. Ayers Co.

WLOS - TV - CHANNEL 13 - ASHEVILLE, N. C.

LEGEND	TRADE CALLS			TRADE MAILINGS			ADVERTISING SUPPORT						ON THE AIR SUPPORT					OTHER SUPPORT	
Y Minimum Amount of Time Required N No Minimum Time Required O Service Offered Details Not Reported $ Charge for Service X No Charge for Service .. Indicates Service Not Offered Executive to be contacted listed after Call Letters	Solicit and/or Place Displays	Solicit Tie-In Advertising	Store Checks	Letter, Post Card or Broadside	Merchandising Bulletin	Will Imprint Name on Client-Supplied Mailing Pieces	Newspaper Tune-in Ads	Station Prepared Store Displays	Lobby Windows	Billboards	Car-cards	Other	Demonstrations	Giveaway Prizes	Product Mentions	Tune-in Announcements	Client Participation	Aid Client Representative in Product Distribution	Merchandising Plan Offering Preferred Displays
NORTH CAROLINA—(continued)																			
Charlotte, WBTV **John P. Dillon**	YX	..	..	YX	YX	YX	NX	..	NX	NX	..	..	..	YX	YX	NX	..	NX	..
Durham, WTVD **Harmon L. Duncan**	NX	NX	NX	NX	NX	NX	OO	OO	..	..	..	..	NX	NX	NX	NX	NX	NX	NX
Fayetteville, WFLB-TV **L. W. Allen**	YX	YX	YX	YX	..	YX	YX	YX	..	..	..	..	..	..	..	YX	..	YX	..
Greensboro, WFMY-TV **Gaines Kelley**	NX	NX	..	NX	NX	NX	NX	..	..	..	..	..	..	..	..	NX	NX	NX	..
Greenville, WNCT **Arthur Hartwell Campbell**	NX	..	..	N$	..	OO	YX	..	..	YX	..	..	YX	..	YX	NX	..	..	..
Winston-Salem, WSJS-TV **Harry Brewer Shaw**	YX	NX	YX	YX	..	YX	YX	YX	..	YX	YX	..	..	..	..	YX	NX	NX	..



WSJS-TV
316,000 WATTS

NBC
AFFILIATE FOR
WINSTON-SALEM
GREENSBORO
HIGH POINT

CALL
HEADLEY-REED
REPRESENTATIVES

RALEIGH CBS DURHAM

NORTH CAROLINA

287 NEW ACCOUNTS

IN A TEN WEEK PERIOD



PROOF! COVERAGE POSITIVE!

Channel 28 CBS **WNAO-TV** ABC

JOHN H. BONE, Gen. Mgr.

NATIONAL REPRESENTATIVES AVERY-KNODEL

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NORTH DAKOTA																			
Bismarck, KBMB **Fred L. Drewry**	YX	YX	YX	NX	NX	N$	Y$	Y$	..	..	Y$	..	YX	YX	YX	NX	NX	NX	..
Bismarck, KFYR-TV **Frank E. Fitzsimonds**	NX	NX	NX	NX	..	NX	NX	NX	..	..	..	..	NX	NX	NX	NX	NX	YX	..
Fargo, WDAY-TV **Tom Barnes**	NX	NX	..	NX	NX	NX	NX	NX	NX	NX	..	..	NX	NX	NX	NX	..	NX	NX
Valley City, KXJB-TV **John W. Boler**	YX	YX	YX	N$	NX	N$	Y$	Y$	NX	..	Y$	..	YX	YX	YX	NX	NX	NX	..

Get the most out of radio television and the allied arts

BROADCASTING • TELECASTING

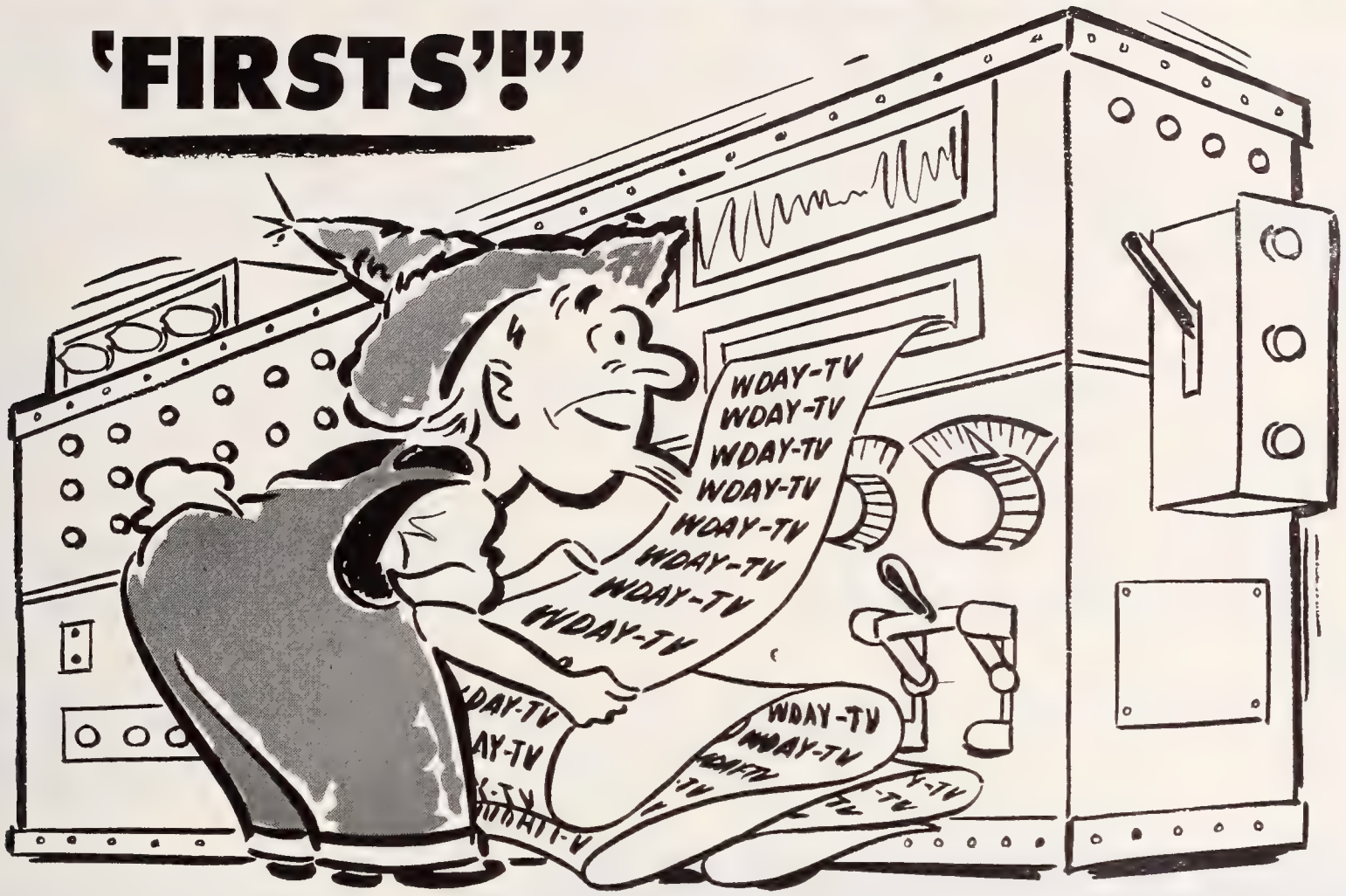
is the one journal that gives you the most reliable, most complete news of radio, television and the allied arts. If you are new to radio/tv, or if you plan to enter the field —don't take chances on a buck-slip copy— start your own subscription today. Read the latest news while it is still news. Annual subscription $7.00.*

BROADCASTING TELECASTING

1735 DeSales Street, N.W., Washington 6, D. C.

* *BROADCASTING and TELECASTING Yearbooks may be ordered as part of a year's subscription at the additional cost of $2.00 per Yearbook. Apart from a subscription Yearbooks are $3.00 per copy.*

"LOOKIT ALL THEM WDAY-TV 'FIRSTS'!"



YOU don't need an electronic brain to figure WDAY-TV's audience preference. Just look at the ARB figures!

WDAY-TV gets more than FOUR TIMES as many afternoon viewers as the next station — more than TWICE as many nighttime viewers!

WDAY-TV has 23 of the 25 most popular NETWORK shows in the area—14 of the top 15 FILM shows—all 10 top DAYTIME shows!

In addition to Fargo-Moorhead, the Survey covered four other metropolitan areas — *each between 40 and 50 miles away!*

AMERICAN RESEARCH BUREAU, INC.
NORTH DAKOTA: Fargo, Valley City, Hillsboro, Wahpeton
MINNESOTA: Moorhead, Fergus Falls, Breckenridge
November 13-19, 1955

	AVERAGE WEEKLY RATINGS	
	WDAY-TV	Station B
12:00 - 5:00 p.m. Monday thru Friday	18.6	4.0
5:00 - 6:00 p.m. Monday thru Friday	33.8	8.7
6:00 - 10:30 p.m. Sunday thru Saturday	40.5	17.6

EXCLUSIVE WDAY-TV "SHOPPER STOPPER" MERCHANDISING PLAN!

Our foodstore plan featuring mass, end-of-aisle displays in Fargo-Moorhead super-markets is PRODUCING RESULTS. Want some yourself?

Plan includes:

1 Free mass displays in all participating "supers" in one-week period — simultaneously.

2 Free daily mention of Shopper Stopper Plan, with product identification, on WDAY-TV.

3 Free mats, shelf-talkers and price cards — all with Shopper Stopper trademark — for use as tie-in material.

WDAY-TV

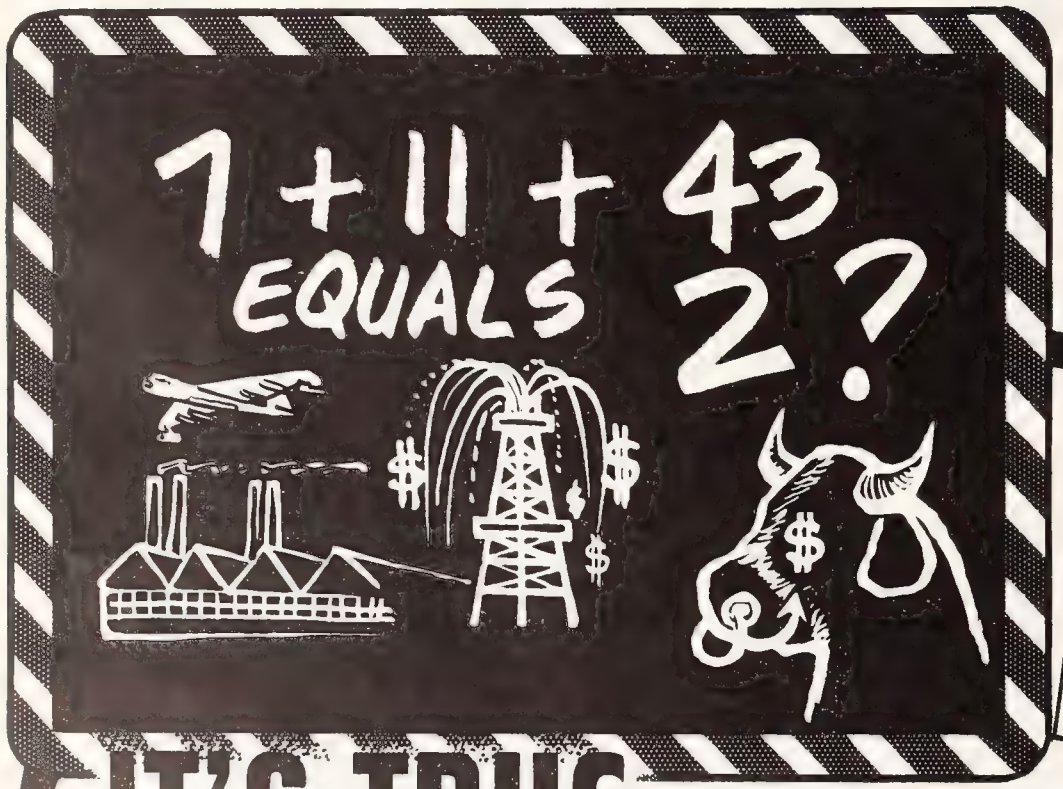
FARGO, N. D. • CHANNEL 6

Affiliated with NBC • ABC



FREE & PETERS, INC.
Exclusive National Representatives

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OHIO																			
Cincinnati, WKRC-TV **David G. Taft**	NX	NX	NX	YX	NX	NX	NX	NX	..	..	..	..	NX	NX	NX	NX	NX	..	YX
Columbus, WBNS-TV **Richard A. Borel**	NX	NX	NX	NX	NX	NX	NX	NX	..	..	NX	..	NX	..	NX	NX	NX	NX	NX
Columbus, WLWC **James Leonard**	NX	NX	NX	NX	NX	NX	NX	NX	NX	..	NX	..	..	NX	..	NX	NX	..	..
Columbus, WTVN-TV **Joseph W. McGough**	NO	..	..	YS	NX	NS	YS	YS	..	..	..	..	NX	NX	NX	NX	..	NX	YX
Dayton, WHIO-TV **Robert H. Moody**	NX	NX	NX	NX	NX	NX	YX	YX	..	..	YX	..	YX	YX	NX	NX	..	NX	.
Dayton, WLWD **H. Peter Lasker**	NX	NX	NX	NX	NX	NX	NX	NX	..	NX	NX	..	..	NX	..	NX	..	NX	NX
Lima, WIMA-TV **R. W. Mack**	NX	NX	..	NX	NX	NX	..	..	NX	..	..	..	..	NX	..	NX	NX	NX	..
Youngstown, WFMJ-TV **Mitchell F. Stanley**	YX	NX	NX	NX	..	NS	YX	NX	NX	..	..	..	NX	NX	NX	NX	NX	NX	YX
Youngstown, WKBN **J. L. Bowden**	NX	NX	YX	YX	NX	YX	NX	YX	..	..	..	..	YX	YX	YX	NX	OO	NX	YX
OKLAHOMA																			
Ada, KTEN **Anderson Brown Morris**	NX	NX	NX	NX	NX	NX	NX	NX	NX	..	NX	..	NX	NX	NX	NX	NX	NX	NX
Muskogee, KTVX **L. A. Blust Jr.**	NX	NX	..	YS	..	NX	YS	..	..	..	YX	..	..	YX	..	NX	..	NX	..
Oklahoma City, KTVQ **R. M. Lester**	NO	OO	..	OO	..	OO	OO	..	..	..	..	..	NO	..	OO	OO	OO	OO	..
Tulsa, KVOO-TV **C. B. Akers**	YX	YX	YX	YX	..	YX	YS	YX	YX	YX	YS	..	NX	NX	..	NX	NX	NX	..



KVOO-TV TULSA
Merchandising PLUS-

Everything from dealer Cards to 24 sheets—a definite percentage of your Billing is invested in proven promotion on *your* program.

We can *prove* it — write Sales Promotion Department.

IT'S TRUE IN TULSA . . . THERE'S A SPOT for YOU . . . on

7th (in consumer Spendable Income, $6,666.00 per family)*
plus 11th (in per capita population increase since 1950)*
plus 43 (Tulsa is the "43rd" TV market in America)**
equals TWO . . . Channel TWO . . . for complete coverage of this oil rich, cattle rich market.

*Sales Management Survey of Buying Power — 1955
**CBS Report to FCC — Dec. 1955

NBC Channel **KVOO-TV** 2

FOR CURRENT AVAILABILITIES CONTACT OFFICES OF BLAIR-TV

We can prove it - only Crosley Stations guarantee merchandising-promotion action that really means business

* *

In all broadcast media in the entire United States, only the Crosley Stations guarantee power-packed Merchandising-Promotion Service that really means business for advertisers!

Here's a behind-the-scenes salesforce that doesn't show up in the mass of broadcasting formal statistics. Yet Crosley's 43-man Client Service Department of shoes-to-ships experts wraps up the most sensational off-mike promotion for advertisers' products. Yes, thru the POP Plan (Point of Purchase), the Crosley Group covers the store fronts of people, places and things...as this expert high-powered staff floods the mails, pounds the pavements, and pushes the products to move merchandising mountains and bring home the business for sponsors.

Let our representatives tell you the story of the Nation's biggest and most effective Media Merchandising-Promotion organization anywhere--Operation Crosley.

Distinguished members of the **CROSLEY GROUP**

WLW	*Radio*
WLW-A	*Atlanta*
WLW-C	*Columbus*
WLW-D	*Dayton*
WLW-T	*Cincinnati*

SALES OFFICES: NEW YORK, CINCINNATI, DAYTON, COLUMBUS, ATLANTA, CHICAGO, MIAMI. **CROSLEY BROADCASTING CORPORATION, A DIVISION OF** AVCO MANUFACTURING CORPORATION

LEGEND

Y Minimum Amount of Time Required
N No Minimum Time Required
O Service Offered Details Not Reported
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OREGON																			
Eugene, KVAL-TV **S. William McCready**	NS	NX	NS	NS	..	NX	NX	NX	..	..	..	..	NX	NX	NX	NX	NX	NX	..
Klamath Falls, KFJI-TV **Alan Kent Abner**	YX	YX	YX	YX	YX	..	YX	YX	..	..	..	..	..	..	YX	YX	..	NX	..
Medford, KBES-TV **Jerold Robert Poulos**	NX	NX	NX	YX	..	YX	..	..	NX	..	..	..	OO	OO	OO	NX	NX	NX	YX
Portland, KLOR **S. John Schile**	YX	..	NX	NX	..	NX	YO	NX	..	..	NX	..	NX	..	NX	NX	..	NX	NX
Portland, KOIN-TV **C. Howard Lane**	..	..	YX	YX	YX	YX	NX	..	..	..	..	..	..	..	..	NX	..	YX	..
Portland, KPTV **Russell K. Olsen**	YX	YX	YX	NX	..	YX	NX	NS	NX	..	..	..	..	NX	..	NX	NX	..	YX
PENNSYLVANIA																			
Easton, WGLV **Charles R. Thon**	YX	YX	YX	YX	..	YX	YX	YX	..	..	..	..	YX	YX	YX	YS	NS	NX	..
Erie, WICU **Ben McLaughlin**	OO	OO	OO	OO	..	..	NX	OO	OO	OO	OO	..	..	..	..	OO	OO	..	..
Harrisburg, WTPA **David J. Bennett**	YS	..	..	NX	..	NX	NX	..	OO	..	NX	..	..	YX	..	NX	..	..	YX
Johnstown, WJAC-TV **Alvin Dale Schrott**	..	..	..	NX	..	NX	NX	..	..	..	..	..	..	..	..	NX	..	..	..
Philadelphia, WCAU-TV **Donald W. Thornburgh**	..	..	..	OO	..	..	OO	OO	OO	..	..	..	..	OO	..	OO	..	..	..
Philadelphia, WFIL-TV **George A. Koehler**	NX	NX	NX	YX	NX	NX	NX	NX	NX	NX	NX	..	NX	NX	NX	NX	NX	NX	YX
Scranton, WARM-TV **William M. Dawson**	NX	NX	NX	NX	..	NX	NX	..	..	..	NX	..	..	NX	..	NX	..	NX	NX
Wilkes-Barre, WBRE-TV **David M. Baltimore**	OO	..	YO	..	..	YO	YX	YX	YX	..	YX	..	YX	YX	..	YX	..	..	..
Wilkes-Barre, WILK-TV **Thomas P. Shelburne**	YX	YX	YX	YX	..	YX	YX	YX	YX	..	YX	..	YX	YX	YX	YX	YX	YX	..
York, WNOW-TV **Richard E. Burg**	NX	NX	NX	NX	NX	NX	NX	NX	..	..	..	..	NX	NX	NX	NX	NX	NX	..
York, WSBA-TV **Louis J. Appell**	YX	YX	YX	YX	..	YX	YS	YX	YX	YX	..	..	YX	YX	YX	YX	YX	YX	YX
RHODE ISLAND																			
Providence, WJAR-TV **Peter B. James**	..	..	..	YS	..	..	YX	..	..	YS	..	..	..	NX	..	YX	NX	..	YS
SOUTH CAROLINA																			
Anderson, WAIM-TV **Glenn P. Warnock**	NX	NX	NX	NX	NX	NX	NX	NX	NX	..	NX	..	NX	NX	NX	NX	..	NX	NX
Charleston, WCSC-TV **John M. Rivers**	NX	..	NX	YX	..	YX	YX	YS	..	..	..	..	..	..	YX	NX	..	NX	YX
Charleston, WUSN-TV **J. Drayton Hastie**	NX	NX	NX	NX	NX	..	NS	..	..	NS	NS	..	NX	..	..	NX	..	NX	NX
Columbia, WCOS-TV **Charles W. Pittman**	NX	NX	NX	NX	..	NX	YX	YO	OO	..	..	..	..	..	..	NX	..	OO	..
Florence, WBTW **J. William Quinn**	..	..	..	YX	..	YX	NX	..	..	..	..	..	..	NX	..	NX	..	..	..
Greenville, WFBC-TV **Bevo T. Whitmire**	NX	..	..	NX	..	NX	NX	..	..	..	NX	..	NX	NX	NX	NX	..	NX	..
SOUTH DAKOTA																			
Rapid City, KOTA-TV **J. Norman Heffron**	YX	YX	NX	YX	YX	YX	..	..	OO	..	OO	..	YX	NX	NX	YX	..	NX	..
TENNESSEE																			
Chattanooga, WDEF-TV **Harold E. Anderson**	YS	YS	YX	YS	..	YS	YS	..	YX	..	..	..	YX	YX	..	YX	..	NX	..
Jackson, WDXI-TV **Aaron B. Robinson**	YX	YX	YX	YX	YX	YX	YX	YX	YX	YX	YX	..	YX	YX	YX	YX	YX	YX	YX
Knoxville, WTSK-TV **John Adolph Engelbrecht**	YS	YS	YS	YS	..	YS	YS	YS	YS	..	..	..	YS	YS	YS	YS	YS	..	..
Memphis, WHBQ-TV **John Hyde Cleghorn**	YS	NX	NX	NX	..	NX	YX	..	..	..	YX	..	..	NS	NS	NX	NS	NS	..
Memphis, WMCT **Earl Moreland**	NX	OO	..	NX	..	NX	NX	..	NX	..	..	..	NX	OO	OO	NX	NX	NX	..
Old Hickory (Nashville), WLAC-TV **T. B. Baker Jr.**	YS	..	..	YX	..	YX	NS	..	OO	..	..	..	YX	YX	YX	YX	..	NX	..



Typical point of sale merchandising is the permanent display built in the area's largest chain of food stores. The products of one spot advertiser and one program sponsor are featured weekly, with on-the-air announcements calling attention to the displays. Retailers and wholesalers are kept constantly aware of advertised products by direct mail and personal calls.

A COMPLETE SALES SERVICE



The audience is built by extensive newspaper advertising and publicity. A large ad introduces each new program and its sponsor; consistent news stories and tune-in ads hold and ever increase its following. Liberal use of on-the-air promos emphasize audience attraction to all shows.

. . . from before the telecast . . . until the product is sold

KCMC-TV is constantly working for the advertiser! Building, maintaining an audience of over half a million . . . pre-selling the product with promotion . . . pushing sales with aggressive merchandising!


PROMOTION REPORT

KCMC-TV 6

TO Your agency

FOR Your Client

On the Air:
4 Minute Spots
8 20-Second Spots
6 10-Second Spots
DURING January, 1956
REMARKS 9 devoted to special promo of new models on Jan. 15 show.

Newspaper Ads:
Texarkana Gazette
Paper: Daily News
Date: Jan. 15, 1956
Type ☒ Individual ☒ Highlight ☐ Group
Space: 4 x 12" Individual ad
1 x 3" Share of highlight ad.

The final follow-through . . . regular reports, complete with copy, tearsheets, photos, samples . . . sent to agency, advertiser, network, all others concerned with the account.

THIS IS THE FORMULA THAT HAS GIVEN KCMC-TV UNMATCHED ADVERTISER AND AUDIENCE ACCEPTANCE IN 161,680 TV HOMES IN FOUR STATES.

Television Magazine, Jan., 1956

YOU GET MORE THAN JUST TIME WHEN YOU BUY THE

Powerhouse of the Southwest

100,000 WATTS

KCMC-TV

CBS • ABC INTERCONNECTED

CHANNEL 6

TEXARKANA, TEXAS-ARKANSAS

Represented By
Venard, Rintoul & McConnell, Inc.

Richard M. Peters
Director National Sales and Promotion

Walter M. Windsor
General Manager

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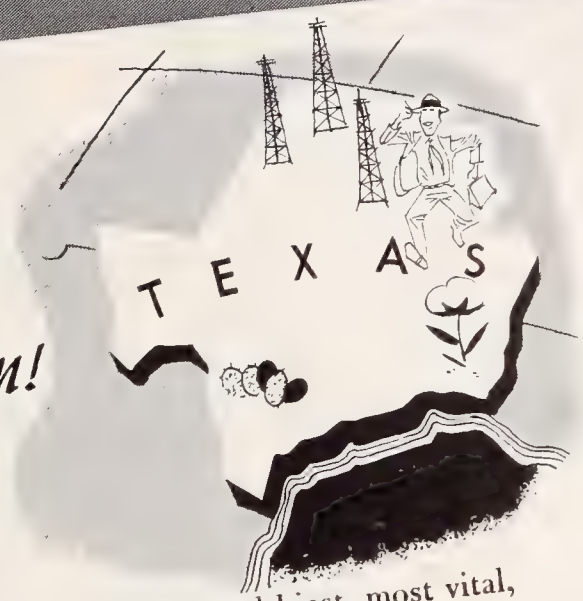
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TEXAS																			
Amarillo, KFDA-TV **Ed Moore**	NX	..	NX	NX	..	NX	NX	NX	..	..	..	..	NX	NX	NX	NX	..	NX	..
Amarillo, KGNC-TV **Robert Martin Watson**	YS	YX	YX	YX	..	YS	YX	YX	YX	..	YX	..	YX	YX	YX	NX	..	NX	..
Austin, KTBC-TV **J. C. Kellam**	YX	YX	YS	YX	..	YX	..	..	YX	YX	YX	..	YX	YX	YX	YX	YX	NX	..
Corpus Christi, KVDO-TV **L. W. Smith**	NX	NX	NX	NX	NX	NX	..	NX	NX	..	..	..	..	..	..	YO	..	NX	..
Dallas, KRLD-TV **Roy M. Flynn**	..	..	..	YX	..	OO	..	..	..	..	..	..	..	..	..	YX	..	YX	..
El Paso, Tex. **Val Lawrence, KROD-TV**	NX	NX	NX	YX	NX	NX	NX	NX	NX	YX	YX	.	NX	NX	NX	NX	NX	YX	YX
Ft. Worth, WBAP-TV **George Cranston**	..	NX	NS	NS	NX	NS	NS	..	NX	..	..	..	NS	NX	..	NX	NX	NX	..
Galveston (Houston), KGUL-TV **Paul E. Taft**	YX	YX	YX	YX	YX	YX	YX	YX	YX	YX	..	..	YX	YX	YX	YX	YX	YX	YX
Harlingen (Brownsville, McAllen, Weslaco), KGBT-TV **Ingham Stephen Roberts**	NS	NX	NX	NX	NX	NX	NX	NX	..	..	NX	..	NX	..	NX	NX	NX	NX	..
Lubbock, KCBD-TV **Joseph H. Bryant**	NX	NX	NX	NX	..	NX	..	NX	..	..	..	..	..	..	..	NX	..	NX	..
Lubbock, KDUB-TV **W. D. Rogers**	NX	NX	NX	NX	NX	NX	NX	NX	..	..	NX	..	NX	NX	NX	NX	NX	NX	NX
San Antonio, WOAI-TV **James Gaines**	..	..	..	NX	NX	NX	NX	OO	OO	..	..	..	..	NX	..	YX	..	..	..
Texarkana (Texarkana, Ark.), KCMC-TV **Walter M. Windsor**	NX	NX	NX	NX	..	NX	NX	NX	..	..	..	..	NX	NX	NX	NX	..	NX	NX
Tyler, KLTV **Marshall H. Pengra**	YX	YX	YX	YS	YX	YX	YX	..	..	..	YX	..	YX	..	YX	YX	YX	YX	
Waco, KANG-TV **Robert H. Walker**	NX	NX	NX	NX	NX	NX	NX	NS	..	..	..	..	NX	..	NX	NX	NX	NX	..
Waco, KWTX-TV **Buddy Bostick**	NX	NX	NX	YX	..	NX	NX	NX	NX	NX	..	..	NX	NX	NX	NX	NX	NX	..
Weslaco (Brownsville, Harlingen, McAllen), KRGV-TV **Byron W. Ogle**	YS	YO	NO	YS	..	NO	NO	NO	..	..	..	..	NO	NO	NO	NO	NO	..	NO
UTAH																			
Salt Lake City, KSL-TV **D. Lennox Murdoch**	NX	NX	NX	NX	NS	NX	NX	YX	..	..	NX	..	NX	NX	..	NX	NX	NX	YX
Salt Lake City, KUTV **Brent H. Kirk**	NS	NX	NX	NS	..	NX	YX	NS	NX	..	..	..	NX	NX	NX	YX	..	NX	NS
VIRGINIA																			
Hampton (Norfolk), WVEC-TV **Thomas P. Chisman**	NX	NX	NX	NX	NX	NX	NX	NX	NX	..	..	..	NX	..	NX	NX	..	NX	NX
Harrisonburg, WSVA-TV **Howard Charles Evans**	YX	YX	YX	YX	..	NS	NX	..	NX	..	NX	..	NS	NS	NS	YS	NS	YS	..
Richmond, WTVR **Wilbur M. Havens**	NS	NS	NS	NS	..	NS	YS	..	YX	..	YS	..	..	..	YX	YS	..	NX	..

EL PASO'S GROWTH & DEVELOPMENT
. . . staggering . . . in scope

Reader's Digest
January, 1956

Go Southwest, Young Man!

By Paul Gallico



Impressions of "the boomingest, wealthiest, most vital, expanding and exciting state in the Union"

THE LAST stop in the state is El Paso—The Pass, open door between the United States and Mexico on the Rio Grande. It was almost 20 years since I had visited that city, then a sleepy border town noted chiefly as the gateway to a drink and a bottle of French perfume. Its growth and development as of 1955 were staggering and Texan in scope.

What had been dust-dry desert country east of the city is now a humming series of airports, Army bases and jet airfields. Here was Fort Bliss, the guided-missile base, plus barracks, newly erected housing projects, shopping centers, stores and factories stretching almost as far as the eye could reach. From atop a 4000-foot mountain to the west the amazed eye took in networks of new roads and expressways in and around the city, new residences and flower gardens dotting the hills, the chimneys and towers of industry. El Paso was El Paso no longer, but another of those self-contained worlds in which this always astonishing state abounds.

Military plans call for over 13½ million in permanent construction at Fort Bliss and Biggs Field.

Northrop Aircraft plans a $20,000,000 long-range development in El Paso.

Construction on another multi-million dollar shopping center will begin this fall.

KROD-TV's antenna atop this same mountain, is the highest above sea level in Texas.

One 5,000 home project under way - another 5,000 unit development just announced. City population now more than 220,009.

Acquisition of 4½ more miles of right-of-way will hasten completion of another new City-County expressway.

This "world" is the hub of the nation's largest retail trading area . . and only KROD-TV covers it all.

El Paso **is** "staggering . . . in scope," but the El Paso Southwest market is even more FABULOUS! A market that shouldn't be overlooked when selecting your basic schedule.

It's America's largest retail trading area and covers 5 rich, growing Southern New Mexico and 2 West Texas counties and Juarez, Mexico, as well as Reader's Digest's "prosperous, thriving El Paso." Buying power — more than 1½ billion dollars!

KROD-TV, with it's mountain-top antenna, is the only television station in El Paso that can effectively beam your selling message to this entire Fabulous Southwest. And KROD-TV is known throughout the industry for its effective promotion and merchandising.

KROD-TV

A MUST IN SELLING THE EL PASO SOUTHWEST

CBS and ABC Television Network Channel 4 EL PASO, TEXAS

Dorrance D. Roderick, Pres.; Val Lawrence, V-P and Gen. Mgr.; Dick Watts, Gen. Sales Mgr.

Owned and operated by the El Paso Times, Inc.
Roderick Broadcasting Co.
Affiliated with KROD—600 kc—5,000 watts
Represented Nationally by the Branham Co.

LEGEND Y Minimum Amount of Time Required N No Minimum Time Required O Service Offered Details Not Reported $ Charge for Service X No Charge for Service . Indicates Service Not Offered Executive to be contacted listed after Call Letters	TRADE CALLS			TRADE MAILINGS			ADVERTISING SUPPORT						ON THE AIR SUPPORT					OTHER SUPPOR	
	Solicit and/or Place Displays	Solicit Tie-In Advertising	Store Checks	Letter, Post Card or Broadside	Merchandising Bulletin	Will Imprint Name on Client-Supplied Mailing Pieces	Newspaper Tune-in Ads	Station Prepared Store Displays	Lobby Windows	Billboards	Car-cards	Other	Demonstrations	Giveaway Prizes	Product Mentions	Tune-in Announcements	Client Participation	Aid Client Representative in Product Distribution	Merchandising Plan Offering Preferred Displays
VIRGINIA—(continued)																			
Roanoke, WSLS-TV **James H. Moore**	NX	NX	NX	NX	NX	NX	NO	NX	NX	NX	NX	..	NX	..	NX	NX	NX	NX	NX
Roanoke, WDBJ-TV **Ray P. Jordan**	YX	YX	YX	Y$	YX	YX	YX	..	YX	YX	..	..	..	NX	YX	YX	NX	NX	..
WASHINGTON																			
Seattle, KOMO-TV **Ray Baker**	NX	NX	NX	YX	..	OO	NX	.	YX	..	..	..	YX	YX	YX	NX	NX	NX	..
Seattle, KTNT-TV **Leonard H. Higgins**	NX	..	NX	NX	..	NX	NX	..	..	NX	..	..	NX	..	..	NX	NX	NX	..
Spokane, KREM-TV **Robert H. Temple**	..	YX	YX	Y$	..	..	..	..	..	..	..	..	..	YX	..	NX	..	NX	..
WEST VIRGINIA																			
Huntington, WSAZ-TV **Lawrence H. Rogers**	YX	YX	..	YX	..	YX	YX	YX	YX	..	..	..	YX	YX	YX	YX	Y$	YX	..
Oak Hill (Beckley), WOAY-TV **Robert R. Thomas Jr.**	YX	NX	NX	Y$	..	YX	YX	YX	YX	..	YX	..	YX	YX	YX	YX	YX	NX	..
Wheeling (Steubenville, O.), WTRF-TV **Robert W. Ferguson**	NX	NX	NX	NX	NX	NX	NX	N$	..	..	..	..	NX	NX	NX	NX	NX	NX	NX
WISCONSIN																			
Green Bay, WFRV-TV **Don C. Wirth**	Y$	NX	NX	Y$	Y$	YX	NX	Y$	Y$	Y$	Y$	..	YX	YX	YX	NX	NX	YX	YX
Madison, WKOW-TV **Ben F. Hovel**	Y$	YX	O$	YX	YX	Y$	YX	..	Y$	..	..	..	..	Y$	..	N$	..	N$	..
Madison, WMTV **Morton J. Wagner**	NX	NX	NX	NX	NX	NX	YX	NX	NX	YX	NX	..	NX	NX	NX	NX	NX	NX	YX
Marinette (Green Bay), WMBV-TV **William R. Walker**	NX	..	NX	N$	NX	N$	NX	..	NX	..	..	..	NX	NX	NX	NX	NX	NX	NX
Milwaukee, WTMJ-TV **Neale V. Bakke**	..	N$	..	N$	NX	N$	..	..	..	..	..	..	..	NX	..	NX	..	NX	..
Milwaukee, WISN-TV **Irving E. Showerman**	YX	YX	YX	YX	YX	YX	YX	YX	YX	..	YX	..	YX	YX	YX	YX	YX	YX	YX
Superior (Duluth, Minn.), WDSM-TV **Rodney A. Quick**	YX	YX	YX	NX	YX	N$	NX	YX	..	..	..	..	..	..	YX	YX	YX	YX	YX
Wausau, WSAU-TV **Richard David Dudley**	Y$	YX	YX	Y$	YX	YX	YX	YX	YX	..	..	..	YX	YX	YX	YX	..	YX	YO
WYOMING																			
Cheyenne, KFBC-TV **William C. Grove**	NX	NX	NX	YX	YX	YX	Y$	Y$	Y$	..	Y$	..	..	YX	..	NX	NX	OO	YX

SHOW WINDOWS rivaling those of the most modern department store are a unique feature of the new million-dollar Radio & Television Center of Shenandoah Life Station's WSLS-AM-TV Roanoke, Va.

Crowds of spectators visiting the center for the first time are finding much of interest in the smartly-designed, well equipped building, which contains 24,745 square feet (the equivalent of 26 average-sized homes) and is staffed by 80 persons.

It is the window display section, however, which draws the greatest number of "oh's" and "ah's." Six large windows equipped with more than 200 lighting fixtures make up this section, designed to give *extra service to advertising clientele.*



The floors of two windows are mounted on hydraulic-electrically controlled lifts that raise them to street level from basement level, and all display props and merchandise are transported by this means.

A traffic count, using formulas and methods approved by the Traffic Audit Bureau Inc., shows that a daily average of 24,786 persons view the windows.

WSLS
RADIO
AND
TELEVISION

Represented Nationally—Avery-Knodel, Inc.

Remember . . . ROANOKE is VIRGINIA'S No. 1 TV Market!

CARTB CONVENTION TO FEATURE SELLING

Canadian meeting in Toronto March 26-28 will place emphasis on both local and national sales angles. Program arranged to inform advertising agency executives.

RADIO-TV SELLING will feature the annual convention of the Canadian Assn. of Radio & Television Broadcasters at the Royal York Hotel, Toronto, Ont., March 26-28. CARTB has arranged the program so that advertising agency executives will be able to obtain a maximum of information from radio and television station executives.

Researchers found that there are wide areas of lack of information about both radio and television broadcasting in many advertising agencies. Many executives at agencies find themselves at a disadvantage when they go about planning a radio or television campaign in not having full information about how to do it or how broadcasting stations work, how programs are arranged and the like.

The CARTB program has been devised to overcome this lack of information. Radio and television sessions will be held in separate halls at the same time. Opening at 9:30 a.m. March 26 will be a radio sales clinic under chairmanship of R. J. Buss, CHAT Medicine Hat, Alta. Fred Palmer, broadcast consultant, Worthington, Ohio, will present a sales clinic.

A local sales clinic will be held in the afternoon, under chairmanship of M. P. Finnerty, CKOK Penticton, B. C. The clinic will include a talk on "selling the audience" by W. D. Standart, Standart & O'Hern, Kansas City, Mo., and an eight-man panel of Canadian broadcasters who will describe selling techniques which have proven successful.

The radio section will meet again Tuesday morning on "using radio for results," under chairmanship of Vern Dallin, CFQC Saskatoon, Sask. The session will hear Canadian syndicated program distributors, station representatives and agency speakers. While syndicated program people will discuss advantages of their types of programs and station representatives will tell how they can help agencies, the agency executives are expected to tell radio people how they can help the agencies.

"Programming for listeners" will feature the Tuesday afternoon session under chairmanship of F. B. Ricard, CHNO Sudbury, Ont. Program ideas will be discussed by a panel of Canadian station executives and John M. Outler, WSB Atlanta, Ga., will tell of new program ideas.

The morning television sessions March 26 will deal with selective television and local selling, under Chairman Fred Lynds, CKCW-TV Moncton, N. B.,

E. E. Fitzgibbons, CKCO-TV Kitchener, Ont., will chair the afternoon meeting which will hear a tv sales clinic given by Mr. Palmer, and advantages and uses of tv film by Canadian distributors. The Tuesday morning session on tv includes a talk by Harry Harding, Young & Rubicam, New York, and a panel of Canadian station men on local live television programming.

CARTB closed business sessions will be held for the tv members March 27 and the full membership, both radio and tv, March 28.

West Germany Reports 310,000 Licensed Tv Sets

THERE WERE an estimated 310,000 licensed tv sets in operation in West Germany Feb. 1 with the total number of licensed and illegally operated sets estimated at a half-million. West Germany also has an estimated 13,247,000 licensed radio receivers.

East Germany claims approximately 50,000 tv sets, although few of them are privately owned. Average price for East Zone sets is $60 to $70, the low price attributed to currency exchange rates.

CBLT (TV) Toronto, Ont., To Change Channel This Fall

CBLT (TV) Toronto, Ont., will change from ch. 9 to ch. 6 this fall, A. J. Ouimet, general manager of the Canadian Broadcasting Corp., has announced. The move is being made to allow the CBC station to go to maximum power of 100 kw at minimum cost, since maximum power on ch. 9 is 325 kw. Ch. 9 will be left open for a second Toronto station when government policy allows a second station in any Canadian cities. Objections have been raised in the Toronto area about the move, because of possible interference with reception of Buffalo, N. Y., stations on chs. 4 and 2, and Rochester, N. Y., on ch. 5. CBLT was the second station to go on the air in Canada in September 1952, and has been operating on 25.6 kw video power.

BBC, ITA Lose Rights To Producers' Feature Films

THE British Film Producers Assn. has advised its members not to make their films available in their entirety to either of England's television services, BBC and ITA. Prohibition applies only to the United Kingdom, the BFPA statement said, and moviemakers "should ensure that this prohibition is also observed by parties to whom they assign any rights in the pictures."

The ruling, made by the BFPA Executive Council, was unanimous and reportedly was caused by "several" full-length feature films from British studios which had been shown over British tv. BFPA added that the resolution was passed in order to put the position of British feature film producers in relation to television beyond all doubt.

10,507 Swiss Tv Sets

THERE were 10,507 licensed television sets in Switzerland on Jan. 1, an increase of 610 over the previous month. Sets in private homes accounted for 8,829 of the total with the remainder located in bars and restaurants.

Hoppy's Expensive

IN ANSWERING questions regarding the amount of money spent by BBC and ITA since the advent of commercial television in England, Sir Edward Boyle, Economic Secretary to the Treasury, stated they had been authorized about $1.33 million since July 1954.

Commenting on the statement, Harold MacMillan, Chancellor of the Exchequer, said that in view of the latest trade figures it was rather a large sum to pay out "for the sake of getting Hopalong Cassidy."



LANDSCAPE: Deadman's style—It looks peaceful enough. But there's a guard tower nearby. The strip of earth is a no-man's-land, plowed to show the footprints of escapees. The workers are forced labor—captives of the Satellites. And in the countries behind them are 70 million others. Radio Free Europe talks to these people every day, bringing *truth*, building hope and continued resistance. Help keep it on the air. Send your truth dollars today to: **CRUSADE FOR FREEDOM, c/o Local Postmaster.**

Radio Circulation Surveyed In Four Canadian Provinces

A REPORT on the daily circulation of Canadian radio stations in the provinces of Manitoba, Saskatchewan, Alberta and British Columbia has been released by Elliott-Haynes Ltd., Toronto, Ontario.

The report is divided into three sections, the first giving the census divisions in each province, estimated number of homes, percentage of radio homes, and number of radio homes. The second part gives the report for each census division by stations with percentage and number of daily circulation. The third part gives the data by stations, showing circulation in number and percentage in each census division reached by the station and the total circulation.

Six-Nation Radio Hook-Up

A SIX-NATION radio hook-up was heard live throughout France Thursday following a "simultaneous premiere" of a new French picture. *Si Tous les Gars du Monde* in Paris, New York, Rome, Berlin, Moscow and Oslo, through worldwide facilities of the Radiodiffusion-Television Francaise. The broadcast, occurring at about 4:30 p.m. EST and at the corresponding time in the European cities, covered public reaction to the film at each theatre. Since the picture's theme concerns a rescue on the high seas prompted by an SOS signal, each of the six announcers read the testimony of persons rescued under similar circumstances.

260,000 Tv Sets in France

LICENSED tv sets now in operation in France number more than 260,000 and the total is expected to increase to 450,000 by the end of this year. French manufacturers also believe that the total could be increased to 700,000 by the end of 1957 and to 6,000,000 by the end of 1958.

The following stations are to be put into operation during 1956: Algiers, Bordeaux, Bourges, Caen, Cherbourg, Mulhouse, Moselle, Nice, Rouen, Toulon, Tunis. In 1957, stations in Amiens, Limoges, Nantes, Puy-de-Dome and Renness are planned to be added. Areas now actually served by tv in France are Paris, Lille, Lyon, Marseille, Dijon, Grenoble, Metz, Nancy, Reims and Strasbourg.

HURDLES LANGUAGE BARRIER

THE "Who's-on-First" trouble in identifying Italian operatic arias on the air was claimed to have been amicably solved last week by WOV New York. WOV announcers now comment on operatic selections during the station's two daily opera broadcasts—in English spiced with "a genuine Italian accent." Public reaction to this innovation might be summed up by one letter received by the station: "Thank you," wrote the listener. "I can now determine whether you are about to broadcast an aria from Pagliacci or an Italian version of 'Mary Smith's Second Husband.'"

CBS-TV O&O'S EXCHANGE SERIES

A FIVE-MINUTE, non-denominational religious sign-on and sign-off film program, *Give Us This Day,* produced locally by the four CBS o&o stations in New York, Chicago, Milwaukee and Los Angeles, will be exchanged, station-to-station, starting March 1. Under "a new production-exchange policy," each of the stations (WCBS-TV, WBBM-TV, WXIX [TV] and KNXT [TV]) will pool their individual films, rotating them among the four, thus giving each station a schedule of 730 annual broadcasts, two for each day with a surplus of 10.

WRIS BIRTHDAY CELEBRATION

ENTERING its fourth year of broadcasting, WRIS Roanoke, Va., has been celebrating all month long in air promotions, brochures and print ads. The event has been used to focus attention on services of daytime radio, as well as WRIS' birthday, a policy to be extended to all Cy N. Bahakel stations in Virginia, West Virginia, Kentucky, Tennessee and Mississippi. Capping the WRIS observance the first week in March will be a "sponsor-appreciation" banquet for WRIS advertisers, agencymen and local officials.

RURAL FMS AIR DEFENSE SHOW

FIVE-MINUTE daily program series on civil defense information, *Civil Defense Calling,* began last Monday on a 10-station hookup of the New York State Rural Radio (FM) Network. The state's Civil Defense Commission programs, initially fed from CD headquarters in New York to the network's Ithaca headquarters each day, are rebroadcast at 6:25 p.m. EST to the following stations:

WHLD-FM Niagara Falls, WRRL-FM Wethersfield (Buffalo), WRRE-FM Bristol Center (Rochester), WHDL-FM Olean, WRRA-FM Ithaca-Elmira-Corning, WRRD-FM Syracuse-De Ruyter, WRUN-FM Utica-Rome, WWNY-FM Watertown, WRRC-FM Cherry Valley and WFLY-FM Troy-Schenectady-Albany.

The series covers daily CD activities, instructions and fall-out reports for various New York state areas. Broadcast material is supervised by the Commission's Radio Advisory Committee.

Mike With the Most

NEW BRAG for Lone Star boosters is the microphone-shaped mobile broadcasting studio which KNUZ Houston, Tex., calls "the world's largest microphone." The mobile facilities, named "Big Mike Studo," feature everything



needed for remote originations plus air conditioning, leather upholstery and thick carpeting.

'CHANCE' SHIFTS ON ABC-TV

ABC-TV's *Chance of a Lifetime* (Sun., 9-9:30 p.m. EST) will shift to Saturday, 10-10:30 p.m. EST, effective March 3. The program is sponsored by Emerson Drug Co. and Olin Mathieson Chemical Corp.

ONTARIO STATION BOOKS FILMS

CHCH-TV HAMILTON, Ontario, has started first-run tv film features on its late show six nights weekly, sponsored by nine shopping plazas in its area. There will be two movie films each week, one being used Tuesday to Thursday, the second Saturday to Monday. This is the first time this type of operation has been tried in Canada, and is being televised on CHCH-TV in the belief that the largest percentage of viewers do not watch late shows on a daily basis.

WIBW CRUSADES FOR FARMER

IN A NEW EFFORT to do something about sagging meat prices, WIBW Topeka, Kan., has organized an announcement campaign among Midwest and Western radio stations to promote meat-eating, on the theory that as consumption rises, prices will follow. President Ben Ludy of WIBW has taken the lead, urging colleagues to program 40-50 ID announcements promoting meat seven days a week for at least 13 weeks. Many broadcasters have already made the campaign pay with resulting new business from packers, stockyards and retail distributors. Cooperating with WIBW, where the plan was conceived, is the Kan. Livestock Assn.

NEGOTIATOR FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

ALLEN KANDER
And Company

1701 K St., N. W. • Washington 6, D. C., NA. 8-3233
Lincoln Building • New York 17, N. Y., MU 7-4242
111 West Monroe St. • Chicago 3, Illinois RA 6-3688

VIEWERS DEMAND EXTENSION

KTTV (TV) LOS ANGELES took approximately a million Southern California viewers behind the Iron Curtain to Soviet Russia in its documentary study, *Russia Today—Uncensored*. Reaction the telecast stirred caused the station's biggest switchboard jam to date. Early calls in the course of the hour-long show persuaded KTTV at the last minute to air an extra half hour for a question-answer session with producer Myron Zobel.

WROL SPOTLIGHTS TENN. VALLEY

IN AN EFFORT to make the most of its entire coverage area WROL Knoxville, Tenn., is conducting a "Spotlight City" series on Tennessee Valley communities. Program Director Wayne Hudson gathers interviews—up to 26 a day—local band and glee club music from townspeople, and devotionals from local ministers. WROL then devotes an entire day to the "Spotlight City." The station reports not only cooperation from local editors and officials, but much listener interest as well.

KDKA-TV BREAKS SPORTS STORY

A REPORTED million-plus people saw KDKA-TV Pittsburgh break the news that local track star Arnie Sowell had been named *Sport Magazine's* "Man-of-the-Year" with actual award ceremonies on the station's 11 p.m. news and sports program. After the show KDKA-TV played host to newsmen who gathered for the story, and the station figured significantly in subsequent coverage of the award.

FC&B 'BITES' MEDIA

IN veritable man bites dog fashion, the Los Angeles office of Foote, Cone & Belding has put the "bite" on several hundred media salesmen who daily besiege the agency to sell time or space to advertise products handled by FC&B. Roy Campbell, executive vice president of the agency's Los Angeles office, devoted three days to a slide film presentation to the salesmen to bring them up to date on recent internal reorganization and policies. Radio-tv station and network representatives, newspapers and magazines attended. Mr. Campbell introduced key media people to each group, assuring them FC&B will never stop looking for new business and expansion.

$53,752,000 IS A LOT OF HAMMERING!



THE MARKET
Pennsylvania Anthracite Region
Retail Sales—$885,484,000
Building Supplies—$53,752,000
THE BUILDERS—
WHWL and WISL
Complete Coverage of 9 Counties
Cost—60 Cents per 1000 Families

NAIL DOWN THIS RICH MARKET!

1954 Consumer Markets—SRDS
See FORJOE & CO.

WISL 1 KW—Shamokin, Pa.
WHWL 1 KW—Nanticoke, Pa.

FOR THE RECORD

Station Authorizations, Applications
(As Compiled by B•T)

February 16 through February 22

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna, aur.—aural, vis.—visual. kw—kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization.

Am and Fm Summary through Feb. 22

	On Air	Licensed	Cps	Appls. Pending	In Hearing
AM	2,827	2,823	212	357	158
Fm	538	528	50	19	1

FCC Commercial Station Authorizations
As of January 31, 1956*

	Am	Fm	Tv
Licensed (all on air)	2,813	520	151
Cps on air	21	18	333
Cps not on air	120	16	105
Total on air	2,834	538	484
Total authorized	2,954	554	589
Applications in hearing	147	1	161
New station requests	242	3	26
New station bids in hearing	98	0	105
Facilities change requests	153	5	32
Total applications pending	863	57	368
Licenses deleted in Jan.	0	3	0
Cps deleted in Jan.	0	1	7

* Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary Through Feb. 22

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	347	98	445
Noncom. Educ. on air	14	6	20

Grants since July 11, 1952:
(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	306	309	615[1]
Noncom. Educational	20	17	37[2]

Applications filed since April 14, 1952:
(When FCC ended Sept. 28, 1948-April 14, 1952 freeze on tv processing)

	New	Amend.	Vhf	Uhf	Total
Commercial	968	337	762	543	1,305[3]
Noncom. Educ.	60		33	27	60[4]
Total	1,028	337	795	570	1,365[5]

[1] 163 cps (32 vhf, 131 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 34 already granted.
[5] Includes 642 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

ACTIONS BY FCC

Hot Springs, Ark.—Video Independent Theatres Inc., granted vhf ch. 9 (186-192 mc); ERP 151 w vis., 76 w aur.; ant. height above average terrain 660 ft., above ground 110 ft. Estimated construction cost $37,822, first year operating cost $100,000, revenue $100,000. Post office address P. O. Box 1334, Oklahoma City, Okla. Studio and trans. location Hot Springs. Geographic coordinates 34° 30′ 20″ N. Lat., 93° 04′ 24″ W. Long. Transmitter ACL Prod., ant. Prodelin. Legal counsel Spearman & Roberson, Washington, D. C. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Applicant owns 12.5% of **KWTV (TV) Oklahoma City, Okla.**, and is vhf permittee in Santa Fe, N. M. **C. B. Akers**, principal in Video Independent Theatres, is asst-secy., dir., general manager and approx. 2% owner of **KVOO-TV Tulsa, Okla.**, and 5.267% owner **KGLC Miami, Okla.** Granted Feb. 16.

New Orleans, La.—Greater New Orleans Educational Television Foundation Inc., vhf ch. 8 (180-186 mc); ERP 25.7 kw vis., 14.8 kw aur.; ant. height above average terrain 380 ft., above ground 497 ft. Estimated construction cost $402,915, first year operating cost $133,071, revenue $494,335.92. Post office address 701 Carondelet St., New Orleans. Studio and trans. location New Orleans. Geographic coordinates 29° 59′ 06.25″ N. Lat., 90° 06′ 13.5″ W. Long. Trans. DuMont, ant. RCA. Legal Counsel Baldwin Haspel & Molony, New Orleans. Consulting engineer Lindsey G. Riddle, New Orleans. Permittee is non-stock, non-profit organization, members of which hold no radio-tv interests. Granted Feb. 16.

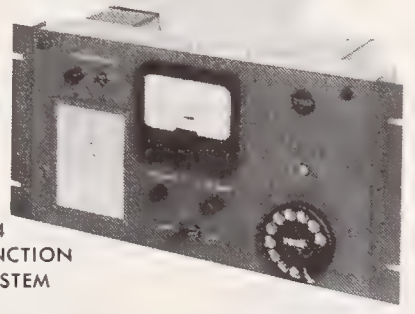
APPLICATION

Victoria, Tex.—Victoria Television Co., uhf ch. 19 (500-506 mc); ERP 500 w vis., 160 w aur.; ant. height above average terrain 305 ft., above ground 310 ft. Estimated construction cost $67,635, first year operating cost $84,000, revenue $120,000. Post office address 911 St. Joseph St., Dorchester Apts., Dallas, Tex. Studio and trans. location Victoria. Geographic coordinates 28° 49′ 15″ N. Lat., 96° 58′ 57″ W. Long. Trans. and ant. Electronic Laboratories. Legal counsel McKenna & Wilkenson, Washington, D. C. Consulting engineer Commercial Electronics Corp., Dallas. Sole owner is **O. L. Nelms**, diversified business interests in-

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cluding real estate. Filed Feb. 17.

PETITION

Bishop, Calif.—KIBS Bishop petitions FCC to amend sec. 3.606 by adding either ch. 8, 3, 17, 19, or 23 to Bishop. Announced Feb. 17.

Existing Tv Stations . . .

APPLICATIONS

WPFH (TV) Wilmington, Del.—Seeks cp to make ant. and other equipment changes. Ant. height above average terrain 1,000 ft. Filed Feb. 21.

KVOS-TV Bellingham, Wash.—Seeks mod. of cp to change ERP to 36 kw vis. and 19.5 kw aur. Filed Feb. 21.

New Am Stations . . .

ACTION BY FCC

Ponce, Puerto Rico—Ponce Bcstg. Corp. granted 1170 kc, 250 w, unl. Post office address Julius H. Conesa, Box 511, Guayama P. R. Estimated construction cost $36,000, revenue $42,000. Principals include Pres. **Charles Cordero** (20%), general manager, **WXRF Guayama**; Treas. **Dr. Luis F. Sala** (20%), surgeon; Secy. **Jenaro Scarano** (20%), physician, and **Julius H. Conesa** (20%), chief engineer, WXRF. Granted Feb. 16.

APPLICATIONS

Ridgecrest, Calif.—Indian Wells Radio, 1220 kc, 1 kw D. Post office address 3426 N. Knoll Dr., Hollywood, Calif. Estimated construction cost $13,670, first year operating cost $36,000, revenue $42,000. Sole owner is **Victor M. Farel**, engineer. Filed Feb. 17.

Twenty-Nine Palms, Calif.—Sunshine Bcstg. Co., 1230 kc, 210 w unl. Post office address Joe Davis Dr. and Halsey Ave., Twenty-Nine Palms. Estimated construction cost $8,048, first year operating cost $24,000, revenue $36,000. Principals include **B. J. Fitzpatrick** (60%), owner of **WSFE Needles, Calif.**; **T. J. Cacioppo** (10%), engineer, **KMED Medford, Ore.**, and **H. L. Fitzpatrick** (10%), KSFE announcer. Filed Feb. 20.

Palatka, Fla.—Tidewater Broadcasters, 1390 kc, 1 kw D. Post office address P. O. Box 501, Gainesville, Fla. Estimated construction cost $10,000, first year operating cost $30,000, revenue $36,000. Principals are equal partners **Alfred H.** and **Alma H. Temple**, owners of **WDSR Lake City, Fla.**, **Rudolph H. Chamberlin**, 32% owner of **WGGG Gainesville, and Dorothy L. Chamberlin**, no business interests. Filed Feb. 21.

Jesup, Ga.—Wayne Bcstg. Co., 990 kc, 1 kw unl. Post office address 296 N. First St., Jesup. Estimated construction cost $32,242, first year operating cost $24,500, revenue $75,333. Principals are equal partners **Talmus O. Collins** and **Herman Morris**, co-owners of automobile service station. Filed Feb. 21.

Camden, Tenn.—Camden Bcstg. Co., 1220 kc, 250 w D. Post office address 1102 W. South St., Mayfield, Ky. Estimated construction cost $11,383, first year operating cost $24,000, revenue $36,000. Principals in applicant own **WKTM-AM-FM Mayfield**, Filed Feb. 21.

APPLICATIONS AMENDED

Little Rock, Ark.—Cecil W. Roberts and **Jane A. Roberts**, joint tenants, application for cp to operate on 1450 kc, 250 w, unl. amended to make changes in ant. system (increase height). Amended Feb. 21.

Little Rock, Ark.—Sepia Bcstg. Co. application for new am to operate on 1460 kc, 1 kw D amended to change to 1590 kc, change trans. location and specify remote control location. Amended Feb. 21.

Jacksonville, Fla.—Joseph M. Ripley Inc. application for cp for new am to operate on 800 kc, 500 w D amended to change to 550 kc, 1 kw and make equipment changes. Amended Feb. 21.

Pasco, Wash.—Music Broadcasters application for cp for new am to operate on 800 kc, 250 w D amended to change to 910 kc, 500 w and make equipment changes. Amended Feb. 21.

Wenatchee, Wash.—Queen Bcstg. Co. application for cp to operate on 930 kc, 1 kw D amended to change to 980 kc. Amended Feb. 21.

Existing Am Stations . . .

ACTIONS BY FCC

KPLN Camden, Ark.—FCC dismissed application of D. R. James Jr. for license to cover cp issued to Mid-South Bcstg. Co. for new am (KPLN) to operate on 1370 kc, 1 kw D; declared cp forfeited and deleted call letters. (Application for assignment of cp to James was denied Dec. 7, 1955, and no application has been filed for license to cover cp issued.) Action of Feb. 17.

WINX Rockville, Md.—Seeks mod. of cp to change from DA-2 to DA-N, on 1600 kc, 500 w N, 1 kw D with remote control of trans. during D. Granted Feb. 17.

KQUE Albuquerque, N. M.—Granted mod. of cp to change from 860 kc to 920 kc with 1 kw D, 500 w N, DA-N. Granted Feb. 17.

WGBB Freeport, L. I., N. Y.—Granted increase in power from 100 w to 250 w, operating on 1240 kc. Granted Feb. 17.

WPAC Patchogue, N. Y.—Granted increase in power from 1 kw to 5 kw, operating on 1580 kc. Granted Feb. 17.

WHOL Allentown, Pa.—Granted petition to extent of mod. Commission order of Jan. 4 to permit continued operation until midnight of 30th day subsequent to entry of order of Supreme Court denying WHOL's petition for certiorari, or entry of order by either Supreme Court or Court of Appeals otherwise finally disposing of its court appeal. Action of Feb. 17.

APPLICATIONS

KCMJ Palm Springs, Calif.—Seeks cp to change from 1340 kc to 1010 kc, change power from 250 w to 1 kw, install DA-2 and make equipment changes. Filed Feb. 21.

KFTM Fort Morgan, Colo.—Seeks cp to change hours from D to unl., change from 1260 kc to 1400 kc and power from 500 w D to 250 w unl. Filed Feb. 21.

WGMA Hollywood, Fla.—Resubmits application for cp to increase power from 500 w D to 1 kw D. Resubmitted Feb. 21.

WCBQ Sarasota, Fla.—Seeks cp to replace expired cp which authorized new am to operate on 1220 kc, 250 w D. Filed Feb. 21.

WTAB Tabor City, N. C.—Seeks cp to change power from 1 kw D to 5 kw D. Filed Feb. 21.

WLAF LaFollette, Tenn.—Seeks cp to increase power from 100 w to 250 w. Filed Feb. 21.

APPLICATIONS AMENDED

KTKT Tucson, Ariz.—Application for cp to change from 1490 kc to 990 kc, increase power from 250 w to 10 kw, change hours from unl. to D, make equipment changes and change trans. location amended to make DA pattern changes. Amended Feb. 21.

KHOZ Harrison, Ark.—Application for cp to change from 1240 kc to 1220 kc, increase power from 250 w to 1 kw, change hours from unl. to D and make equipment changes amended to change to 900 kc, power to 250 w and revise equipment change request. Amended Feb. 21.

KDEF Albuquerque, N. M.—Application for cp to change from 1030 kc to 1150 kc, change hours from D to unl. using 500 w N, 1 kw D and permission to operate trans. by remote control amended to change hours to D only with 1 kw. Amended Feb. 21.

PETITION

NARTB Washington, D. C.—Petitions FCC to amend sec. 3 in various operations; sec. 3.66 remote control operation of standard broadcast stations by amending sec. 3.66 (a) and adding new subsections 3.66 (b), 3.66 (c), and 3.66 (d). Announced Feb. 17.

Existing Fm Stations . . .

ACTION BY FCC

Conelrad—Commission finalized rule-making and amended part 3 of rules to incorporate part of Conelrad plan which pertains to conduct of non-commercial educational fm stations during alert. Amendments are effective Jan. 2, 1957, or on such earlier date as Commission may designate by subsequent order. Action of Feb. 17.

PETITION

NARTB Washington, D. C.—Petitions FCC to amend sec. 3 by deleting from fm broadcast stations sec. 3.274 phrase "which is authorized with trans. power output of 10 kw or less" and deleting from non-commercial educational fm broadcast stations sec. 3.572 phrase "which is authorized with trans. power output of 10 kw or less," thus authorizing remote control of trans. Announced Feb. 17.

Ownership Changes . . .

ACTIONS BY FCC

WQIK Jacksonville, Fla.—Granted transfer of control to Radio Jax Inc. for $85,000. Principals include Pres.-Treas. **Carmen Macri** (100%), majority owner of **WWOK Charlotte, N. C., WOBS-TV Jacksonville**, and non-stockholding officer of **WLBS Birmingham, Ala., WABR Winter Park, Fla.**, and **WEAL-TV Orlando, Fla.** Mr. Macri is majority stockholder of applicant for new am to operate in Palatka, Fla. See Jacksonville grant below. Granted Feb. 16.

WOBS Jacksonville, Fla.; WWOK Charlotte, N. C.—Granted assignment of licenses to **Rounsaville of Charlotte Inc.** and **Southern Radio & Equipment Co.**, respectively. Transaction is exchange of stations plus Rounsaville payment of additional $50,000 to Southern. Rounsaville was licensee of WWOK and Southern was licensee of WOBS. **WOBS-TV Jacksonville** is not involved in sale. Granted Feb. 16.

WRDW-AM-TV Augusta, Ga.—Granted transfer of control to Southeastern Newspapers Inc. for $1 million. Augusta Newspapers (*Augusta Chronicle*) owns all of Southeastern. **William S. Morris** owns more than 51% of Augusta Newspapers. Granted Feb. 16.

KRES St. Joseph, Mo.—Granted transfer of control to **KRES Radio Corp.** for $24,077. Sale is settlement of estate. No new stockholders are brought into station ownership; no individual owns as much as 50% interest. Granted Feb. 21.

WFBL Syracuse, N. Y.—Granted assignment of license to **WTAC The Big Station Inc.** for $227,500. WTAC is 100% owned by Radio Hawaii, wholly-owned subsidiary of Founders Corp. Founders owns 50% of **KTVR (TV) Denver, Colo.** Radio Hawaii owns **KPOA Honolulu, Hawaii**, and **WTAC Flint, Mich.** Granted Feb. 16.

WNOS-AM-FM High Point, N. C.—Application for assignment of license to Statesville Bcstg. Co. returned; incorrectly signed. Action of Feb. 21.

WACH-AM-TV Newport News, Va.—Granted involuntary assignment to **Russell A. Collins**, court appointed receiver in bankruptcy proceeding. Granted Feb. 21.

APPLICATIONS

WSPC Anniston, Ala.—Seeks acquisition of control of licensee by **S. B. Ingram** for $2,343. Mr. Ingram, presently 38.1% owner, will be 55.5% owner after approval of transaction. Filed Feb. 20.

KBHS Hot Springs, Ark.—Seeks transfer of control to **A. M. McGregor** for $47,000. Mr. McGregor is former stockholder in **KSTT Davenport, Iowa.** Filed Feb. 21.

KRNO San Bernardino, Calif.—Seeks transfer of control to **Norman H. Rogers** and **George W. Brock**, for $33,000. Messrs. Rogers and Brock, among present principals, will be sole owners after completion of transaction. Filed Feb. 17.

KLVC Leadville, Colo.—Seeks assignment of license to **Raymond E. Roberts** for $28,000. Mr. Roberts is former editor and publisher of *Colorado Wonderland* magazine. Filed Feb. 21.

WHBO Tampa, Fla.—Seeks assignment of license to Gateway Broadcasters Inc. for $15,000 plus rental at rate of $12,000 per year for 10 years. Principals include Pres.-Treas. **John A. Boling**, former owner of **WQIK Jacksonville, Fla.** Filed Feb. 21

WTAY Robinson, Ill.—Seeks assignment of license to Ann Bcstg. Corp. for $6,630 plus assumption of 49% of corporate debt. New principals are **Roger L. Moyer** (39%), former owner of **WTIM Taylorville, Ill.**, and **James Hilderbrand** (10%), general manager of WTIM. Filed Feb. 20.

WTIM Taylorville, Ill.—Seeks assignment of license to Moyer Bcstg. Corp. for $33,000. New

(Continues on page 132)

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RADIO

Help Wanted

Managerial

Wanted: Experienced manager and engineer for 250 watt radio station to be built in thriving lower Michigan city. Write giving experience, age, other personal data, including salary expected to Box 365F, B•T.

KBUS, Mexia, Texas, on the air in May, seeking station manager. Prefer man presently employed in Texas vicinity. Present commercial or assistant manager considered. Complete resume to J. B. McNutt, KBUD, Athens, Texas.

Commercial manager and sports director. $5200 yearly base pay plus percentage. Must be exceptionally high calibre salesman for single station market. Write KOCA, Kilgore, Texas.

Wanted: Sales manager for 1000 watt independent daytime station. Must be detail minded with creative imaginative to turn ideas into sales. Guaranteed $100.00 per week draw and 15% commission on sales. Here is a chance for the right man to make money and grow with a sound company operating three radio stations. Apply Phillip Brady, Radio Station WAPF, McComb, Miss.

Salesmen

Top money making southeastern independent needs salesman with creative advertising ideas. Musical and dramatic production furnished for spot recordings. Liberal draw and accounts to start. Rush resume to Box 446F, B•T.

Progressive small market, northwest net station needs local salesman who can produce to work toward commercial managership. We have the attributes, we pay guarantee—commission plus mileage, plus liberal bonus to producers. No copy, etc. Write details to Box 538F, B•T.

Wanted—experienced salesman. Guarantee plus commission with red hot music and news station near Washington, D. C. Box 573F, B•T.

Salesman—Multiple operations advertising company needs top-notch producer. Exceptional earnings plus guaranteed draw. Write fully. Box 574F, B•T.

Michigan daytime independent needs experienced salesman. Draw and commission. Market over 100,000 growing. Contact Joe Butler, WKLZ, Kalamazoo, Mich.

1000 watt daytimer, deep in Dixie, needs a young, experienced, aggressive commercial manager with sales ability. Those interested send background and photo to Bill Stewart, Box 689, Bogalusa, La.

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RADIO

Help Wanted—(Cont'd)

Experienced salesman or saleswoman. Salary plus commission. WKNK, Muskegon, Michigan.

Announcers

Outstanding, experienced announcer, must be tops or do not apply. References required, salary open. Give complete details first letter. Georgia station. Box 503F, B•T.

Florida—Need top-notch pops DJ. Better than average salary with chance to sell and increase your earnings. Send short tape (non-returnable) of show, commercials and news. Box 505F, B•T.

Small Oklahoma station needs experienced announcer with restricted license. Prefer someone from this part of country. A pleasant place to work. Pay will average about $75 per week. Send audition tape with complete details about self. Not interested in drinker. Box 512F, B•T.

Remunerative position for good announcer, capable, good education, who would like to work into sales. Permanent position, 5000 watt CBS Rocky Mountain region. Send photo tape, all details including salary desired. Airmail, Box 530F, B•T.

Top morning announcer wanted. Want hillbilly or character type. Must be experienced, reliable. NBC Virginia station. Give full details, references in your first letter. Box 559F, B•T.

5 kw southeastern independent needs top-notch county DJ to sell own show. First phone preferred but not necessary. Send picture, resume. Salary and commission. Box 560F, B•T.

Wanted by new daytime kilowatt in Arizona, a versatile, experienced announcer with 1st class ticket . . . for morning shift in the hunting and fishing paradise of America. Excellent pay and working conditions. No drunks or floaters, references and tape audition required. Send resume, picture and tape to Box 580F, B•T.

Leading midwest clear channel radio station with vhf-tv needs 2 talented personalities. Ability to do adlib show with talent—musicians a must Staff work also important. Only experienced—employed persons need apply. Box 584F, B•T.

Still looking for a good, experienced staff announcer. If you would like to work for one of Kansas' top radio stations, send us your audition along with a letter telling us all about your experienced, martial status, salary requirements and a ist of references. This is a permanent position for the right man. Prefer man from Kansas or one of the adjacent states. Send full details to Box 585F, B•T.

Announcer—operate board. First class license desirable, but not required. Progressive ABC-Mutual station in growing city. Call or write KVOC, Casper, Wyoming.

Announcer-engineer, pleasant living conditions, plus good opportunity for advancement. Contact WACB, Kittaning, Pa.

Announcer: Sincere, friendly personality. Able to run pop, hillbilly, or gospel shows. Here's your chance to join popular progressive station. Paid vacation, sick leave. Starting salary depends upon ability. Rush tape, letter to WACL, Waycross, Georgia.

Need announcers and continuity writer for new 500 watt daytimer. Excellent opportunity with a future. Contact Sydney E. Byrnes, WADS, Main Street, Ansonia, Conn.

Wanted: Announcer for 1000 watt daytimer independent. Must know-how to work. Have good voice. Only experienced men wanted. Apply Phillip Brady, Radio Station WAPF, McComb, Miss.

$90.00 per week—announcer-engineer. Only top man need apply. WCLG, Morgantown, W. Va.

We need announcer-first phone, pronounce classical music names, terms. Great opportunity! Tape, with pronunciation, to WCRB, Boston 54, Mass.

RADIO

Help Wanted—(Cont'd)

New 1 kw daytime, alone in good market seeks (1) combo man, (2) newsman, (3) program director who can do anything. Write Bob Nems, WESO, Southbridge, Mass.

We are looking for radio announcer with experience. Assistant program director possibilities. Am-fm operation on Lake Eries shores. Contact by mail or telephone WICA, Ashtabula, Ohio.

Deejay. With personality and selling ability. Must know music and news type operation. Good salary and working conditions. Send tape to: C. F. Walker, WKDA, Nashville, Tennessee.

Morning man. Rural station near Washington, D. C. Salary commensurate with ability, experience. Rush tape, photo, resume. WKIK, Leonardtown, Maryland.

Announcer with training and experience. Must be able to do combination work and operate board. At least restricted operator's license required. Send audition, snapshot, references and past experience to: WKWF, Key West, Florida.

Announcer, some experience necessary. All-around ability desired. Good fringe benefits, state salary, availability in application. WLEC, Sandusky, Ohio.

Staff announcer, interesting job on popular music, plus convincing commercials and news. Send tape, resume. WMAS, Springfield, Mass.

No. 1 Negro station, WOKJ, Jackson, Miss. has 1st opening for DJ. No novices. Must be good. Send tape, references, experience and photo immediately. William Anderson, PD.

Grow with us. New CP for WPVL, Painesville, Ohio, to open early April. Big opportunity experienced announcer. $70 to $90 starting if qualified. Rush 7½ IPS tape, resume and photo to WVSC, Somerset, Pa.

Wanted: Young experienced staff announcer for permanent position. $65.00 for a 40 hour week. Contact C. F. Wood, Jr., WVOT, Wilson, N. C.

Northwest graduates working in radio and tv (including Northwest Broadcasting School graduates) we are forming a national alumni association and I have a special gift for you. Get in touch with me as soon as possible. Bill Sawyer, 1221 N. W. 21st Avenue, Portland 9, Oregon.

Technical

Studio technical personnel for radio and television operation in midwestern metropolitan market. Radiotelephone first license required. Very best of equipment, and excellent employee relationship. State experience, education, draft classification, and provide a recent snapshot. Reply Box 390F, B•T.

Engineer to install and service specialized audio devices over large territory in U. S. Good salary plus expenses. Transportation supplies. Applicant should include list of experience and references. Personal snapshot must be included (not returnable). Box 489F, B•T.

Radio station Iowa. Wanted immediately: Chief engineer, announcer-engineer—1st ticket. Good pop DJ. Female continuity writer. Ideal working conditions. Send tape, photo and complete resume in first letter. Box 565F, B•T.

Engineer-announcer. Combination position open. Contact Gene Ackerley, KCOW Radio, Alliance, Nebraska.

Immediate opening for chief engineer with pleasing mike delivery. Liberal salary. KMHT, Marshall, Texas.

Immediate opening for 1st phone (combo) chief engineer at 1000 watt independent daytimer. Pleasant working conditions with excellent salary. 2 week paid vacation. Opportunity for advancement. Send resume and tape to KTFY, Brownfield, Texas. No drifters or barleycorns.

Wanted at once. Engineer-announcer or salesmen. $90.00 a week. Temporary position until early April. WBRV Radio, Boonville, N. Y. Phone 11.

Programming-Production, Others

Come make beautiful music. Need experienced copywriter to continue make cash registers sing. Send resume, sample sell material and salary requirements. We're progressive kilowatt independent in southern New England. Box 526F, B•T.

Wanted: Gal-Friday experienced in copy and traffic by Florida small town station. Full information first letter. Box 543F, B•T.

RADIO

Help Wanted—(Cont'd)

Newsman—combined radio-tv news department needs experienced, qualified reporter-broadcaster, preferably with college journalism degree. Box 572F, B•T.

Girl copywriter for top radio station in top market. Excellent pay for real producer. Immediate. Send resume, photo and samples. Box 588F, B•T.

Help wanted: Someone to write local news and do parttime announcing shift, prefer married man of 25 or older. Start at $60 for 48 hours. Must be from midwest or south. Box 590F, B•T.

Experienced continuity writer. Male or female, Must service accounts. Give background, references, work samples, photograph, salary. KHUB, Watsonville, California.

Newsman, to gather, write, deliver. Leo Jylha, WBCM, Bay City, Mich.

Situations Wanted

Managerial

Thirty years old, ten years experience programming and sales. Seek job as manager in deep south, preferably Florida. Excellent references. Box 298F, B•T.

Sales manager-general manager. My owner has sold; new owner takes over personally. I'm available. Over $100,000 personally signed contracts past year. Have withholding slips testifying to twelve year am-tv experience record of proven know-how showing $14,000-$18,000 annual earnings. Sales and managerial record substantiated by my owner and industry personages. Every consideration, small or large market, held confidential and appreciated. Box 551F, B•T.

Sales manager, metropolitan experience, will organize, train, direct and sell. Guarantee to boost your local and national sales. Box 552F, B•T.

Twenty years radio-television management, general operations and sales. Prefer general management, but consider attractive sales or program proposal. Box 562F, B•T.

Manager nineteen years . . . knowledge all phases. Can direct sales. Tv experience. Box 569F, B•T.

Outstanding sports man and commercial manager now available after 3 years at this location. Have raised revenue of this station more than double. Family man, desires west or northwest. Call Kilgore, Texas 7245.

Salesmen

Salesman-announcer, experienced. Settled, sober, have car. References present employer. Must earn $100 weekly. Box 547F, B•T.

3 years experienced radio selling in Wisconsin city of 15,000 population. 3 years experience other advertising. Family man. Reliable. Loyal. Sober. Permanent. Easy to get along with. Prefer small station in upper midwest or west. Box 578F, B•T.

Announcers

Florida—good experienced announcer wants good permanent job. Box 269F, B•T.

Sports announcer experienced desires play-by-play baseball position for '56 season. Box 368F, B•T.

Versatile announcer. 2 years experience. Desire position with friendly station. Box 490F, B•T.

Announcer seeking steady position in Florida; good background, board operation, strong music, news. Box 527F, B•T.

Announcer, one year experience; third class ticket; wants small station Georgia, Alabama, Florida. Box 536F, B•T.

Attention: Florida, Georgia and Dixie. Versatile announcer, DJ, sports, experienced. Box 541F, B•T.

Announcer-salesman, mature but progressive, long experience. Sober, hard worker. Have car, family, must earn $100 weekly. Present employer reference. Box 546F, B•T.

Trained experienced announcer. Excellent taste in music, distinct news delivery. Desires position in small music-news station, New York State-New England. Box 548F, B•T.

Negro staff announcer. 27, strong news, DJ. Operate board. Experienced newspaper, public relations, sales. College graduate. Married, veteran. Tape available. Box 549F, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Excellent air salesman-newscaster. Family. Interested permanent position northeast—west. Prefer New England, New York State area. Box 550F, B•T.

Here's the right negro girl for radio and tv!!! Experienced. Single. Will travel. Box 555F, B•T.

Top negro DJ. Pops to rhythm and blues. Top commercial. Will travel. Tape, photo, data available. Box 556F, B•T.

Recent broadcast school graduate. Good DJ, news, sports, board, tape. Box 557F, B•T.

Announcer—sportscaster, 12 years experience, play-by-play, newscasting, special events, DJ, programming. Box 566F, B•T.

Experienced announcer desires position in New England. Now employed but available on demand. Good references. Box 568F, B•T.

Experienced announcer. Strong on news, DJ, programming, mature delivery. Can adapt to sports. Single. Quality boardman. Not drifter Box 571F, B•T.

Southeast or North Carolina station wanted by recent graduate of Chicago radio school as staff announcer. Box 576F, B•T.

Where can experienced sports announcer find a permanent job within 200 miles of Chicago? Over eight years experience. Married. Can do news, music, and special events. Is $100 per week too much? Box 579F, B•T.

Deep resonant voiced announcer with working knowledge of the business. Prefer news, commercials, DJ. Available immediately. Box 581F, B•T.

Staff announcer. 3rd ticket. Recent broadcasting school grad. Knowledge all phases. Box 582F, B•T.

Announcer. Exceptional versatility. Excellent play-by-play all sports. Personality DJ. Minimum $100.00. Prefer west-southwest. Will consider others. Box 583F, B•T.

Negro DJ, tape excellent, references. Walter Betner, 126-36 149th Street, Jamaica, L. I., N. Y.

Experienced all phases. Single, 24, draft exempt. Charlie Doll, 907 Clinton Hoboken, N. J. HO 4-9976.

DJ, sports, versatile, experienced, ambitious, married, vet. Pete Franklin, 1007 Propp Ave., Franklin Square, L. I., N. Y. Floral Park 2-6286.

Management change. Ray Hayes, disc jockey available. Play-by-play. Fairmont, West Virginia. 5000 evenings.

News, PP sports, DJ, young radio or tv, midwest. Working. Want better opportunity. Phone 8-8091, Springfield, Illinois. Dick Hill.

Announcer—first phone. 4 years experience, radio and tv. Strong news, commercials, and DJ. Married, family, 24 years. Available now. Bob Howard, 2933 W. Eloika, Spokane, Wash. Fairfax 0695.

Night man, experienced, will travel. Prefers Florida market. Good news and DJ. Salary required $60. Call Allen Richards, BO 8-2510, 67-40 110th Street, Forest Hills, L. I.

RADIO

Situations Wanted—(Cont'd)

Technical

Chief engineer, good practical experience-construction-maintenance-directionals and measurements. Box 150F, B•T.

Chief engineer: 11 years experience with kilowatt, directional antenna and signal. Prefer Texas. Box 535F, B•T.

Man with FCC 1st phone available for transmitters shift, no announcing. No practical experience. College education. Write GSE, 821 19th Street, N. W., Washington, D. C.

Programming-Production, Others

Newscaster. Local reporter. Play-by-Play. 9 years all phases. Box 379F, B•T.

Combination continuity-sales-local news gal, 12 years experience, in market for radio, tv station looking for lot for their money. References proven talent, speed accuracy, results. Box 452F, B•T.

Experienced continuity director, 28, single, currently employed by 5 kw net affiliate in one of nation's 35 largest markets, desires similar position in New England. Also experienced in publicity, programming, traffic. Please state job requirements in reply. Box 488F, B•T.

Top-flight news director of 50 kw, clear channel station in top market available soon. Solid commercial story. New ideas. Top local and national awards. I can make your news department one of the best in the nation. Background in other aspects of programming. Will consider combination program-news job. Box 506F, B•T.

Farm director. Experienced farmer. Trained all phases broadcasting. Excellent references. Box 564F, B•T.

Hawaii: Experienced distaff reporter, copywriter, announcer desires radio job in islands. Box 575F, B•T.

Top-notch news director and broadcaster desires permanent position with progressive operation. Background includes: Newspaper reporting-public relations—nine years radio-tv. Full details-photo and tape on request. Box 586F, B•T.

TELEVISION

Help Wanted

Managerial

Manager capable of handling sales for an especially active television operation. Box 561F, B•T.

Salesmen

Wanted: Top tv salesman. Must be experienced. Salary and commission. Midwest tv station on low channel and full power. Network affiliated. Chance to become sales manager . . . if you've got it. Box 485F, B•T.

Wanted—experienced radio or tv salesman to sell television for major net affiliate in two station medium midwestern market. Salary and commission. Send complete resume and photograph to Box 553F, B•T.

Outstanding opportunity for experience tv salesman. Top 100 market. CBS station. Will pay big for big results. Send all details and salary requirements to Box 591F, B•T.

Technical

Engineer for operation and maintenance southeastern 100kw vhf station. Must be capable and willing to assume maintenance responsibilities. Box 529F, B•T.

(Continued on next page)

EXECUTIVE

Old established station is interested in an executive. Must be young, willing to work and know how to sell and direct sales.

Reply direct to A. Frank Katzentine, 924 duPont Building Miami 32, Florida.

TELEVISION

Help Wanted—(Cont'd)

Technical

Needed at once, transmitter engineer, 1st class license. Also, radio engineer, experienced in maintenance work. Contact Les Dunn, KTVR, Denver, Colorado.

Newspaper owned television station has immediate opening for maintenance engineer. Send complete background qualifications and photograph to Wallace Wurz, Chief Engineer, WTVH, Peoria, Illinois.

Programming-Production, Others

Prominent tv film production firm looking for top tv program ideas. Will develop and promote. Write Box 345F, B•T.

Announcer-director, or announcer to learn directing, needed for southwestern three station market. Send full information, tape, availability, salary, experience and photo to Box 540F, B•T.

Merchandising-promotion. Midwest major net affiliate needs experienced, creative promotion manager. Medium market, excellent opportunity. Box 554F, B•T.

Situations Wanted

Managerial

Sales manager: Thoroughly experienced—15 years—in all phases of radio and television sales functions and administration. Open record of sales accomplishments. Best references. Box 459F, B•T.

Salesmen

Salesman: Tv film sales or radio-tv time. Six years documentary film experience (non-selling) with government agency. Definite aptitude and enthusiasm for selling. College graduate. Well travelled. Married. Box 455F, B•T.

Top tv salesman desires station in eastern market. Now key man in small market. Manages local sales staff, regional, national sales. Writes, sells, produces own commercials and shows. Responsible family man. Box 539F, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Announcers

Announcer, five years radio-tv all phases. Low pressure, strong on news. Twenty-five and married. Pennsylvania or Ohio. $80 weekly. Available immediately. Box 537F, B•T.

Experienced announcer, who wants to join the team! Booth and camera; weather, news commercials, programming and general production work. Single, young and aggressive; desires aggressive operation. Box 542F, B•T.

Announcer: 2½ years, college graduate, veteran. At present, free lance tv in 2 billion dollar market. Box 544F, B•T.

Production-Programming, Others

Big news ahead! How's your coverage? Experienced versatile broadcaster, former radio-television news director and announcer, presently public relations manager medium sized industry, desires return to broadcast field. Single, 30, best references. Active personality showman with executive experience and spark that sells. Your inquiry appreciated. Box 312F, B•T.

Tv art director. Presently employed. Over 4 years television experience with reputation for top quality work. Excellent background and training in art and design field. Thorough knowledge of tv production, promotion, and advertising. Experienced as producer-director. Desire wider opportunity and responsibility with first rate, progressive station. Box 528F, B•T.

Program director with over ten years in radio desires television. All sports. Details on request. Box 531F, B•T.

Uhf in midwest market leaving air. Highly experienced producer director, production manager available May 1st. 2½ years in major and medium markets. Remotes, commercial, variety, you name it, I've done it. Own switching or TD. Married, 4-F, prefer mid-South, will consider other. Send for photo and resume. Box 532F, B•T.

Producer, director, cameraman—3 years experience all phases of production. Immediate availability. Box 534F, B•T or call Al Katona, Columbus, Ohio—Exter 8173.

TELEVISION

Situations Wanted—(Cont'd)

Tv producer-director currently with Indiana's largest station. Availability result of staff reduction. Three years tv experience in major and small markets. Five years previous radio announcing, sales, promotion, etcetera. Thorough theatre and musical background. Excellent community service record. Full documentation and highest references available. Box 563F, B•T.

Have gray flannel suit . . . will travel to position with future . . . director, announcer . . . ten years radio and television. Box 570F, B•T.

Tv director—producer. Seven years the major N.Y.C. station. Many credits. Executive experience. Box 589F, B•T.

2½ years all phases tv production. Cameraman, floor manager, director, property man, projectionist, film editing, etc. Excellent references. Salary open. Leonard Mirabel, 1460 Parkchester Road, New York City. TYrone 2-0835.

FOR SALE

Stations

Need tv chief engineer who likes southwest and will invest moderate amount in new vhf being built by successful am. Box 533F, B•T.

Fm—multiplexing station, sale or lease. **Best equipment, 35,000 watts. Biggest market to sell background music and programs to Chicagolands 6.5 million people. Write Was Corvine, 2707 North Drake, Chicago 47, Illinois.**

Mississippi small market priced under $50,000. Alabama single station market $29,737.57 total cost. Florida secondary market $15,000 cash will handle, balance of $35,000 payable over 5 years. Paul H. Chapman, 84 Peachtree, Atlanta.

Single-station market. Near Colorado Springs. Details to qualified buyers only. State your finances and affiliation first letter. Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

BROADCASTERS THROUGHOUT THE COUNTRY FIND...



Time, worry and expense can be saved by calling Northwest *First*. John Birrel, our Employment Counselor may have just the person you need. There's no charge for this service and you are assured of well-screened, professionally trained people.

Here's why Broadcasters prefer Northwest's graduates...

- Over 16,000 square feet devoted to studios, control rooms, and student servicing.
- Five complete image orthicon camera chains.
- Six complete control rooms with professional consoles, rack-mounted tape recorders, disc recorders, turntables, monitors, switchers
- Film editing equipment
- An outstanding staff of professional instructors who are presently working at network affiliates—NBC, CBS, ABC.
- Practical training. Professional trainees learn by doing — actually participating in closed-circuit productions.

Your collect wire or call is always welcome Call Northwest *first*. Our Employment Counselor . . . John Birrel . . . assures you of immediate, personal attention

SUBSCRIBER TO NARTB

NORTHWEST RADIO & TELEVISION SCHOOL

HOME OFFICE: 1221 N. W. 21st Avenue Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822

CHICAGO, ILLINOIS. . . . . . 540 N. Michigan Avenue DE 7-3836

WASHINGTON, D. C. . . . . . 1627 K Street N. W. RE 7-0343

FOR SALE

Stations

In negotiating the sale of your radio or tv station, the Norman Company works quietly and confidentially. All details handled personally by Hugh R. Norman or George Norman. Write for listings. Box 534, Davenport, Iowa.

We offer good radio and tv buys thoroughout the United States. Ask for our free bulletin. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, Calif.

Eastern buyers should contact me for good sound buys in radio and tv stations. John Hanly, 1739 Connecticut Ave., N. W., Washington, D. C.

Equipment

Have your own complete sound effects library at a reasonable cost to you. 70 sound effects including boat whistle, door knock, door closing, laughing, water splash, footsteps, squeeky door, car starting, motor idling, car crash, etc. 70 sound effects which belong to you for $25. and your tape. Offer limited. Send today. All reproduction rights yours. Not from any previous recording or library service. Send today to Bill Hasbrook, KFXM, 512 Fifth Street, San Bernardino, California.

Various heavy duty RF components for 5kw and 10kw—capacitors, inductors, transformers, change-over relays, and meters. Write for complete list, Chief Engineer, WDSM, Duluth, Minnesota.

For sale: Complete 3kw fm equipment consisting of Federal 3kw fm transmitter with crystals for 107.7 and 102.9mc, GE frequency-modulation monitor, two bay Andrew multi V antenna with 85 feet of 1⅝ inch line and fittings, 40 feet of tower complete with guys and fittings for roof mounting. All of this equipment is in first class condition and almost new appearance. Can be seen in operation. A generous supply of space tubes. Price $5,000.00 cash F.O.B. Norton, Virginia. Contact WNVA, Norton, Virginia.

Booth Leasing Corporation—A national leasing service—which includes everything from store and office fixtures to executive aircraft—whereby you choose the equipment you need—new or used—BLC purchases it from your supplier, and places it in your studio, transmitter and office on flexible lease terms written to meet your specific requirements. Rentals paid under leases drawn as recommended by BLC are tax deductable expense items. For full information for your attorney, tax counsel and yourself, write, wire or phone Gene O'Fallon & Sons, Inc., Channel 2, TV Building, 550 Lincoln Street, Denver, Colorado, KEystone 4-8281.

3 Presto 6N recorders and amplifiers, 3 Magnecorder PT 6's many other items priced for quick sale, write Northwestern Recording, Inc., 411 S. W. 13th, Portland, Oregon.

Radio studio equipment: 1 Radiotone RA 16 dual disc cutter and playback with radio in portable case. 1-DuKane 11A75 tape recorder. 1-Seeburg "200" automatic record player. 2-66" Bud Gray Racks—original crates. 1-Ampex 450 tape reproducer. 60-Eltran 12" PM speakers. Bargain—Phone Craft Company, 427 No. Euclid Street, St. Louis, Missouri.

Ampex 402P excellent condition $599.50. 16" Rek-O-Kut G2 TT good condition $35.00. Presto 6-N with 85A amplifier $325.00. United Radio, Portland, Oregon.

Call letter items: Jewelry, car plates, mike plates, lapel pins, celluloid buttons, ash trays, bumper strips, satin banners, ties, etc. All books on broadcasting and telecasting! Lists free. Box 341, Decatur, Alabama.

WANTED TO BUY

Stations

Station wanted in southeast with cash requirements not too high. Station does not have to be making money. Reputable individual buyer. Reply Box 471F, B•T.

Wanted—fulltime radio station—southwest—operating in the red—P.O. Box 3752, Oklahoma City.

I currently have over 500 active buyers interested in buying stations in the south. Can we help you? Paul H. Chapman, 84 Peachtree, Atlanta, Georgia.

Listings wanted. Stations in Virginia, Tennessee, Kentucky, West Virginia, Carolinas and adjoining states. Roy E. Giles, Broker, 2812 Cove Road N. W., Roanoke, Va.

Equipment

All equipment necessary for 250 watt am operation tower to turntables. Box 470F, B•T.

Transcription libraries purchased, any service, old or current. Box 495F, B•T.

Wanted: Uhf transmitter for low channels 1kw. Also tower, antenna and accessories. Box 525F, B•T.

Used equipment. 1 kw uhf transmitter, diplexing equipment, 3⅛" transmission line and antenna to operate on channel 37. Must be in good operating condition. Box 592F, B•T.

Wanted: Used Magnecorder and amplifier, models PT6-AH and PT6-J. Good working order, KLOH, Pipestone, Minnestota.

Needed immediately used Klieg baby spots with or without barn doors. KSBW-TV, P.O. Box 1651, Salinas, California.

Need 250 watt transmitter and a self supporting tower from 150 to 250 in height. Advise Gene Newman, Radio Station WEZB, Tutwiler, Hotel, Birmingham, Alabama.

Used PT63-AH Magnecorder, either PT63-J or PT-7C amplifier, advise condition and cost. WICH, Norwich, Connecticut.

Interested in buying Gates SA-131 proof of performance kit. State condition and price. Contact Manager, WKAY, Glasgow, Kentucky.

Wanted: Used 5 or 10 kw fm transmitter—console—freq. meter—monitor. Want excellent equipment only. Haan Hi-Fi, 1655 W. 79th St., Chicago, Ill. ABerdeen 4-4200.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 1-T, 821 19th Street, N.W., Washington, D.C.

FCC first phone license. Start immediately Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W., 21st Street, Portland 9, Oregon.

FCC first class phone. After ten years successfully training men for their first class radiotelephone operators license, this same course is now available to you at home. Write the Don Martin School, Ext. Div., 1653 North Cherokee, Hollywood 28, California.

RADIO

Help Wanted

Salesmen

RADIO AND TELEVISION
GROUP OWNERSHIP
NEEDS
ACTIVE FILE OF
TOP-FLIGHT SALESMEN

If you have been in your present position three years or longer, send letter, photo and complete resume including earnings.

Properties include major and smaller markets in East.

Box 272F, B•T

RADIO

Help Wanted—(Cont'd)

Salesmen

WANTED

Top-flight salesmen — Radio and TV — for Johnstown-Altoona area of Pennsylvania. Must have proven record of selling. Send full details to

Box 587F, B•T

WFTL
FT. LAUDERDALE, FLA.

Opening for 2 salesmen with proven record in Sales Management's #1 city. Not interested in announcers, engineers or combo men. We want salesmen!

Contact

Bob Bowles, General Manager

Production-Programming, Others

COPYWRITER WANTED

Ready to start March 15 or sooner. Must have experience and take charge of Copy Department. Write good sound copy that has sell—Salary open for right person. Send all information to:

Walt Teich
KOEL
Oelwein, Iowa

Situations Wanted

Managerial

MANAGER

Experienced selling manager leaving present part-ownership-management for personal reasons. Billing for years in six figures. Musical-dramatic-announcing experience. Compose jingles and hard hitting gimmick copy. Third ticket. Desire managerial assignment with salary based on selling ability. With or without investment. Location not a factor. Available 60 days. Available for interview.

Box 545F, B•T

RADIO

Situations Wanted—(Cont'd)

Managerial

MANAGER

Hard selling manager wants to invest and operate radio property midwest. Experienced all phases. Cash available. Write Box 567F, B•T

ATTENTION OWNERS AND GENERAL MANAGERS

If you need a top-flight right hand man to supervise internal station operation we will have available March 15 a family man under 30 with over 8 years solid experience in announcing, production, traffic, copy, programming, public relations and promotion. Outstanding all-around assistance to management in all phases. Not afraid of work, excellent character and credit references available. Leaving our employ due to our conversion to 100% Spanish language operation. If you are looking for outstanding executive material on its way up call Lowell Christison, 3-1259, Albuquerque, N. M., or contact me personally.

E. M. Sleighel
President
KABQ
3-1744
Albuquerque, N. M.

TELEVISION

Situations Wanted

Production-Programming, Others

TV PRODUCER-DIRECTOR (Production Manager)

Live network show experience. Top rated local shows (THAT SOLD OUT). Also ad Agency and radio background. Young, aggressive, top references.

Box 558F, B•T

FOR SALE

Equipment

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

WANTED TO BUY

Equipment

USED EQUIPMENT WANTED

1 Presto FC 11 Tape Recorder, (chassis only—no console or carrying case required).

2 Ampex Model 350 C (console type) tape recorders.

2 RCA 70 C turntables.

Station condition and best price on any or all items listed.

Contact:
John S. Phillips
WHTN-AM-FM-TV
P. O. # 1760
Huntington, W. Va.

(Continues from page 126)

principals are Vice Pres.-Treas. **Caterina Chesi** (20%), 10% owner **WBBA Pittsfield, Ill.**; Vice Pres. **John Corsiatto** (20%), appliance dealer, and **G. B. Meyer** (5%), 25% owner of WBBA. Filed Feb. 20.

WESO Southbridge, Mass.—Seeks assignment of license to WESO Bcstg. Corp. for $47,185. Principals include Pres. **Joseph L. Rosenmiller Jr.** (53%), H-R Television Representatives salesman; Vice Pres.-Treas. **Peter A. Bordes** (17%), marketing and business consultant, and **Joseph C. Amaturo** (20%), NBC sales representative. Filed Feb. 17.

KCUE Red Wing, Minn.—Seeks assignment of license to Hiawatha Bcstg. Co. Corporate change only; no change in control. Filed Feb. 21.

WDLC Port Jervis, N. Y.—Seeks assignment of license to Port Jervis Bcstg Co. for $50,000. Principals include Pres.-Treas. **Sidney Sakofsky** (50%), pharmacist, and Vice Pres.-Treas. **Oscar Wein** (50%), WDLC commercial manager. Filed Feb. 20.

WFBG-AM-TV Altoona, Pa.—Seeks assignment of license to Triangle Publications Inc. Acquisition of control of stations has been approved; present application is for corporate change only. Filed Feb. 17.

WDEH Sweetwater, Tenn.—Seeks assignment of license to Marto Bcstg. Co. for $52,500. Principals include Pres.-Treas. **Marvin I. Thompson** (99.5%), general manager of **WKXV Knoxville, Tenn.** Filed Feb. 17.

APPLICATION AMENDED

WMGR Bainbridge, Ga.—Application for assignment of license to **Decatur Bcstg. Co.** amended to change name of assignee to **John A. Dowdy**. Amended Feb. 21.

Hearing Cases . . .

INITIAL DECISIONS

Hopkins-Edina-St. Louis Park, Minn.—Hearing Examiner Basil P. Cooper issued initial decision looking toward grant of application of Radio Suburbia Inc., for new am station to operate on 950 kc, 1 kw, D in Hopkins-Edina-St. Louis Park and denial of competing application of Suburban Bcstg. Corp. Action of Feb. 21.

Levittown-Fairless Hills, Pa.—Hearing Examiner Annie Neal Huntting issued initial decision looking toward grant of application of Drew J. T. O'Keefe, Jack J. Dash and William F. Waterbury for new am to operate on 1490 kc, 250 unl., Levittown-Fairless Hills, and denial of competing application of Mercer Bcstg. Co. for same facilities in Trenton, N. J. Action Feb. 20.

OTHER ACTIONS

Hartford, Conn.—FCC denied in their entirety joint petitions of **WGTH-TV Hartford, WKNB-TV New Britain, Conn., WHYN-TV** and **WWLP (TV)** both **Springfield, Mass.**, for leave to intervene, for stay or alternative relief, and that portion of petition for reconsideration and further relief as requested stay of comparative proceedings on applications of Travelers Bcstg. Service Corp. and Hartford Telecasting Co. for new tv to operate on ch. 3 in Hartford. By separate action Commission scheduled oral argument on above proceedings for March 12. Actions Feb. 16.

Peoria, Ill.—FCC denied petitions of WEEK-TV and WTVH (TV) both Peoria for intervention, consolidation, and other relief, and dismissed as moot petition for stay of comparative proceedings on applications of WMBD Inc., and WIRL Television Co. for new tv station to operate on ch. 8 in Peoria. Action Feb. 17.

Rochester, Minn.—Rochester Bcstg. Co. designated for hearing application for new am to operate on 1270 kc, 500 w D and made WTCN Minneapolis, party to proceeding. Action Feb. 17.

WPAR-AM-FM Parkersburg, W. Va.-WBLK-AM-TV Clarksburg, W. Va.—By supplemental letter, is being further advised that application for transfer of control from News Pub. Co. to WSTV Inc. indicates necessity of hearing. Action Feb. 17.

Madison, Wis.—FCC denied petition for stay, also that portion of petition for rehearing, reconsideration, etc., likewise requesting stay, filed by Badger Television Co. directed to Commission Dec. 12 decision granting application of Radio Wisconsin Inc. for new tv on ch. 3 in Madison and denying Badger's competing application. Action Feb. 16.

INSTRUCTION

FCC 1st PHONE LICENSES IN 5 TO 6 WEEKS
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NARBA Notifications . . .

List of changes, proposed changes, and corrections in assignments of Mexican stations mod. appendix containing assignments of Mexican stations attached to Recommendations of North American Regional Bcstg. Agreement Engineering Meeting Jan. 30, 1941.

Mexican Change List No. 187 Jan. 26, 1956

770 kc

XECJ Apatzingan, Michoacan—(delete assignment—vide 1340 kc), 1 kw D, ND, Class II. 7-26-56.

970 kc

XETV Villahermosa, Tabasco—(increase D power), 5 kw D, 400 w N, unl. Class III. 4-26-56.

1060 kc

XEGE Mexicali, Baja California—(change in freq. from 1570 kc), 1 kw, ND, D. Class II. 7-26-56.

1200 kc

XELC La Piedad, Michoacan—(now in operation), 5 kw, ND, D. Class II. 11-26-55.

1300 kc

XEYJ Nueva Rosita, Coahuila—(new change in freq. from 1460 kc.), 1 kw, ND, D. Class III. 7-26-56.

1340 kc

XECJ Apatzingan, Michoacan—(change in freq. from 770 kc), 1 kw D, 250 w N, ND, unl. Class IV. 4-26-56.

1390 kc

XETL Tuxpan, Veracruz—(increase in D power), 5 kw D, 1 kw N, ND, unl. Class III. 4-26-56.

1400 kc

XETO Tampico, Tamaulipas—(increase in D power), 1 kw D, 250 w N, ND, unl. Class IV. 4-26-56.

1460 kc

XERD Nueva Rosita, Coahuila—(change in call letters), 1 kw ND, D. Class III. 1-26-56.

1570 kc

XEGE Mexicali, Baja California—(delete assignment—vide 1060 kc), 1 kw, ND, D. Class II. 6-26-56.

1590 kc

New Mexicali, Baja California—5 kw. unl. Class III. 7-16-56.

XENS Nogales, Sonora—(delete assignment), 5 kw, unl. Class III. 1-26-56.

Routine Roundup . . .

February 17 Applications

Accepted for Filing

License to Cover Cp

KMAP Bakersfield, Calif.—Seeks license to cover cp which authorized new am station.

WMFD Wilmington, N. C.—Seeks license to cover cp which authorized decreasing height of center tower of DA.

Modification of Cp

WWRI West Warwick, R. I.—Seeks mod. of cp (as mod. which authorized new am station) for extension of completion date.

WAPC Waupaca, Wis.—Seeks mod. of cp (which authorized new am station) for extension of completion date.

KWWL-TV Waterloo, Iowa—Seeks mod. of cp (which authorized new tv station) to extend completion date to Sept. 20.

WAKR-TV Akron, Ohio—Seeks mod. of cp (which authorized new tv station) to extend completion date to Sept. 13.

KCOR-TV San Antonio, Tex.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Sept. 9.

Renewal of License

KSLV Monte Vista, Colo.; KOLR Sterling, Colo.; KLIZ Brainerd, Minn.; KWOA Worthington, Minn.; KWNO-AM-FM Winona, Minn.; KOYN Billings, Mont.; KXLO Lewistown, Mont.; KBTK Missoula, Mont.

February 17 Decisions

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

KLOR-TV Portland, Ore.—Denied petition to intervene in proceeding re application of **KSLM-TV Salem, Ore.**, for mod. of cp (tv ch. 3). Action Feb. 14.

By Hearing Examiner Annie Neal Huntting

Newburgh, Ind.-Lawrenceville, Ill.—Upon informal request for continuance of prehearing conference and informal consent thereto by all parties, ordered said conference is continued from Feb. 20 to Feb. 28, re am applications of Southern Indiana Broadcasters Inc., Newburgh and Lawrenceville Bcstg. Co., Lawrenceville. Action Feb. 15.

By Hearing Examiner Herbert Sharfman

AB-PT—Issued order after prehearing conference, reciting matters of greatest significance discussed at prehearing conference in re application of American Bcstg.-Paramount Theatres Inc., for permit to locate, use or maintain broadcast studio or other place or apparatus in United States for production of programs to be transmitted or delivered to **XETV (TV) Tijuana, Mex.** Action Feb. 15.

By Hearing Examiner Thomas H. Donahue

New Castle, Ind.—Gave notice that oral argument will be heard Feb. 16, on petition for

leave to amend am application filed by Courier-Times Inc., New Castle. Action Feb. 15.

By Hearing Examiner Basil P. Cooper

Munising, Mich.—Ordered prehearing conference will be held Feb. 20, re am applications of North Central Bcstg. Co. and Munising-Alger Bcstg. Co., Munising. Action Feb. 15.

By Hearing Examiner Hugh B. Hutchison

Ponce de Leon Bcstg. Co. of P. R., Mayaguez, P. R.—Granted motion for continuance of hearing from Feb. 17 to April 9, in ch. 3 proceeding, Mayaguez. Action Feb. 14.

By Hearing Examiner Herbert Sharfman

Broadcast Bureau—Granted petition for extension of time from Feb. 15 to Feb. 27 to file proposed findings of fact and conclusions re applications for assignment of license for KBOX Modesto, Calif. Action Feb. 16.

By the Commission

Granted Renewal of License

KGBX Springfield, Mo.; WEIC Charleston, Ill.; KWPC-FM Muscatine, Iowa; KCOG Centerville, Iowa; KAYL-AM-FM Storm Lake, Iowa.

Granted SCA

KRKD-FM Los Angeles, Calif.; WGMS-FM Washington, D. C.

Modification of Cp

KCCO Lawton, Okla.—Granted mod. of cp (which authorized new am station) to extend completion date to April 16.

February 20 Applications

Accepted for Filing

Cp

WCBQ Sarasota, Fla.—Seeks cp to replace expired cp which authorized new am to operate on 1220 kc, 250 w D.

License to Cover Cp

WDOX (FM) Dover, Del.—Seeks license to cover cp which authorized new fm station.

KROD-TV El Paso, Tex.—Seeks license to cover cp which authorized new tv and to correct geographic coordinates.

Modification of Cp

WAEL Mayaguez, P. R.—Seeks mod. of cp (as mod. which authorized changed frequency, increased power, install DA-1, change ant.-trans. location, make ground system and equipment changes) for extension of completion date.

WWKS (FM) Macomb, Ill.—Seeks mod. of cp (which authorized new educational fm station) for extension of completion date.

KRMA-TV Denver, Colo.—Seeks mod. of cp (which authorized new non-commercial tv station) to extend completion date to Sept. 16.

WHYN-TV Springfield, Mass.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Aug. 28.

KRGV-TV Weslaco, Tex.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Sept. 15.

Modification of License Returned

WJHO Opelika, Ala.—Application for mod. of license to change name of licensee returned to applicant; name incorrect in first section.

February 21 Applications

Accepted for Filing

Modification of Cp

KURA Moab, Utah—Seeks mod. of cp (as mod. which authorized new am station) for extension of completion date.

License to Cover Cp

WOOD-TV Grand Rapids, Mich.—Seeks license to cover cp which authorized changed description of trans. location to 6100 Five Mile Rd., N. E., Ada, Mich. (not move).

Renewal of License

KTJO-FM Ottawa, Kan.; WHKW (FM) Madison, Wis.; KTVR (TV) Denver, Colo.

February 21 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of Feb. 17

WFBG-AM-TV Altoona, Pa.—Granted assignment of license to Triangle Publications Inc.

KGAK Gallup, N. M.—Granted license covering change of facilities.

KCVL Colville, Wash.—Granted authority to sign-off at 6 p.m. each evening beginning April 1 through Aug. 31.

Following were granted extensions of completion dates as shown: **KYW-FM Cleveland, Ohio,** to 8-22-56; **KHOF Glendale, Calif.,** to 6-1-56; **WOPT (TV) Chicago, Ill.,** to 7-16-56; **WJNO-TV West Palm Beach, Fla.,** to 9-15-56; **WOTV (TV) Richmond, Va.,** to 7-16-56; **WAAB-TV Worcester, Mass.,** to 7-16-56; **WTLF (TV) Baltimore, Md.,** to 7-16-56; **WPTR-TV Albany, N. Y.,** to 7-16-56; **WMFL Miami, Fla.,** to 7-16-56; **WKLO-TV Louisville, Ky.,** to 7-16-56; **WOCN Atlantic City N. J.,** to 7-16-56; **KBTM-TV Jonesboro, Ark.,** to 7-1-56; **KTBS-TV Shreveport, La.,** to 9-1-56; **WHK-TV Cleveland, Ohio,** to 7-16-56; **WNYC-TV New York, N. Y.,** to 7-16-56; **WCKG (TV) New Orleans, La.,** to 7-16-56; **WRTV (TV) Asbury Park, N. J.,** to 7-16-56; **KWGB-TV Goodland, Kan.,** to 7-11-56.

Actions of Feb. 16

KCCO Lawton, Okla.—Granted mod. of cp to change ant.-trans. location and specify studio location.

Following were granted extensions of completion dates as shown: **WKDN-TV Camden, N. J.,** to 7-16-56; **WOBS-TV Jacksonville, Fla.,** to 7-16-56; **WINR-TV Binghamton, N. Y.,** to 7-16-56; **WAKR-TV Akron, Ohio,** to 9-13-56; **WLTV (TV) Wheeling, W. Va.,** to 7-16-56; **WPTV (TV) Ashland, Ky.,** to 7-16-56; **WMCN (TV) Grand Rapids, Mich.,** to 7-16-56; **WTLE (TV) Evanston, Ill.,** to 7-16-56; **KZTV (TV) Reno, Nev.,** to 9-16-56; **KCOR-TV San Antonio, Tex.,** to 9-9-56;; **WTVG (TV) Mansfield, Ohio,** to 7-16-56; **WHCU-TV Ithaca, N. Y.,** to 7-16-56; **WLAP-TV Lexington, Ky.,** to 7-16-56.

Actions of Feb. 15

Following were granted extensions of completion dates as shown: **WITH-TV Baltimore, Md.,** to 7-16-56; **WTRI (TV) Albany, N. Y.,** to 7-16-56; **WETV (TV) Washington, D. C.,** to 7-16-56; **WNOP-TV Newport, Ky.,** to 7-16-56; **WKNA-TV Charleston, W. Va.,** to 7-16-56; **WQXL-TV Louisville, Ky,** to 7-16-56; **WQXN-TV Cincinnati, Ohio,** to 7-16-56; **WOKA (TV) Macon, Ga.,** to 7-16-56; **WFTV (TV) Duluth, Minn.,** to 7-16-56; **WTVQ (TV) Pittsburgh, Pa.,** to 7-16-56; **WEOL-TV Elyria, Ohio,** to 7-16-56.

Following stations were granted authority to operate trans. by remote control: **WPIN St. Petersburg, Fla.; KOWH Omaha, Neb.**

Actions of Feb. 14

KPIC Roseburg, Ore.—Granted STA to operate commercially on ch. 4 for period ending April 25.

WYZE Atlanta, Ga.—Granted authority to operate trans. by remote control.

WEGA Newton, Miss.—Granted license for am station.

KSPC (FM) Claremont, Calif.—Granted license for non-commercial educational fm broadcast station.

KCFM (FM) St. Louis, Mo.—Granted license to cover cp for fm station; (93.7 mc), 21.5 kw; 550 ft. ant.

KHCD Clifton, Ariz.—Granted cp to replace expired cp which authorized new am on 1450 kc, 250 w, unl., with remote control operation of trans.

WDUX Waupaca, Wis.—Granted mod. of cp to change name of permittee Dorothy J. Laird tr/as Laird Bcstg. Co.

WTWV (TV) Tupelo, Miss.—Granted mod. of cp to change ERP to vis. 26.9 kw, aur. 13.5 kw, make ant. and other equipment changes, change trans. and studio location and for waiver of sec. 3.613 of Commission's rules; ant. 510 ft.

Following were granted extensions of completion dates as shown: **WTVX (TV) Gastonia, N. C.,** to 7-16-56; **WFOX-TV Milwaukee, Wis.,** to 7-16-56; **WKJF-TV Pittsburgh, Pa.,** to 7-16-56; **WJLN-TV Birmingham, Ala.,** to 7-16-56; **KLEW-TV Lewiston, Idaho,** to 9-1-56; **WFPG-TV Atlantic City, N. J.,** to 7-16-56; **WQCY (TV) Allentown, Pa.,** to 7-16-56; **WIFE (TV) Dayton, Ohio,** to 7-16-56; **WTOH-TV Toledo, Ohio,** to 7-16-56; **WKNE-TV Keene, N. H.,** to 7-16-56; **WMFD-TV Wilmington, N. C.,** to 9-15-56; **WIND-TV Chicago, Ill.,** to 7-16-56; **WYZZ Wilkes Barre, Pa.,** to 8-8-56, **KCHJ Delano, Calif.,** to 7-22-56, conditions; **WDTV Cruz Bay, Virgin Islands,** to 4-4-56.

Actions of Feb. 13

KETA (TV) Oklahoma City, Okla.—Granted STA to operate on educ. ch. for period ending March 18.

KFSC Denver, Colo.—Granted license covering change in ant. and trans. location.

WDUN-FM Gainesville, Ga.—Granted license covering change in licensed fm station.

WICS (TV) Springfield, Ill.—Granted license for tv station.

KMAP Fresno, Calif.—Granted authority to operate trans. by remote control from 1812 "F" St., Bakersfield, Calif.

WBEN-TV Buffalo, N. Y.—Granted cp to change ERP to vis. 100 kw, aur. 50 kw, make changes in ant. and other equipment; ant. 1200 ft.

WCAN-TV Milwaukee, Wis.—Granted cp to replace expired cp which authorized new tv station on ch. 25

Following were granted extensions of completion dates as shown: **WERE-TV Cleveland, Ohio,** to 7-16-56; **WACA-TV Camden, S. C.,** to 7-16-56; **WELI-TV New Haven, Conn.,** to 7-16-56; **WLWA (TV) Atlanta, Ga.,** to 9-10-56; **WAZL-TV Hazleton, Pa.,** to 7-16-56; **WBTM-TV Danville, Va.,** to 7-16-56; **WBID-TV Detroit, Mich.,** to 7-16-56; **WATL-TV Atlanta, Ga.,** to 7-16-56.

Action of Feb. 9

WAAT-FM Newark, N. J.—Granted authority to operate trans. by remote control from Belleville Turnpike, Kearny, N. J.

UPCOMING

FEBRUARY

Feb. 27-March 1: Senate Interstate & Foreign Commerce Committee resumes hearings in Investigation of Tv Networks and Uhf-Vhf Problems.
Feb. 27: House Anti-trust Subcommittee Exploratory Hearings.
Feb. 27: RAB Clinic, Miami.
Feb. 28: RAB Clinic, Jacksonville, Fla.
Feb. 29: RAB Clinic, Columbia, S. C.

MARCH

March 1: RAB Clinic, Atlanta.
March 2: RAB Clinic, Birmingham, Ala.
March 2-3: Midwestern Adv. Agency Network, Business Meeting & Competitive Display, Drake Hotel, Chicago.
March 2-4: Hi-Fi Fair, Shoreham Hotel, Washington.
March 3: Michigan AP Broadcasters Assn. Newsmen's Workshop, Kellogg Center, East Lansing, Mich.
March 5: RAB Clinic, Nashville.
March 6: RAB Clinic, Memphis.
March 7: RAB Clinic, New Orleans.
March 8: RAB Clinic, Houston.
March 9: RAB Clinic, Dallas.
March 10: Michigan State U. Dept. of Speech 11th Annual Radio-Tv Conference, East Lansing.
March 12: RAB Clinic, Burlington, Vt.
March 13: RAB Clinic, Boston.
March 14: RAB Clinic, Pittsburgh.
March 14-16: Assn. of National Advertisers Spring Meeting, The Homestead, Hot Springs, Va.
March 15: RAB Clinic, Rochester, N. Y.
March 16: Connecticut Broadcasters Assn., Waverly Inn, Cheshire, Conn.
March 16: Ohio Assn. Radio & Tv Broadcasters, Hotel Statler, Cleveland.
March 16: RAB Clinic, Schenectady, N. Y.
March 16-17: West Virginia Broadcasters Assn., McLure Hotel, Wheeling.
March 19: RAB Clinic, Billings, Mont.
March 19-22: Institute of Radio Engineers National Convention and Radio Engineering Show, Waldorf-Astoria, New York.
March 20: RAB Clinic, Minneapolis.
March 21: RAB Clinic, Milwaukee.
March 22: Kentucky Broadcasters Assn., Brown Hotel, Louisville.
March 22: RAB Clinic, Grand Rapids, Mich.
March 23: RAB Clinic, Detroit.
March 24-25: Arkansas Broadcasters Assn., Hotel Marion, Little Rock.
March 26: RAB Clinic, Tulsa, Okla.
March 26-28: Canadian Assn. of Radio & Tv Broadcasters, Royal York Hotel, Toronto.

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The Unheard Voice

AMONG the more commendable enterprises with which U. S. broadcasters have been identified is the annual Voice of Democracy contest for high school students.

In the nine years the contest has been held, several million youngsters have written several billion words in praise of American freedoms and responsibilities. To judge by the appearance in Washington last week of the four national winners of the latest contest, U. S. youth has a clear idea of what democracy is all about.

We are not so sure about their elders, particularly some of their elders who are engaged in broadcasting.

While the youngsters whom they had sponsored were discussing freedom and responsibility last week, many broadcasters were ignoring both. They were still paying no attention to a piece of pending legislation which would give them considerably more freedom than they now enjoy in the presentation of political candidates on news and discussion programs.

Pending before Congress is an amendment which would modify the political broadcasting law to the extent of permitting broadcasters to use candidates on news and discussion programs without having to offer equal facilties to all other candidates. It is a sensible amendment and would do much, if passed, to elevate the stature of radio and television as news media. So far, however, only CBS, which originated the amendment, and NBC have supported it publicly. Except for a handful who have supported it in private correspondence, the rest of the broadcasters in America haven't done a thing to advance the proposal. Some of them, it now becomes evident, are actually hoping it won't pass; they fear the removal of government regulation which is a handy thing to substitute for one's own editorial coverage.

The fears of the fearful appear less substantial every day. The longer the broadcasters remain silent, the less chance there is for passage of the amendment. As matters stand now, the probability is that U. S. radio and television will go through another major election year without having to use their own discretion. They will have ceded their editorial judgment to a government law and will have postponed their maturity as news media that much longer.

Perhaps they should pay more attention to the speeches and less to the promotional results of the next Voice of Democracy contest.

Markets, Probes & Megacyles

AFTER a dismal start, the Senate Commerce Committee inquiry into the nation's television woes gives signs of beginning to get somewhere. Both the legislators and the FCC are learning that there's something more to the problem than who killed the uhf cock-robin, and indeed that uhf is still very much alive and essential in fashioning nationwide competitive tv.

The biggest single discovery, after many months of wringing of hands and fighting the phantom battle of conversions, is that there just aren't a sufficient number of competitive stations in most of the first 100 markets, intermixed or otherwise. The FCC learned it by ringing door bells at advertising agencies, station representatives and networks in New York. And the committee, which understands economics and is weak on allocations, in the words of its chairman, Sen. Warren G. Magnuson (D-Wash.), has reached the conclusion that it isn't how many stations but how many can live.

They are beginning to think in terms of an economic allocation as well as a technical one. The suggestion tossed in by Comr. John Doerfer that a given station in a given multiple market be restricted to a single network affiliation, with other affiliations to go to competitive stations, whether uhf or vhf, appeared to ring a bell on the committee. His "one network to a customer" approach, all other things equal, registered because there is the general feeling that the economic key—at this stage—is the availability of adequate network service.

The seeming emergence of the hearings from a state of disorganized confusion can be ascribed to work at the staff level. With only a few weeks of indoctrination and no prior experience in broadcasting, young Kenneth A. Cox, the committee's majority counsel, took over questioning last week. His start was shaky, but he had done his home-work. He demonstrated a good grasp of the intricacies of tv. At his elbow was Nicholas Zapple, the Senate's communications expert.



Drawn for BROADCASTING • TELECASTING by Sid Hix

". . . and when you say 'note the big, over-sized chest,' be sure you point to the freezer."

It is perhaps too much to expect legislation in 1956—an election year—if, indeed, legislation is needed. Congress wants to quit in July to mend fences back home. But between now and then, the committee can give guidance to the FCC by exposing its views.

Out of the hearings, to date, has come the realization that a dual uhf-vhf allocation must be maintained if there is to be what Comr. Rosel H. Hyde describes as "comparable, competitive" service. The veteran commissioner, drawing on a quarter-century in Federal regulation—10 of those years as a commissioner—has carried the big load in the inquiry. He has given the Senate committee a concise, coherent course in elementary allocations and economics.

In the days ahead, the committee will hear testimony from government and private entities. All of the accumulation of indictments, real and imagined, will be aired. These burning issues principally will involve the networks. The list, turned over to the FCC at last week's hearings, include "possible anti-trust implications" of option time; network ownership of both radio and tv, and their ownership of stations; national spot representation by networks; multiple ownership, and coaxial cable and microwave tariffs—harking back to the Plotkin and Jones reports of the last season.

The questions are there and should be ventilated. Otherwise, they will haunt the business of television broadcasting and the FCC forevermore. There are signs that the inquiry will be kept within manageable limits, and that the committee will let the FCC complete its own network study, phase by phase, rather than duplicate the job at the taxpayers' expense.

Toward a More Perfect Union

THERE was something extraordinarily significant about the meeting in Washington last week of the presidents of 43 state broadcasters' associations with the officials and staff of the NARTB. It was a sort of miniature congress of broadcasters—a meeting of the duly-elected representatives of the broadcasters of the several states with their "federal" or "executive" coordinate in Washington.

Both sides benefited. The state presidents learned at first hand the problems of regulation and legislation in Washington. And NARTB President Harold E. Fellows and his executive staff were indoctrinated in the grass-roots vagaries of the art and the business of broadcasting. There is no official tie, since the state associations are not signatory to NARTB. The mutuality of interest, however, is there.

The day may come when the state association heads will constitute a "house of delegates" to the NARTB, perhaps bound to it by something more than a mutuality of interest. The business of broadcasting is growing. It is closer to the people than any other pursuit, and more sensitive to their wishes. In order to effect a more perfect broadcast union, the day of a federation of associations will come. The nucleus will be found in the present NARTB, which is functioning more effectively than any of its predecessors, and in the continued progress and growth of the state associations.



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25TH year

THE NEWSWEEKLY OF RADIO AND TV

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KPRC*	Houston	NBC
WJIM	Lansing	NBC, ABC
KARK	Little Rock	NBC
KABC	Los Angeles	ABC
WISN	Milwaukee	ABC
KSTP	Minneapolis, St. Paul	NBC
WABC	New York	ABC
WTAR	Norfolk	CBS
WIP	Philadelphia	MBS
WRNL	Richmond	ABC
KCRA	Sacramento	NBC
WOAI*	San Antonio	NBC
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STITCH IN TIME • To resist efforts to preclude spot sales representation by networks of their affiliated stations, all non-CBS owned affiliates now represented by its radio and television spot sales organizations, have retained counsel and plan to present their case to FCC's Network Study Group. Stations contend they have legal right to select their own sales representatives and have retained Covington & Burling, Washington law firm. Coordinator is John S. Hayes, president of *Washington Post* radio and tv stations (WTOP-AM-FM-TV Washington; WMBR-AM-TV Jacksonville). Others understood to be WBT-WBTV(TV) Charlotte; WBTW(TV) Florence; WCAU-AM-TV Philadelphia; KSL-AM-TV Salt Lake City; KOIN-AM-TV Portland, Ore.; KGUL (TV) Galveston; WRVA Richmond and WCCO Minneapolis. It's presumed group also has considered long-range plan in event representation divestiture comes.

B•T

ANTITRUST Division of Dept. of Justice is watching developments in color tv "like a hawk," according to one operator in forefront of color set manufacturing exploration. Every facet of color development, this source avers, is being scrutinized as to plans for licensing, manufacturing and marketing. (see story on other Justice Dept. investigations, page 76.)

B•T

NO SUPPORT • Though they aren't yet talking about it, all three tv networks probably will oppose new amendment to political broadcasting law submitted last week by Sen. Lyndon Johnson (D-Tex.), majority leader (story page 84). All look upon it as device for politicans to obtain more free time.

B•T

WHAT'S MORE, ABC probably will oppose any amendment to existing law. In private letter commenting on earlier amendment originally proposed by CBS, ABC said it liked things as they are. "Privilege" of putting candidates on tv news and discussion programs "should not be left to the broadcaster to dispense unregulated by law," ABC letter said. CBS-sponsored bill would give broadcasters right to put candidates on news and discussion programs without having to provide equal time for other candidates. Johnson bill would eliminate equal time provisions in all programs only for presidential and vice presidential candidates of parties which polled certain number of votes in previous elections or could produce petitions signed by 1% of total vote in preceding presidential election.

B•T

TIME BANK • Now that President Eisenhower is GOP's avowed candidate for second term, Democrats are keeping close tab on time used for or in behalf of his "candidacy". Already on sustaining time "bank" is Democratic request for half-hour to offset Vice President Richard M. Nixon's Lincoln Day talk wherein he alluded to "Republican" Chief Justice Warren as having handed down desegregation opinion. Second request for equal time exploded last Wednesday after Ike's use of all networks to formally explain his decision to run (story page 31).

B•T

TIME snarl as two major parties seek choice network facilities for campaign is getting serious. NBC expected to submit schedule of radio-tv availabilities, while CBS wants to draw up own timetable. ABC-TV, planning major reshuffling as part of tv expansion program, wants several weeks before making decisions since it would suffer heavily if new features were bumped in early stages. Democrats planning extensive plane-train whistle-stopping by Presidential candidate in view of President Eisenhower's spurning of familiar campaign custom, plus liberal use of radio-tv time.

B•T

GOODNIGHT, MRS. CALABASH? Texas Co. and NBC-TV are understood to be considering dropping Jimmy Durante show, (Sat., 9:30-10 p.m.) next fall because of rating difficulties. Advertiser would keep time period, however. Kudner Agency, New York, is agency.

B•T

HAVING tossed first bomb in his Look *article proposing "let's try it" approach to subscription tv, FCC Comr. Robert E. Lee is pondering idea that toll plan might be used for telethons and other big name drives to raise funds painlessly for political campaign expenditures or for eleemosynary purposes. Income from such projects, with talent contributed, he feels, might be geared toward equitable distribution to political candidates. He admits he hasn't "thought it through" but feels it has potential in light of current Congressional consideration of campaign contributions.*

B•T

SECRET BALLOT • NARTB's refusal to divulge vote in referendum approving by-laws change that removes at-large directors from Radio Board next year will provide more fuel for criticism by dissident members. It's known that opposition surprised supporters of by-laws change, with narrow 4-to-3 vote in contrast to former 100-to-1 endorsements of by-laws amendments. No explanation was given for withholding vote contrary to precedent.

B•T

FCC Network Study staff has been mulling additional explorations of segments of broadcasting—other than network, advertising and talent agencies, program producers and distributors and station reps, already visited for orientation during last few months. Next trip, may be: West Coast, and—viewing groups, like PTAs, American Assn. of University Women, League of Women Voters, National Audience Board, National Assn. for Better Radio & Tv.

B•T

BBC REPORT • What Britain's non-commercial BBC thinks about Britain's commercial ITA will be heard firsthand by New York Radio-Television Executives Society March 21 from BBC's head man, Sir Ian Jacob, director-general. But they're likely to hear more because BBCers became indignant over what they regarded as untoward comments on BBC's operations from lips of FCC Chairman George C. McConnaughey last Sept. 14 after chairman has returned from his European trip, when he commented ITA operations should put BBC on its toes and that BBC hasn't given people programs they wanted.

B•T

ARE movie interests seeking to scuttle Emmy awards? Sources close to Jerry Lewis say he was forced by Hollywood motion picture pressure to renege after having agreed to serve as m.c. of NBC-TV broadcast (sponsored by Oldsmobile) of awards ceremony March 17. Though Mr. Lewis denies his change of mind was forced upon him, it is known that months ago he accepted, without reservation, invitation to preside. Dispute over validity of Emmy nominations, opened last week when Jack Webb protested category of Dragnet *classification, may not be at end; but members of Academy of Television Arts & Sciences are closing ranks. Ed Sullivan (who today becomes chairman of next year's awards committee), Milton Berle, Gale Storm, Ralph Edwards and others have called for confidence in academy and its method of selecting nominations.*

B•T

SRO • Will networks have their time at bat before Senate Commerce Committee week of March 12? Committee doesn't know, is having trouble lining up hearing room amid spate of other hearing sessions on Hill. No hearings planned this week in Senate group's uhf-vhf inquiry but if space available "two or three" days will be set week of March 12. Committee has list of less than half-dozen uhf and vhf operators it would like to hear before turning to networks. Senate group somewhat cool to networks' expressed desire to testify on allocations first, network phase later.

B•T

NBC-TV is considering placing another 90-minute color spectacular into Friday 8:30-10 p.m. period once every four weeks, starting next fall.

KTHS (LITTLE ROCK)
goes *"Great Guns"*
for Gunn Distributing Co!



Mr. W. C. Coleman, founder of the Coleman Co., Wichita, Kansas, presents gold cup to Leland Gunn — nation's best 1955 distributor for famous Coleman Blend-Air Heating.

GUNN DISTRIBUTING COMPANY
WHOLESALE DISTRIBUTORS
LITTLE ROCK, ARKANSAS

November 21, 1955

Mr. Vaughn Webb,
Sales Manager
Radio Station KTHS
Little Rock, Arkansas

Dear Vaughn:

With the help of KTHS we have just finished the most successful merchandising promotion in our history. Our sales during our October-November promotion, built around our move into our new warehouse building at 1401 East 21st Street, averaged 70% more than last year.

We have just returned from Wichita, Kansas, where we received a gold cup marking us as the Nation's Best Coleman Distributor for 1955. We also won this award in 1954, so we feel you are certainly to be commended for the part KTHS has played in our continued growth. Here is why: In 1954, we used KTHS as well as all types of advertising media in our Fall promotion so that the results could not be pin-pointed.

This year we used only KTHS and can truly say that radio has played the dominant role in making our 1955 Fall campaign the most successful promotion ever scheduled by Gunn Distributing Company.

We will be happy to certify to the wide coverage and pulling power of KTHS. Our dealers all over the State were convinced that you have a tremendous listening audience.

Many thanks for the part you played in our success.

Cordially yours,

Leland Gunn

LG:fe

This letter indicates the kind of response advertisers can get when they use KTHS Little Rock, for most of Arkansas! To save your eye-sight, we quote!

"Our sales during October-November . . . average *70% more than last year.*

"... we received a gold cup ... the Nation's Best Coleman Distributor for 1955! ... in '54, we used KTHS as well as all types of advertising media ... this year we used *only KTHS* and can truly say that radio has played the dominant role ... *most successful promotion* ever scheduled by Gunn ...

"We will be happy to certify to the wide coverage and *pulling power of KTHS. Our dealers all over the state are convinced ...*"

KTHS is the biggest, most effective, most powerful radio station in Arkansas. IT GETS RESULTS. Ask your Branham man for availabilities!

KTHS 50,000 WATTS CBS RADIO

BROADCASTING FROM LITTLE ROCK, ARKANSAS

Represented by The Branham Co.

Under Same Management as KWKH, Shreveport

Henry Clay, *Executive Vice President*

B. G. Robertson, *General Manager*

at deadline

Jerrold, GE Testimony Highlights Senate Hearing

SENATE Commerce Committee Friday at uhf-vhf hearing (earlier story, page 76) heard proposal by Milton J. Shapp of Jerrold Electronics Corp. for co-op tv systems combining tv "translators" and community tv methods, while Paul L. Chamberlain of GE showed members GE's new pea-sized Micro-Miniature tube, which he said makes improvement in uhf sets as effective as quadrupling ERP of transmitter.

Mr. Shapp, president of Jerrold, said co-op tv system could extend tv to "every town of over 1,000 population in the U. S." by end of 1956, or some 600 communities with less than 10% tv saturation. He said Jerrold will apply to FCC today (Mon.) to install system in Ellensburg, Wash., already with community system.

Called "Pea-shooter" plan because of use of "highly directional" antennas, Shapp plan would pick up signal from vhf network station outside fringe area community, amplify and convert by "translator" to one of 14 channels in top of uhf band and beam in "pea-shooter" fashion to receiving horn antenna in center of town, reconvert to vhf and distribute to houses on coaxial cable.

He said monthly cost in community of 1,000 homes would range from $2.60 to $0.80 (depending on saturation). Jerrold also proposes to bring multi-channel service to towns not in rough terrain by series of "pea-shooter" translators serving as milliwave links.

Mr. Chamberlain, general manager of broadcast equipment in Technical Products Dept. of GE's Electronics Div., called for "thorough, objective study" to determine if uhf service is adequate, saying uhf shouldn't be given up on mistaken impression service is not adequate, or lost through default by failure to help uhf now. He said GE's new tube makes uhf noise factor 3 db better than when GE made report two years ago. Noise factor has been fundamental deterrent to uhf set performance, he said.

Roger Putnam, WWLP (TV) Springfield, Mass. (ch. 22) asked for deintermixture in Connecticut Valley; Randolph C. Reed, KBMT (TV) Beaumont, Tex. (ch. 31) asked grant of ch. 4 there be withheld or KBMT be granted ch. 12; Martin F. Malarkey Jr., president, National Community Tv Assn., said NCTA will ask FCC for microwave relay bands to serve community tv on non-common carrier basis and said NCTA opposes federal or state public utility type regulation of his industry.

Statements were entered in record by: Thomas E. Howard, engineering head of Jefferson Standard Broadcasting Co. (vhfs WBTV [TV] Charlotte, N. C., WBTW [TV] Florence, S. C.), standing behind Sixth Report and criticizing uhf operators for not using "maximum facilities available to them"; Kate Mueller, American Assn. of University Women, on education tv; J. E. O'Neill, KJEO (TV) Fresno, Calif. (ch. 47).

RADIO DID IT

THIRTEEN-WEEK saturation radio spot campaign that started in mid-December 1955 [AT DEADLINE, Dec. 19, 1955] for Heineken's Holland beer on four Miami, Fla., stations accounted for "100% sales increase of our product over December 1954," Leo Van Munchen, president, Van Munchen & Co. (importers), N. Y., told B•T Friday. Radio was only medium used in campaign. Agency is Peck Adv. N. Y.

ANA Sets 3-Day Agenda For Hot Springs Meeting

TELEVISION and other media, advertising management, agency relations, merchandising, sales promotion, research and communications will be on agenda for Assn. of National Advertisers' 47th spring meeting, to be held March 14-16 at The Homestead, Hot Springs, Va., with close to 300 top U. S. advertisers on hand, officials are announcing today (Mon.). Arthur Dimond, advertising manager, H. J. Heinz Co., is program chairman.

T. R. Shearer, A. C. Nielsen Co. vice president, will discuss coverage and costs trends and various strategies in television buying as one of features Thursday morning. Another highlight will be closed session Wednesday afternoon on agency relations, featuring panel discussion with audience participation on changes that may result from Justice Dept.'s action against American Assn. of Advertising Agencies and several non-broadcast media groups. Gerald Light, advertising and sales promotion director of CBS-Columbia, will present "A Case for Advertising That Whispers—But Still Shouts Its Head Off" at Friday morning session.

Other speakers will include ANA Board Chairman Edwin W. Ebel, General Foods vice president; Fairfax M. Cone, president, Foote, Cone & Belding; Henry Schachte, vice president, Lever Bros.; Russell H. Colley, consultant to ANA Advertising Management Committee, and Richard K. Van Nostrand, Bristol-Myers assistant advertising director, on Wednesday morning; Donald B. Armstrong Jr., McCann-Erickson vice president and research director; Leroy F. Newmyer, Toledo *Blade & Times*, and Elmer Ward Jr., Palm Beach Co. executive vice president, on Thursday morning; R. C. Skillman, Champion Paper & Fibre Co.; William Kelly, Sinclair Refining Co.; Dr. George Perkins, Reynolds Metals Co., and cartoonist Al Capp on Friday morning. Demonstration of "brainstorming" technique for developing ideas will be conducted by Willard Pleuthner, BBDO vice president, at closed session Thursday afternoon.

ANA spring dinner will be held Thursday evening. Wednesday evening will be "Monte Carlo Nite." Friday's feature luncheon will present Roscoe Drummond, chief of *New York Herald Tribune* Washington bureau, in speech on "This Election Year."

Minor Party Puts in Bid For Answer to Eisenhower

EQUAL TIME dilemma of broadcasters in election year was focused Friday by request of Millerton Farrell Dobbs, presidential nominee of Nationalist Committee of Socialist Workers Party for time on radio and tv networks equal to that made available for President Eisenhower's Wednesday address. Request was denied.

Networks cited substantially same reasons given for turning down Democratic Chairman Paul Butler's and Sen. Estes Kefauver's requests (see story page 31). ABC, CBS and MBS reported Friday they had not as yet replied to Mr. Butler's second wire, but NBC notified him it could not accede to his request. Robert W. Sarnoff, NBC president, said network would continue policy of "fair and balanced" presentation of political views.

• BUSINESS BRIEFLY

NASH DRIVE • American Motors (Nash cars), through Geyer Inc., N. Y., planning spot radio announcement campaign effective March 26 for two weeks in more than 100 radio markets.

GLAMORENE HIKES • Glamorene Inc. (rug cleaner), N. Y., increasing its April broadcast media budget by $250,000 for special 30-day tv spot campaign in 60 major national markets. Agency: Product Services Inc., N. Y.

FIRST FOR BRECK • John H. Breck Inc. (hair preparations), Springfield, Mass., in first use of network tv, signed Friday with ABC-TV for three weekly participations on *Afternoon Film Festival* (Mon.-Fri., 3-5 p.m. EST) and one participation weekly on *Famous Film Festival* (Sun., 7:30-9 p.m. EST) for 13 weeks beginning in April. Agency for Breck—which will use shows to introduce new product, Breck's Hair Set Mist—is H. B. Humphrey, Alley & Richards, N. Y.

ANOTHER ROUND • Lever Bros. (Imperial margarine), N. Y., placing another flight of spot announcements starting April 2 for 52 weeks in 28 radio and 18 television markets. Foote, Cone & Belding, N. Y., is agency.

SALT SCHEDULE • For first time in several years, Diamond salt will utilize radio spot announcement campaign, starting April 2 for 26 weeks spread over 52-week period (three weeks on air, two weeks off, four on again, summer hiatus and several other flights after that). Approximately 30 markets will be used. Ogilvy, Benson & Mather, N. Y., is agency.

BORDEN BROADENS • Borden Co., N. Y., expanding radio-tv spot announcement campaign on behalf of new "rich-roast" instant coffee, introduced last September, in undetermined number of eastern markets, starting this month. New brand is slated to replace regular Borden's instant, which has been on market for several years. Agency: Doherty, Clifford, Steers & Shenfield, N. Y.

BELLS AND BRAS • Grace Kelly-Prince Rainier III Monaco nuptial coverage scheduled on ABC Radio April 17-19 (11-11:15 a.m. EST) will be sponsored by Peter Pan Foundations Inc. (bras and girdles), N. Y., through Ben Sackheim Inc., N. Y.

PICK UP OPTION • Bristol-Myers and Singer Sewing Machine, advertisers who held first option on *Playhouse 90* (to start Oct. 1, 9:30-11 p.m., Thurs., CBS-TV) both signed contracts late last week for sponsorships of portions of new show. Two half-hours are still available to other clients but network expects to sell those shortly. Young & Rubicam, N. Y., is agency for both.

RUMOR, REBUTTAL • Reports continue to pop up to effect that Jackie Gleason will telecast live next year on Saturday night CBS-TV show, but network authorities knock them down by pointing out that Mr. Gleason and his sponsor, Buick Inc., have firm two-year contract calling for filmed shows.

HERB'S HOUR • New hour-long *Herb Shriner Show* will be placed by CBS-TV in either 9-10 p.m. or 10-11 p.m. Saturday period, starting in fall.

We're going steady with CBS-TV



and

everybody in

Mid-America

loves us!

KCMO-TV

Kansas City's CBS-TV Affiliate

on Channel 5

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW	WOW
RADIO 810 kc. CBS	TV Channel 5 CBS	RADIO 620 kc. ABC	TV Channel 8 CBS	RADIO 910 kc. ABC	TV Channel 5	RADIO 590 kc. CBS	TV Channel 6 CBS

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. — BLAIR TV, INC.

MEREDITH *Radio and Television* STATIONS

affiliated with **Better Homes and Gardens** and **Successful Farming** magazines

at deadline

COMMITTEE ADOPTS TALL TOWER PACT

TALL TOWER tv applicants are going to have another hurdle to leap, following unanimous acceptance Friday of revised agreement drawn by Joint Industry-Government Tall Structures Committee last fall [B•T, Oct. 3, 1955].

Agreement, which spells out policy regarding tall towers, contains recommendations that FCC from now on put burden of proof on applicants as to why they cannot locate antenna more than 500 ft. high in area already used for that purpose or on existing tower. Antenna farm idea will be subject of FCC rulemaking in near future, it was understood.

Also accepted is idea that Commission should have authority over receiving antennas. This will require Congressional legislation, it is understood.

Policy paper, which received tentative approval last fall, was accepted with slight revisions by all elements of JIGTSC. These included: FCC Comr. Robert E. Lee and CAA Administrator Charles Lowen, as co-chairmen, and representatives of broadcasting, aviation, and government agencies. Broadcasters were represented by John R. Evans, FCC; Robert E. L. Kennedy, Assn. of Federal Communications Consulting Engineers, and A. Prose Walker, NARTB.

Agreement was described by broadcast representatives as best possible compromise to soften Air Force opposition to tall tv towers. At one point last year, Air Force members of airspace panel officially asked government policy be established prohibiting construction of any tv tower more than 1,000 ft. above ground. This kicked off establishment of JIGTSC and Friday's action resulted from more than a year's consultations. It is also believed that Friday's action will lessen military advocacy of legislation to put a ceiling on tv tower heights. Pending in Congress are two bills (HJ Res 138-139), introduced by Reps. Oren Harris (D-Ark.) and Carl Hinshaw (R-Calif.), proposing enactment of these limitations.

House Committee Reports Out $7.8 Million FCC Budget

HOUSE Appropriations Committee Friday reported out Independent Offices Appropriation Bill for fiscal 1957 providing $7.8 million for FCC for fiscal 1957—$50,000 less than Budget Bureau estimate for 1957 (see story page 78).

Increase of $930,000 over $6,870,000 appropriated for 1956 is for hiring 70 additional employes to reduce radio-tv and special services backlogs, according to report of subcommittee headed by Rep. Albert Thomas (D-Tex.).

Committee-approved budget estimate of $141,000 to continue FCC's study of radio-tv network broadcasting, expected to be complete by June 30, 1957. Amount compares to initial $80,000 for study in fiscal 1956.

At least part of $50,000 reduction from budget estimate is to eliminate funds for administrative work in regional offices, applying savings "to assist in other work." On backlogs, committee said it is anxious to reduce them and have FCC become current and that it doesn't want applicants to wait long periods through no fault of their own.

Hollywood AFM Rebels Win Control of Club

ANTI-PETRILLO faction in Hollywood AFM Local 47 smashed loyalists in all day election Thursday to decide control of $1.5 million club house there, it was disclosed early Friday. Through write-ins on ballot containing only pro-Petrillo names, rebel group headed by Cecil Read (early story page 44) won two to one in record vote for officers of Musicians Club, property owner.

Both Mr. Read and Local 47 President John te Groen have telegrams from AFM President James Petrillo affirming Mr. te Groen is still head of local despite "suspension" voted earlier in week by local membership. Mr. Read declared he is still "acting president" as voted by membership, plans to go ahead with March 12 general meeting to formally oust pro-Petrillo officers despite failure Thursday to get board quorum when loyalists walked out.

Philip Morris Will Keep Broadcast Budget in Spot

PHILIP MORRIS Inc. (Philip Morris, Marlboro and Parliament cigarettes, other tobacco products) plans this year to continue to enlarge upon "flexible" advertising policy of concentrating on tv and radio spots, newspapers and magazines, according to annual report. Company year ago switched radio-tv use from network to spot.

PM's consolidated net sales for 1955 totaled $283,218,646, about $500,000 more than 1954. Net income was approximately $11.5 million, up about $150,000; earnings per common share, $3.63, increase of 10 cents.

Bond Issues Initial Decisions In Elmira, Redding Tv Cases

INITIAL DECISIONS recommending tv grants in Elmira, N. Y., and Redding, Calif., issued Friday by FCC Hearing Examiner J. D. Bond. Mr. Bond recommended Central New York Broadcasting Corp. (ch. 3 WSYR-TV Syracuse, N. Y.) for Elmira ch. 18, which will be used initially as satellite of WSYR-TV. Central New York became lone applicant following withdrawal of Triangle Publications Inc. [B•T, Nov. 28, 1955]. In Redding, Mr. Bond recommended Shasta Telecasters (local businessmen) for ch. 7. Here, too, prospective grantee was unopposed. Other applicant, Sacramento Broadcasters Inc. (KXOA), withdrew [B•T, Feb. 13].

Wash. Tv Boosters Sought

JUMPING GUN on tv translator service, two applications were filed with FCC Friday seeking booster operations at Manson, Wash. Manson Community Tv Co. asks for two 15w stations, chs. 70 and 76, to rebroadcast to Manson area residents signals of Spokane's ch. 2 KREM-TV and ch. 6 KHQ-TV. Submitted with applications were documents from KREM-TV and KHQ-TV granting permission to retransmit their signals. KHQ-TV agreement included cancellation clause, stipulated that full, unaltered schedule must be carried.

PEOPLE

ROBERT J. WALLACE and **PHILIP R. WARNER,** account supervisors, Benton & Bowles, N. Y., elected vice presidents. Mr. Wallace has been with agency for year and before that was account executive for Biow Co. Mr. Warner, with agency since 1950, formerly was vice president at Needham & Grohmann.

SOL HUROK, NBC consultant and concert stage star manager, currently in Europe searching for additional attractions to be shown on future network shows. Mr. Hurok also will visit Moscow to discuss possibilities of wide cultural exchange between U. S. and U. S. S. R.

JACK W. MINOR, sales manager for Dodge Div. of Chrysler Corp., elevated to general sales manager for Dodge passenger automobiles and trucks. His successor as sales manager was not revealed.

JOHN B. SOELL, formerly with H-R Television Inc., N. Y., station representative, to WISN-TV Milwaukee as director of tv.

EMMETT C. McGAUGHEY, executive vice president in charge of Los Angeles office and west coast operations, Erwin, Wasey & Co., elected to board of directors, it will be announced today (Mon.) by Howard D. Williams, agency president. Mr. McGaughey also appointed executive vice president of parent company and will continue to headquarter in Los Angeles.

WILLIAM M. AMUNDSON, account executive and supervisor, appointed manager of St. Paul office, and **ALEX G. PAPPAS,** account executive, head of Dallas office for Ruthrauff & Ryan Inc. **JAMES A. WALKER,** also account executive, appointed vice president. Mr. Pappas succeeds **JOHN C. SIMMONS,** who resigned to become national advertising manager of Dr. Pepper Co. (see story page 41).

Fresno Ch. 12 Stay Denied

REQUEST for stay against FCC grant of Fresno, Calif., ch. 12 to KFRE that city denied Friday by U. S. Court of Appeals. Stay had been asked by ch. 47 KJEO (TV) Fresno and was argued Thursday before Circuit Judges Henry W. Edgerton, George Thomas Washington and Charles Fahy. Two weeks ago request for stay by KARM Fresno also was denied by same court [B•T, Feb. 27]. Arguing against stay was FCC Assistant General Counsel Richard A. Solomon and KFRE attorney Harold D. Cohen. KJEO attorney was Joseph Brenner.

Balabans Ask Birmingham V

APPLICATION filed with FCC Friday by Birmingham Tv Corp. (Harry and Elmer Balaban) seeking ch. 42 at Birmingham, Ala. Station plans effective radiated power of 16.52 kw visual, antenna 789.25 ft. above average terrain. H. & E. Balaban Corp. (theatre interests) owns 50% of ch. 39 WTVO (TV) Rockford and 34% of ch. 20 WICS (TV) Springfield, both Ill. Construction cost of Birmingham station estimated at $134,000; first year operation costs listed at $300,000; expected first year revenue, $350,000.

WEDR Sold for $110,000

SALE of daytimer WEDR Birmingham, Ala. (on 1220 kc) by Magic City Broadcasting Co. to Edwin Estes for $110,000 announced Friday. Mr. Estes owns WMOZ Mobile, Ala. Sellers are J. L. Doss and John A. Thompson. Transaction handled by Blackburn-Hamilton Co., station brokers.

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*Reg. U. S. Patent Office

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RATINGS ARE MONKEY BUSINESS?

A rating is a many-splendored thing . . . in some circles. A sharp advertising analyst can interpret any given rating in devious ways to make it look good, bad or indifferent. By the same token, the wide variance in rating scores by different services makes it obvious that even expert research groups disagree in their audience evaluation.

Now, we're not criticizing ratings. They perform a specific and necessary function . . . to try to tell you how much of an audience there is for your show, and the composition of that audience. However, no rating has yet been devised to tell you the most significant factor . . . how much return you receive from your television dollar!

The only true measure of the effectiveness of a television show's impact on an audience—saleswise—is consumer acceptance. When a show and its sales 'pitch' scores well, the sponsor is happy. When the sponsor is satisfied, the ad agency is happy. When this happy situation exists the television station has achieved a prime purpose . . . in pleasing and entertaining its viewers, and in serving as a good sales tool for its advertisers . . . ratings to the contrary notwithstanding.

If it's ratings you want, we have them. If it is SALES IMPACT, then inquire about the KTLA story . . . a record of sales without a peer in the Southern California market!

KTLA

5800 Sunset Boulevard

KTLA 5 Paramount Television Productions, Inc.

CHANNEL 5

Hollywood 28, California

REPRESENTED NATIONALLY BY PAUL H. RAYMER COMPANY

FOR RA

"HIGHWAY PATROL"

Starring
BRODERICK CRAWFORD



An Award-Winning Performance by Academy Award Winning Star!

32.3
COLUMBUS
beats Perry Como, Climax, This Is Your Life, Arthur Godfrey and others.

28.6 DENVER
beats Groucho Marx, Jackie Gleason, I Love Lucy, Dragnet and others.

30.3 SAN ANTONIO
beats Godfrey's Talent Scouts, Robert Montgomery, This Is Your Life, U. S. Steel Hour and others.

ARB—Jan. 56; TELEPULSE—Jan. '56

SELLING FOR BALLANTINE'S IN 23 MARKETS!

"SCIENCE FICTION THEATR

TRUMAN BRADLEY
As host and narrator

RENEW

"Mr. DISTRICT ATTORNEY"

Starring
DAVID BRIAN



Champion of the people! Here's proof!

37.6
OKLAHOMA CITY
beats Ed Sullivan, I Love Lucy, George Gobel, What's My Line and others.

31.5 BOSTON
beats Dragnet, George Gobel, This Is Your Life, Sid Caesar and others.

28.1 ST. LOUIS
beats Robert Montgomery, Arthur Godfrey, Milton Berle, This Is Your Life and others.

ARB—Nov., Dec. '55; Jan. '56

RENEWED BY CARTER'S IN 37 MARKETS!

"THE MAN CALLED X

Starring
BARRY SULLIVAN

RESULT

TINGS!



Now! 2nd Year In Production!

32.5 PORTLAND
beats George Gobel, Studio One, Dragnet, Climax and others.

26.3 INDIANAPOLIS
beats Dragnet, Groucho Marx, Disneyland, What's My Line and others.

27.7 DENVER
beats I Love Lucy, Climax, Dragnet, Groucho Marx and others.

. . . Voted No. 1 New Syndicated Film Series

ARB—Jan. 56 TELEPULSE—Jan. 56

ALL STAR HOLLYWOOD CAST!

ALS!

"SCIENCE FICTION THEATRE"

RENEWED

by OLYMPIA BEER in

- LOS ANGELES
- SAN FRANCISCO
- SAN DIEGO
- PORTLAND
- SEATTLE-TACOMA
- SPOKANE

and 15 other west coast markets

Also renewed in these markets:

- BUFFALO
- PHOENIX
- YUMA
- MILWAUKEE
- PORTLAND, MAINE
- GRAND JUNCTION, COLORADO
- BALTIMORE
- DETROIT
- NEW YORK CITY
- PHILADELPHIA
- WASHINGTON, D. C.
- SALT LAKE CITY
- CHICAGO
- ST. LOUIS
- CLEVELAND
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- KGGM-TV in ALBUQUERQUE
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- WTVJ in MIAMI
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- KVAL-TV in EUGENE, ORE.
- WCCO in MINNEAPOLIS

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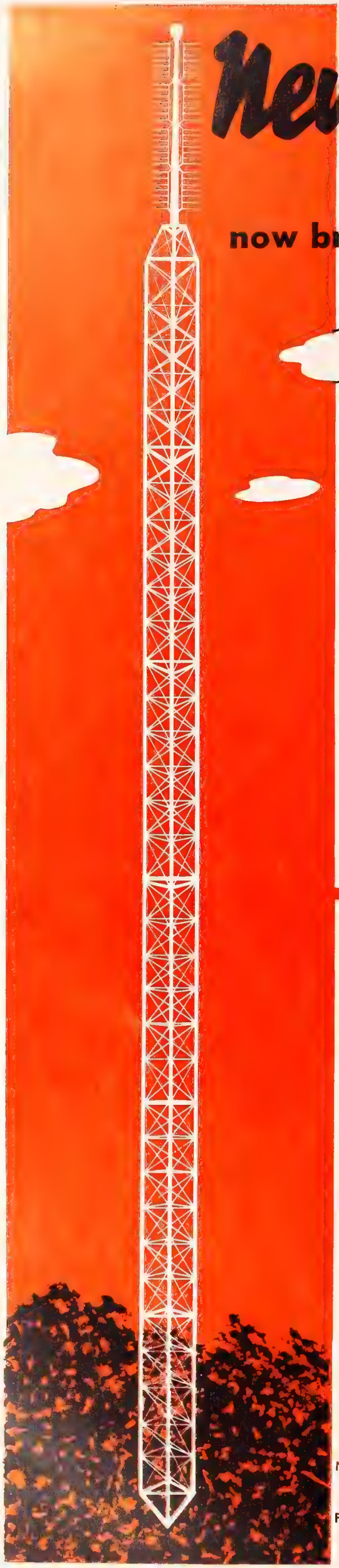


NEW! ZIV'S NEXT BIG **RATING-GETTER!**

THE HOT SHOWS COME FROM ZIV!

S!:ZIV!

ZIV TELEVISION PROGRAMS NEW YORK, CHICAGO, CINCINNATI, HOLLYWOOD



New 1175-ft. Antenna

(1800 FEET ABOVE AVERAGE TERRAIN)

now brings television to most of Arkansas through

KTHV

CHANNEL 11

LITTLE ROCK!

KTHV, Little Rock, is now telecasting from its new 1175′ antenna (1800′ above average terrain) on Channel 11, with full 316,000 watts. We now obviously cover *most* of Arkansas. Next big milestone comes April 1 when we join *Basic CBS Television Network!*

That's a lot of progress in eleven short weeks! Our schedule is filling up VERY fast. If you are interested in the big Arkansas market—and want a really top time period—we cannot urge you too strongly to see your Branham man NOW.

OMNIBUS
BISHOP SHEEN
G. E. THEATRE
ALFRED HITCHCOCK PRESENTS
APPOINTMENT WITH ADVENTURE
FAMOUS FILM FESTIVAL
ROBIN HOOD
BURNS & ALLEN
GODFREY TALENT SCOUTS
DECEMBER BRIDE
STUDIO ONE
NAVY LOG
THE PHIL SILVERS SHOW
MEET MILLIE
GODFREY AND HIS FRIENDS
THE MILLIONAIRE

I'VE GOT A SECRET
U. S. STEEL HOUR
FOUR STAR PLAYHOUSE
MAMA
OUR MISS BROOKS
CRUSADER
WANTED
PERSON TO PERSON
BEAT THE CLOCK
STAGE SHOW
HONEYMOONERS
TWO FOR THE MONEY
IT'S ALWAYS JAN
DOUGLAS EDWARDS NEWS
ESSO NEWS
PLUS LOCAL NEWS, WEATHER, SPORTS

316,000 Watts

Channel 11

NOW AFFILIATED WITH CBS AND ABC

Full CBS Affiliation on April 1

Henry Clay, *Executive Vice President*
B. G. Robertson, *General Manager*

Affiliated with KTHS, Little Rock and KWKH, Shreveport

ANTARCTICA— THE THIRD WORLD

EVEN IF OTHERS in NBC-TV's highly-ambitious *This Planet Earth* teledocumentaries should turn out to be only half as good as the first—Bill Hartigan's photo-essay on the land of the penguin—the firm of Weaver & Co. can be mighty proud of itself.

What could have easily been an innocuous travelogue (. . . "and as the sun sets slowly in the west . . .") instead turned out to be a neatly edited, compact and compelling record of man's hardships in exploring the unknown.

Mr. Hartigan—an NBC-TV cameraman attached to the U. S. Navy's advance task-force participating in the 1957-58 International Geophysical Year—has already aired his Antarctica dispatches on a number of NBC programs, yet nothing did his remarkable reportage as much credit as the sharply-edged, colorful and dramatic hour-long exposure on the network.

If reporters are to be judged by their candid admissions to human frailty, then Bill Hartigan is every inch a great reporter; surely his fear-shaken comment on the thought of being isolated and engulfed by the great ice-cap will go down in journalistic history as one of the best man has ever delivered on man's insignificance on earth. Unfortunately, the Powers That Be at Radio City saw fit to go Mr. Hartigan one better. They could hardly have been more wrong: such pontifications as Chet Huntley's "the common language of these men is a scratch on a piece of smoked glass" might better have been left on the cutting room floor.

Production costs: Approximately $15,000.

Telecast Sun., Feb. 26, as a special broadcast, 4-5 p.m., on NBC-TV.

Producer: Reuven Frank and the NBC News Dept.; film editor: Constantine S. Gochis; cameraman: William B. Hartigan; narrators: Chet Huntley and Hugh Downs.

PANORAMA

IF the view on NBC-TV's "Panorama" a week ago Sunday was disturbed somewhere along mid-point of the 90-minute program by an immovable mountain of drabness, the fault could hardly be that of Imogene Coca's. As a matter of fact, she was off-stage during 17.5 minutes of a song & dance routine which can best be described as monotonous.

Billed as a spoof on tv, "Panorama" got off to a rousing start with a very funny bit on credit-rollmania in which dancers collapsed all over the stage while a mile-long credit drum spun out such gems as "trenchcoat by . . . cigarettes by . . . matches by . . . etc." Following this, co-star Tony Randall—a very engaging fellow whose past performances on tv and the legitimate stage have singled him out as a most capable performer—joined hands with Miss Coca to parody such NBC-TV stalwarts as *Producers' Showcase*, *Your Hit Parade* and *Wide Wide World* (". . . and now our cameras take us to Havana via an airplane circling overhead, two small boys on a raft and the rest of the way by taxicab.").

For all practical purposes, the show ended at 8:16 p.m. What followed then was the tedious "Salute to Forgotten Songs" featuring singers Alan Dale, Johnny Desmond, Bill Hayes, Eileen Barton and dancers Bambi Linn and Rod Alexander; the disappointing "Merriest Widow" and Miss Coca's inevitable "tramp" routine.

Production costs: $145,000.

Sponsored by U. S. Rubber Co., through Fletcher D. Richards Co., N. Y.; Lewis-Howe Co. (Tums) through Dancer-Fitzgerald-Sample, N. Y.; American Radiator & Standard Sanitary Corp. through BBDO, N. Y., and the Maybelline Co. through Gordon Best & Co., Chicago, once-every-fourth Sunday, 7:30-9 p.m. EST on NBC-TV.

Producer-director: Max Liebman; assoc. producer-director: Bill Hobin; writers: William Friedberg, Neil Simon; choreographer: James Starbuck; music: Charles Sanford; costumes: Paul DuPont; scenery: Frederick Fox; host: Art Linkletter.

SEEN & HEARD

ON FEB. 25, George Gobel was to have given us an annual treat—his one-man show. The advances said he would appear accompanied only by his guitar, one song from Peggy King and a brief appearance by John Scott Trotter. Sometime between the program's conception and the time it went on the air someone managed to squeeze into the plot an NBC page, an Eskimo, a Civil War soldier, a plumber, and at least one other character whose identity was too vague to be remembered. The only one missing from the show's regulars was Jeff Donnell, George's on-air wife. The promised 30 minutes of the full-strength Gobel humor turned out to be a watered-down hodgepodge.

MITCH MILLER's Sunday night radio show (CBS, 9:05-9:55 p.m., EDT) must be the most underrated in the industry. The program, originally starring Rudy Vallee, features a different set of entertainment figures in an unrehearsed talkfest. Crisp, bright, unguarded comments by people full of vitality make the series top-notch, but blockbuster tv competition has left Miller relatively unnoticed.

BOOKS

THE PACKAGE DEAL, by Willis T. Ballard. Appleton-Century-Crofts Inc., 35 W. 32nd St., New York 1, N. Y. 280 pp. $3.50.

HOLLYWOOD's purported vice and lack of business ethics have always provided fiction writers with fodder to vicariously fascinate. Mr. Ballard switches slightly into Hollywood tv with pretty much the same formula. In recounting events as "three people scramble for power," the book becomes enmeshed in an unending series of business double-crosses and boudoir antics as a television production company strives to put across its new network show. Producers, writers, sponsors, agency executives and talent agents, almost with no exception, are involved in passionate pursuit of either a woman or the other fellow's job.

THIS IS NEW YORK, by Andrew Hepburn, with the assistance of Bill Leonard. Travel Enterprises Inc. Distributed by Houghton Mifflin Co., 2 Park St., Boston, Mass. 128 pp. Paperbound. $1.

SEVERAL years ago, when the American Travel Series published a guide to New York City, Bill Leonard recommended the book to listeners of his *This Is New York* program on WCBS New York. He also recommended changes and additions, notably the description of good restaurants, in the volume, which resulted in the publication of this special *This Is New York* guide. Pictures of Mr. Leonard and other WCBS radio stars are included in the volume, along with the more usual photographs, maps and descriptions of the city's landmarks and high points. Native New Yorkers will find this book as interesting (and possibly as informative) as will visitors, for whom it will be an invaluable aid in planning their sight-seeing time to the best advantage.



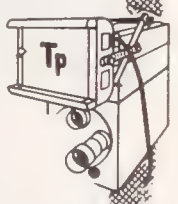
Worthy
appeal,
Guests aplenty,

All those intros,
A strain—mentally!

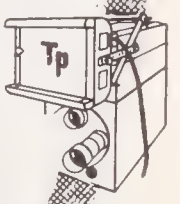
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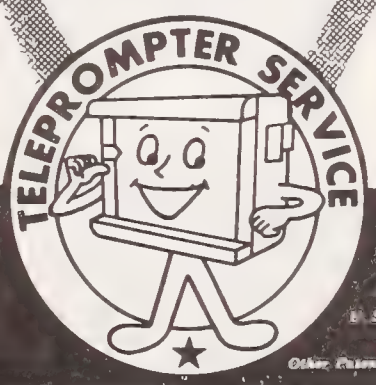
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President and Gen. Mgr., W. D. "DUB" ROGERS
National Sales Mgr. E. A. "Buzz" Hassett

OPEN MIKE

Unique Industry

EDITOR:

RADIO AND TV WARNED ABOUT BAD ADVERTISING.

That's the king-sized newspaper headline that greeted us recently in reference to the New York address of [FCC] Commissioner [Robert E.] Lee before the Radio & Television Executives Society [B•T, Feb. 27].

It impresses me that we must be of a unique industry in that we are subject to so much criticism while newspapers and magazines go completely unattended. What does Comr. Lee think of the sizable whiskey ads, the miraculous cures for ugly and unsightly pimples, the movie ads that commonly indicate about to be or recently raped girls, the various astonishing methods for shrinking hemorrhoids, the soothing medical effects for bladder irritations or the remedies for false teeth that drop, slip or wobble when you talk, eat, laugh or sneeze? You may find just such ads on the same page as Comr. Lee's address.

Speaking as an individual, I am proud of the radio industry and its ability to keep its skirts as clean as anyone's. However, as the commissioner says: "Censorship may be needed." When that day comes, Commissioner, I want to be out of the radio business.

W. C. Porsow, Mgr.
WNAM Neenah, Wis.

Challenge

EDITOR:

On Feb. 27 the writer completed 25 years of sports broadcasting, all, except 15 months in Kansas City, here in the Fargo-Moorhead area. In that time I have broadcast 1,355 baseball games, 1,283 basketball games and 299 football games. In addition there have been scores of wrestling and boxing shows, track meets, hockey games and bowling broadcasts. My first broadcast of a sports event was a basketball game between North Dakota State and North Dakota U. on Feb. 27, 1931 . . . and I've been at it ever since.

I wonder whether any other sportscaster can point to as continuous a career? On April 29 I will start another Northern League baseball season with 126 games to do, and despite the approach of my 60th birthday in November, I'm not looking ahead to the day when I'll have to call it quits. . . .

M. M. (Manny) Marget, Mgr.
KVOX Moorhead, Minn.

Case for Equal Access

EDITOR:

The Freedom of Information Committee of the West Virginia State Broadcasters Assn. would like permission to send reprints of Judge Miller's article "The Case for Equal Access" to all West Virginia attorneys and jurists.

C. T. Garten, Mgr.
WSAZ Huntington, W. Va.

[EDITOR'S NOTE: Permission granted.]

Female Managers (continued)

EDITOR:

Our attention has been called to WAPL's request [OPEN MIKE, Feb. 13]. We, the staff of KGFJ Los Angeles, feel justly proud of the fact that Mrs. Thelma Kirchner [B•T, Jan. 11, 1954] has been the active general manager of KGFJ since March 1943. . . .

One of her most important contributions to KGFJ, the city of the angels, and to the good name of the industry in general, is her ever constant fight to promote the essence of good broadcasting "in public interest, convenience and necessity." This is evidenced by KGFJ's public service contributions in the past, at the present, and we feel sure, in the future. . . .

Now, a poser of our own: How many radio stations in this country can boast of a feminine commercial manager? KGFJ can . . . Mrs. Molly Low.

The Staff
KGFJ Los Angeles, Calif.

The California Story

EDITOR:

Larry Christopher deserves a great deal of credit for his "California Story" [B•T, Jan. 30]. But I am afraid some of my friends in Monterey County have given him some bad figures.

Larry tells us the farm income in Monterey is $100 million and the fertilizer bill is $27 million. This is capable of two interpretations: one, that the soil in Monterey County is practically worn out to such an extent that 27 cents on every farm dollar has to go into fertilizer. I don't believe that is the case. The other alternative is: could it be that the source of the Monterey figures was full of the fertilizer components?

Fran Conrad
KNTV (TV) San Jose, Calif.

[EDITOR'S NOTE: The $100 million farm income figure is a reliable estimate based on official figures and trends during the last several years; the $27 million fertilizer figure was an off-the-cuff guess which should have been recognized as far too high, despite the fact that, even with rich soil, intensive truck farming calls for lots of fertilizer.]

EDITOR:

"The California Story" in the Jan. 30 B•T is of considerable interest to us at the Santa Rosa Chamber of Commerce.

We were particularly interested in the Sonoma County report and the accuracy with which you have reported our growth and primary economic factors.

Robert A. Clark, President
Chamber of Commerce
Santa Rosa, Calif.

EDITOR:

. . . It is beautifully, convincingly, and effectively done.

James Mussatti, Gen. Mgr.
California State Chamber of Commerce
San Francisco

EDITOR:

. . . It's certainly loaded with factual information and speaks for itself in terms of being a product of considerable research effort on your part.

We particularly appreciated the reference to our own corporation's share in this general picture of state-wide growth.

S. S. Philbrick Jr., Pub. Rel. Dept.
Crown Zellerbach Corp., San Francisco

EDITOR:

We enjoyed very much the story regarding Imperial County. It was very well done and we appreciate your thoughtfulness in including us in your California Story.

W. G. Duflock, Sec.-Mgr.
El Centro Chamber of Commerce

Yearbook Demanded

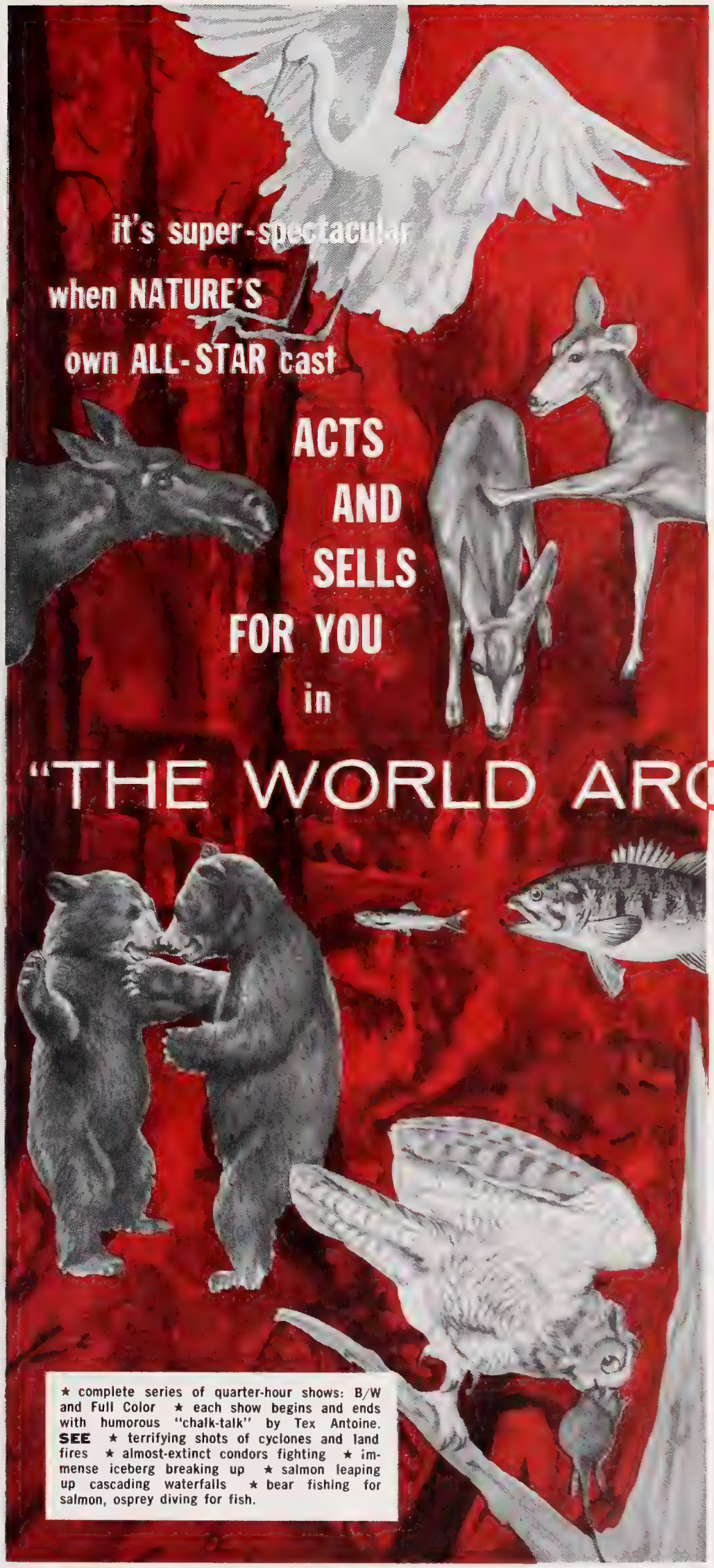
EDITOR:

Will you please forward us another copy of the new BROADCASTING YEARBOOK and bill us for same?

We find a single copy in too much of a demand.

Arthur C. McCracken, Mgr.
WGPA Bethlehem, Pa.

[EDITOR'S NOTE: No sooner said than done. Additional copies of the 1956 BROADCASTING YEARBOOK are available at $3.00 a copy.]



The new TV series
for **EVERYONE!**

In exclusive, never-before-photographed scenes THE WORLD AROUND US unfolds nature's most startling and fascinating mysteries and spectacles. In breathtaking color, it dramatizes the *how* and *why* behind nature's complex plan of survival. That's because John H. Storer, America's foremost naturalist photographer, travelled over 150,000 miles to film this natural, *all-star* cast in its natural habitat.

Top TV showmen spent 2 years editing THE WORLD AROUND US into the only show of its kind on TV. Each program opens and closes with pertinent and amusing "chalk-talks" by Tex Antoine, popular network personality.

THE WORLD AROUND US not only appeals to everybody's interest* in nature, animals and weather, it also provides incomparable merchandising opportunities. All sorts of civic, community, fraternal and social groups are ready for exploitation and tie-in by alert sponsors.

For complete information and audition prints, write, wire or call your nearest RCA recorded program services office.

JOHN H. STORER pioneered in the slow-motion photography of birds. Some of his extraordinary shots of bird life were used in Walt Disney's Academy Award winning movie, "Water Birds," and in other True Life Adventure films.

**Today nature movies pack multi-million dollar box office appeal. As Charles M. Sievert of the N. Y. World-Telegram and Sun has said, after viewing several programs from THE WORLD AROUND US, "Disney apparently has started something."*

Produced by Thomas Craven
Story and Photography by John H. Storer
Released by Pictura Films Corporation
Distributed by RCA Recorded Program Services

RCA recorded program services

RADIO CORPORATION OF AMERICA
RCA VICTOR RECORD DIVISION

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Advertisement

Greater reliance on competition in rates among the different types of carriers, subject always to essential safeguards of ICC regulation, would make for more efficient use of our transportation plant, and more economical service for all of us. This key recommendation in the report of a special Cabinet-level Advisory Committee named by the President is here discussed by Mr. Faricy.

THE RIGHT TO COMPETE

Cornerstone of Modern Transportation Regulation

by WILLIAM T. FARICY

President, Association of American Railroads

Three outstanding facts about transportation in the United States today are:

1. that "within the short span of one generation this country has witnessed a transportation revolution";
2. that "during this same period, government has failed to keep pace with this change"; and
3. that "in many respects, government policy at present prevents, or severely limits, the realization of the most economical use of our transportation plant."

These statements are not mine. They are from a report made by a special committee of Cabinet officers and other high ranking government officials established by President Eisenhower in July, 1954. The report, made public by the White House in April, 1955, was unanimous, being concurred in by all seven of the Cabinet-level officers who composed the Committee.[1]

The key recommendation of the Cabinet Committee is that in today's competitive transportation world, where the user has his choice of many means of carriage, greater reliance should be placed on competition in pricing as among the various modes of transport. This is what the Committee regards as the "cornerstone" of a modern system of regulation designed to bring about a more effective use of our transportation resources.

Regulation, Yes, But Not Allocation

As matters now stand, one of the principal tests applied by the Interstate Commerce Commission in its control over rate competition among the different types of carriers is the concept that the government's power to regulate rates should be used to see that each form of transportation gets what the Commission deems to be its "fair share" of the available traffic.

Thus, when the railroads proposed to reduce rates upon tank-car movements of petroleum products in California and Oregon as a means of regaining some of the traffic which had been lost to barges and trucks, the Interstate Commerce Commission found that the proposed rates, while yielding revenues which would "contribute substantially to the overhead burden and profits," should nevertheless be rejected because they were lower than the cost to the shipper of using the competing barge-truck routes and thus "lower than is necessary fairly to meet the competition." Moreover, from the Oregon points, the ICC ordered the rates cancelled because they would "affect adversely the maintenance of competitive motor-carrier transportation."[2]

For like reasons, the Commission has refused to allow railroads to make competitive reductions which they have proposed in rates on sugar from ocean ports to Cincinnati and Louisville, on tinplate from Alabama to New Orleans, on petroleum products from Whiting, Indiana, to Illinois points, on coffee from Los Angeles and San Francisco Bay points to Northern Utah and Idaho, on magazines from Philadelphia and Darby, Pennsylvania, to Texas, on sulphur from Texas to Wisconsin, on scrap rail from Gulf ports to Chicago and on aluminum articles from Texas to Illinois and Iowa—to name a few other instances.

Such a policy of attempting to allocate business among the different types of carriers requires, in effect, that one form of transportation hold an "umbrella" over the rates and traffic of its competitors by another form of carriage. But if one form of transportation, because of its inherent nature, is able to move a given commodity between given points at a lower rate than competing forms, to do so at a profit, and to do so without discriminating against other shippers, then why should not the low-cost carrier have the business and why should not the public have the saving?

That, in essence, is what the Cabinet Committee's report proposes—namely, that the law should make it clear that through its power of rate regulation neither the Interstate Commerce Commission, nor any other governmental body, should undertake to allocate and divide business among the different types of carriers. The position of the Cabinet Committee is that "the market"—competitive pricing along with competitive service—can do this job better than it can be done by any sort of government allocation.

Essential Rate-Making Standards Maintained

In taking this position, the Presidential Committee did not recommend, and no one contemplates, doing away with the power of the Interstate Commerce Commission to regulate rates. Rates would still have to be published in tariffs filed by the carriers with the Interstate Commerce Commission, as they now are, and still would have to be adhered to as published. Rates still would not go into effect ordinarily until 30 days after filing, and there still would be opportunity for shippers or other carriers to protest or for the Commission to act on its own motion.

The Commission would still have responsibility and power to see that rates are neither unreasonably high nor unreasonably low—a principal test being that they shall be compensatory to the carrier proposing them—and that they do not unjustly prefer or discriminate against any person, any community, or any region. But within these limitations, the recommendations of the Presidential Committee contemplate that competitive pricing, as well as competition in service, should prevail.

Such a result could be accomplished by a simple change in the statutory standards to be applied in determining whether a proposed rate is lower than a reasonable minimum, without affecting the other standards presently applied by the Interstate Commerce Commission. The essential standards would continue as they now are *except* that in determining whether a proposed rate would be less than a reasonable minimum the Commission shall not consider its effect upon the traffic of any other mode of transportation, nor its relation to the charges of any other mode, nor whether it is lower than necessary to meet the competition of any other mode of transportation. Such a proviso would make it perfectly clear that the Interstate Commerce Commission is not expected to undertake an artificial and arbitrary apportionment or distribution of traffic among the several forms of transport.

With traffic distributed in accordance with the natural capabilities and advantages of each kind of carrier, a better balanced development of our national transportation plant would follow. In such a development, each mode of surface transport—rail, highway and water—would take its proper place and part, performing those services which it can do better and more economically than the other modes, with both rates and serv-

[1] Revision of Federal Transportation Policy: A Report to the President, April, 1955. U. S. Government Printing Office, Washington, pp. iv. 20. Members of the Committee are Sinclair Weeks, Secretary of Commerce, Chairman; Charles E. Wilson, Secretary of Defense; and Arthur S. Flemming, Director, Office of Defense Mobilization, and, as Ad Hoc Participating Members, George M. Humphrey, Secretary of the Treasury; Arthur E. Summerfield, Postmaster General; Ezra Taft Benson, Secretary of Agriculture; and Rowland E. Hughes, Director, Bureau of the Budget. The report and recommendations of the Committee are unanimous.

[2] 284 ICC, pp. 287, 296, 304, 306.

ice always taken into consideration. And the public, the users of transportation, would get the benefit.

This sound idea, so thoroughly in accord with the customs, the traditions and the thinking of the American people, has been met with bitter objection from spokesmen for some of the trucks—principally the heavy highway freight haulers—and some of the inland waterway barge carriers.

They have objected to the composition and the procedures of the Cabinet Committee and the working group, or staff, by whom it was assisted. Attempts have been made to create an impression that the working group gave consideration to the views of the railroad industry alone, but the fact is that other groups also submitted their views and that representatives of the trucking industry submitted written recommendations and also discussed them with the chairman of the group. The insinuation that the seven high government officials who concurred in its unanimous recommendations, and also the group of highly qualified and disinterested private citizens who did the preliminary staff work, listened only to railroad representations is simply not true.

The "Monopoly" Bugaboo

According to assertions of trucking spokesmen, this recommendation for greater freedom of competition between different modes of transportation would turn transportation back to a state of "cut-throat competition" said to have existed before 1887, when the original Act to Regulate Commerce was passed.

There isn't a chance of a return to the conditions of 1887, either in the physical facts of transportation or the legal terms under which the business is conducted.

In 1887, the only effective competition was that among railroads. Since then, billions of dollars have been spent on building and improving waterways, and the waterways are here and will remain. Many more billions have been spent on improved highways, and the highways are here and will remain. These waterways and highways are used by tens of thousands of common and contract carriers by water and by motor vehicle. They are also open to the use of anyone who wishes to move his own goods in his own vehicle and vast tonnages are so moved. Indeed, nearly two-thirds of all intercity freight traffic on the highways and more than nine-tenths of inland waterway traffic is either of this character or is otherwise exempt from interstate regulation as to rates. The mere physical facts as to the extent of transportation facilities in this country, and the variety of their ownership and use, make any chance of general monopoly in transportation too remote to deserve consideration.

From the standpoint of the laws, there has been an equally striking change. Prior to 1887 rates could be made in secret. Now rates are required to be published, with due public notice, and must be adhered to as published. Prior to 1887, there was no statutory prohibition against discriminations or preferences in rates. Now, rates of regulated carriers cannot discriminate against one shipper, or commodity, or community, or region, and cannot prefer another.

There is no recommendation in the Cabinet Committee's report which would depart from these requirements. Adoption of the Committee's report would not authorize the making of secret rates. It would not do away with the requirements of public notice and of adherence to the published rate. It would not permit the making of rates which are either discriminatory or preferential. And the Interstate Commerce Commission would have power to enforce these principles, as well as to prohibit rates which are either unreasonably low or unreasonably high.

No, with competition what it is and the laws what they are—and what they will remain if greater freedom of competition in pricing as among the different modes of transportation is adopted—there is no possibility that a transportation monopoly could be created or sustained.

No Below-Cost Rates

But motor and water carriers assert that to permit greater freedom in the making of competitive rates would enable the railroads to destroy highway and waterway competition. It must always be remembered, however, that under the Cabinet Committee's recommendation, as well as under present law, railroads could not make below-cost rates. If it be true, as claimed by spokesmen for trucks and barges, that they could not continue to exist in the face of competitive rates which are compensatory and nondiscriminatory, then it would follow that trucks and barges often would have no proper place in the transportation system and would exist only because the railroads are restrained from meeting their competition.

Such an assertion is, of course, absurd. In transporting many kinds of freight, trucks and barges have advantages in service or cost or both. The report contemplates that trucks and barges should have complete opportunity to give full force and effect to their competitive advantages whenever they exist—the same opportunity, in fact, as is proposed for the railroads.

Another assertion of opponents of the recommendation, equally baseless, is that greater freedom in competitive rate-making would burden shippers of so-called noncompetitive or "railbound" traffic. The assertion has repeatedly been made that if rail rates on competitive traffic are reduced it would be necessary for non-competitive traffic to pay higher rates to offset the revenue losses.

Rates x Volume = Revenue

Such assertions rest on a completely erroneous premise, namely, that lower competitive rail rates would reduce rail revenues. Railroad revenues are the product of two factors, rates and volume. The only motive or purpose the railroads would have in publishing reduced competitive rates would be to attract enough increased volume to more than offset the reduction in rates, and thus to produce greater net revenue.

Such competitive rates, it should be borne in mind, would be required to be compensatory as well as non-discriminatory so that instead of hurting non-competitive traffic, they would benefit it by reducing the share of the necessary fixed overhead expense the non-competitive traffic is called upon to bear. What the shippers of non-competitive traffic have real reason to fear is that competitive traffic will continue to be drained from the railroads, thus increasing the burden of overhead and fixed expense which will have to be borne by the traffic remaining on the rails.

How this works in practice was well stated by the Interstate Commerce Commission as follows:

"It is a well-established and generally recognized rule that if additional business can be taken on at rates which will contribute at least a little in addition to the actual out-of-pocket expense, the carrier will be advantaged to that extent and all its patrons will be benefited, to the extent to which such traffic contributes to the net revenue."

The Competitive Principle

The competitive spirit has been the driving force of progress in America; the competitive principle is the very foundation of our national economy. That greater reliance should be placed on this principle in the determination of rates as among the several kinds of carriers—always subject to the continuing limitations of essential ICC regulation outlined above—is the heart of the Cabinet Committee's recommendations.

While spokesmen for trucking and barge interests object to the principle, it has received the endorsement of such major organizations of users of transportation as the American Farm Bureau Federation, the National Grange, the Chamber of Commerce of the United States, and the National Industrial Traffic League, which is the major nation-wide organization of men who, as shippers, deal daily with the practical problems of rate making and regulation.

What this experienced body of transportation experts, who use the services of every kind of carrier and are concerned only with maximum transportation efficiency, has to say on the subject is particularly in point. On November 23, 1955, the League approved amendment of Section 15a(2) of the Interstate Commerce Act by adding the following proviso to the considerations to be taken into account by the Interstate Commerce Commission in "the exercise of its power to prescribe just and reasonable rates":

"Provided, however, that in determining a minimum rate the commission shall not consider the effect of such rate on the traffic of any other mode of transportation, the relation of such rate to the rate of any other mode of transportation, or whether such rate is lower than necessary to meet the competition of any other mode of transportation."

Without going into any of the technical details involved, President Eisenhower, in his message on the state of the Union submitted to the Congress on January 5, 1956, had this to say:

"In my message last year, I referred to the appointment of an advisory committee to appraise and report to me on the deficiencies as well as the effectiveness of existing Federal transportation policies. I have commended the fundamental purposes and objectives of the committee's report. I earnestly recommend that the Congress give prompt attention to the committee's proposals."

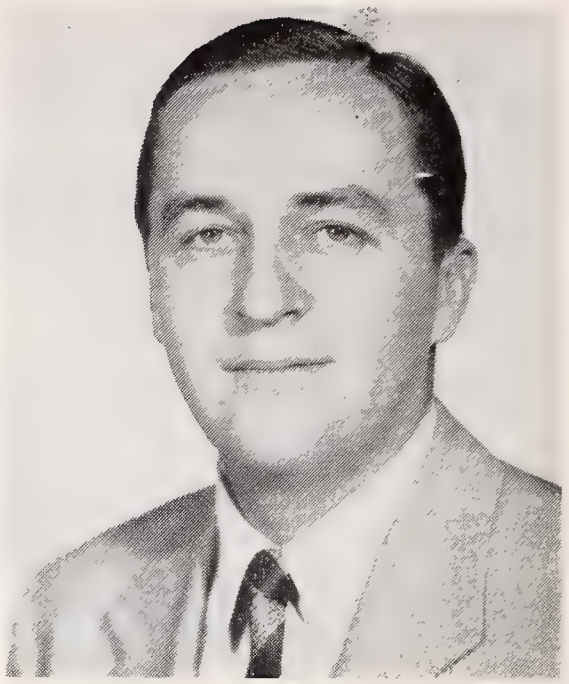
Fundamental among these proposals is that to allow greater freedom in pricing among the different types of transportation. Under such conditions, with each user of transportation free to choose the type of carriage which best meets his needs for any particular task, the transportation needs of the nation as a whole would be met with maximum efficiency and at minimum cost—and the producer, the shipper, the consuming public and the national defense all would benefit.

We shall be glad to send additional copies of "The Right to Compete: Cornerstone of Modern Transportation Regulation" to those who request them. Address: Association of American Railroads, 803 Transportation Building, Washington 6, D. C.



our respects

to KENNETH WHIPPLE BILBY



REALIZATION that the sensitive field of broadcasting must put its "best face forward" to the public prompted NBC in September 1954 to create the post of vice president for public relations as a top-level policy function, with enlarged responsibility over national advertising and promotion, continuity acceptance, as well as press and publicity.

The man chosen to supervise the efforts of the various "opinion-molding" units at NBC was Kenneth Whipple Bilby, relatively unknown in broadcasting but fortified with a solid background in public relations and newspaper work. Then 35, Mr. Bilby already had left behind him a distinctive career that included service as assistant city editor and foreign correspondent for the *New York Herald Tribune* and 2½ years of public relations work with Carl Byoir Assoc., New York, on the RCA and NBC accounts.

After 18 months as vice president for public relations at NBC, Ken Bilby regards his job as "a great challenge," adding:

"This is the most exciting business I have ever been in. In many ways it is a composite of all the other things I've done. It reminds me of the newspaper business in its irregular hours. It reminds me of the agency business in the number of its daily crises. It reminds me of the Army in that you're always being 'fired at'—but this time by people inside and outside the company demanding more promotion. I really enjoy it."

Mr. Bilby's association with broadcasting began indirectly many years ago, because his father, Ralph W. Bilby, an Arizona attorney, was at one time a part owner of KTUC Tucson, Ariz. Ken Bilby was born Oct. 7, 1918, in Salt Lake City, attended Tucson High School and the U. of Arizona. In 1938 he moved to New York to become a copy boy for the *Herald Tribune*.

He worked for three years on the *Tribune* as copy boy, Columbia correspondent and staff reporter, all the while studying part-time at Columbia U. In 1941, while awaiting his draft call to the U. S. Army, he returned to his home and completed his studies for a B.A. degree at the U. of Arizona.

He was drafted into the Army in late 1941 as a private and served for 5½ years, rising to the rank of lieutenant colonel in command of an infantry battalion in the European Theatre. He won a total of six combat decorations from the U. S. and French armies, including the Silver Star and Croix de Guerre. One pleasurable phase of his Army career, Mr. Bilby recalls, was a tour of occupation duty as commandant of tactical forces in Kassel, Germany, during which he lived in a mountain-top villa.

Mr. Bilby returned to the *Herald Tribune* after the war and was assigned to cover the United Nations. Subsequently, he served as assistant city editor of the newspaper. Tabbed by *Herald Tribune* executives as "a comer," Mr. Bilby was handed the choice assignment of covering the Arab-Jewish conflict in 1948. He remained abroad for more than two years, covering news developments from such spots as Egypt, Israel, Jordan, Turkey and Greece.

In 1950, on leave of absence from the *Herald Tribune*, Mr. Bilby set down his experiences in a book, *New Star in the Near East.*

Mr. Bilby describes his overseas newspaper experience as "a wonderful education" and will prescribe living abroad at least two years for his son when he comes of age. Nonetheless, in late 1951 he decided to seek a job that would keep him anchored in one place, and was pleased when Carl Byoir Assoc. offered him the post of account executive for RCA Victor at Camden, N. J. Later, from early 1954 until he was chosen for his present position, Mr. Bilby was the Byoir representative at NBC.

Tall and ruggedly built, Mr. Bilby is regarded by his associates as a taskmaster, but by no means a stern one. He has accomplished the unification of the sundry promotional arms of NBC with a minimum of fuss, and is credited with having played a significant part in one major public relations tactic: having top-level NBC executives readily accessible to newsmen. Associates say that it was Mr. Bilby who impressed upon Board Chairman Sylvester L. (Pat) Weaver Jr. and President Robert W. Sarnoff that newspapermen should have the opportunity of meeting and talking with them, whenever feasible.

Mr. Bilby can pinpoint one roadblock to effective promotion in broadcasting that is difficult to remove: the tremendous increase in the number of spectaculars and special events programs makes it difficult to plan sustained promotion campaigns in advance.

Mr. Bilby married the former Helen Owen Meeker March 6, 1948. She is a great granddaughter of the late William Jennings Bryan. They have two children, Barbara Windsor, 5, and Kenneth Mansfield, 2½. The family makes its home in Mamaroneck, N. Y.

Mr. Bilby is an outdoor enthusiast—a throwback to his Arizona background. He likes to golf, hunt, fish and swim. He belongs to the Appawamis Country Club in Rye, N. Y., and the Oriental Point Beach Club in Mamaroneck. His professional associations include membership in the Radio & Television Executives Society and work for the Brand Names Foundation.

An avid reader, Mr. Bilby says he has read his favorite book, *War and Peace,* at least six times. He is a fan of Earle Stanley Gardner and buys every new Perry Mason book as soon as it is available.

As commercial telecasting enters its tenth year, KSD-TV . . . America's FIRST completely postwar-equipped TV station . . . notes here some of its pioneering achievements in serving the TV audience of the nation's 9th largest market, and on several occasions the *national* TV audience as well.

KSD-TV... *first*

TV station to originate a closed circuit program in St. Louis (Veiled Prophet Parade, October 8, 1946.)

TV station in St. Louis to transmit a special "dealer meeting" telecast. (RCA dealers, Hotel Statler, St. Louis, February 3, 1947.)

TV station in St. Louis to telecast on-the-air programming. (Commercial operations began on February 8, 1947.)

TV station in the middle-west to originate programs for the NBC network. (Kiel Auditorium, September 20, 1948.)

TV station in St. Louis to originate a closed circuit telecast of a surgical operation. (Firmin Desloge, St. Mary's and Barnes Hospitals, November 30-December 3, 1948.)

TV station to telecast the wedding reception of a Vice President of the United States. (Vice President and Mrs. Alben W. Barkley, November 18, 1949. Program carried by NBC network.)

TV station to telecast a funeral service. (City Comptroller Louis Nolte, January 4, 1950.)

TV station in St. Louis to originate a program for the CBS-TV network. (Address by President Truman, June 10, 1950.)

TV station in St. Louis to originate a program for four networks at one time. (Address by President Truman on November 4, 1950.)

TV station in America to participate in the simulcast of a regularly scheduled series of religious programs. (The Protestant Hour, KSD and KSD-TV, since December 10, 1950.)

TV station to originate a network telecast of a U.S. Senate Committee Hearing in St. Louis. (Kefauver Crime Investigation, February 23 & 24, 1951.)

TV station to telecast a Police Board hearing direct from the Board of Police Commissioners offices. (February 15, 1952.)

TV station in St. Louis to originate live network telecasts from another city for exclusive coverage on its own station. (Interviews at Democratic and Republican National Conventions in Chicago, July, 1952.)

TV station in St. Louis to operate on the maximum power authorized by the FCC. (100,000 watts on VHF Channel 5 since May 20, 1953.)

TV station in St. Louis to telecast a network program in full color. (Address by Gen. Sarnoff, December 17, 1953.)

TV station in St. Louis to telecast a commercial network program in full color. ("Dragnet," December 24, 1953.)

TV station in St. Louis to participate in origination of a live network program in full color. (Grant's Farm, St. Louis County, June 9 & 10, 1954.)

TV station in St. Louis to originate a local film program in full color. (December 11, 1954.)

KSD-TV

THE ST. LOUIS POST-DISPATCH TELEVISION STATION

100,000 WATTS ON VHF CHANNEL 5

National Advertising Representative: **NBC SPOT SALES**


New!
PHILCO
COLOR TV
BROADCAST
EQUIPMENT
Catalog
PHILCO CORPORATION
Government and Industrial Division
PHILADELPHIA 44, PENNSYLVANIA

OVER
100 PAGES

Complete with Illustrations, Diagrams, Planning Information and Prices!

Here is the new Philco Color TV Broadcast Equipment Catalog—over 100 pages, crammed with factual information on Philco Color TV equipment. Carefully cross-indexed, this handy reference volume for TV station engineers, places valuable data at your fingertips. Units are grouped in "building block" sequence to save you precious time in selecting and ordering equipment to meet your requirements.

- *Each unit clearly described, fully illustrated.*
- *Performance specifications conveniently tabulated.*
- *Complete technical information for reference.*
- *System block diagrams included for ease of planning . . . new ideas for simplifying equipment layout and reducing installation floor space required.*

INCLUDES ALL COMPONENTS FOR THESE APPLICATIONS:

- ✓ Network Color Re-broadcast
- ✓ Color Slide Origination
- ✓ CineScanner 16mm and 35mm Film Origination
- ✓ Color Processing
- ✓ Color Switching
- ✓ Color Test and Monitoring
- ✓ Television S-T-L Relaying
- ✓ Television Remote Pickup Relaying
- ✓ Television Network Relaying

A Copy Has Been Reserved for You!

Ask your Philco Broadcast Representative for a free copy or write to Philco, Dept. BT, Philadelphia on your station letterhead.

PHILCO REGIONAL SALES OFFICES

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666 Lakeshore Drive

LOS ANGELES 25, CALIF.
10589 Santa Monica Blvd.

DAYTON 2, OHIO
Talbott Bldg., 1st & Ludlow Sts.

SAN FRANCISCO 3, CALIF.
1355 Market St.

WASHINGTON 6, D.C.
744 Jackson Place, N.W.

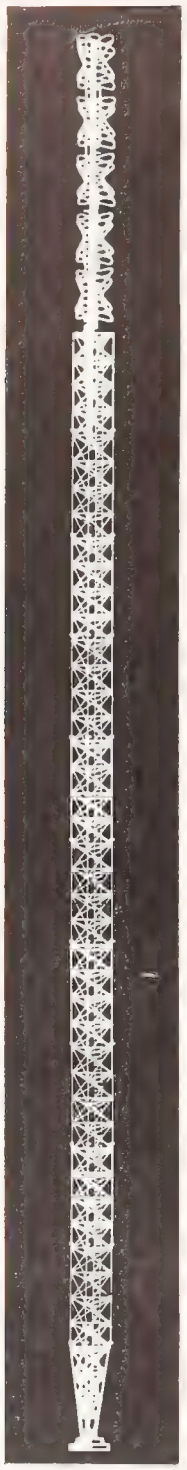
DALLAS 1, TEXAS
201 Southland Life Bldg.

PHILCO CORPORATION

Government and Industrial Division

PHILADELPHIA 44 PENNSYLVANIA



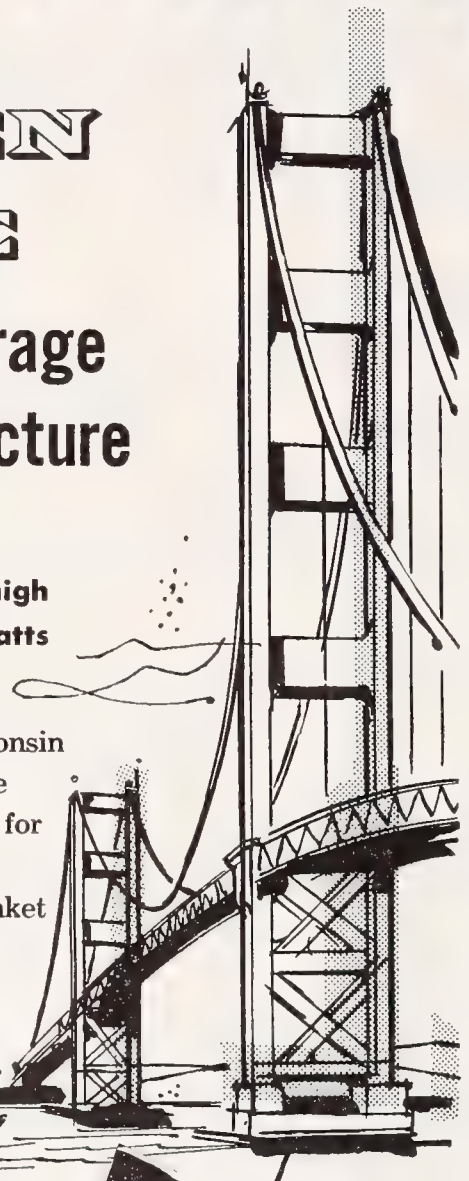


HIGHER THAN

the GOLDEN GATE

for greater coverage with a perfect picture

Golden Gate . . . 746 feet high
WISN-TV Tower . . . 1105 feet high
WISN-TV Power . . . 316,000 watts



Here is the tallest structure in Wisconsin . . . taller than the giant Golden Gate (Bridge). That means top coverage for TV advertisers! So, put your sales messages on WISN-TV. You'll blanket Milwaukee County and 23 rich surrounding counties.



THE "BIG TOP" in MILWAUKEE TV

WISN-TV 12
CHANNEL MILWAUKEE
BASIC ABC AFFILIATE

Represented by
Edward Petry & Co., Inc.
NEW YORK • CHICAGO • ATLANTA • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS



JOHN NORMAN

on all accounts

THERE are "few situations in the competitive marketplace where a short dramatic presentation of a product's desirability is sufficient to put it across." Instead, John Norman believes, "constant repetition is necessary in 99% of the cases."

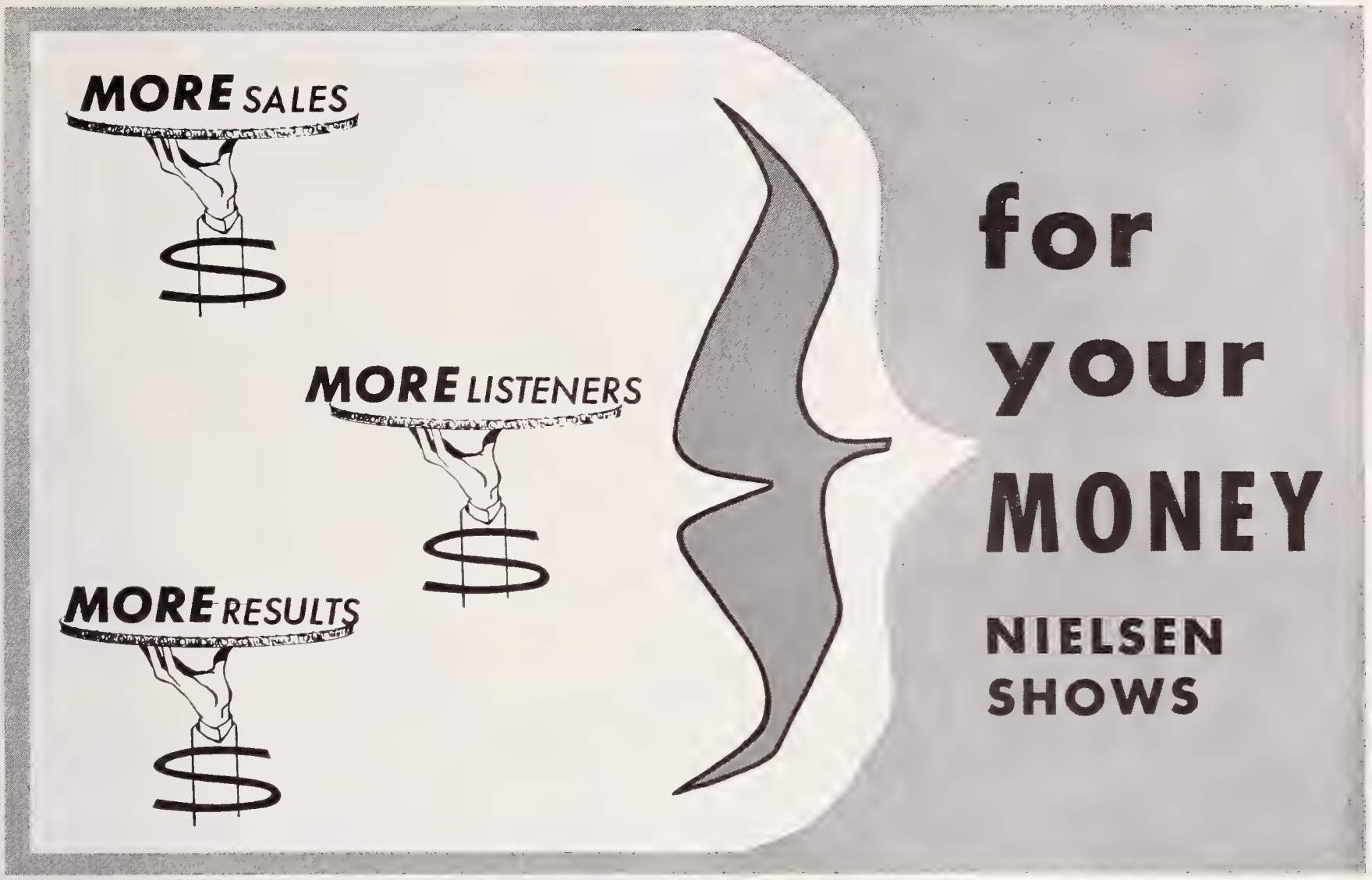
As radio-tv director and account supervisor at Walker B. Sheriff Co., Chicago, Mr. Norman also feels that the most important decision in choosing radio vs. television lies in the account's "financial ability to sustain a campaign of sufficient proportions to insure success." His thumb-rule: choose a vehicle that fits the budget without sacrificing continuity on either a frequency or length-of-campaign basis.

Mr. Norman's career embraces advertising, selling, production and an early smattering of dramatics. He was born in Clarksburg, W. Va., on July 15, 1922, and moved to Baltimore in 1933, attending Polytechnic Institute and later working with a dramatic group at WFBR there. Joining the service, Mr. Norman served in the Army Signal Corps, the infantry and the Air Force Special Services, transferring later to Mitchell Field. He also attended the American Academy of Dramatic Arts in New York.

Mr. Norman moved from dramatics to advertising and Robert W. Orr & Assoc. in 1946, becoming assistant radio-tv director. He left after three years to open his own radio package firm, and later, in 1950, joined WLIO (now WOHI) East Liverpool, Ohio, as commercial manager. Mr. Norman held other sales posts in the early '50s with William G. Rambeau Co., station representative, ABC Spot Radio Sales, WENR Chicago, and finally WLS there. He joined Walker B. Sheriff Co. in 1955.

At the Sheriff agency he is active on the Hallicrafters Co. (mostly radio for its communication equipment), Shaler Co. (tv for its automotive supplies), Ben Hur Mfg. Co. (radio-tv for farm and home freezers), Quic-Frez Inc. (radio-tv for its commercial home freezers), and Parker House Sausage Co. (radio) accounts. Shaler recently entered network tv with participations on Steve Allen's *Tonight* show.

Mr. Norman likes golf and lives in suburban Park Forest. He married the former Ellen Norton. They have two children—Scott, 2, and Holly, six weeks old.



IN NEW ORLEANS it's WBOK

NEW NIELSEN (N. S. I.) PROVES WBOK LOWEST COST PER 1000 IN N. S. I. AREA

WBOK Leads in Negro Audience during Negro Programming Period

HERE ARE THE NIELSEN FACTS

During the WBOK Negro Programming Period
6:00 A.M. to 3:00 P.M.
WBOK Average Rating 9.9
Other Negro Station 3.9

HERE ARE MORE NIELSEN FACTS

During 30 Quarter Hours of Negro Programming from 7:00 A.M. to 3:00 P.M. WBOK Leads in 29 Quarter Hours in Station Total Homes Four Week Cumulative Audience.

Once again WBOK is proven to be the OUTSTANDING NEGRO STATION, both in Metropolitan Homes and in NSI Area Homes. That's why WBOK carries more than twice the national advertising of the other Negro Station and more local advertising by far. Only this dominant total audience leadership always available to advertisers on WBOK can deliver . . . more sales . . . more results . . . more profits.

The new Nielsen (NSI) now proves what Hooper, Trendex, S.A.M. and Nielsen (NCS) have said over and over again . . . WBOK dominates the Negro Market.

WBOK Leads All Stations in Total Audience During Its Hillbilly Programming Period.

From 3:00 P.M. to 5:00 P.M. during the Red Smith Show, WBOK has more listeners than ALL other stations in New Orleans. (Station Total Homes) 66% of the audience is in the nearby parishes with the high purchasing power. The Red Smith Show is a natural to reach the low and middle income white audience.

MORE FOR YOUR MONEY

WBOK has a powerful merchandising and promotion plan for 1956 to assist your radio buy . . . Bus Cards, Negro Newspaper Ads, Mailouts and Complete Merchandising Service to Stores.

WBOK

Forjoe and Company, Representatives



SOMETHING TO CROW ABOUT

The wonderful comments our subscribers are making about . . .

THE EDDIE SAFRANSKI ORCHESTRA

"Epitome of jazz; a masterpiece of jazz work!"

R. H. Thompson
WSYL, Sylvania, Ga.

"It really swings!"

Chuck Lay
KYMA, Yuma, Ariz.

"Very Good!"

Viola Nordman
KXEL, Waterloo, Iowa

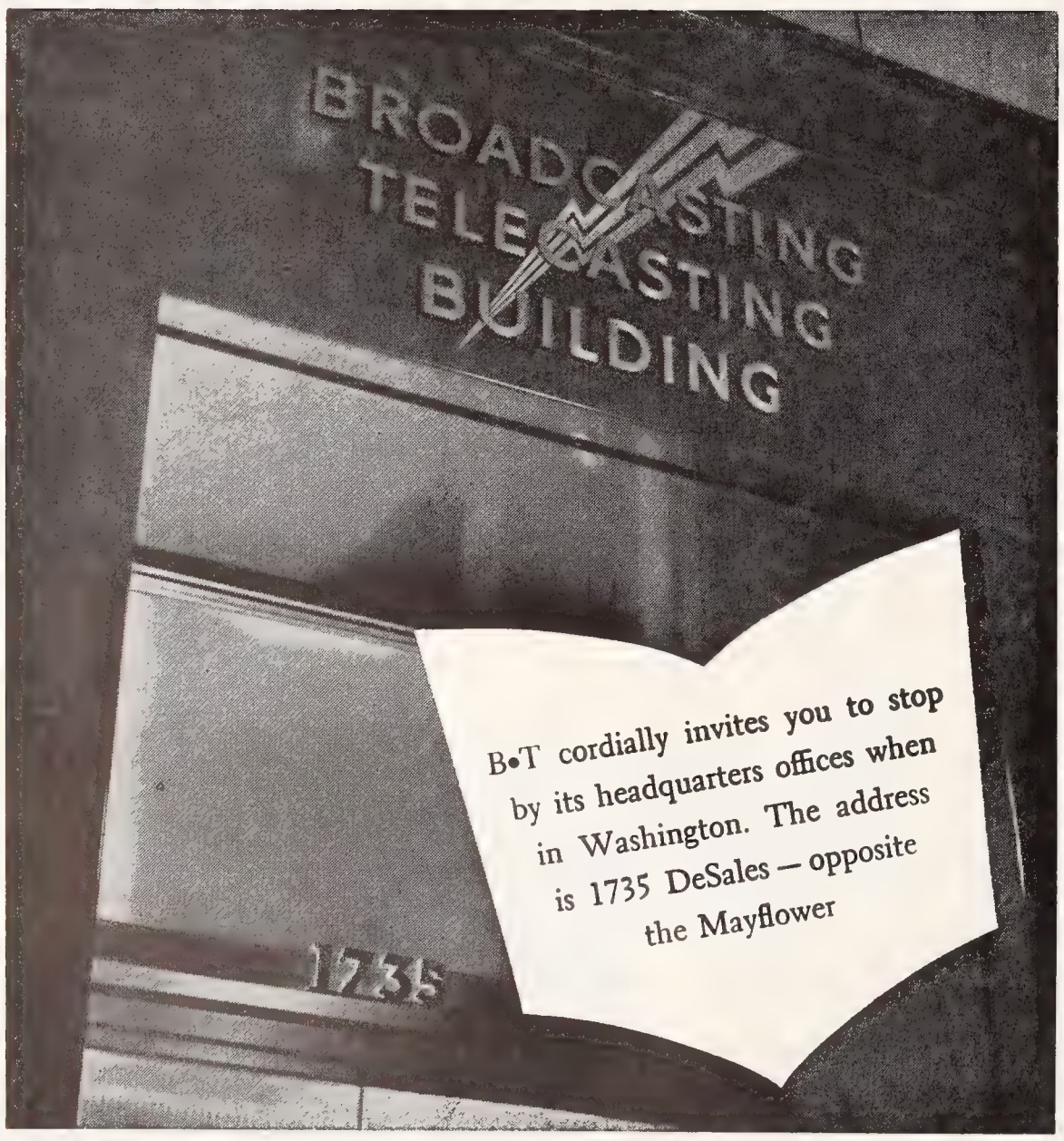
"We introduced Eddie today, and if our listeners enjoyed his music as I did, 'He's Sold'!"

Fred Staples
WCRE, Cheraw, S. C.

sesac

"the best music in America"

475 Fifth Avenue New York 17



IN PUBLIC INTEREST

To Aid Sunday School Week

ARTHUR HULL HAYES, president, CBS Radio; Gordon Gray, vice president, MBS and general manager, WOR-AM-TV New York; Robert Lewine, vice president in charge of programming and talent, ABC-TV; actor Ernest Borgnine and tv actress Eleanor Powell, have been elected to serve on a special radio-tv-stage committee for the 12th annual National Sunday School Week, April 9-15. National chairman of the NSSW is Henry G. Riter III, president, Thomas A. Edison Inc., New York, and chairman of the National Assn. of Mfrs. Sponsor is the Layman's National Committee.

KNOE-TV Delivers Midwinter Watermelon

LAST MONTH a viewer of KNOE-TV Monroe, La., called the station's program director Harry Arthur and told him that her aged father was suffering from leukemia and had a burning desire for a piece of watermelon, or even watermelon juice. The station aired an announcement explaining the situation, without mentioning names or ailments, and within a few minutes over 200 people who represented three different states had called in saying they were loaded with watermelon . . . even in the middle of winter.

KTIL, KPOJ Fight Floods Together

BROTHERHOOD among radio stations was proven further by cooperation of KTIL Tillamook, Ore., and KPOJ Portland during the disastrous floods which besieged the Northwest. During the height of the floods, when all Tillamook was surrounded by water, Station Manager Tom Hoover of KTIL found his station without any wire services, though still on the air. He telephoned KPOJ Program Director Jack Moys in Portland and asked permission to take KPOJ's *Today's News* program off fm and broadcast it by am. Not only did KPOJ grant the request, but the station made all its news broadcasts available to KTIL.

WTCM, WPBN-TV Aid Storm Victims

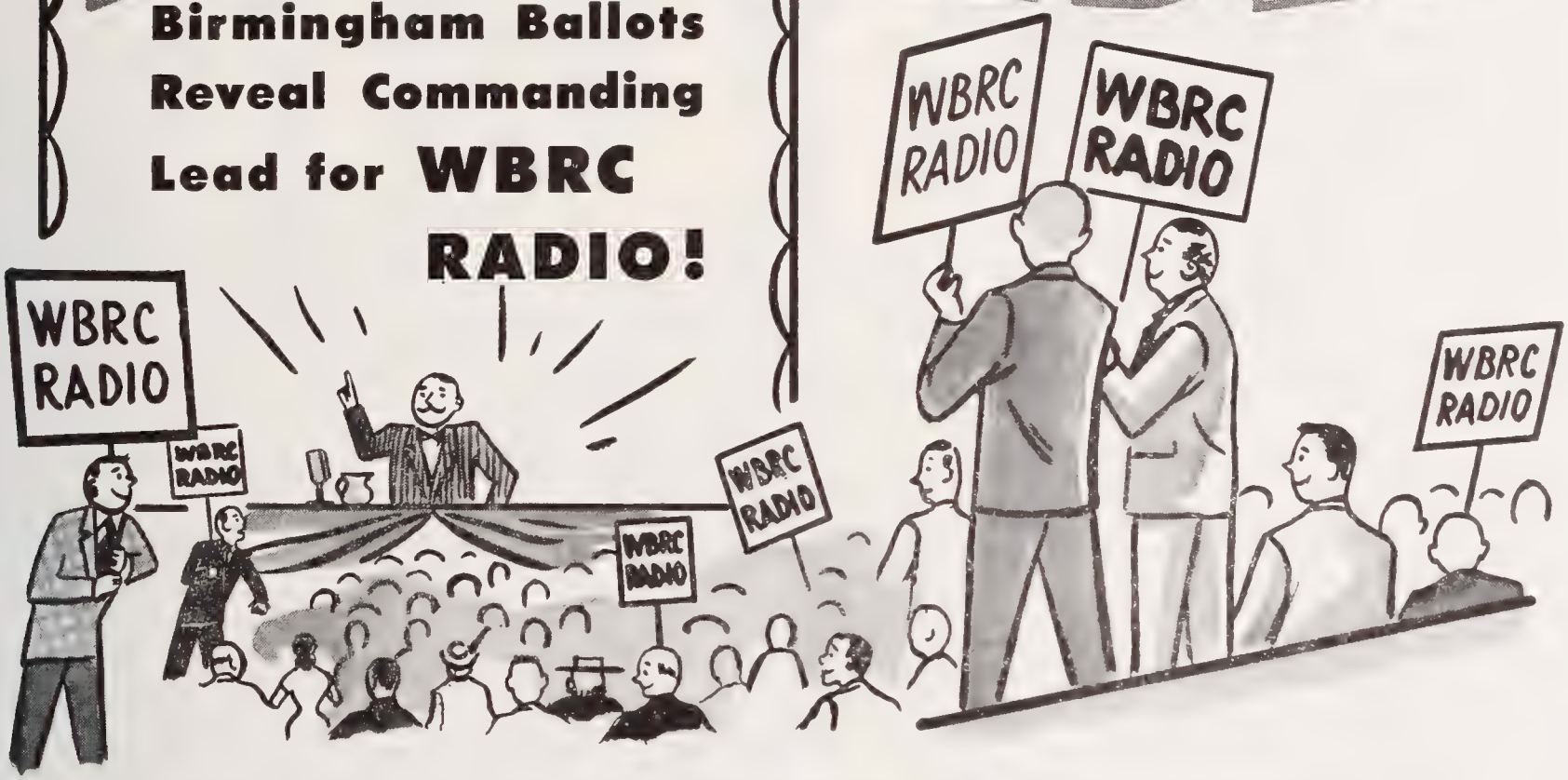
A SUDDEN ice storm which blanketed northern Michigan caught four busloads of high school students on extremely dangerous roads, but tragedy was averted, thanks to Traverse City stations WTCM, WPBN-TV, both owned by the Midwestern Broadcasting Co. The students were on their way to a basketball game in Ludington, some 100 miles from Traverse City, when the storm struck and quickly became severe. The stations contacted the state police. Police supplied escorts and sanding trucks for the busses. WTCM, WPBN-TV interrupted programs every fifteen minutes to report the progress of the cavalcade.

WOV Aids Italy

AN INTENSIVE emergency drive has been launched by bi-lingual WOV New York to insure prompt and steady flow of food packages to families in Italian areas stricken by severe winter storms. Officials said that appeals are being broadcast in Italian every hour urging listeners to ship food packages to friends and relatives throughout Italy and Sicily. For non-Italians, WOV is supplying names of families to whom parcels may be sent. Listeners who report to WOV on such package mailings will be represented on a scroll to be presented to Italian government relief authorities when the crisis is over.

LANDSLIDE!

Birmingham Ballots Reveal Commanding Lead for WBRC RADIO!



Results indicate that WBRC wins by far in busy Birmingham.*

WBRC leads with *all 15 top daytime quarter-hours!* (Monday through Friday.)

WBRC leads with *8 of the top 10* programs available for local sale! (Monday through Friday.)

WBRC leads the nearest competitor by 61% *in the morning!* (Monday through Friday).

WBRC leads the second choice by 63% *in the afternoon!* (Monday through Friday.)

WBRC leads the second place station by 55% *in the evening!* (Sunday through Saturday.)

WBRC has 72% more quarter-hour firsts than all other Birmingham radio stations *combined!*

WBRC is THE station for reaching the Busy Birmingham market.

*Source: C. E. Hooper, Inc., Birmingham Hooperating, October through November, 1955.

WBRC

960 KC **CBS RADIO NETWORK** **960 KC**

STORER NATIONAL SALES HEADQUARTERS

Tom Harker, V. P.,
National Sales Director

Bob Wood, National Sales Manager
118 E. 57th Street, New York,
MUrray Hill 8-8630

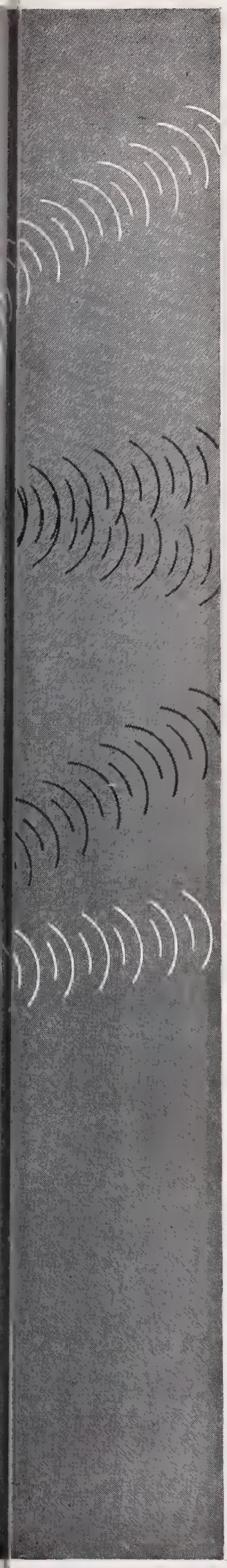
A STORER STATION

Paul Evans,
Midwest Sales Manager
230 N. Michigan Ave., Chicago.
FRanklin 2-6498

Gayle V. Grubb, V P.,
West Coast Sales Manager
111 Sutter St., San Francisco.
SUtter 1-3631

Represented Nationally by THE KATZ AGENCY

RADIO



IS SOUND

B•T's 1956 Yearbook-Marketbook*, radio's one volume reference library, just out, says:

> Vigorous selling and revitalized programming combined last year to pull radio out of its 1954 dip. Combined net time sales of the country's radio stations and networks amounted to $455,649,000, according to B•T's estimate, more than $4 million ahead of the 1954 combined net . . . and only 4.5% below the all-time industry high of $477,206,000 achieved in 1953.

Obviously, a great number of advertisers regard radio as a sound investment. What about listeners?

EVERYBODY LISTENS. The average family spends 2.19 hours daily listening. 1955 production of radios, 14,894,695 sets, reached the highest point since 1948; this is 4.5 million sets above the 1954 output. Since 1946, 98 million home radios and 41 million car radios have been purchased. The number of car radios alone in use today far exceeds the total circulation of all U. S. morning daily newspapers.

Radio is advertising and show business and journalism, and indeed, something more than all of these. Most qualified observers believe that radio for 1956 will continue the gains of 1955. How? By intelligent sales effort, largely at the Main Street level, directed not against other stations, but *for* radio's sound appeal.

For detailed news of this activity, informed people in and out of radio regularly turn to B•T, the news weekly for radio and television.

EVERYBODY LISTENS TO



** A limited number of 1956 BROADCASTING Yearbook-Marketbooks is available to non-subscribers at $3.00 a copy.* Order direct from B•T, DeSales St., N.W., Washington 6, D.C.

Annual subscription rates:

- 52 weekly issues ..... $ 7.00
- 52 weekly issues and *Radio* Yearbook 9.00
- 52 weekly issues and *Tv* Yearbook 9.00
- 52 weekly issues and both Yearbooks 11.00

PULSE Says WPTF Is Also A

Home Town HERO



More North Carolinians listen to WPTF than to any other station, BUT what about the listeners right in metropolitan Raleigh . . . WPTF's home bailiwick? Is it possible to program for a state-wide audience and still keep 'em happy at home? Here's the latest weekly Cumulative PULSE Audience Report on Wake County. More proof that WPTF is the Number One Salesman in the South's Number One State.

% OF TOTAL RADIO HOMES REACHED BY EACH STATION

	6 AM-12 Noon	12 Noon-6 PM	6 PM-6 AM	Total Week
WPTF	70.4	74.6	81.1	92.7
Station A	48.4	50.4	48.2	77.4
Station B	29.6	48.4	50.4	76.6
Station C	42.2	53.4	38.2	72.1
Station D	17.9	16.5	*	30.2
Station E	20.2	19.9	*	29.9
Station F	6.7	5.1	5.1	11.4
Station G	3.2	3.0	2.0	5.1

WPTF

50,000 Watts 680 KC

NBC Affiliate for Raleigh-Durham and Eastern North Carolina

R. H. MASON, General Manager GUS YOUNGSTEADT, Sales Manager

Free & Peters National Representatives



WPTF NCS Coverage Map

*MARKET DATA**

	NCS Coverage		NCS Coverage
Population	2,940,700	Food Sales	$428,452,000
Families	690,200	General Merchandise Sales	248,926,000
Radio Families	672,945	Furniture-House-Radio Sales	107,054,000
Net Effective Buying Income	$2,737,392,000	Automotive Sales	407,991,000
Retail Sales	1,933,439,000	Drug Sales	54,304,000
		Gross Farm Income	847,300,000

*Source: Sales Management Survey of Buying Power, May 10, 1955.

BROADCASTING TELECASTING

March 5, 1956 Vol. 50, No. 10

IKE'S DECLARATION SETS OFF POLITICAL TIME FREE-FOR-ALL

- **President chooses radio-tv to explain his position**
- **Democrats immediately demand equal time to answer**
- **It's beginning of months of trouble for broadcasters**

EIGHT grim months of political broadcasting loomed at the weekend, with television and radio caught between the two political parties and the equal-time requirements of the FCC and the Communications Act.

As the campaigning got away to a quarrelsome start last week, it became obvious that tv and radio will serve as the primary means of influencing voters. This will be especially true in the case of President Eisenhower, who has flatly rejected whistle-stopping.

The reason for the emphasis on electronics, especially tv: Campaigners have a 100 million potential tv audience when they go on the air (40 million sets by convention time), according to Sig Mickelson, CBS news-public affairs vice president (page 32).

All networks, and most of their stations, carried President Eisenhower's historic news conference and address to the nation last Wednesday. As a result the networks found their moral integrity challenged by the Democrats because they adhered to legal and FCC tenets.

Developments moved swiftly and charges were met by counter-charges as the President's decision to stand for a second term was handled by broadcasters as a major news development.

The equal-time nemesis arose Thursday when Paul M. Butler, chairman of the Democratic National Committee, and F. Joseph Donahue, campaign manager for Sen. Estes Kefauver (D-Tenn.), asked ABC, CBS, NBC and Mutual for a chance to reply to the President's speech, claiming it was political in nature. Mr. Butler said he wanted "equal facilities for the Democratic party" in accordance with "established procedures."

When the requests were rejected by all networks, Mr. Butler promptly came back with a second request "in the name of fair play." He contended the networks were morally obligated to grant the time and pointedly hinted that if he didn't get it, Congress (controlled by Democrats) might want to change the law "to assure fair treatment to both major political parties."

At the weekend these key trends and developments were observed on the political scene:

• Sen. Lyndon Johnson (D-Tex.), majority leader, introduced a bill requiring broadcasters to provide presidential and vice presidential candidates of major parties with equal facilities. It has the approval of party leaders on both sides (page 84).

• Sen. Richard L. Neuberger (D-Ore.), introduced a bill for government financing of political time on radio-tv (page 84).

• Radio and tv served both as media of immediacy and as the President's personal contact with the people as he announced willingness to run at his news conference, and as he explained why and how in a 16-minute broadcast.

(As many as 70 million persons are estimated to have heard the President's address.)

• Networks dropped huge sums as they juggled schedules on short notice to keep the nation informed of Wednesday's momentous developments.

• Democratic Chairman Butler called for revision of Sec. 315 and urged newspapers to adopt the radio-tv technique of giving both sides equal chance to tell their story (page 85). That happened Wednesday noon before the hassle developed over reply time following the President's network address.

• GOP Chairman Leonard W. Hall announced Thursday the party will wage an "electronic age" campaign.

Chairman Hall said the Republicans total budget for the Republican National Committee and the Congressional committees would run about $7 million, of which $2 million will be devoted to tv and radio. He displayed charts showing proposed blanketing of all sections of the country by electronic media before the November election.

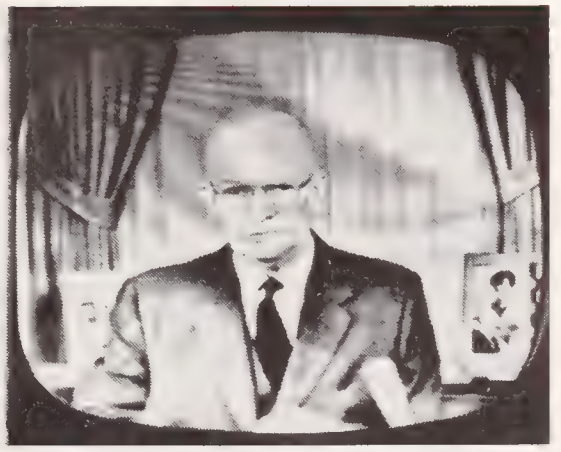
The tv shows will include several appearances by President Eisenhower but the President may also make "several quick trips" to key sections. A special organization will be set up in Chicago to handle the campaign in the farm belt. Cabinet members, except Secretary of State Dulles, will hit the campaign trail in the autumn. Mr. Hall predicted Vice President Nixon will be the President's running mate.

President Eisenhower said in his Wednesday night radio-tv address that he would not "engage in extensive traveling and in whistle-stop speaking—normally referred to as barnstorming." He said he would reach the American people "through means of mass communication."

At the Wednesday morning news conference he announced his decision to stand for a second term following countless requests by newsmen for him to state his desires on the matter. Having met their request, he answered very few questions. Instead he promised to give the answers in his broadcast. Thus radio-tv were first to tell the world about his decision to stand for renomination, with word going out over net-

THE CAMPAIGN BY RADIO AND TELEVISION BEGINS





THE PRESIDENT turned to radio and tv to convey his reasons and conditions for running for re-election. The President's announcement that he would conduct his campaign largely by use of "mass communications" was regarded as historic. Some observers thought his decision would have been more difficult if broadcasting—especially television—had not been available.

WHY TV HAS BECOME A POLITICAL FORCE

THE REASONS for television's importance in contemporary political campaigns and its likely influence in changing historical campaign patterns were described last Friday by Sig Mickelson, CBS Inc. vice president in charge of news and public affairs. Here is a condensed text of Mr. Mickelson's address at the annual Journalism Institute of the U. of Wisconsin at Madison:

SOME months ago I began to think of election years as the years of the blue shirt. Of course, the blue shirt is not a product of television, but it is one manifestation of the great part that television will play in the 1956 election year.

To understand television's role in 1956, you must start with the story of its incredible growth.

There was television during the summer of 1948 when both political parties held their conventions in Philadelphia, but it was minuscule compared to its present status. In 1948 there were barely more than 400,000 television homes in the entire U. S. In 1952, at the time of the conventions, the 400,000 had become 18,700,000 television homes. In 1956 it is estimated that the figures will run somewhere between 36 and 40 million.

The growth in the number of stations which will be able to carry broadcasts from the convention sites this summer is just as spectacular. In the summer of 1948 there were only 15 stations on the air which were able to carry the signal from Philadelphia. In 1952 this figure had risen to 107. In 1956 the total will be 396.

Back in the primitive year of 1948 there were only seven cities which were interconnected by AT&T cable and thus, in only those seven cities were viewers able to see any part of the convention proceedings. In 1952 the seven had grown to 62 cities which were similarly interconnected. But in 1956 the figure will rise to 233.

This gives you a picture of the growth of television's potential as a political force since 1948, but I think you should take particular note of the growth just since 1952, which I suppose many people regard as the ultimate year in the interconnection between politics and television. Although 1952 was a great year for television, there will be approximately twice as many television homes in 1956. There will be nearly four times as many stations able to carry the convention signals, and there will be nearly four times as many cities into which the signal will be able to go.

It really isn't any wonder that the persons in charge of planning for the political conventions and the campaigns to follow this year are not underestimating the power that television will wield.

The statistics show that some 55 million persons saw some part of one or the other of the 1952 conventions. At the peak point, between 10:30 and 11:00 p.m. on the night of Friday, July 25, during the third ballot of the Democratic national convention well in excess of 10,000,000 homes were tuned in to the proceedings. This represents more than 25 million persons.

This gives some indication of what we can expect in 1956. With twice the number of homes equipped with television sets this summer, we should be able to expect twice the impact of 1952. Perhaps more than twice the impact, because this year the signal will go into both large and small cities, not concentrated along the principal cable lines but scattered in all parts of the country. This may easily mean that at some key moment some 100 million persons will be looking in simultaneously at convention proceedings—the most fantastic audience ever assembled.

There will undoubtedly be some changes in convention procedures this summer. The Republicans, for example, are promising us there will only be one session daily—that from 2 to 7 p.m. San Francisco time (11 a.m. to 7 p.m. the first day), which, of course, translated into terms of New York time, is 5 to 10 p.m.—incidentally, the peak hours of television viewing. The Democrats are promising a program of streamlining which will make their convention move more swiftly and which will eliminate many of the proceedings which repel viewers rather than attract them.

The Agency and the Producer

Many of these changes are worth a very careful look because they may have a profound effect upon one important element of American democracy—the machinery for nominating and electing a President. There are additional changes in prospect, worth close examination because of their potential influence on the processes of selection of candidates.

One of these is the ascendancy of the advertising agency into a position of substantial importance in the whole electoral process. The second is the rise of the personal producer, the man who advises the candidate on radio and television performances and is always at his side to see that he is lighted, photographed and made up in the right way.

The third prospective change is the short campaign, limited now to something less than two months, perhaps to approximately six weeks duration. This will undoubtedly mean tremendous emphasis on television. It may mean the virtual end of the great American institution, the campaign train, and full reliance on the airplane. It could, of course, mean that the famous backporch campaign will really come into its own because only now is it really feasible.

A fourth is the tailoring of conventions for television

work and station facilities a few seconds after the morning conference was over.

All networks, in turning down the original requests of Chairman Butler and Sen. Kefauver for reply time, couched their answers in substantially the same language to the two individuals. The letters from the networks based their refusals on two points: they would allot equal time to contending candidates for the nomination of the same party, but not to a different party, as in this case; President Eisenhower's talk was carried as a matter of public interest, and similarly, significant talks by Democratic leaders would be presented.

Robert W. Sarnoff, president of NBC, wrote Mr. Butler that NBC makes its facilities available to political leaders from time to time as a matter of public interest. He said the network carried the President's address because it was "a news event of unusual national importance." He pointed out that NBC attempts to maintain "fair balance" between representatives of the major parties, and in this connection, mentioned that NBC had provided free time to Adlai Stevenson on two recent occasions.

Robert E. Kintner, president of ABC, turned down the Democratic request with this wire: "We regret to inform you it is our decision that we are neither legally nor morally obligated to allocate time . . . ABC has followed and will continue a program of balanced and full presentation of various political points of view."

In declining the requests, John B. Poor, executive vice president of Mutual, said MBS had carried the President's address as "a special news feature in the public interest." Under the circumstances, he added, there is "no obligation on the part of the network to furnish equal time."

Mr. Mickelson pointed out the policy of CBS Radio and CBS-TV "to give equal facilities to contending candidates for the nomination of the same party." In accordance with this policy, he said, both Sen. Kefauver and Mr. Stevenson have been on CBS Radio and CBS-TV. He said the network attempts to "keep an overall balance between Republican and Democratic viewpoints at all times."

In his second request for time to reply to the President, Mr. Butler said: (1) the address was political and the President spoke as a candidate, outlining his program; (2) his request for time was based not on legal but on moral responsibilities of networks to treat both parties the same; (3) the network denials set a precedent "that the President can campaign free of charge from now to the convention;" (4) some network officials are asking relaxation of equal time laws on the ground they can be trusted to act fairly, and he deems the denials unfair; (5) if the networks persist in their position, "I feel confident" Congress will study the problem and take steps it deems necessary to assure fair treatment; (6) Congress intended broadcasters should serve all the people, not merely the party in control of the executive branch, and (7) millions

viewing—a tailoring which would eliminate the supposedly duller elements but which might also serve to sweep some of the evidences of dissidence and discord under the rug.

What about these potential changes? Are they for good or bad? Will they mean the White House hereafter will be occupied by the most sincere-appearing actor, backed up by the strongest, most creative advertising agency, or will they simply mean that the average voter is provided with better standards of judgment of strong candidates and weak candidates?

The fact is that political campaigning is becoming so complex, what with the tremendous increase in importance of television, that it probably would be totally impossible for a political party to function adequately without the strong support of a competent advertising agency.

Timebuying is not necessarily mysterious but it is complicated, and no other instrument but an advertising agency has personnel which is experienced and skilled in this particular operation. Even the local candidate will have his troubles buying time, but on a national basis it seems to me that it is virtually impossible to function without the support of an agency.


MR. MICKELSON

Apart from timebuying, there are the growing complexities of television production. A candidate simply has neither the time nor the experience to cope with the problems of camera positions, audio pick-up, direction, lighting and, where necessary, set design, not to mention program scripting and construction, film integration, research and, for that matter, reading a stopwatch well enough to get on and off the air at the right time. Nor can such matters be handled by amateurs, if the candidate is going to look his best, sound his best, and deliver his message with the maximum impact.

The dangers of hucksterism rampant will undoubtedly be there. But there is one key quality which can keep the agency and the personal producer in their proper place. That key factor is integrity. So long as there is integrity among candidates, among political parties, among advertising agencies, among television experts and among the voting public it should be possible to control the machinery of campaigning 1956 style.

And here television can play an important role. Television itself has given every indication that it will reveal the integrity or the lack of it among the candidates. So far, it appears that television has succeeded for the most part in unmasking the villains and providing a vehicle for the honest.

The third potential change, the reduction of the length of campaigns, seems to have such obvious advantages that we can universally approve it. But the fourth—the evolution of the convention itself—should be marked by some danger signals.

It is my firm opinion that the convention system should be maintained as the best and most logical method of nominating candidates for the Presidency. As a matter of fact, with the ubiquitous eye of the television camera cutting through the fog and smoke of the convention floor, penetrating through keyholes and over transoms into smoke-filled rooms, popping up unexpectedly in the caucus room, and weaving the whole business of the convention together with thoughtful, intelligent and well-informed correspondents, the day of the nomination by a few willful men is at an end.

As a matter of fact, it is quite possible that a direct primary could be more easily rigged than a single convention.

This does not mean, however, that the convention system should be left precisely as it has been. The size should undoubtedly be cut to reduce the number of the throngs milling around on the floor, and some of the non-essential formalities from the past should be wiped out.

Keeping Conventions Honest

The most important element, however, is to keep the conventions honest. Television would have no interest in covering a national convention if it were to be scheduled solely as a show, if it were not to be an honest effort on the part of a political party seeking publicly to select its best candidate for the Presidency. We would be violently opposed to having the political parties enforce rules against demonstrations, phony as many of them really are. Similarly, we think it would be a serious error to rule out the polling of the delegations or to try to poll delegations only behind closed doors. The polling of a delegation is part of the democratic process and that process should be kept out in the open where it can be seen by the public.

We would encourage cutting down on the number and the length of the nominating speeches but it would be an unforgivable error if a delegate were not to have a clear right to challenge the report of the credentials committee or the platform committee from the convention floor.

The arrangements committees are undoubtedly right in seeking to streamline the conventions, but at that point where streamlining becomes a convenient method of sweeping the unfavorable elements under the rug or locking up the actual convention business behind a sealed door, streamlining should be vigorously opposed.

We who represent the television industry in the production of news and public affairs programs in this case are simply serving as the eyes and ears of the public. We are looking forward to a great summer—the summer of the blue shirt—which will be filled with the excitement and interest of an election year and which will, at the same time, bring the practical business of American politics closer and more graphically to more citizens than ever before.

are deprived of the right to hear from their opposition leadership in answer to the President.

Radio and tv film coverage of the President's news conference Wednesday was speeded to broadcasters when James Hagerty, Presidential news secretary, cleared the audio and visual versions in a little over a half-hour.

NBC had Peter Hackes, newsman, on West Executive Ave. beside the Executive Office with a mobile unit. After relaying the flash, Ray Scherer, commentator, joined him with a running account of the news conference on NBC-TV. Richard Harkness handled radio to New York from a microphone outside the news conference room. The *Ernie Kovac Show* on NBC-TV and *Weekday* radio program carried the flash and commentaries.

NBC-TV carried the film account of the conference starting at 12:30 p.m., claiming a beat.

CBS had Charles Von Fremd on radio and tv with a flash at 10:52 a.m., after the news conference. Eric Sevareid, Griffing Bancroft and Bill Shadel worked from the corridor. The network had Len Cautela stationed with Adlai Stevenson at the Savoy Plaza Hotel, New York, where Mr. Stevenson heard the Von Fremd flash on a radio set. After the President's evening talk to the nation, CBS-TV carried a 40-minute series of clips and commentaries handled by Douglas Edwards.

ABC tipped off its news staff by having an open mike in the corridor outside the press room, with the opening doors and rush for telephones as a signal. Bryson Rash, John Edwards, Martin Agronsky and Edward P. Morgan gave a 17-minute account that included a switch to the Senate Radio Gallery where Richard Rendell interviewed legislators. Albert Warner supplied commentary from the studio. ABC carried the radio tape of the conference at 1 p.m., and Mr. Rash fed a filmed version when the tv network opened at 3 p.m.

ABC Radio carried a special program from 7:30-7:55 p.m. on Wednesday, covering reaction to the President's decision around the world. The program was sponsored by Harris-Upham & Co., New York investment company, through Lewin, Williams & Saylor, New York. Included were reports from Washington, Paris, London, Los Angeles, Chicago and New York.

Mutual presented a special broadcast Wednesday (11:30-11:45 a.m.) in which Mutual chief correspondent Robert Hurleigh explained newsmen's reaction to the news conference. From 3:30-4 p.m. MBS broadcast a transcribed recording of the conference.

NBC and CBS pre-empted commercial tv time to carry the President's talk, starting at 10 p.m. ABC rearranged its tv schedule shifting its sponsored boxing bouts telecast usually carried at 10 p.m. to 10:30 p.m. EST. It was estimated that CBS-TV's cancellation of *The United States Steel Hour* (Wed., 10-11 p.m. EST alternate weeks) would cost the network

(Continues on page 84)



THE TOP 7 ON NETWORK TV

The gross time purchases of network advertisers in each of these product classifications were more than $10 million in 1955. Together, the seven categories accounted for $344,141,415 of the total $406,899,059 spent for tv network time last year.

TV NETWORK BUYS AND BUYERS

PROCTER & GAMBLE, the top buyer of network tv time last year, purchased at gross rates, before discounts, $33,822,228 in time in 1955, or more than $10 million over its 1954 network tv allocation.

The big money in network tv last year came from national advertisers of foods, toiletries, automobiles, soaps and tobacco, ranked in that order. Reflecting these purchases is the makeup of the top 10 tv network clients for 1955, based upon the compilation of gross billings prepared by the Publishers Information Bureau.

Colgate-Palmolive, which spends most of its network tv ad dollars for toiletries products and some for soap, was second in line in the tv market, checking out with $18,698,318, an increase of about $4.6 million over the previous year. Gillette Co., also big in toiletries tv advertising, added about $4.2 million, while Lever Bros. (toiletries as well as foods and soap in tv advertising) was up $7.2 million.

In the automotive field, Chrysler

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS DURING DECEMBER AND FULL YEAR 1955, COMPARED TO 1954

	December 1955	Full Year 1955	December 1954	Full Year 1954
Agriculture & Farming	$ 32,300	$ 134,577	$	$ 141,250
Apparel, Footwear & Access.	233,799	2,828,170	284,506	3,235,718
Automotive, Auto Equip. & Access.	5,399,187	47,059,360	3,387,602	29,203,750
Aviation, Aviation Access. & Equip.	10,492	133,947	.....	.....
Beer, Wine & Liquor	752,858	7,588,396	769,448	6,980,809
Bldg. Materials, Equip. & Fixtures	98,088	1,860,776	4,118	1,121,774
Confectionery & Soft Drinks	1,172,417	8,113,792	763,403	6,179,307
Consumer Services	34,080	1,173,357	103,909	1,297,433
Drugs & Remedies	2,591,934	23,280,306	1,999,614	15,848,666
Entertainment & Amusements	.....	13,141	.....	16,210
Food & Food Products	7,254,841	79,988,578	6,689,648	64,495,785
Gasoline, Lubricants & Other Fuels	517,225	4,994,750	544,980	3,988,141
Horticulture	35,268	146,978	....	23,406
Household Equip. & Supplies	2,870,470	31,548,849	2,755,701	26,403,009
Household Furnishings	230,261	2,570,634	364,150	4,031,046
Industrial Materials	941,889	7,507,334	691,743	6,600,320
Insurance	380,811	2,219,079	233,208	1,765,272
Jewelry, Optical Goods & Cameras	510,032	4,834,779	553,651	3,178,091
Office Equip., Stationery & Writing Supplies	718,923	5,921,867	748,767	5,556,031
Political	.....	.....	.....	323,986
Publishing & Media	34,295	708,621	20,940	217,393
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	616,765	8,096,483	787,921	8,595,186
Retail Stores & Direct by Mail	.....	10,392	.....	42,345
Smoking Materials	3,869,086	42,121,762	3,928,697	42,727,939
Soaps, Cleansers & Polishes	4,431,586	45,967,555	3,295,545	34,606,678
Sporting Goods & Toys	184,694	697,408	30,423	120,645
Toiletries & Toilet Goods	6,190,022	74,175,005	5,357,306	49,962,588
Travel, Hotels & Resorts	43,830	508,140	37,140	839,270
Miscellaneous	243,464	2,695,023	207,920	2,652,226
TOTALS	$39,398,617	$406,899,059	$33,560,340	$320,154,274

Source: Publishers Information Bureau

LEADING ADVERTISERS IN RESPECTIVE GROUPS DURING DECEMBER 1955

Ralston-Purina Co.	$ 32,300
Cluett, Peabody & Co.	106,779
Chrysler Corp.	2,077,988
General Dynamics Corp.	10,492
Jos. Schlitz Brewing Co.	238,755
Johns-Manville Corp.	52,050
The Coca-Cola Co.	385,967
Western Union Tel. Co.	34,080
American Home Prods.	1,187,700
General Foods Corp.	1,324,430
Gulf Oil Corp.	215,821
Florist's Telegraph Delivery Assn.	35,268
General Electric Co.	507,479
Armstrong Cork Co.	141,950
Aluminum Co. of America	222,876
Prudential Insurance Co. of America	253,080
Eastman Kodak Co.	167,250
W. A. Sheaffer Pen Co.	358,191
Crowell-Collier Pub. Co.	19,500
Admiral Corp.	198,495
R. J. Reynolds Tobacco	1,254,708
Procter & Gamble Co.	2,888,507
Lionel Corp.	60,318
Gillette Co.	1,121,476
Pan-Am. World Airways	43,830
Armour & Co.	62,780

Corp. nearly doubled its 1954 expenditure for network tv, for a more than $17.2 million total that placed the firm in third place, and General Motors Corp. spent $5.7 million more, a total of $14 million, netting it the fifth spot behind Gillette. R. J. Reynolds Tobacco and American Tobacco Co. once again were the tobacco industry's blue-chip network tv advertisers, Reynolds investing about $400,000 and American about $1.2 million above their 1954 expenditures.

In foods, General Foods and General Mills upped their spending on the medium, General Foods by some $4.1 million and General Mills by $1.8 million.

Record spending by the top national tv clients carried into December, the second month (the first being October 1955) that nine of the 10 spent $1 million or more. GM and Chrysler together that month surpassed the big $3,131,267 in network tv time purchases of Procter & Gamble. Their total came to more than $3.9 million. The select $1 million, or more, group in December 1954 was made up of six advertisers compared to last winter's nine. The 10th advertiser, General Mills, came within $92,000-plus of the $1 million level.

Tv network gross time sales in 1955 totaled $406,899,059, more than a $86.7 million increase over the previous year.

Top Ten Tv Network Clients in Full Year 1955

1.	Procter & Gamble	$33,822,228
2.	Colgate-Palmolive	18,698,318
3.	Chrysler	17,272,769
4.	Gillette	15,740,246
5.	General Motors	14,077,573
6.	General Foods	13,839,211
7.	R. J. Reynolds Tob.	12,230,666
8.	American Tobacco	10,703,825
9.	General Mills	9,456,259
10.	Lever Bros.	9,444,752

Top Ten Tv Network Advertisers in December 1955

1.	Procter & Gamble	$3,131,267
2.	Chrysler	2,077,988
3.	General Motors	1,912,532
4.	Colgate-Palmolive	1,521,179
5.	General Foods	1,324,430
6.	R. J. Reynolds Tob.	1,254,708
7.	American Home Prods.	1,232,629
8.	Gillette	1,230,676
9.	American Tobacco	1,031,103
10.	General Mills	907,131

BBDO, NBC-TV PLAN 'COLORTOWN' STUDY

A JOINT color tv study, financed by NBC and BBDO, New York, to be known as the "Colortown" project [AT DEADLINE, Feb. 27] was announced officially last Monday by Hugh M. Beville Jr., NBC vice president of planning and research, and Ben Gedalecia, director of research, BBDO. The "Colortown" project will be conducted by Advertest Research.

Culminating a year's preparatory work, "Colortown" will be a continuing poject. Current plans call for two surveys a year with a "probability sample" panel of 4,000 families. The panel already has been selected and the first interviews completed.

Mr. Gedalecia, said that "the first study will begin to take on significance only in light of the results of the second or third survey."

"Within the next few years earmarked for color television's most rapid expansion, we believe that 'Colortown,' which will enable us to chart the growth and analyze the impact of the medium, will be of invaluable benefit to the future growth of color," Mr. Beville explained.

The survey work, under the immediate guidance of Dr. Thomas Coffin for NBC and Mrs. (Teddy) Anderson for BBDO, is being supervised by Seymour Smith and Richard Bruskin, directors of Advertest Research.

Results of the first study, originally slated for release last week, are not being disclosed pending further study.

Barton's Ad Criteria: Short Copy, Big Pictures

FOR DECADES, Bruce Barton, chairman of BBDO and dean of American advertising men, has called for "shorter copy" in advertising. Last week he revised this admonition: "Make pictures bigger and copy shorter," he said at a Washington Ad Club luncheon.

Television is making people picture conscious, Mr. Barton said. A new generation is growing up which knows no other advertising medium but pictures.

Mr. Barton prophesied that the next decade would be, barring war, the most exciting and rewarding in advertising history. He pegged this estimate on rising population (high birthrate, older people living longer), rising productivity (new industries not even known 10 years ago are now an important part of many manufacturing companies), the full employment philosophy of both major political parties, and finally what he called "pyramid building" (rebuilding "horse and buggy" cities, highways, schools, hospitals, etc.).

In discussing television, Mr. Barton said BBDO was now spending more than one-third of its $162.5 million billings in the visual medium—"yet we're spending more money than ever in newspapers, magazines, billboards, direct mail, etc.," he added [B•T, Feb. 27].

Four Buy Participations In 'Film Festival' Shows

FOUR national advertisers have signed for 93 participations in ABC-TV's two *Film Festival* shows, Slocum Chapin, ABC-TV vice president in charge of sales announced Wednesday. Effective with yesterday's *Famous Film Festival,* (Sun., 7:30-9 p.m. EST), Dow Chemical Co. (Saran Wrap), Midland, Mich., signed for six spots through MacManus, John & Adams, New York; Evinrude Motors, Milwaukee, has bought seven participations starting April 8 (except for the April 22 program) through Cramer-Krasselt Co., Milwaukee.

For the daily *Afternoon Film Festival* (Mon.-Fri., 3-5 p.m. EST), Sterling Drug Co., New York, began a 13-week, 32-participotion campaign for Bayer's aspirin last Tuesday and will launch a nine-week, 20-participation campaign for Philip's Milk of Magnesia on March 27. Both products are handled through Dancer-Fitzgerald-Sample, New York. The other afternoon sponsor signed last month was Coats & Clark's Sales Corp., New York, which Feb. 20 began an eight-week, 28-participation campaign on behalf of its Crown slide zippers. Agency is Kenyon & Eckhardt, New York.

Advertising Faults Discussed by Kobak

IN DISCUSSING advertising shortcomings, Edgar Kobak, business consultant to advertisers and station owner, said last week that a current tendency of some large advertisers to demand rebates from their agencies is "nothing short of chiseling."

Mr. Kobak, speaking Tuesday at an Assn. of Advertising Men & Women's lecture period in New York City said that "deals are unhealthy—for the people making them as well as for the industry as a whole." He expressed alarm at what he saw as a resurgence of the "house agency," saying networks and stations as well as other media groups would do better in doing business with agencies which have "no stake in the client" other than due commission.

Other "bad tendencies" pointed out by Mr. Kobak included:

- That of claiming too much in advertising copy: "To undersell is in your favor, since the consumer will, in many cases, come back to you and say how good your product *really* is."
- That of imitation: "Anybody can imitate another copywriter's idea. Not enough agencies try to do it better. . . ."
- That of spending too little time listening and seeing: "Clients will approve a budget, a piece of copy, a program, but strangely, they no longer seem to pay attention to the finished product. They're too busy doing other things to look over their investment."
- That of premium advertising in *all* media; bait advertising in broadcasting: "I am glad to see at least one advertiser (Ralston Purina Co.) tell its customers, 'all we have to sell is a *good* product'."

Mr. Kobak, whose own credits include ownership of WTWA Thompson, Ga., and past presidency of Advertising Research Foundation, urged people in the advertising business to underplay credits: "They mean nothing. The best credit you can get in media selling is that paycheck. Don't ever let the other fellow know you sold him anything. Let him feel he *bought* something."

West-Marquis Plans Offices In Chicago, New York, Texas

WEST-MARQUIS INC., veteran west coast agency, plans to open offices in Chicago and New York and another one in either Dallas or Houston, it was announced last week by President John R. West. No dates have been set.

Now in its 20th year at Los Angeles, the agency also has branches in San Francisco and Seattle.

"Although many eastern agencies have opened west coast branches, West-Marquis becomes one of the first large western agencies to reverse this pattern," Mr. West said.

Promoting from within the ranks, the agency plans to make use of members of its present staff to manage the new offices. Headquarters will remain at 1220 Wilshire Blvd., Los Angeles.

PRESTIGE SEEN AS PROFIT IN COLOR TV ADVERTISING

Twenty different advertisers now spend more than $45 million a year in medium, mainly to create position of leadership, NBC's Richard A. R. Pinkham says in address before Boston Advertising Club.

TWENTY different advertisers are spending more than $45 million a year in color tv, mainly to create for them "a position of prestige and leadership which may profit them more in the long run than the immediate sale of the product."

This summary of dollar activity by color tv advertisers was offered last week by Richard A. R. Pinkham, NBC vice president in charge of television network programs. He spoke before the Boston Advertising Club.

Mr. Pinkham said that color has appeal to advertisers who seek support of their distribution effort as well as the advertising impact on the public. Explaining, Mr. Pinkham said that these companies set up district sales meetings to coincide with the showing of their color shows, or they set up special closed-circuit color tv presentations of their ad campaigns.

He noted that the number of color tv sets in use "is still limited" and that the figure at the end of this year may reach about 300,000, but by 1957, the total "will surpass a million and by 1960, 12 million."

Mr. Pinkham said the $45 million is being spent in color tv because compatible color can be seen in black-and-white and because they "stand to gain extensive experience in color production," particularly in commercials.

Next fall, NBC-TV will have available color kinescope equipment—a lenticular film process which breaks down the color image electronically and then records on special film for processing and readiness for broadcast within three hours—permitting the network's full color schedule "to go through the west coast at the same clock hour as in the East despite the time difference of three hours," he said.

For the advertiser, color adds costs ranging from a low of 2% to a high of 15% for an average increase of 10%, Mr. Pinkham said, adding: "This extra cost for color is moderate, it seems to us, when compared to a premium of around 50% charged for four color pages in magazines." He continued:

"Still it *is* more money and it will demand a higher television budget on the part of most advertisers. We think this money will be easily available because when television is completely in color, present criteria for measuring advertising effectiveness will be obsolete, including ratings . . . the trip hammer impact of commercials in color is something no rating service can even begin to reflect. Color provides an emotional stimulus and a vastly increased brand recognition factor that is like a shot of adrenalin to sales."

Mr. Pinkham estimated that tv earns about 12½% of the total advertising dollar as compared with 7% in 1952. He said "informed sources" see the figure rising to at least 25% "for a total advertising expenditure of over $3 billion for television by 1965."

Some of this money will come from other media and some from new advertisers who never used tv before "because it did not offer color," he predicted.

'Andre the Analyst' Gives Lowdown on Agency People

WHAT sort of people does their handwriting show advertising men and women to be? Last week, "Andre the Analyst" told all. As a whole, said Andre, they are "extremists . . . quick tempered, idealistic, suspicious. They have more phobias than most people, more inferiority complexes. But they have more ego, less virtue."

"Andre the Analyst" based his conclusions on an examination of hundreds of handwriting samples from the advertising gentry. In a slogan contest conducted by Westinghouse Broadcasting Co.'s WOWO Fort Wayne, Ind., each entrant was offered a personal character analysis based on his handwriting. At a luncheon for newsmen last Wednesday in New York, WBC trotted out Andre and had him tell what he found. With obvious delight, Andre broke his findings down according to executive level:

Vice presidents—"They are natural reasoners, who rarely make up their minds hastily on important matters," said Andre, who reported he had examined 421 handwriting specimens of agency vice presidents. He found them "pretty prudent . . . cautious . . . wise." But he also found signs of confusion and suspicion—"it could be the expense account problem." Moreover, he said, "36% of these vice presidents' handwritings indicate that this group never wholly makes up its mind about when to stop acting and start living. For example, these men are not capable of deciding whether or not to have the third Martini. The bartender has to." He also reported—almost gleefully, it seemed—certain regional differences: "New York vice presidents indicate more refinement. Chicago vice presidents are more thrifty, while vice presidents in Houston and, to a greater degree, in Los Angeles, show an unquenchable thirst for washroom gossip."

Account executives—Andre said about 57% of those he studied are "live-wire types" who "get things done, probably over the dead bodies of timebuyers and clients' advertising managers. This group thinks up schemes. They are particularly adept at employing every legitimate—and illegitimate—psychological device to achieve an end. Only a few, about 6%, showed a very sensitive nature. Many indicated that they were masters of good repartee, and a generous amount of sarcasm. Many showed themselves as masters of exaggeration. Many are skillful at evasion. . . ." He was smiling as he said it.

Timebuyers—Less dynamic, these, but with "a wealth of spontaniety, initiative, courage. Good mixers. Good story tellers. Better cursers than any other group in the business. Sometimes good gamblers." Andre was bewildered by the amount of spiritual conflict he found in this category. Of 647 specimens, he said, 36% are "tough, bourbon-and-water types." While another third have "deep seated spiritual sentiments."

Advertising managers of non-agency companies—Andre was a bit cautious here. He said he had studied 409 ad managers' handwritings but his report dealt only with "certain of these men." Of these he said: "This man is a minority personified. He walks around the office backward so he won't have to face an issue. On occasion he feels his executive oats and writes a stern memo to the advertising agency. Then, after he has signed his name, he goes out and gets drunk. This man hopes some day to become a legend. His major gripe is the account executive who directs the agency's Christmas present to the company president rather than to him."

And who is this "Andre the Analyst" who knows so much? Andre, WBC officials confessed afterward, is really Guy Harris, program director of WOWO. They hastened to add, however, that in addition to being one of WBC's top station program chiefs he is also, on a sideline basis, a professional graphologist, or handwriting analyst. It turns out that he takes in handwriting on the side and apparently does a thriving business at something like a buck per submission. Brave fellow, too. Obviously.

Shopping Via Electronics Not Far Off, Pinkham Says

WHAT is the "perfect sales tool"? Color tv, says Richard A. R. Pinkham, NBC vice president, but with a qualification: "To me the perfect sales tool will be in your hands when it becomes possible for the customer to order your product electronically from his living room immediately after watching your commercial."

Mr. Pinkham also told his Boston Advertising Club audience last week that this day was not too far in the future. He referred to "Centercasting," an electronic system which permits the viewer to order a product after watching the commercial simply by pressing a button, and at the same time express his likes or dislikes of program or commercial also by using the buttons. This system—developed by New York consultant Dr. Alfred N. Goldsmith but as yet not financed—also would provide for an instantaneous and accurate count of the number of sets across the country which are tuned in to each program. Under the system, it is necessary to install little electronic boxes, actually transmitters, for sending out tiny radio signals in code from tv sets to a central receiver.

Color Tv May 'Entice' Retailers, Says Settel

COLOR TV may "entice" more retailers to the tv medium because of its very character in permitting display of "fabrics, textures, shades and tones which will help sell merchandise."

This conclusion is contained in an article entitled, "Why Retailers Bypass Television," written by Irving Settel, tv sales promotion consultant and television instructor at Pace College, and published in the current *Journal of Retailing*, published quarterly by the New York U. School of Retailing.

Mr. Settel, noting that manufacturers now are redesigning their packages "in the knowledge that color television will greatly affect retail sales," said that color's effect on selling and purchasing across retail counters "means bigger business via the medium of television." He continued:

"Many retailers believe that this increased business should stimulate more cooperative advertising, with manufacturers assuming a large part of the retailers' television budget. Perhaps here lies the answer to some of the retailers' problems."

In reference to radio, however, Mr. Settel indicated that retailers at present still prefer this medium over tv because "radio advertising was much cheaper and frequently just as effective as television for every dollar spent."

Lights Camera Action



When WSAV-TV throws the spotlight on an advertiser's product, the reaction is immediate . . . yes, advertised products fairly dance off the dealers' shelves as cash registers ring out a happy sales song that is heard all over the Coastal Empire.

Ask your dealers . . . then let WSAV-TV spotlight *your* product and get *ready for action.*

CLEARLY . . . SAVANNAH'S PREFERRED-CHANNEL STATION

It's 3 in Savannah

WSAV-TV



NBC CHANNEL THREE

Represented by **HOAG-BLAIR** Offices in: New York and Chicago
Represented by **BLAIR-TV** Offices in: Detroit, Boston, San Francisco, Dallas, St. Louis, Jacksonville, Los Angeles & Seattle

415,835
TV FAMILIES
in the rich market of
RICHMOND
Petersburg and Central Virginia

WXEX-TV also has maximum tower height—1049 ft. above sea level and 943 ft. above average terrain . . . more than 100 ft. higher than any station in this market. It has maximum power—316 KW. It is the basic NBC-TV station. See your Forjoe man for full details about this great buy.

CHANNEL 8

WXEX-TV

Tom Tinsley, President Irvin G. Abeloff, Vice President

Represented by Forjoe & Co.

Wanamaker Buy Brings 'Window' Sales to Four

JOHN WANAMAKER, a leading department store in Philadelphia, last week signed for a *Window* program on WRCV-TV, the NBC-owned station in the Quaker city, for 13 weeks, effective March 19.

This new sponsorship brought the total of stores backing the five-minute, shopping news shows telecast in color, to four, according to Charles R. Denny, vice president in charge of NBC-owned stations and NBC Spot Sales. The renewal of Bergdorf Goodman (women's fashions and specialty department store) for two weeks on WRCA-TV New York also has been announced.

The Wanamaker *Window* will be slotted 2:55-3 p.m. EST on Monday, Tuesday, Thursday and Friday, with the Wednesday show set at 2:25-2:30 p.m. EST. The station's "weather girl," Judy Lee, will be the hostess. Agency is Richard A. Foley Adv., Philadelphia. The Hecht Co., department store, Washington, D. C., sponsors *Window* on WRC-TV Washington. Gimbel Bros. sponsors *Window* on WRCA-TV.

Bergdorf-Goodman initially purchased the five-minute, color program Feb. 13 on an experimental basis to determine tv's ability to sell high fashions and special merchandise.

According to WRCA-TV, Bergdorf Goodman's management "was especially pleased at receiving customer inquiries about an item which had been displayed, but not specifically mentioned . . . on one of the *Window* programs."

H&R Seminar April 3

HILTON & RIGGIO, New York agency, last week set April 3 for its third annual seminar on new product introduction. Among the speakers slated are George Abrams, vice president in charge of advertising, Revlon Products Corp.; Royal Little, chairman, Textron American Inc.; Edwin De Mesquita, vice president, American Safety Razor Co.

LATEST RATINGS

ARB

Top 10 Network Tv Programs, Feb. 1-7

		Rating
1.	$64,000 Question (CBS)	57.0
2.	Ed Sullivan (CBS)	54.9
3.	I Love Lucy (CBS)	52.5
4.	You Bet Your Life (NBC)	46.8
5.	Perry Como (NBC)	44.2
6.	December Bride (CBS)	40.0
	Disneyland (ABC)	40.0
	I've Got a Secret (CBS)	40.0
9.	Big Surprise (NBC)	39.0
10.	Godfrey's Talent Scouts (CBS)	38.1

		Viewers
1.	Ed Sullivan (CBS)	52,800,000
2.	Perry Como (NBC)	45,450,000
3.	$64,000 Question (CBS)	44,830,000
4.	I Love Lucy (CBS)	41,060,000
5.	Disneyland (ABC)	40,370,000
6.	You Bet Your Life (NBC)	38,840,000
7.	Big Surprise (NBC)	32,640,000
8.	George Gobel (NBC)	32,040,000
9.	December Bride (CBS)	31,540,000
10.	Dragnet (NBC)	31,390,000

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NIELSEN

Top Television Programs
Two Weeks Ending Feb. 4
Number of Tv Homes Reached (000)
† Total Audience

Rank		Rating
1.	I Love Lucy (CBS)	18,638
2.	64,000 Dollar Question (CBS)	17,936
3.	Disneyland (ABC)	17,164
4.	Ed Sullivan Show (CBS)	16,462
5.	Sunday Spectacular (NBC)	15,514
6.	Perry Como Show (NBC)	14,812
7.	You Bet Your Life (NBC)	14,426
8.	December Bride (CBS)	14,286
9.	Dragnet (NBC)	14,145
10.	G. E. Theatre (CBS)	13,233

‡ Average Audience

Rank		Rating
1.	I Love Lucy (CBS)	17,901
2.	64,000 Dollar Question (CBS)	16,883
3.	Disneyland (ABC)	14,847
4.	You Bet Your Life (NBC)	13,619
5.	Ed Sullivan Show (CBS)	13,549
6.	December Bride (CBS)	13,478
	Dragnet (NBC)	13,478
8.	The Millionaire (CBS)	12,215
9.	Perry Como Show (NBC)	12,145
10.	G. E. Theatre (CBS)	12,004

Percent of Tv Homes Reached*
† Total Audience

Rank		Rating
1.	I Love Lucy (CBS)	54.9
2.	64,000 Dollar Question (CBS)	53.2
3.	Disneyland (ABC)	50.6
4.	Ed Sullivan Show (CBS)	49.4
5.	Sunday Spectacular (NBC)	45.5
6.	Perry Como Show (NBC)	44.6
7.	December Bride (CBS)	42.4
8.	You Bet Your Life (NBC)	42.2
9.	Dragnet (NBC)	41.1
10.	G. E. Theatre (CBS)	39.7

‡ Average Audience

Rank		Rating
1.	I Love Lucy (CBS)	52.7
2.	64,000 Dollar Question (CBS)	50.0
3.	Disneyland (ABC)	43.7
4.	Ed Sullivan Show (CBS)	40.6
5.	December Bride (CBS)	40.0
6.	You Bet Your Life (NBC)	39.9
7.	Dragnet (NBC)	39.2
8.	The Millionaire (CBS)	36.8
9.	Perry Como Show (NBC)	36.6
10.	G. E. Theatre (CBS)	36.0

† Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.
‡ Homes reached during the average minute of the program.
* Percented ratings are based on tv homes within reach of station facilities used by each program.

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VIDEODEX

TOP 10 PROGRAMS
Feb. 1-7, 1956

	Name of Program	Cities	Homes %
1.	The $64,000 Question (CBS)	163	36.3
2.	George Gobel (NBC)	164	34.5
3.	Dragnet (NBC)	167	33.1
4.	Ed Sullivan Show (CBS)	149	32.5
5.	Climax (CBS)	131	32.2
6.	I Love Lucy (CBS)	155	31.3
7.	Bob Hope (NBC)	159	30.8
8.	Disneyland (ABC)	181	30.2
9.	Red Skelton (CBS)	92	30.1
10.	Perry Como (NBC)	118	29.9

		Cities	Tv Homes (000's)
1.	The $64,000 Question (CBS)	163	13,552
2.	George Gobel (NBC)	164	12,267
3.	Dragnet (NBC)	167	11,949
4.	Ed Sullivan Show (CBS)	149	11,771
5.	Disneyland (ABC)	181	11,591
6.	I Love Lucy (CBS)	155	11,089
7.	Bob Hope (NBC)	159	10,852
8.	Climax (CBS)	131	10,711
9.	The Honeymooners (CBS)	156	10,564
10.	You Bet Your Life (NBC)	156	10,520

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Puppy Contest Makes Ipana Smile

THESE are "dog days" (but happy days) on television for the Bristol-Myers Co., New York.

For the five Thursdays preceding Feb. 23, Bristol-Myers, on behalf of Ipana, conducted a "Name the Puppy" contest as part of its sponsorship of a 15-minute segment of ABC-TV's *Mickey Mouse Club*, (Thurs., 5-6 p.m. EST). To the surprise of B-M, the contest created such enthusiasm that entries were expected to attain the six figure mark by the contest deadline.

Richard K. Van Nostrand, B-M's advertising manager, was "amazed" by the flood of returns, saying he had expected about one-half of the entries, and adds:

"This is by far one of the most successful contests we have ever run for Ipana."

Recently Bristol-Myers suggested to its agency, Doherty, Clifford, Steers & Shenfield, New York, that a contest for Ipana be run on *Mickey Mouse Club*. Agency officials hit upon "a boy and his dog" motif, reasoning that youngsters (girls as well as boys) love dogs.

The task of crystallizing this concept fell to the Ipana account group at DCS&S, headed by Joel Jacobson, vice president and supervisor, and John Kennedy, account executive. They huddled in several "brainstorming" sessions and came up with a "Name the Puppy" contest.

On each Ipana segment of *Mickey Mouse Club* (5:30-5:45 p.m. EST), DCS&S runs a film commercial of Lady, star of Walt Disney's cartoon feature, "Lady and the Tramp." Viewers are asked to submit a one-word name for a male puppy that looks like Lady. The only other requirement for entering the contest was to enclose an Ipana carton of any size.

The magnet of the contest, according to DCS&S officials, was that it is simple and offered prizes that children cherish: 100 cocker spaniel male puppies.

Following the end of the contest on Feb. 29, the Reuben H. Donnelly Corp., New York, has been examining all entries to select the winners. They will receive health certificates and American Kennel Club registration and pedigree papers, along with their eight-weeks old pups. Any child, if he so desires, may choose the alternate prize of a Schwinn bicycle.

B-M officials feel it is too early to pinpoint the exact impact of the contest on Ipana sales, but reasonably believe that some of the expected contestants were sold through "puppy-love."

Mrs. Tucker's Plans Expansion

ANDERSON, CLAYTON & Co. (Mrs. Tucker's foods), Dallas, announced Thursday that as part of its large-scale expansion in the packaged foods field, it would change the name of its Mrs. Tucker's products division to Anderson, Clayton & Co. Foods Div.

Anderson, Clayton & Co., reportedly the world's largest merchandiser of cotton and processor of edible oil products with $750 million annual sales, also announced it had appointed three new agencies to handle several, as yet unannounced, food products. They are: Paris & Peart, New York, D'Arcy Adv. and McCann-Erickson, both Dallas. Crook Adv., Dallas, will continue to handle Mrs. Tucker's shortening, salad oil and Meadolake margarine.

Harrell Mulls Job Offers

CHARLES HARRELL, who resigned as supervisor of television productions at Lennen & Newell, New York, after publication of a speech he made at a Guild Films forum [B•T, Feb. 13], last week was reportedly considering several job offers. He was expected to announce a decision soon.

Mr. Harrell's speech, delivered at a career-planning forum sponsored by the film company at New York U., was presented in text form in B•T under the title, "Man on a Gray Flannel Couch."

COFFEE IN LOS ANGELES RADIO-TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers

(Based on Broadcast Advertisers Reports' monitoring)

RADIO INDEX—NETWORK PLUS SPOT

Rank	Product & Agency	Network Shows	Total Stations	Commercial Units	Hooper Index of Broadcast Advertisers
1.	Hills Bros. (N. W. Ayer)	—	3	31	52
2.	Folger (Raymond R. Morgan)	—	1	24	49
3.	Iris (Mogge-Privett)	—	1	33	21
4.	Butternut (Buchanan-Thomas)	—	1	18	13
5.	Yuban (Benton & Bowles)	—	2	10	10
6.	Schilling (Beaumont & Hohman)	—	1	9	7
7.	Perfect Host (Barton A. Stebbins)	—	1	1	1
7.	Huggins Young (Glasser-Gailey)	—	1	1	1

TELEVISION INDEX—NETWORK PLUS SPOT

Rank	Product & Agency	Network Shows	Total Stations	Commercial Units	Hooper Index of Broadcast Advertisers
1.	Maxwell House (Benton & Bowles)	3	3	14⅓	205
	Maxwell Instant	2	3	13	199
	Maxwell Regular	1	1	1⅓	6
2.	Hills Bros. (N. W. Ayer)	—	3	21	112
2.	Nestle Instant (McCann-Erickson)	—	4	19	112
4.	Folger Instant (Brooke, Smith, French & Dorrance)	—	2	32	104
5.	Sanka Instant (Young & Rubicam)	1	1	1⅓	37
6.	Butternut (Buchanan-Thomas)	—	3	23	36
7.	M. J. B. (Batten, Barton, Durstine & Osborn)	—	2	10	34
8.	Chase & Sanborn Instant (Compton)	2	2	3	28
9.	Nescafe (Bryan Houston)	1	1	2⅔	20
10.	Yuban (Benton & Bowles)	—	3	6	14
11.	Buisman (Hixon-Jorgensen)	—	1	3	12
12.	Perfect Host (Barton A. Stebbins)	—	1	2	9
13.	Borden Instant (Doherty, Clifford, Steers & Shenfield)	1	1	2	3

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial.** When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.

* "Commercial Units": Commercials are taken from the monitored reports published by Broadcast Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."

** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks the average of the ratings for the preceding and following time periods is used wherever feasible; otherwise, the rating is that of either the preceding or following time period, normally the preceding.

In the above summary, monitoring occurred Jan. 1-7, 1956.

Sabin Forms Adv. Agency

ROBERT L. SABIN, vice president and sales manager, WKNY Kingston, N. Y., has resigned to form his own advertising agency, effective May 1. The agency will be located in Kingston and will be called the Sabin Adv. Agency. Mr. Sabin reports 11 local accounts signed.

AGENCY APPOINTMENTS

Mennen Co. (toiletries), Morristown, N. J., appoints Grey Adv., N. Y., as agency for Mennen Hair Creme, effective April 1. Account currently serviced by Kenyon & Eckhardt, N. Y.

British Overseas Airways Corp., London and N. Y., appoints Pemberton, Freeman, Bennett & Milne Ltd., Toronto, for U. S. and Canadian advertising, effective April 1. PFB&M is affiliated with Victor A. Bennett Co., N. Y., and Alfred Pemberton Ltd. and Robert Freeman Co., both London. Account is currently being serviced by Foote, Cone & Belding, N. Y.

American & Foreign Power Co. (electricity), N. Y., appoints Godwin Adv. Agency, Jackson, Miss.-New Orleans. Godwin has opened offices in Singer Bldg. Annex, N. Y., to service account.

FOUR FROM B-B-T JOIN JOS. SCHLITZ

John Toigo among quartet from agency that take new posts with Milwaukee firm.

FOUR key executives previously with Biow-Beirn-Toigo (now The Biow Co.), New York, including John Toigo, agency partner and executive vice president, have been appointed to top posts at Jos. Schlitz Brewing Co.

Mr. Toigo, was named marketing director, thus ending frequent reports he would leave Biow-Beirn-Toigo for another position after that agency's resignation of the Schlitz account. Schlitz later appointed J. Walter Thompson to handle the account [B•T, Jan. 30, 23].

Other key appointments include Robert F. Branch, former B-B-T vice president, as director of market plans; Louis S. Berger, B-B-T vice president and media director, as director of media and market research, and Richard Steenberg, B-B-T account supervisor, as advertising manager. All will headquarter in Milwaukee, Schlitz operating base. Their appointments were effective Thursday.

Herbert E. Palaith will continue as merchandising director under Mr. Toigo and Francis Smawley as assistant advertising manager.

Dan B. Miner Agency Adds Four Persons to Its Staff

DAN B. MINER CO., Los Angeles agency, has added four persons to its staff in line with its expansion program.

S. James Andrews, assistant to the president in charge of tv at Maxon Inc., N. Y., has joined Miner as associate radio and television director.

Charles J. Neugebauer, of Botsford, Constantine & Gardner, Seattle, has joined the Miner copy staff.

Richard P. Lytle, account executive at Stiller-Rouse & Assoc., Beverly Hills, has joined Miner as a member of the agency's account service and copy staff, and new Miner production manager is Al Schoenfield, formerly at Stiller-Rouse, Neal Adv. Assoc., Erwin, Wasey and Co., and Honig-Cooper, Los Angeles.

SPOT NEW BUSINESS

Aluminum Co. of America, Pittsburgh, for its new Alcoa Wrap (aluminum foil) is using spot campaign—radio and television—starting at varying dates, March 5, 12, and 19. Television spots being run in approximately 24 markets and radio spots in nearly half-dozen. Contract will run two to six weeks, depending on market. In addition firm is using its network show, *Alcoa Hour,* Sundays on NBC-TV, to promote new product. Agency for Alcoa Wrap is Ketchum, MacLeod & Grove, Pittsburgh.

Procter & Gamble, Cincinnati, for new shampoo to be handled by Biow Co., N. Y., will use radio-tv test campaign starting early this spring.

Dormeyer Inc. (electrical kitchen appliances), Chicago, has assigned Product Services, N. Y., special 30-day tv spot test campaign for its Mix-Well mixers in five major U. S. markets, starting next month. Agency for Dormeyer is John W. Shaw Adv., Chicago.

Leonard W. Besinger, developer-builder of Meadowdale, Ill., community, has appropriated $100,000 for tv advertising, plus unspecified

budget for Chicago film series, according to announcement of Olumstad Adv. Agency, Chicago, which handles account.

Regal Shoe Mfg. Co., Whitman, Mass., launching in mid-March limited one-minute radio spot campaign in two New England and three Southern metropolitan markets, for total of 10 stations. Agency is Doyle Dane Bernbach, N. Y.

Blatz Brewing Co., Milwaukee, buying spot radio in six markets through Kenyon & Eckhardt Inc. Markets are Kiwanee, Canton and Galesburg, all Ill.; Grand Island and Kearney, Neb., and Asheville, N. C.

NETWORK NEW BUSINESS

M. Hoffman & Co. Inc. (Dubbleware work clothes, sportswear), Boston, signed by Yankee Network for sponsorship of five-minute weathercasts, twice weekly. Agency is Alfred Black Co., Boston.

Carrier Corp. (air conditioners), Syracuse, N. Y., will make tv commercial debut this spring with series of 73-76 station participations in NBC-TV's *Home* and *Today*. Agency is N. W. Ayer & Son, Phila. Firm will add supplementary stations to cover hot climate areas.

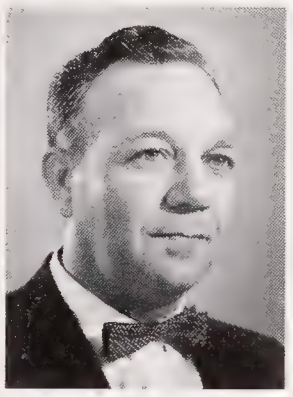
Helen Curtis Industries Inc. (toiletries), and **Mogen David Wine Corp.,** both Chicago, have begun alternate week sponsorship of ABC-TV's *Dollar a Second* (Fri., 9-9:30 p.m. EST). Agency for both is Weiss & Geller, Chicago.

A&A PEOPLE

John C. Simmons, Dallas, Tex., vice president of Ruthrauff & Ryan, and account executive for Dr. Pepper, appointed national advertising manager of Dr. Pepper Co., Dallas.

Tom Swan, formerly with BBDO, Pittsburgh, to William Esty Co., N. Y., as account executive on Colgate-Palmolive.

Ted Outlaw, salesman, WFBC-AM-FM-TV Greenville, S. C., has opened Ted Outlaw Adv. Agency on fourth floor of Insurance Bldg., Greenville. Other officers are **Chester P. Ferguson,** vice president, and **Mrs. Loraine T. Outlaw,** secretary-treasurer.



MR. OUTLAW

John M. Van Horson, account supervisor, Harry B. Cohen, N. Y., to Bryan Houston, N. Y., as vice president.

Daniel G. Evans, Whitlock-Swigart Inc. Adv. in New Orleans, appointed vice president and account executive. He formerly was on WDSU-TV New Orleans commercial staff.

R. David Kimble, director of local sales and service for Radio Advertising Bureau, N. Y., to Grey Adv., N. Y., as associate account executive. He has also been with NBC's Central Div. and WBBM Chicago.



MR. KIMBLE

Roland H. Cramer, vice president and account supervisor, Young & Rubicam, N. Y., to Ruthrauff & Ryan's Toronto office as vice president and account supervisor on Lever Bros. of Canada; **Albert V. Lowe,** supervisor of advertising and sales promotion, General Electric Co., Bloomfield, N. J., to R&R's N. Y. office as account executive on GE air conditioning division. **Alex G. Pappas,** account executive in R&R Dallas office, named manager.

George L. Young, onetime general manager, WPGH Pittsburgh, Pa., to Lang, Fisher & Stashower Inc., Cleveland, Ohio, agency, as radio-tv timebuyer.

Louis Meisel, account executive, Hilton & Riggio and Dowd, Redfield & Johnstone, both N. Y., to Willsted & Shacter, N. Y., as an account supervisor and member of plans board. He will direct expanded tv and radio department.

Edward H. Meyer and **Charles A. Winchester** named account supervisors on Procter & Gamble at The Biow Co., N. Y.

Grover Silliman, formerly with The Biow Co., N. Y., to Ogilvy, Benson & Mather, N. Y., as account executive.

John Morrissey, account executive, J. Walter Thompson Co., S. F. office, to Chicago office, on Schlitz account.

Leonard F. Thornton, previously with media department of Young & Rubicam Inc., appointed media director of Grant Adv. Inc., Chicago office. **Jack D. De Vaun,** formerly with McFarland, Aveyard & Co., Chicago, to Grant copywriting department.

Ed Henderson, art director, Kenyon & Eckhardt, N. Y., appointed art supervisor. **Warren Perryman,** art director, Ketchum, MacLeod & Grove, N. Y., to Kenyon & Eckhardt, N. Y., in same capacity. **Eleanor Gallo,** appointed business manager, media department, Kenyon & Eckhardt, N. Y.

Donald W. Severn, manager, station relations, The Biow Co., N. Y., to Ted Bates, N. Y., as manager of media relations.

Donald M. Franz, tv production assistant, Campbell-Mithun Inc., Chicago, promoted to tv producer.

Robert Ingalls, senior copywriter, W. B. Doner & Co., Chicago, to copy department of Grant Adv. Inc., same city, and **Henry R. Perry,** print buyer at Leo Burnett Co., to Grant's production department.

Newton C. Cunningham, associate director of plans-merchandising, N. W. Ayer, Phila., to N. Y. office on Philip Morris account.

Sol Katz, former special projects director of Geyer Inc.'s research department, N. Y., to assistant research director, Donahue & Coe, N. Y.

Stafford Mantz, NBC-TV sales department, to contact department, Young & Rubicam, N. Y.

Charles G. Mortimer, president of General Foods Corp., White Plains, N. Y., and past head of Assn. of National Advertisers and Advertising Council, to receive honorary degree of Doctor of Laws from Long Island U., Brooklyn, N. Y.

A&A SHORTS

Mitchell, Murray & Horn, S. F., announces opening of office at 251 Kearny St., Suite 302. New firm is partnership of Sonny Mitchell, former radio-tv director, Fred Gray & Assoc., S. F.; Conn Murray, former publicity director for same firm, and Robert Horn, former account executive for Raymond I. Lang, S. F.

Grey Adv., N. Y., has rented additional space at 545 Madison Ave., for its research and media departments, effective April 1. Other Grey offices remain at 430 Park Ave.

Leo Burnett Co., Chicago, will channel $550,000 of its 1955 earnings into profit-sharing trust for employes. About 470 of company's 630 em-

How to Make Them Remember Your Tv Commercial

WHAT MAKES a brand name remembered or forgotten after a product is shown in a tv commercial?

Schwerin Research Corp., New York, which pre-tests tv commercials, has come up with these comments on "brand name recall":

A package must be shown long enough and in the proper size. Viewer identification can often be boosted by showing the name as a legend. A "sound practice" is to show the package early in the commercial. Show the product first and then demonstrate its features rather than the reverse.

The length of time the product should be shown depends on "previous familiarity" and on the brand name's "intrinsic mnemonic merit." As translated by Schwerin, the latter term touches upon the name's complexity, its associated values and the extent to which it expresses some product feature, among other things.

Size of the name must be adjudged by "the nature of the package and the visibility of the lettering." If it takes squinting to read the label or if it is otherwise not familiar or distinctive, a good bet is to show the name as a legend at the same time the product is on the screen.

In any event, Schwerin finds it best to show the package early in the commercial, even when the name is easy to establish, since the procedure permits an easier tie-up with copy points.

Schwerin has capsuled a study of three 10-second commercials for an unidentified drug product. All three used slides without any live action. The product was little known, did not have a photogenic package and was new to tv.

The first commercial showed only the package—the brand name was remembered by only 26% shortly after the showing. The second commercial used shots of a sad nonuser and then a happy user before the package itself was displayed—this got a better identification, 38%. The third commercial, in which the brand name appeared on a placard and also on the package, correct recall was double (53%) that of the first commercial.

Schwerin also listed some do's and don'ts in connection with this study: Package should be placed or held so that the name is easy to read; sometimes the "zooming in" technique aids name registration; be careful in superimposing legends over the product—too much of this lowers brand name recall, and in connection with this, legends placed next to the package too much of the time results in the viewer failing to get a visual impression of the brand alone.

ployes in Chicago, N. Y. and L. A., belong to trust, which has reported total assets of $3 million.

Sidney J. Wain, N. Y., public relations firm, retained by The Biow Co., N. Y.

Colgate-Palmolive Co., Jersey City, N. J., now in new offices in Colgate-Palmolive Bldg., 300 Park Ave., N. Y. 22.

COLORCASTING

Advance Schedule Of Network Color Shows
(All times EST)

CBS-TV

Mar. 6 (9:30-10 p.m.) *Red Skelton Show,* S. C. Johnson & Son, through Needham, Louis & Brorby, and Pet Milk Co. through Gardner Adv. on alternate weeks (also March 20, 27).

Mar. 10 (7:-7:30 p.m.) *Gene Autry Show,* William Wrigley Jr. Co. through Ruthrauff & Ryan (also March 17, 24, 31).

Mar. 15 (8:30-9:30 p.m.) *Shower of Stars,* "The Flattering Word," Chrysler Corp, through McCann-Erickson.

NBC-TV

Mar. 5-9 (3-4 p.m.) *Matinee,* participating sponsors (also March 15-16, 19-23, 26-30).

Mar. 5-9 (5:30-6 p.m.) *Howdy Doody,* participating sponsors (also March 12-16, 19-23, 26-30).

Mar. 5 (8-9:30 p.m.) *Producers Showcase,* "Caesar and Cleopatra," Ford Motor Co. through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey.

Mar. 6 (7:30-7:45 p.m.) *Dinah Shore Show,* Chevrolet Motor Div. of General Motors Corp. through Campbell-Ewald (also March 8, 20, 22).

Mar. 11 (2:30-5:30 p.m. EST and PST) "Richard the Third"—General Motors divisions as participating sponsors.

Mar. 12 (11 a.m.-12 noon) *Home,* insert at approximately 11:45-12, participating sponsors

Mar. 13 (8-9 p.m.) *Milton Berle Show,* Sunbeam Corp. through Perrin-Paus, and RCA and Whirlpool Corp. through Kenyon & Eckhardt.

Mar. 14 (10-10:30 p.m.) *This Is Your Life,* Hazel Bishop through Raymond Spector and Procter & Gamble Co. through Benton & Bowles on alternate weeks (also March 21).

Mar. 18 (3:30-4 p.m.) *Zoo Parade,* Mutual of Omaha through Bozell & Jacobs and American Chicle through Ted Bates, on alternate weeks (also March 25).

Mar. 18 (4-5:30 p.m.) *Hallmark Hall of Fame,* "Taming of the Shrew," Hallmark Cards Inc. through Foote, Cone & Belding.

[Note: This schedule will be corrected to press time of each issue of B•T]

WARNER FILMS BOUGHT FOR $21 MILLION; LARGEST LIBRARY YET FOR TELEVISION

PRM, Canadian-American investment company, completes deal for 2,350 sound and silent features and cartoons. Approximately 50% will be released initially to video medium with others slated for varied uses. All were made prior to 1948 season.

IN THE largest sale of a motion picture library to television, Warner Bros. Pictures Inc. last Thursday signed a contract with PRM Inc., Canadian-American investment company, under which PRM will pay $21 million for the motion picture company's library of 750 sound feature films, 100 silent features and 1,500 assorted cartoons and short subjects produced before 1948.

The joint announcement of the transaction was made from Wilmington, Del., where the contract was signed by Louis Chessler, board chairman of PRM Inc., and Jack L. Warner, vice president of Warner Bros. Associated with Mr. Chessler as an investor is Eliot Hyman, president of Associated Artist Productions, New York.

The transaction follows protracted negotiations conducted by Mr. Hyman for PRM and Ben Kalmenson, executive vice president of Warner Bros. Mr. Hyman reported that PRM acquires "complete rights" to the films, including "copyrights and literary rights, re-make rights, 16 mm, film-tv and live tv rights."

It was reported that PRM would absorb the sales division of Associated Artists and install Mr. Hyman as managing director of the company.

PRM, according to Mr. Hyman, intends to create sales divisions for each of the rights covered by the contract and will seek personnel for these units. He said the company was negotiating for the purchase of other film libraries and intended to participate in "all facets of the movie and tv industries."

Initially about 50% of the films will be allocated to tv, Mr. Hyman said, with the remainder slated for theatre re-issue, re-make and adaptation for film and live tv programs. He noted that under the terms of the agreement, Warner Bros. will be the distributor of the library in foreign markets.

The control of PRM, it was reported, recently was acquired by a group headed by Mr. Chessler and George Gardiner, PRM president.

The films, dating back to 1912, include "Main Street," "Babbit," "The Jazz Singer," "Disraeli," "The Story of Louis Pasteur," "Life of Emile Zola," "High Sierra," "Watch on the Rhine," "The Man Who Came to Dinner," "Arsenic and Old Lace," "Of Human Bondage," "Yankee Doodle Dandy," "Public Enemy," "The Corn Is Green," "Little Caesar," "The Petrified Forest," "The Maltese Falcon," "Casablanca," "Oil for the Lamps of China," "Five Star Final" and "Anthony Adverse."

Mr. Hyman said that preliminary negotiations were for "tv rights only," but later were enlarged to cover other rights. He reported there will be no "block selling" of the films for television.

The $21 million transaction dwarfs the acquisition by C&C Super Corp. of the RKO Radio Pictures backlog of 650 feature films plus cartoons and short subjects for $15.2 million [B•T, Jan. 6]. Several weeks ago, Columbia Pictures released through its tv subsidiary, Screen Gems Inc., 104 feature films to television [AT DEADLINE, Feb. 14].



PLUNGING deeper into tv with opening of commercial production department, veteran Hollywood movie producer Edward Nassour (r) of Nassour Studios looks over current product with Sam Lewis, named to manage the new division. Mr. Lewis formerly headed his own San Francisco advertising agency. Although continuing feature movie production, Nassour Studios expanded into tv last fall with *Sheena, Queen of the Jungle* for ABC Film Syndication Inc. [B•T, Nov. 21, 1955].

RKO Teleradio Asks Agencies To Wholesale Film Display

WHAT was believed to be a new sales technique by a tv film distributor was implemented last week when RKO Teleradio Pictures showed 52 feature films to top agency executives in a series of closed circuit sessions. The films, part of the 150 picture package that RKO Teleradio retained for a two-year period when it sold the RKO Radio library to C&C Super Corp., are available for network or national spot sale for a one-time showing only.

Some 20 agencies attended the closed-circuit sessions at the St. Regis Hotel in New York, viewing 20-minute clips of many of the films on eight television receivers located in several rooms. Agency executives were invited to breakfast, lunch or late afternoon cocktail sessions. Among the agencies represented at the closed-circuit meetings were BBDO, J. Walter Thompson, Young & Rubicam, Benton & Bowles, McCann-Erickson, Foote, Cone & Belding, Kudner Adv., Grant Adv., Kenyon & Eckhardt, D'Arcy Adv., Wm. Esty Co. and Cunningham & Walsh.

WCBS-TV Buys Film Features

SCREEN GEMS Inc., New York, has sold 104 feature films from Columbia Pictures' library to WCBS-TV New York for showing on the station, starting July 1. The sale is believed to be the largest number of films sold to a single station. Negotiations were handled by Robert Salk, director of sales for Screen Gems; Haw Hough, program director of WCBS-TV, and William C. Lacey, manager of the station's film department.

Package includes such films as "Pennies from Heaven," with Bing Crosby; "Sahara," with

Humphrey Bogart; "Adam Had Four Sons," with Ingrid Bergman and Susan Hayward; "Doctor Takes a Wife," with Loretta Young and Ray Milland; "Commandos Strike at Dawn," with Paul Muni; "It Had to Be You," with Ginger Rogers and Cornell Wilde, and "You'll Never Get Rich," with Rita Hayworth and Fred Astaire.

ABC Film Staffs Two New Offices

ABC Film Syndication announced Thursday it has opened new offices in St. Louis and Minneapolis, with another office in Detroit expected to be opened within the next 10 days.

Designated as head of the St. Louis office at 317 N. 11th St., is J. Chris Hetherington, former St. Louis manager for John Blair & Co., station representative. Before joining Blair in 1939, Mr. Hetherington was sales manager of KMOX St. Louis and also was with WBBM Chicago. He will cover Missouri, Kansas, Southern Illinois, Southern Indiana, and Western Tennessee.

Ted Wold, former sales staff member, KSTP-TV St. Paul-Minneapolis, will be in charge of the Minneapolis office at 517 Northwestern Bank Bldg., covering both Dakotas, Minnesota, Northern Wisconsin, Nebraska, and Iowa.

Stevens, Four Star Plan Joint Tv Series Production

MARK STEVENS TV Co. and Four Star Films announced last week a production agreement whereby the two independent tv film packagers will jointly produce a new film series, *The City*, set against a New York backdrop. The Stevens firm currently produces *Big Town* for Lever Bros. Co. and General Motors Corp., and Four Star Films Co. *Four Star Playhouse* for Singer (sewing machines) and Bristol-Myers Co.

Pilot film will be shot in approximately three weeks, William Cruikshank, Four Star president, and Mark Stevens, president of Stevens Tv, said last week. Negotiations were handled through William Morris, which will also act as sales representative for *The City*.

Aussies Buy 5 NBC-TV Films

PURCHASE of five NBC-TV film series by Australian commercial television interests was announced last week by NBC television films division, making seven NBC properties which will be shown late this fall when Australian tv is expected to go on the air.

Via Amalgamated Wireless (Australasia) Ltd., Sydney, NBC-TV films' representatives in Australia and New Zealand, the following series were bought for the Sydney and Melbourne markets: *The Great Gildersleeve, Victory at Sea, Captured, Dangerous Assignment,* and *Steve Donovan, Western Marshall. The Great Gildersleeve* was purchased by the Herald-Sun Ltd., while Amalgamated Television service bought the other four properties.

MacRae Enters Production

GORDON MACRAE has formed Kintail Enterprises Inc. for the production of live and filmed tv shows and feature motion pictures. The new firm will package and own the *Gordon MacRae Show,* which begins today (Monday) on NBC-TV sponsored by Lever Bros. Officers of Kintail are Mr. MacRae, president; Samuel P. Norton, vice president, and Jerome B. Rosenthal, secretary-treasurer.



THE NEW *Crunch and Des* tv series will be sponsored on WABT (TV) Birmingham, Ala., by Drennen Motor Co. of that city. Making it official are (l to r), John Forney, Robert Luckie & Co., agency; Tom Percer, local sales manager of WABT; Jesse Drennen Jr. of the motor company; Robert Luckie, agency head, and John Williamson of the motor company. Series is being released by NBC Film Div.

RKO Teleradio Announces Plans for First Tv Series

FIRST tv film series to be produced directly by RKO Teleradio Pictures will be *Bozo and His Friends*, a half-hour children's series to be produced in color and black-and-white in early March, it was announced last week by C. R. (Bob) Manby, vice president in charge of television activities for RKO Teleradio.

The series, which will be produced at the RKO Pathe studios in New York, will cover 65 episodes and is intended for presentation on an across-the-board basis for 13 weeks. Each program will consist of 22½ minutes of film, leaving 7½ minutes for a live presentation by a local personality. RKO Teleradio will supply stations with a scripted portion for the local personality, and his association with the program will enable local advertisers to arrange promotion and merchandising tie-ins.

Herbert Rice, formerly a vice president of Mutual and General Teleradio, has been designated executive producer of the *Bozo and His Friends* series. Mr. Rice also is preparing a plan for sale of the series to stations.

FILM SALES

National Telefilm Assoc., N. Y., has sold *The Mad Whirl* roller derby tv film series to Frank J. Miller Adv., Hollywood, for showing on 13-week basis in Wilmington, Phila., Minneapolis, St. Paul, Fort Worth, Dallas, Wheeling, W. Va., and Huntington, W. Va.

Associated Artists Productions, N. Y., has sold 12 *Sherlock Holmes* features to WPIX (TV) New York on library basis for two years. Total number of stations which have purchased films is 114.

INS-INP, N. Y., reports facsmile service sold to WCMB-TV Harrisburg, Pa., and WRVA-TV Richmond, Va., and Telenews daily newsfilm and weekly news review to KLAS-TV Las Vegas, Nev., and weekly news review to KTVK (TV) Phoenix, KBES-TV Medford, Ore., and KIEM-TV Eureka, Calif.

George Bagnall & Assoc., N. Y., announces sale of package of 34 old-time "Mickey McGuire" feature films with Mickey Rooney and "Snub" Pollard to WPIX (TV) N. Y., for showing on station's *Clubhouse Gang Comedies* nightly series.

FILM PEOPLE

Frank Fitzgerald, NBC Radio account executive, to MCA-TV Ltd., N. Y., in similar capacity. Other MCA-TV sales staff additions: **Vincent Ramos,** vice president, Caribbean Networks Inc., N. Y., to MCA's International department; **Colm O'Shea,** to MCA-TV, Montreal; **Will Thomas** to MCA-TV, Beverly Hills, Calif.; **Paul Weiss** to MCA-TV, Minneapolis, and **Allen Green** to MCA, Chicago.

Hilly Rose, writer-producer, Kling Film Productions Inc., Chicago, promoted to creative director.

Michael J. De Sandis appointed assistant treasurer of UM&M Tv Corp., N. Y., and **Lottie Adler** accountant in charge of booking. Mr. De Sandis was controller of Minot Tv Inc., N. Y., and Miss Adler was with accounting department, MPTV, N. Y.

Philip F. Donoghue, former unit and domestic business manager, Louis De Rochemont Productions, N. Y., to Transfilm Inc., N. Y., as administrative assistant to Robert H. Klaeger, vice president in charge of tv commercial and industrial film production.

L. Henry Miller Jr., freelance cameraman, to production staff of George Blake Enterprises, N. Y., producer of tv film commercials and industrial shorts.

Albert F. Cook, veteran audio-visual specialist, to Detroit creative staff of Atlas Film Corp., Oak Park, Ill.

Hugh Marlowe, road cast of "Anniversary Waltz," signed by Screen Gems, Hollywood, to star in half-hour anthology series, *The First Nighter,* adapted from radio series of same name. **Arthur Hiller,** tv director (NBC-TV *Matinee Theatre, CBC Theatre*), signed to multiple picture contract by Screen Gems.

AFM NAMES 5-MAN COMMITTEE TO PROBE HOLLYWOOD REVOLT

International Executive Board starts investigation of Hollywood Local 47's rebellion over AFM's $14 million trust fund. Local 47 moves to impeach President John te Groen.

AN "immediate on-the-scene" probe of Hollywood AFM Local 47's charges involving control of trust fund monies paid for recorded tv appearances was authorized Thursday evening by the International Executive Board of the American Federation of Musicians.

At the same time AFM President James C. Petrillo, who has been accused of mishandling the monies, granted a stay in the ousting of John te Groen as Local 47 president and ordered him reinstated pending termination of the investigation. Mr. te Groen appealed to Mr. Petrillo and the executive board for such action.

Mr. Petrillo was "unanimously" instructed to appoint a committee of five board members to conduct the probe. It was understood that AFM Local 47, some of whose members "revolted" last Monday evening, would be placed on "trial" or on a probationary basis until the five-man group completes its findings.

The nine-man executive board met at Chicago's Palmer House.

Among board members attending, in addition to Mr. Petrillo, were C. L. Bagley, AFM vice president, Los Angeles; Leo Cluesman, international secretary, and George Clancy, international treasurer.

Charging Mr. Petrillo with an "immoral dictatorship" and challenging the legality of the union's $14 million trust fund, the rebellious faction within Hollywood Local 47 shouted itself into "control" last Monday at a general membership meeting officially called for another purpose [B•T, Feb. 27] and on Tuesday morning "assumed" operation of business affairs at Local 47's lush headquarters building there.

There has been no violence, but both sides in the fight reported bodyguards have been hired to protect leaders of the respective opposition.

Despite grave challenges as to the legality of the various actions taken by the rebels early last week, it appeared that Mr. Petrillo was facing one of the major revolts of his long tenure as chief of the musician's federation. The Hollywood challenge included cries for Congressional investigation, court relief and sympathy action by AFM's other two big unions, those of New York and Chicago. The battle cry: "We are no longer afraid of Petrillo." Local 47 has 15,000 members.

The revolt hangs on the policy of AFM to put extra payments for release of theatrical films to television into the trust fund instead of giving the money to the musicians who played for the film. Another sore point is diversion of recording royalties to the trust fund. Hollywood musicians claim they contribute 95% of the tv money and 33% of the recording money into the trust fund and get back only 4%.

On Monday, at a tumultuous five-hour meeting at the Hollywood Paladium, an estimated 2,000 Local 47 members heard Vice President Cecil F. Read report on his appearance before the AFM international executive board in New York last January in an unsuccessful effort to amend the trust fund policies. The Local 47 meeting, a regular monthly business session, was advertised as solely to hear Mr. Read's report, but in the verbal tussle that followed with President te Groen and other officers the members shouted Mr. Read into the office of "acting president" and "temporarily suspended" Mr. te Groen.

Mr. Read charged Mr. Petrillo with "robbing" Local 47 members to pay others. He said, "We can submit to these injustices and let Petrillo and company continue to rub our noses in the dirt or we can assert our right as free American citizens to break this immoral dictatorship with which we have been shackled."

The members also censured Recording Secy. Maury Paul and Financial Secy. G. R. Hennon for supporting Mr. Petrillo in a resolution of confidence passed a fortnight ago at the 18th annual convention of the 29 AFM locals from California, Arizona and Nevada held at Bakersfield, Calif. The resolution opposed efforts to destroy the trust fund.

Mr. te Groen recalled to the membership the fateful experience of Local 310 of New York when it went to court against the Federation. Its charter was revoked, he said, and in the confusion the theatre operators immediately cut musician pay by 40%. The AFM chartered a new local, the present 802, with the result that in a short time all the members of 310 had joined the new union, reducing Local 310 to nothing but a shell, "its assets depleted in futile court actions—the death benefits of members gone."

The "suspended" president warned his membership that "displeasure with Federation policies and attempts to persuade the Federation to change those policies is one thing, but open revolt is something else. The Federation has bylaws under which it can quell an open revolt."

Mr. te Groen pointed out that to win a court battle would result in destruction of the trust fund and a ruling at the next AFM convention which would preclude Local 47 members from all movie, radio and tv work. He predicted the chartering of another local there and a repeat of New York history.

By the time the meeting ended, Mr. Read was presiding and Mr. te Groen was in the audience. Later the deposed official called this "one of the most un-American and illegal meetings in AFM history. I believe in Mr. Petrillo and his policies. My suspension from office is illegal under the bylaws. Officers can be removed only by impeachment."

Early Tuesday morning Mr. Read called an immediate meeting of the board of directors of Local 47 to ratify the actions of the previous day. It was an open session held before tv, movie and still cameras and reporters in the wood paneled board room at Local 47 headquarters. Mr. Read refused to yield the green leather swivel chair at the head of the table to Mr. te Groen who protested it was his duty as president to chairman the board meeting. After attacking the legality of the board gathering, and backed by AFM Vice President C. L. Bagley, Mr. te Groen retreated to his office across the hall. Mr. Read proceeded with the explanation he was in the chair only because he had been put there by the membership as "acting president" and disclaimed all personal feelings.



"YOU have no more right to usurp this place than I have," AFM Vice President C. L. Bagley (standing left with black glasses) tells "acting president" Cecil F. Read (seated far right) at Tuesday board meeting of Hollywood AFM Local 47. Mr. Read refused to yield chair to "suspended" President John te Groen (standing center, light suit, front of flag). Others seated are (l to r) Vladimer Drucker, trustee; Financial Secy. G. R. Hennon, and Recording Secy. Maury Paul. Messrs. te Groen, Hennon and Paul face possible impeachment action. Mr. Bagley is legal counsel to Local 47. Everyone had a big green leather chair but Mr. te Groen. He left.

With Messrs. Paul and Hennon consistently casting dissenting votes, the board passed a series of motion which affirmed Mr. te Groen's ouster, authorized Mr. Read to physically take over as acting president and called for a special membership meeting on March 12 or another appropriate date to act on impeachment of Messrs. te Groen, Paul and Hennon.

Mr. te Groen refused to give up his office and Mr. Read said he would not press him to do so. Mr. Read said he would use another office.

Mr. Read said, "We are acting under the direction and authority of the membership of Local 47 and our responsibility is to the Local 47 membership. We are in complete sympathy and wish to cooperate with the AFM. We do not want to withdraw or be expelled from the AFM, but we no longer can submit to a dicta-

meet Virginia Graham,

The lively, lovely lady pictured on this page is someone you'll find well worth knowing. Since the beginning of this month, she has been entertaining millions of American housewives with her charm and vitality as hostess on WEEKDAY, NBC Radio's daytime service.

Fifteen years of broadcasting . . . hundreds of telethons . . . and a dramatic appearance on "This is Your Life," have made Virginia Graham a national favorite. She brings to WEEKDAY warmth, wit and a winning way with a commercial because most of all, *she's a saleswoman,* equally willing and able to sell a woman's audience or a sales staff. (She was one of Chicago's top models, and makes a real impact at a merchandising meeting.) Delivering commercials along with co-host Mike Wallace, she gives WEEKDAY a one-two punch unmatched in radio.

Ask your friends in the fashion, beauty and food fields about her. Then ask NBC Radio for facts and figures about WEEKDAY on NBC Radio Network *a service of* RCA

your new hostess on WEEKDAY



torship and to policies which ignore the rights and best interests of musicians and has permitted the music business to deteriorate to the condition it is in today."

He said it is time the AFM policies are established by professional musicians and contended the great number of non-professionals who work at other jobs and merely hold an AFM card should not be allowed to "hold sway." Mr. Read noted the International Board said music is a "weekend business" every place in the country except New York and Hollywood because of mechanical music. "You can't hold back technological progress," he said, "you must learn to live with it."

Attacking the "absolute" powers granted to Mr. Petrillo in the AFM constitution and by-laws to set aside all rules and make his own when "such orders are necessary to conserve and safeguard the interests of the Federation, the locals and/or members," Mr. Read said: "I would be happy to have this matter out with Mr. Petrillo before a Congressional committee, before our membership, in a courtroom or before public opinion."

Mr. Read claimed everyone "agrees we are right but say you can't fight the Federation. I say we must fight or go down the drain. If the officers of Local 47 won't fight for the members, they should resign. That would be better. I really don't want charges preferred. If the membership gets scared, then there are other steps."

President Petrillo released the following statement in Chicago following Local 47's revolt:

"A fundamental democratic principle is being challenged by some of our misled musicians in Los Angeles. That challenge will be met promptly. It concerns whether the many or the few are to benefit from the wise and honest administration of a trust fund which today supplies some $2,000,000 worth of free music each year to national charitable organizations, veterans hospitals and other worthy public causes.

"This money is contributed by the makers and users of recorded music to a legally established trust fund operated by an independent trustee appointed by and responsible only to the industry. Our union never sees nor handles any of these funds. Through this fund the trustee employs many thousands of musicians to play for worthy, admission-free performances. It brings a few dollars each year to thousands of largely unemployed musicians whose livelihood has been curtailed by the wide use of mechanized music on records and film. But our union could not make any use of these funds even if we wanted to.

"Every step of our relationships with the trust fund and its operation has been at the instance and approval of our membership as expressed through their elected convention delegates and executive officers and board members.

"It is the contention of the misled musicians in Los Angeles that since they record a considerable percentage of this music on film that they alone are entitled, not only to the original fee paid them for their services, but to any and all monies that may be paid into the trust fund as a result of the secondary use of these music tracks on film. They do not subscribe to the democratic principle of consideration for the many instead of the few.

"Their viewpoint is not good unionism. It is not good Americanism. It reeks of something much more sinister than pure selfishness. It goes back to an element in the Los Angeles local whose actions and beliefs are not in line with sound American trade unionism and which will be vigorously investigated.

"I discuss this matter reluctantly. It is not my practice to air family disputes in public. But when a misled faction of one of our 700 locals challenges the existence of a trust fund that has meant so much over the years in fine public service, it becomes a public threat as well as a union matter which will be dealt with promptly within our own ranks."

On Wednesday, Mr. Read issued this further explanation of his position:

"To put it as simply as possible, Petrillo and the Federation have taken earnings away from motion picture, television, radio and recording musicians. We are fighting to recover those earnings and to prevent any such further action.

"No other group of musicians in the rest of the country has such a large part of their earnings taken away from them. It has resulted in outrageous inequities. For example: there are instances of musicians who sit at home watching re-runs of as many as four television series episodes on which they worked and then having to apply to the unemployment bureau for $25. All this while the employers may be paying the trust fund as much as $7,100 per week for the use of the musicians services for these four shows.

"Does Petrillo think it is bad unionism, and un-American, to complain about such inequities?"

AFTRA LEADER SETS OFF RADIO 'TRIAL BALLOON'

National Executive Secretary Donald Conoway says union is willing to discuss with industry leaders what can be done to aid medium, whose network business is sagging.

LET'S sit down and see what possibly can be done about radio—whose network business is sagging but whose local revenue is resurging.

This was the gist of a "trial balloon" set off Wednesday by a top spokesman of the American Federation of Television & Radio Artists who indicated AFTRA's willingness to discuss the situation with industry leaders.

At the same time, radio-tv leaders were served a reminder that industry-wide, two-year contracts with the union terminate next November and that negotiations will be opened with the networks in late summer or in mid-September.

"This is a negotiating year," Donald Conoway, newly-elected to the national executive secretary post held by the late George Heller, told radio-tv executives in New York's Hotel Roosevelt. Mr. Conoway, AFTRA's First Vice President Bud Collyer and John Henry Falk, a vice president of AFTRA's New York local, spoke on the union's "Today and Tomorrow" at a workshop meeting of the Radio & Television Executives Society.

Mr. Conoway also attacked pay television as "literally an invasion of property rights," and declared that AFTRA was "disturbed" over the pay tv remarks of FCC Comr. Robert E. Lee.

Although Mr. Conoway did not expand on his "sounding" remark for the RTES audience, he told B•T that he definitely meant to spark interest in the industry on the possibility of talks among AFTRA and industry leaders on what can be done to better the lot of the network radio AFTRA member who is feeling the pinch compared to the local radio AFTRA member who is in that segment of the business that is progressing well. Mr. Conoway hinted that AFTRA may be willing to discuss pay scales of national performers in radio, but chose not to elaborate on what AFTRA has in mind.

In his talk to the executives, Mr. Conoway referred to B•T's estimate of net time sales in radio, which had found that "vigorous selling and revitalized programming combined last year to pull radio out of its 1954 dip" [B•T, Feb. 20]. Mr. Conoway presented figures from this article on national network, local, regional network and spot business to illustrate that network is going down while local is on the way up and in 1955, only 4.5% away from the all-time industry high achieved in 1953.

As expressed in his talk, Mr. Conoway said that AFTRA and the industry could "work together for radio's improvement."

Terming the principle of pay television—charging the public a fee to see a program—is not in the public interest and is "abominal" to AFTRA's philosophy, Mr. Conoway said people cannot be asked "to pay to see the Rocky Mts., the Atlantic or Pacific oceans. The air they breathe and the air used to entertain them should be free."

Both Mr. Collyer and Mr. Falk stressed cooperation of AFTRA and the industry.

AFTRA, Networks Reduce Re-Use Fee

REDUCTION in re-use fees for artists whose programs are run on film in the cities where they were presented live went into effect last Thursday under the terms of a new agreement signed by American Federation of Radio & Television Artists and NBC-TV, ABC-TV and CBS-TV.

The agreement, released last week by AFTRA, is a "clarification" of the 1954-56 AFTRA code of fair practice for network television broadcasting, and is interpreted as a move by the union to encourage the use of reruns. Heretofore, AFTRA had demanded that a performer be paid 100% of his original fee any time a program was rerun. Consequently, there had been a sparse market for reruns of live shows via kinescope.

The agreement provides that for the first and second reruns, performers will be paid 75% of the basic minimum fees existing at the time of the performance, and for third and subsequent reruns, 50% of the basic minimum fees. Though the agreement specifies that rerun payments are based on minimum fees, provision is made for over-scale performers to bargain with producers for "better terms."

Additional compensation for performers engaged solely as walk-ons or extras is not prescribed under the agreement. It also stipulates that if a program is carried once in an area not included in the original telecast, no payment need be made to performers, providing the telecast is presented within 60 days of the original presentation.

This move by AFTRA is also viewed as an attempt to bring its contract more in line with that of the Screen Actors Guild, which has jurisdiction over tv filmed programs. Under the SAG contract with tv film producers, performers are paid 35% of the applicable minimum for the first rerun; 30% for the second rerun and 25% for the third, fourth and fifth reruns.

Film Producers Forming National Organization

PRELIMINARY WORK toward a national organization of film producers was undertaken at a meeting of representatives of three film associations and non-affiliated producers held last week in Chicago.

A governing body comprising members of

IN WICHITA

NBC

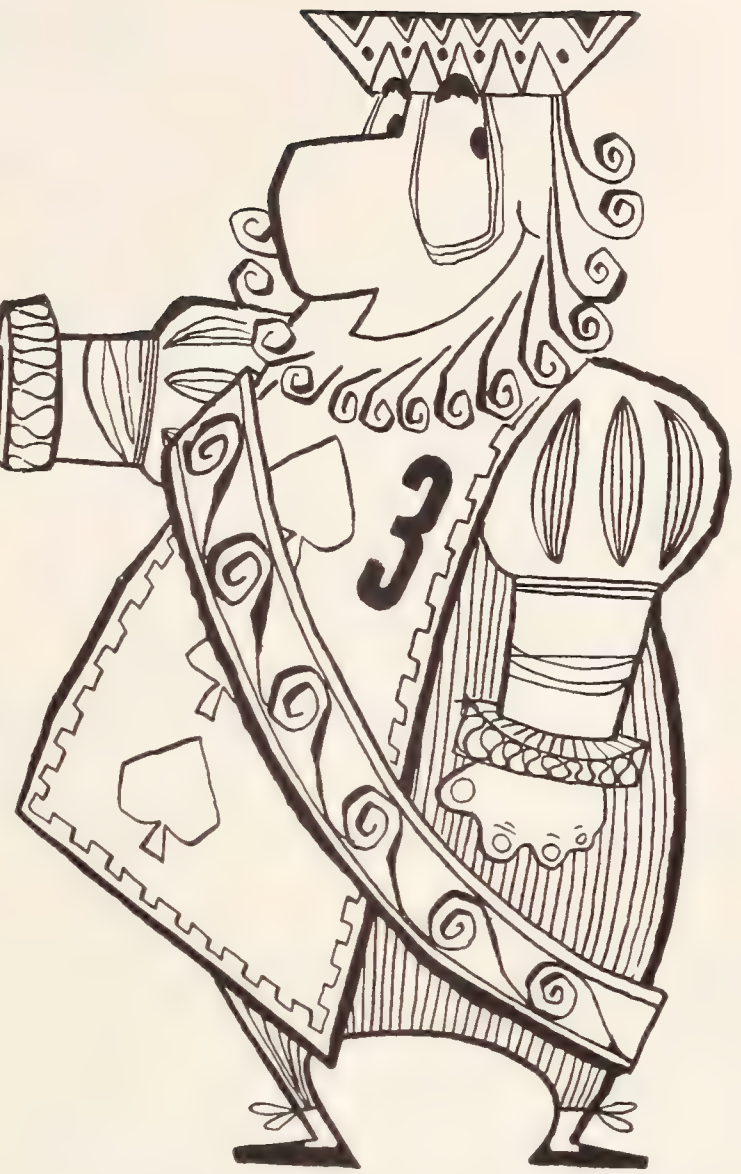
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the Film Producers Assn. of New York, American Assn. of Film Producers (of the midwest) and the West Coast producers' unit was set up to study "various areas" of activity for the proposed national organization. The seven-man unit will hold a planning meeting in New York April 13.

The group will establish a sort of working constitution for members of the present three associations and independent producers. The proposed national organization would be set up to further the interests of the visual media, it was explained. A total of 45 film executives representing 78 producers attended the Chicago session.

Members of the governing body are Robert Lawrence, Robert Lawrence Productions, new president of FPA of New York; James Holmes, general manager, Vogue-Wright Studios, Chicago, and secretary of the AAFP; H. Tessler, Loucks & Norling; Lang Thomoson, Wilding Pictures Corp.; Marvin Becker, West Coast film organization representative; Sam Orleans, Sam Orleans Productions, and Larry Sherwood, Calvin Films.

The American Assn. of Film Producers represents some 14 production firms in the south and midwest.

— PROFESSIONAL SERVICES —

S.F. Publicists Organize

PROFESSIONAL publicists in the Bay Area have formed the San Francisco Publicity Club, according to Don Mills, publicity director for KPIX (TV), that city, who was elected president. The club's plans call for the establishment of an annual publicity clinic, a spring dance and projects aiding worthwhile civic drives.

PROFESSIONAL SERVICE PEOPLE

Mildred Vigderhouse, free lance radio-tv consultant to public service campaign organizations, named tv placement specialist, Ruder & Finn, N. Y., public relations counseling firm.

William P. Stempien, editor, press information service, Chrysler Corp., Detroit, promoted to manager of press information.

Ralph Maloney, public relations counselor, has merged office with **Jacques Willaumez Assoc.,** N. Y.

Robert B. Johnson, formerly sales promotion manager of The Merchandise Mart, Chicago, appointed merchandising director, Harshe-Rotman Inc., Chicago public relations firm.

Ronald Sedgewick, assistant operations manager, Cellomatic Corp. (sales promotion film animators), N. Y., to Chicago office, as operations manager.

James R. Brooks, public relations department, Needham, Louis & Brorby Inc., Chicago, to Ekco Products Co. (housewares), that city, as public relations manager.

Mal Parks Jr., publisher of *Parts Jobber* magazine, Chicago, to Howard W. Sams & Co., Indianapolis, electronic engineering and publishing firm, in executive capacity.

Michael Sean O'Shea, former publicity director, Motion Pictures for Television (MPTV), N. Y., and owner of his own publicity firm, appointed national publicity director, American Theatre Wing, N. Y.

Sid Lavitt, formerly assistant producer for NBC Radio, appointed radio-tv liaison for United Cerebral Palsy during its 1956 campaign, which will be conducted in May.

MICROPHONE-CAMERA COVERAGE FAVORED IN RULING BY COLORADO SUPREME COURT

Decision supporting radio and tv at trials hailed as major victory in long-range effort to break down legal barriers. Judge O. Otto Moore hands down his referee's opinion after 'full dress' procedure.

RADIO AND TV now have the formal decision of a high court to support their claim that modern media should be admitted to courtrooms. A major victory in the long-range effort to break down legal barriers was won last week when the Colorado Supreme Court ruled that microphone-camera coverage should not be barred because of Canon 35.

The Colorado decision was handed down after a lengthy hearing and a series of demonstrations, held before Judge O. Otto Moore of the court, who served as a referee. His report (see excerpts from text, pages 50 and 51), was approved without dissent by the full state Supreme Court.

Two significant findings appear in the decision. First, the court chastised the legal profession for its adherence to the American Bar Assn. Canon 35, the outmoded barrier to visual-audio reporting of trials. Second, it stated flatly that the modern media can operate in a courtroom without disturbing the proceedings.

In taking a firm stand on behalf of visual and aural reporting, the court adopted a rule that sets the ground rules for coverage. These, briefly, specify that in Colorado the trial judge may allow broadcasting or photographs but should not permit coverage if it would detract from dignity, distract witnesses, degrade the court, or interfere with a fair trial.

The court specified that no witness or juror is to be photographed over his expressed objection and that media must have permission from the trial judge, who can lay down the regulations.

Cooperation Pays Off

Cooperative effort by a large number of individuals and groups was credited with the industry's victory, the first major breakthrough in the campaign to break down the resistance of the legal profession. It was believed the decision will serve as the key reference in future court proceedings in view of the fact that a full-dress trial was held, with media receiving a favorable decision.

Hugh B. Terry, president of KLZ-AM-TV Denver, Sheldon Peterson, his news director, and Judge Justin Miller, NARTB consultant and its former chairman-president, were among a score of persons whose combined activity were important elements in the decision.

In his referee's opinion, Judge Moore mentioned an air editorial by Mr. Terry and a method of coverage procedure submitted by Mr. Peterson as significant elements in the case.

The victory was described by Judge Miller as "wonderful," but he warned that it may be "Pyrrhic" unless media measure up to the confidence expressed in them by the courts. He cited a trial in Beverly Hills last week where 21 photographers were working with flashlights despite the fact that room lighting was adequate.

Judge Miller confronted the ABA with this challenge: "The question, now, is what is the ABA going to do in the face of this decision. Certainly it cannot continue to sponsor an obsolete pronouncement such a Canon 35. Three states in succession—Oklahoma, Texas and Colorado—have now rejected Canon 35 and demonstrated its error. The time is ripe for action. The situation now has changed from one of old prejudices and emotional reactions to one in which the clear light of reason and demonstration has shown the direction in which the bar must go."

He added: "For the first time, a court of competent jurisdiction has considered and decided the question in a manner properly respectful of the finest tradition of judicial administration . . ." He said that the court saw demonstrations that did not disturb proceedings and listened to exhaustive arguments on questions of law and policy.

Justice Moore conceded he had leaned toward outlawing of radio and tv prior to the hearings. He voiced hope that the new rule will lead to a cooperative effort between the judiciary and media to protect and portray judicial processes. "The dignity or decorum of the court was not the least disturbed," he said, referring to nummerous cases when he did not know cameras and microphones were functioning.

He cited a U. S. Supreme Court precedent to support his statement that radio-tv does not merely provide entertainment. He dismissed the "idle curiosity" argument advanced by Canon 35 proponents by explaining the need for educating and informing the people about all branches of government. Taking up the oft-voiced fear that judges or lawyers will be ham actors, he said the camera does not change their "inherent characteristics" and the public will detect hamming quickly.

Justice Moore answered the right of privacy contention by saying that persons involved in public events emerge from seclusion.

Application of the new rule will be watched in the murder trial of John Gilbert Graham, charged with putting a bomb in a United Airlines plane. District Judge Joseph M. McDonald will preside at the trial, which starts April 16. He said he would carefully study media requests to cover the trial.

Among those who took an active part in the preparation and conduct of the industry case before Justice Moore were P. A. Sugg, WKY-AM-TV Oklahoma City; Kenneth C. Wayman, KTIV (TV) Sioux City, Iowa; Rex Howell, KFXJ-TV Grand Junction, Colo.; Grady Franklin Maples, KGMC Englewood, Colo.; Joseph Herold, Marshall Faber, KBTV (TV) Denver; Gene Jenkins, KLZ-TV; Robert Mott, KVOD Denver; Bill Stinson, KWTX-TV Waco, Tex.; Vincent Wasilewski, NARTB; Richard Schmidt, attorney for Denver Area Radio & Tv Assn., and Gordon Yoder, Dallas newsreel cameraman.

Mr. Terry said: "We are pleased with the decision. We think it was a justified and proper one, and that it was a decision in favor of the public. The high court is to be commended for its enlightened attitude."

NARTB President Harold E. Fellows said: "It is our earnest hope that other states and members of the bar generally will acquaint themselves with the evidence and testimony presented in this precedent-setting case. It is truly an historic landmark in broadcasters' efforts to achieve equal access in covering public proceedings. It is an equal victory for the public at large for it recognized their inherent right to be informed on the conduct of public business."

Robert D. Swezey, WDSU-AM-TV, New Orleans, Chairman of NARTB's Freedom of



LET'S NOT GIVE THE BABY CROP UNDUE CREDIT

Check the editorials. Check the forecasts.

Note how many refer to the baby crop as the prime reason for America's assured prosperity.

Babies haven't assured prosperity in India or China.

Another factor in America's rising prosperity is more important. This is the free expansion of business competition striving constantly to excel with new products and greater values, to the ultimate benefit of our nation as a whole.

Such competition has been prevented in other lands and other eras by baronial power.

"Baronial power" is merely the historic term for excessive government control.

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EXPANDING BY $150,000,000 TODAY BECAUSE OF FAITH IN TOMORROW

THE EMANCIPATION OF COLORADO RADIO-TV

JUDGE MOORE'S HISTORIC RECOMMENDATION FOR COURT ACCESS

CONSTITUTIONAL protection granted the press, with freedom of speech, "is a right of wide import" and includes every vehicle of information and opinion, Judge O. Otto Moore, of the Colorado Supreme Court, wrote Feb. 27 in his referee's report to the full court. This report was approved by the full court.

The main part of Judge Moore's report on Canon 35 and the rights of media follows:

We are concerned with realities and not with conjecture. Canon 35 assumes the fact to be that the use of camera, radio and television instruments must in every case interfere with the administration of justice in the particulars above mentioned. If this assumption of fact is justified the canon should be continued and enforced. If the assumption is not justified, the canon cannot be sustained.

For six days I listened to evidence and witnessed demonstrations which proved conclusively that the assumption of facts as stated in the canon is wholly without support in reality. At least one hundred photographs were taken at various stages of the hearing which were printed and introduced as exhibits. All of them were taken without the least disturbance or interference with the proceedings, and, with one or two exceptions, without any knowledge on my part that a photograph was being taken. A newsreel camera operated for half an hour without knowledge on my part that the operation was going on. Radio microphones were not discovered by me until my attention was specifically directed to their location.

Several hours were devoted to the technique involved in modern production of live telecasts and for one whole day the events taking place in the court room were produced on a closed circuit telecast and shown as they happened on the television set in the courtroom. Cameras used in photo and television demonstrations were of different kinds. In still photography and newsreel activity they were not noticeable and were operated in such manner that I was unaware that they were functioning. The television cameras shown were of several kinds, varying from the large, already outmoded one which is mounted on a movable tripod, to the small one which is 4″ x 5″ x 7″ in size. All equipment used, whether large or small, is capable of installation outside the court room with only the lens appearing on the exterior wall, through an otherwise concealed door or window, or from a booth in the rear of the courtroom. Only the regular lighting at all times functioning in the courtroom was used, and any court room with adequate sunlight for ordinary court proceedings would require no additional lighting.

There was nothing connected with the telecast which was obtrusive. The dignity or decorum of the court was not in the least disturbed. Many persons entered and retired from the courtroom without being aware that a live telecast was in progress. Others who took seats which were so located that they could see the television screen which was reproducing the hearing, were obviously surprised when they observed it a brief time after being seated.

I am very sure that many well meaning persons, including some leaders of the bench and bar, are of the firm conviction that some, or all, of the prohibitions contained in Canon 35 should be continued and enforced without variation. I must confess that prior to this hearing I leaned definitely toward that view insofar as television and radio were concerned. I am equally certain that the vast majority of those supporting continuance of Canon 35 have failed, neglected, or refused to expose themselves to the information, evidence, and demonstrations of progress which are available in this field. I am also satisfied that they are unfamiliar with the actual experiences and recommendations of those who have permitted supervised coverage by photographers, radio and television of various stages of court proceedings.

I do not mean to say that in every case photography, radio and television broadcasting should be permitted. There are doubtless many cases and portions thereof, which, in the court's discretion to insure justice, should be withdrawn from reproduction by photo, film, radio or television. The responsible leadership in each of these fields are in agreement that the trial court should have complete discretion to rule out all, or any part of, such activity in those instances where proper administration of justice requires it.

Arguments and suggestions of various kinds have been submitted to me in various ways in support of the retention of Canon 35. Generally they fall into one or more of the following classifications. A brief discussion on each may be of assistance.

(1) It is claimed that permitting photographs, newsreels, radio and telecasts of court proceedings amounts to entering the field of entertainment and is not strictly within the field covered by the term "freedom of the press." The Supreme Court of the United States has held otherwise. From the opinion in *Winters v. New York*, 333 U. S. 507, I quote:

> "The line between the informing and the entertaining is too elusive for the protection of that basic right (a free press). Everyone is familiar with instances of propaganda through fiction. What is one man's amusement, teaches another's doctrine. Though we can see nothing of any possible value to society in these magazines, they are as much entitled to protection of free speech as the best of literature. *Hannegan v. Esquire*, 327 U. S. 146."

(2) Closely related to the foregoing is the argument that coverage of court proceedings going beyond the inaccurate word pictures painted with the pen of the courtroom press reporter, would be merely to satisfy "idle curiosity" for entertainment purposes. This contention overlooks the obvious fact that under our concept of government there is a constant regard for the necessity of educating and informing our people concerning the proper functioning of all three branches of government. There is no field of governmental activity concerning which the people are as poorly informed as the field occupied by the judiciary.

It is highly inconsistent to complain of the ignorance and apathy of voters and then to "close the windows of information through which they might observe and learn." Generally only idle people, pursuing "idle curiosity," have time to visit courtrooms in person. What harm could result from portraying by photo, film, radio and screen to the business, professional and rural leadership of a community, as well as to the average citizen regularly employed, the true picture of the administration of justice? Has anyone been heard to complain that the employment of photographs, radio and television upon the solemn occasion of the last presidential inauguration or the coronation of Elizabeth II was to satisfy an "idle curiosity"? Do we hear complaints that the employment of these modern devices of thought transmission in the pulpits of our great churches destroys the dignity of the service; that they degrade the pulpit or create misconceptions in the mind of the public? The answers are obvious. That which is carried out with dignity will not become undignified because more people may be permitted to see and hear.

(3) It is contended, usually orally and in smothered words or whispers, that some trial judges, and lawyers "who are hungry for publicity, will conclude that they are actors, and by some psychological motivation, 'play to the galleries' and so conduct themselves as to satisfy their own vanity, or otherwise exploit themselves."

Any judge or lawyer who so demeans himself before a camera does not change his inherent characteristics for that particular occasion. A "show-off" or a "strutter" will be just that whether a camera is present or not. They are readily identified by any person of ordinary intelligence and are ultimately adequately and justly disposed of by the people. If a larger segment of society is permitted to witness such offensive conduct the offender will be properly judged by the people sooner than might otherwise be possible.

Actual experience, however, has led to the majority view that participants in legal proceedings are far more careful in their conduct and indulge in less bickering in those cases where cameras are permitted to operate under court supervision. Equipment employed in

broadcasting, either by radio or television, is such that if any participant evidenced an intention to offend in this matter all the judge would have to do would be to press a button and the offensive conduct would be inaudible and invisible to any person except those in the courtroom. The capable trial judges of this state can keep full control of any such situation. . . .

It is perfectly obvious that the solution of the problem does not lie in arbitrarily forbidding the photographing or broadcasting of court proceedings. A constitutional right of all citizens cannot be denied because a very few persons may conceivably make fools of themselves before a larger audience than that which might otherwise be subjected to their offensive conduct. In the case of *People v. Hensley,* 75 Ohio St. 255, 79 N. E. 462, the court said:

"The people have the right to know what is being done in their courts, and free observation and the utmost freedom of discussion of the proceedings of public tribunals that is consistent with truth and decency, tends to the public welfare."



(4) Another argument frequently referred to during the hearings as supporting Canon 35 is that to permit photography at public trials would violate the "right of privacy" of participants or spectators. There are at least two conclusive answers to this contention:

First: One needs only to cite the law applicable to the question, which unequivocally and repeatedly has stated that when one becomes identified with an occurrence of public or general interest, he emerges from his seclusion and it is not an invasion of his "right of privacy" to publish his photograph or to otherwise give publicity to his connection with that event. The law does not recognize a right of privacy in connection with that which is inherently a public matter. Numerous cases are available on the subject and I have found no disagreement as to the law.

Second: To uphold Canon 35 on the ground that it prevents a violation of the individual's "right to privacy" would be to repudiate the provision of our Constitution by rule of court, and to make effective the prior restraint upon freedom to publish, although the Constitution expressly prohibits such restraints by clearly indicating that the remedy for abuse of the constitutional right to publish "whatever he will on any subject" is that the publisher shall be "responsible for all abuse of that liberty." How can it be contended that the prior restraint upon conduct imposed by the canon is valid when the Constitution clearly indicates that the remedy for abuse of the "right of privacy" must be compensatory in its character?

(5) It also is argued that to permit photography or broadcasting of court scenes would mean that the trial judge would be confronted by innumerable persons clamoring for access to photograph and broadcast the proceedings, each attempting in a highly competitive business to outsmart his competitors. If such a threat were to become a reality there could be little hope of maintaining order and decorum in the judicial proceedings.

The representatives of press and broadcasting interests have been alert to this situation and have taken effective steps to insure against any such debacle in this state. I can do no better than to quote from the testimony of Sheldon Peterson of the staff of KLZ-AM-TV:

"The Court is aware, of course, that the Denver area now has 14 radio stations and 4 television stations. . . .

"The stations are thoroughly cognizant of this danger and, through a pooling arrangement, have taken positive steps to safeguard against it. To this end, they have organized a permanent association. From the membership in this association, a standing committee has been named in which is fixed full responsibility for courtroom broadcasts and telecasts, should they be permitted. The committee consists of Joe Herold of KBTV (TV) Denver; Grady Franklin Maples of KGMC; William Grant of KOA-AM-TV; John Bosman of KIMN and Mr. Peterson. Mr. Herold and Mr. Maples are co-chairmen of the committee and Mr. Peterson is the secretary.

"Here is the way in which this association proposes to function. Whenever any of the member stations wish to cover a given trial, they will communicate with the secretary who will carry the request to the judge. Should the judge decree that radio and television coverage shall be permitted, he need deal with only one individual — that is the secretary — in laying down the ground rules for such coverage. Having reached a clear understanding where the microphones and cameras shall be placed in the court room, the secretary shall then make the necessary arrangements. . . .

"From this basic equipment, duplicate tape recordings and film prints will be made available to all the Denver area radio and television stations that desire them. In this way, as many stations as wish may derive the benefits from the pool, yet there will be only one set of equipment for radio and one set for television. If the judge deems that live television of a trial shall be permitted, the same pooling arrangement shall prevail.

"The radio and television industries in the Denver area are highly competitive. The newsmen of these stations are fully as eager to exceed each other as are the newspaper photographers. Moreover, they are firmly convinced that under the freedoms guaranteed by the Constitution, they have the right of access to the courts with microphone and camera.

"But they are mindful, too, that the decorum of the courtroom must be preserved at all costs. That is why they have decided to forego the possibility of gaining competitive advantage and have agreed to cooperate through this system of pooling. Having reached this agreement, the Denver area radio and television stations, through their association, have every confidence that they can broadcast and telecast trial proceedings in a fashion thoroughly compatible with the traditional dignity of the courts."

A similar pooling arrangement has been entered into by representatives of the press photographers. This cooperative effort is to be commended; but even in the absence of these formal agreements the court, in the exercise of its discretion could, and in cases of wide public interest unquestionably should, enforce similar regulations as a condition under which photographs or broadcasting of any kind would be permitted.

All of the above arguments, and others not specifically mentioned, are directed at preventing that which conjecture fears may produce an undesired result in matters wholly unrelated to the disposition of the trial thus publicized, and have nothing whatever to do with the proper determination of the issues on trial.

I have given careful consideration to the language which should be employed in a new rule which would effectively do away with the discrimination against actual pictures in favor of word pictures, and at the same time afford positive protection against interference with orderly procedure and a fair public trial. In my judgment the entire matter should be left to the discretion of the trial judge. Limitations upon that power affixed by the Supreme Court rule would leave the impression that all matters within the field not covered by the express limitations were proper subjects of reproduction by photograph or radio. I know of no limitation which should be inflexibly applied to all cases because every case involves different personalities and circumstances, all of which should be considered by the trial judge before prescribing the conditions under which radio or photography might be had.

I recommend that the following rule be adopted, effective forthwith, which shall hereafter govern trial courts in matters pertinent thereto, and that it shall supercede any rule heretofore issued in conflict therewith.

"Proceedings in court should be conducted with fitting dignity and decorum.

"Until further order of this court, if the trial judge in any court shall believe from the particular circumstances of a given case, or any portion thereof, that the taking of photographs in the court room, or the broadcasting by radio or television of court proceedings would detract from the dignity thereof, distract the witness in giving his testimony, degrade the court, or otherwise materially interfere with the achievement of a fair trial, it should not be permitted; provided, however, that no witness or juror in attendance under subpoena or order of the court shall be photographed or have his testimony broadcast over his expressed objection; and provided further that under no circumstances shall any court proceeding be photographed or broadcast by any person without first having obtained permission from the trial judge to do so, and then only under such regulations as shall be prescribed by him."

The broad discretion thus given the trial court affords ample protection against abuses of the constitutional right of freedom of the press, and will lead to a cooperative effort as between the judiciary and the press to protect, preserve, and portray the judicial process upon the level of justice to which it actually attains.

Information Committee said: "The Colorado Supreme Court provided the opportunity to demonstrate the techniques of our trade and the court decision is historic confirmation of broadcasting's rights to equal access. The decision recognizes the necessary and beneficial role of a mature broadcasting industry in disseminating news and is the most significant progress to date in achieving universal recognition of this fact."

Harold Baker, WSM-AM-TV Nashville, president of Radio Television News Directors Assn., said: "The Colorado decision is extremely gratifying to the RTNDA which, in the 10 years of its existence, has constantly fought for freedom of and access to information. It is hoped that the court's action will further speed the growing trend toward opening our courts, hearing rooms, and legislative chambers to the tools of electronic journalism. Radio and television newsmen realize their responsibilities and are willing to conform to reasonable ground rules laid down by the presiding officers of such bodies."

Mr. Howell, past president of Colorado Radio & Television Broadcasters, said: "The action is a source of gratification. It marks another milestone in the progress of the electronic media of journalism in their constant efforts and vigilance to assure freedom of information to the people. It marks the beginning of a sounder relationship between the broadcasting and the legal profession. This decision will have nationwide implication."

Radio-Tv Cover Legislature After Removal of Md. Ban

COVERAGE of the first "grand inquest" in Maryland history was provided by radio and tv after the House of Delegates had previously voted 85-17 to refuse admission to electronic media [B•T, Feb. 13]. NARTB and Maryland-D. C. Radio & Tv Broadcasters Assn. successfully protested the original denial of rights to the proceedings, which were devoted to the Baltimore transit strike, gaining a reversal of the original ruling.

Live and tape radio plus tv film coverage were provided by stations. Active in waging the successful effort to overcome the original ban were NARTB President Harold E. Fellows; Ben Strouse, WWDC Washington, president of the state association; Tom White, WBAL Baltimore, and Joseph L. Brechner, WGAY Silver Spring, Md., member of the NARTB Freedom of Information Committee and chairman of the state freedom group.

WCTC's Transmitting Site Destroyed by $30,000 Fire

AN ESTIMATED $30,000 in damages was caused by an early-morning fire that broke out as WCTC New Brunswick, N. J., prepared to go on the air Feb. 16. The blaze destroyed the station's entire transmitting site. WCTC, which had hoped to go on the air as scheduled over the transmitting facilities of a neighbor station, did not do so until 7:30 p.m. that evening, when WAWZ Zarephath, N. J., the "Pillar of Fire" station run by a Zarephath church, concluded its broadcast activities.

Following installation of a new RCA transmitter and prefabricated housing unit rushed to New Brunswick from Camden, WCTC went on the air at 6:30 the following morning. The station's whole engineering and maintenance staffs worked through Thursday night and early Friday to install new equipment. WCTC, licensed to the Chanticleer Broadcasting Co., New Brunswick, operates with 250 w on 1460 kc.

KOMO-TV EXPLAINS ITS NEW COLOR FILM PROCESS

Ninety-minute technique allows television to do about everything in color that up to now has been done in black-and-white, says Seattle station's Gen. Mgr. W. W. Warren.

TELEVISION can do about everything in color that up to now has been done in black-and-white as a result of a new 90-minute color film process devised by KOMO-TV Seattle, according to W. W. Warren, general manager. The technique cuts much of the cost and most of the time from color tv film processing [B•T, Feb. 27].

Details of the KOMO-TV method were supplied B•T last week by Mr. Warren and Merle Severn, KOMO-TV's chief newsreel cameraman, who conducted the research. Mr. Severn joined KOMO-TV as chief cameraman when the station went on the air in December 1953. He studied film and still photography at Brooks Institute of Photography in Santa Barbara.

Reports and findings of the new fast-processing techniques are being adapted to modern production gear by Forde Motion Picture Labs., Seattle, for commercial availability. Actually, the 90-minute trick can be worked in a simple wooden tank with some coffee cans.

Mr. Severn's technical report explains that while he uses Anscochrome, he is not endorsing any particular film. He explained main details of the technique as follows:



AND IT comes out here, according to Merle Severn, KOMO-TV Seattle chief cameraman, showing Ed Watton, Forde Photographers, how color tv film is developed in 90 minutes.

"Anscochrome can practically be wrestled about in the same manner as black-and-white film is now handled and still will result in acceptable color. Another amazing value of this film's three color-layers equal response is its ability to be used at faster emulsion ratings by just equally increasing the time of the first and color developer. Ansco recommends this film at ASA 32 but it is equally possible to expose the film at ASA 125 and still retain good color. A third factor that makes Anscochrome acceptable for newsreel work is its soft color gradation and wide exposure latitude.

"The major problem in presenting news in color is processing, but because of the latitude and response of Anscochrome, the average station can now process its own film or, if it operates in conjunction with a commercial lab, this lab can set up the necessary facilites to handle color film.

"There are three major ways of handling the processing; machine, reel and trough, or rack and tank. Machine processing is expensive. It requires an automatic processing machine which will cost over $10,000. While it is the most efficient, it requires large volumes of chemicals and is not practical for small amounts of footage.

"The reel and trough method consists of a drum rotating through a trough of solution. This type of operation requires small amounts of solution but there are strong tendencies for aerial oxidation to deplete the life of the chemicals and because the reel carries the film out of the developer for periods of time it may well cause strain.

"Finally, we have the famous old rack and tank method. Here the film is wound onto a flat rack and submerged completely into the solution. This system requires more solution than the reel and trough but for the average lab it will produce the best color more economically.

"Our lab has produced a version of the rack and tank. It consists of a master water jacket thermostatically controlled at 68 degrees into which are set six plastic tanks designed to hold a rack onto which can be wound 200 feet of color film. As each chemical solution is held exactly at 68 degrees you have a standard by which your film can be exposed. An off-center bar is being devised to produce automatic agitation.

"This machine is capable of producing consistently good results without a great outlay of money and has met the approval of J. L. Forrest of Ansco's Motion Picture Development Labs in Binghamton, N. Y. Another advantage to this particular system is that by using racks which move along in these six separate plastic tanks, additional racks carrying equal amounts of film can progress along in systematic order. Therefore, other film need not be delayed until the first film completes the entire cycle. With a drum-type drying rack passing by heat lamps the color film should be ready to be televised within an hour and a half after it enters the processer.

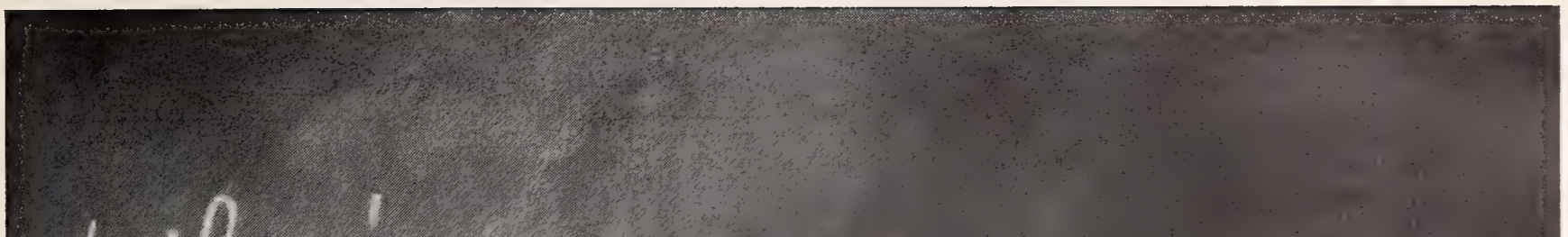
"It still is possible to produce good color film in coffee cans, Morse tanks and by way of the Stineman system. All of KOMO-TV's original experiments were carried on in a Morse tank and excellent results were obtained but these systems require clean, systematic procedure.

"KOMO-TV has experimented with five different techniques in one variation or another. All will produce acceptable results and offer unlimited possibilities for handling color newsreel film. Problems will be encountered but they exist largely because of some small error along the way. To the man who has never processed black-and-white reversal it may indeed seem a complicated system . . . to the man who knows reversal it is not a great deal different. Anscochrome offers a margin of error."

WMGT (TV) Staying Off Air While New Tower Is Built

WINDS of hurricane force destroyed the antenna and part of the transmitting tower of WMGT (TV) Pittsfield, Mass., Feb. 25 and the station will be off the air while a new tower is being constructed, according to Alan D. Vaber, program director.

"Because of adverse weather conditions on Mount Greylock, where the transmitter is located, work on rebuilding may take as long as four months," said Mr. Vaber, "but we definitely will return to the air as soon as it is completed."



Starting this week,
and for weeks to come, the New York Central will publish a series of Progress Reports. From them, you'll learn how the railroad is keeping ahead of the demands for modern transportation.

We think you'll enjoy a peek into the *new* world of railroading . . . you'll be interested in learning . . .

. . . how the Central's Spectrometer analyzes lubricating oil to keep our Diesels healthy at less cost, and to keep *you* on the go.

. . . how the Central's "seeing eye," the Electron Microscope, looks at low-cost fuel oil and prescribes the medicine which makes it useful at Central's standards.

. . . how the new $350,000 research laboratory which houses these remarkable devices saves the railroad many millions of dollars a year.

. . . how the Central's new lightweight, low-cost, low center of gravity passenger trains—the Train X concept—will be in service this year to make your traveling faster and more enjoyable than ever.

. . . how the Central's new mechanical reefers (refrigerator cars) will keep your perishables fresh en route—*without* using ice! They're part of the 21,800 freight cars costing $169,000,000 on order this year.

. . . how the Central's Early Bird freight fleet gets goods to market one day sooner.

. . . how the Central's new automatic "traffic cop"—Centralized Traffic Control—makes two tracks do a better job than four with never a traffic jam.

. . . how the Central's automatic fact-finder—the Centronic "Spaceman"—will make the quickest reservations on earth for you.

. . . how the Central's new automatic machines, like the "shoulder molder," last year smoothed 3200 miles of roadbed—five times faster than by automatic hand tools.

. . . how and why the Central is sending its "brass" to American Management Association schools to polish up on the newest methods in business management.

. . . how the Central is reorganizing its *own* administrative structure to bring the utmost in service to its riders and shippers.

And more. There are lots of exciting things going on behind the scenes at the New York Central. Science is being put to work for us as never before.

It all makes interesting reading. You'll be reading about it this week . . . and in the weeks ahead in reports of progress which never ends.

The New York Central Railroad

Dale Smith, George Gray Named to Crosley Posts

KEY APPOINTMENTS at three Crosley Broadcasting Corp. stations have been announced by Robert E. Dunville, corporation president.



MR. SMITH

Dale Smith has been named sales manager of WLWD (TV) Dayton, Ohio, and George Gray has been named general sales manager of WLW Cincinnati, Ohio. Mr. Smith had been national sales executive for Crosley since 1951 and previously was affiliated with the Storer stations in a sales capacity. Mr. Gray joined Crosley in June 1954 as national sales representative in Dayton



MR. GRAY



MR. CRANE

and previously was general sales manager of WKNA Charleston, W. Va., and sales manager of WJLS Beckley, W. Va.

Earlier Mr. Dunville announced that WLWT (TV) Cincinnati sales executive James J. Crane had been promoted to sales manager of the station [B•T, Feb. 27].

Full Radio Logs Reinstated After Furor in Minneapolis

FULL radio logs have been restored to the radio-tv section of the *Minneapolis Star*, Cowles publication, following a storm of public indignation during a two-week period when only noon-to-midnight radio programs were printed.

The curtailed radio section appeared three weeks ago when the *Star* changed its typographical format. No change was made in tv logs. As soon as the revamped paper hit the streets, phone calls began flooding the WCCO switchboard, jamming it for hours. Irate listeners in most cases blamed WCCO for the change.

In several news programs WCCO explained it had nothing to do with the newspaper's decision and suggested they call the *Star*. Larry Haeg, WCCO general manager, told B•T the announcements were not designed to incite criticism but merely to tell listeners the station had no part in the change.

WCCO-AM-TV is owned 53% by Midwest Radio & Television, of which John Cowles is 47% owner.

NBC O&O's Pushing Merchandising Plan

A CAMPAIGN to build additional retail support for their advertisers is underway by NBC's owned radio stations, according to Max E. Buck, director of merchandising, NBC-owned stations.

The drive already has been launched in New York, and similar campaigns now are being opened in Washington, Chicago, San Francisco and Philadelphia. Aim is to sign up "every" food retailer, chain and independent, to the station's "merchandising team."

In New York, the merchandising campaign took the form of invitation—via a night-and-day announcement schedule on WRCA-AM-TV and double-page advertisements in food trade papers —to more than 20,000 food retailers to become part of its "Chain Lightning." This is WRCA's own merchandising plan, which arranges point-of-sale displays for the station's advertisers.

Each of the stations will have a schedule of "airtime credits" which will allow retailers which take part to keep tabs on amounts of time they will get in return for their cooperation in the promotion.

In New York, for example, retailers which do $1 million a year in volume will be credited $14 in time on WRCA and/or WRCA-TV for every promotion in which they participate. Other cities will work toward crediting air time, although not necessarily in both radio and tv, according to spokesmen, who pointed out that the campaign is primarily designed for radio.

At WRCA-AM-TV, stores which have a volume of less than the $1 million annually will be credited proportionately, e.g., a $500,000-volume retailer will receive $7 in air time per promotion, stores with $250,000 in volume will get $3.50 in time per store-promotion, etc. Under the plan, retailers file certificates of performance after each store promotion.

For some time, WRCA-AM-TV, as part of its Chain Lightning plan, has worked with so-called "quality stores" in the New York area in which retailers had been identified with the stations by displaying a diamond-shaped symbol. These stores received on-the-air promotion.

Montez to WBRC-AM-TV

LOLA MONTEZ, former actress and producer, has been named community projects director for WBRC-AM-TV Birmingham, Ala. A station spokesman said the new position was created in an effort to work closely with local civic groups and to promote group projects which are of interest to the area.



MISS MONTEZ

Miss Montez has appeared on the Broadway stage in numerous roles and since 1948 has produced, written and performed for television.

Broadcasting the News

by TOM FRANKLIN

News Editor of KING, Seattle

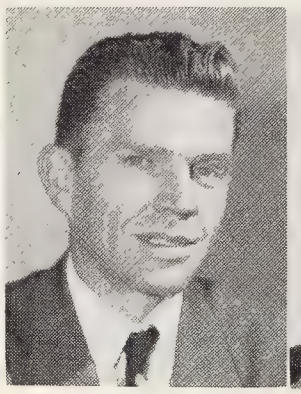
- written by a top newsman!
- sold to the newsrooms of hundreds of radio stations!
- adopted as a textbook by universities!
- Chosen as one of the best books of the year by PAGEANT PRESS!

Get this first practical handbook for the radio newsman; comprehensive, easy-to-read invaluable to professionals and students. **$3.00**—Pageant Press, 130 W. 42 St. NY 36

Evans Leaves Hawaiian Ltd., Worrall Resumes as Gen. Mgr.

C. RICHARD EVANS, vice president-general manager, Hawaiian Broadcasting System Ltd., has resigned effective March 1 to enter the field of electronics manufacturing in the U. S. He is tentatively planning to establish an electronics factory in Star Valley, Wyo., with offices in Salt Lake City and New York.

J. Howard Worrall, HBS president and for many years its general manager, has resumed his former general managership duties, replac-



MR. EVANS



MR. WORRALL

ing Mr. Evans. Melvin B. Wright, national sales account executive, was promoted to manager of station operations.

HBS owns and operates KGMB-AM-TV Honolulu, KHBC-AM-TV Hilo and KMAU (TV) Wailuku, all Hawaii.

KCMO-TV Begins Operations From 1,042-Ft. Antenna

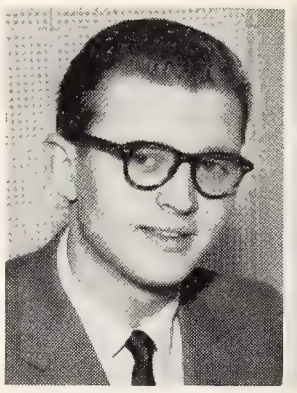
KCMO-TV Kansas City has put into operation what it claims to be the world's tallest self-supported tv antenna.

The new antenna, 1,042 feet above the ground and 1,330 feet above average terrain, cost nearly $500,000 and is located in downtown Kansas City. It is a Lehigh structural steel tower and was erected by C. H. Fisher & Assoc., Portland, Ore.

KCMO-TV, a Meredith station, currently is planning to double its present studio space in anticipation of color telecasting, according to General Manager E. K. (Joe) Hartenbower.

O'Neill, Armstrong Named To Mid-Continent Posts

APPOINTMENTS of James F. O'Neill, KOWH Omaha, and William L. Armstrong, WTIX New Orleans, to the post of program director at their respective stations have been announced



MR. ARMSTRONG



MR. O'NEILL

by Todd Storz, president of Mid-Continent Broadcasting Co.

Mr. O'Neill has been with KOWH since 1948 in various capacities and is being moved up from production director to his new position.

Mr. Armstrong has been with Mid-Continent since 1954, first with KOWH and then to WTIX in September of that year.



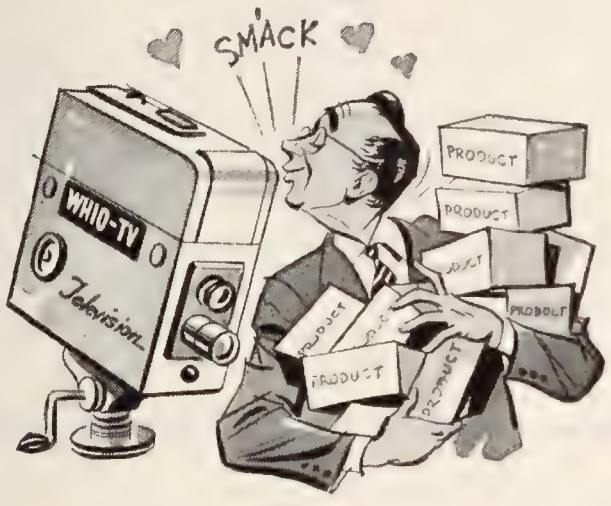
1.

With the gals, MacEvelly was never inept,
Though the one that he fell for would never accept.



2.

But at last he prevailed! This guy will go far, gents.
He wangled <u>one</u> ticket to "No Time for Sergeants".



3.

Right show—and right audience—won his objective.
With your Dayton sales you should be as selective!

SEC. 4 SEAT 2 ROW 1

MORAL: Why labor it? You get 'em both—for Dayton—on Dayton's first and favorite station—WHIO-TV.

To make a hit in the Dayton Area

THE SHOW MUST GO ON whio-tv

WHIO-TV is the first and leading station—not only of Dayton, but of the whole, wide, rich surrounding area as well. (37 counties, 26 in Ohio and 11 in Indiana; $2,161,341,000 retail sales.) To sell these 511,310 enthusiastic set owners, representing a set saturation of 86.1%, concentrate on our dominant* coverage. Ask National Stage Manager George P. Hollingbery for market data and choice reservations.

*A. R. B. December report shows that WHIO-TV had ALL 10 OF THE TOP 10 SHOWS!

CHANNEL 7 DAYTON, OHIO

whio-tv CBS

One of America's great area stations

NBC Owned, Operated Outlets Report Sales Gains in January

NBC owned and operated stations have started the new year with "substantial sales gains" over those reported for January 1955, Charles R. Denny, vice president of the stations and NBC Spot Sales, reported last week. He said that both the stations' national spot and local business in January "increased heavily" over the same month last year.

In national tv spot sales, WRC-TV Washington reported a 57% increase, WNBQ (TV) Chicago a 41% increase and WRCA-TV New York a 6% gain; in local tv sales, KRCA (TV) Los Angeles reported a 74% increase, WRC-TV a 40% gain and WRCA-TV a 25% increase.

In national radio spot sales, WRC gained 39%, KNBC San Francisco 22%, WMAQ Chicago 13%; in local radio sales, KNBC led with 48%, WRC reported 40%, WMAQ with 29%, and WRCA with 27%.

Other NBC owned and operated stations reporting sales records were WRCV-AM-TV Philadelphia and WBUF-TV Buffalo.

KUDL Kansas City Bought By Tele-Broadcasters Inc.

KUDL Kansas City, Mo., has been purchased by Tele-Broadcasters Inc. (H. Scott Killgore) for $175,000, the firm has reported. Mid-America Broadcasting Co. (David Segal) was the seller; the sale is subject to the usual FCC approval.

Tele-Broadcasters also announced a stock issue beginning today (Monday) of 200,000 common shares to be sold at $1.50 per share through Joseph Mandell & Co., New York. Proceeds are to be used for further expansion and station acquisition. Tele-Broadcasters owns WKXV Knoxville, Tenn.; WKXL Concord, N. H., and WARE Ware, Mass. R. C. Crisler & Co. was broker in the KUDL transaction.

Triangle Pub. Takes Over WFBG-AM-TV Altoona, Pa.

FORMAL TRANSFER of WFBG-AM-TV Altoona, Pa., from Gable Broadcasting Co. to Triangle Publications Inc. was effected last fortnight. The $3.5 million sale was approved by the FCC in January.

Roger W. Clipp, general manager of Triangle's radio-tv division, said that Triangle does not plan to reassign personnel to Altoona. He said the division's headquarters staff will work closely with WFBG-AM-TV as is done with other Triangle properties.

Triangle, owned by Walter H. Annenberg and family, also owns WFIL-AM-FM-TV Philadelphia; WNBF-AM-TV Binghamton, N. Y.; 50% of WHBG Harrisburg, Pa., and publishes the *Philadelphia Inquirer, Tv Guide* and other publications. Application for approval of its purchase of WLBR-TV Lebanon, Pa., is in hearing at the FCC.

KTBC-TV Hour Rate to $400

KTBC-TV Austin, Tex., effective March 1, increased its rates approximately 14%, according to General Manager J. C. Kellam. The base hourly rate was increased from $350 to $400.

WITI-TV Shows Vitascan To Milwaukee Adv. Club

CLOSED-CIRCUIT tv demonstration of DuMont Vitascan equipment was conducted by Independent Television Inc. for 175 members of the Adv. Club of Milwaukee last Thursday.

Independent is licensee of WITI-TV Whitefish Bay, Wis., which plans to start operation as an independent station on ch. 6 May 21. Independent is headed by Jack Kahn, president and major stockholder (25%). WITI-TV will be represented by the Branham Co.

The station will be on the air 60 hours weekly at the outset with about 35-40 hours in color, mostly film. Eventual plans call for 90% of programs to be in color. Temporary studios are located in the Bay Shore shopping area adjoining Whitefish Bay, which is near Milwaukee. Permanent facilities will be located in Mequon, Wis.

KRCA (TV) Heavy on Color

KRCA (TV) Los Angeles currently is televising some of its programs in compatible color through the cooperation of RCA. NBC color vans, backed up to the studio, are being used, with RCA paying for extra transmission cost, according to Thomas C. McCray, the station's vice president and general manager.

The colorcasts, scheduled through March 17, include *Jack Latham News, KRCA Kapers, Carveth Wells Explores the World,* Peter Potter's *Juke Box Jury, Norvell Gillespie* and *Faith of Our Children.*



First in Flint

MICHIGAN'S FASTEST GROWING MARKET

Flint is Michigan's 2nd biggest market with peak employment (150,600) top earnings (average $112 weekly), greater buying, building and banking! Those who know Flint best are *local advertisers* and they just naturally flock to WKMF for results on radio. And no wonder . . . WKMF is Flint's *FIRST* exclusive "Disc Jockey" Station . . . FLINT'S *ONLY* 24 hour station . . . FLINT'S *FOREMOST* news station with newscasts every hour on the hour . . . FLINT'S *OUTSTANDING* station for leading sports events. Get on WKMF and get the proof!

SAVE up to 15%

By Buying 2 or More of These Powerful Stations

WKMH Dearborn-Detroit · WKMF Flint, Mich. · WKHM Jackson, Mich. · WSAM Saginaw, Mich.

Jackson Broadcasting & Television Corp.

BUY ALL 4 STATIONS . . . SAVE 15%
BUY ANY 3 STATIONS . . . SAVE 10%
BUY ANY 2 STATIONS . . . SAVE 5%

Represented by HEADLEY-REED

You Can Make A Mint In Flint On

WKMF

FLINT, MICHIGAN

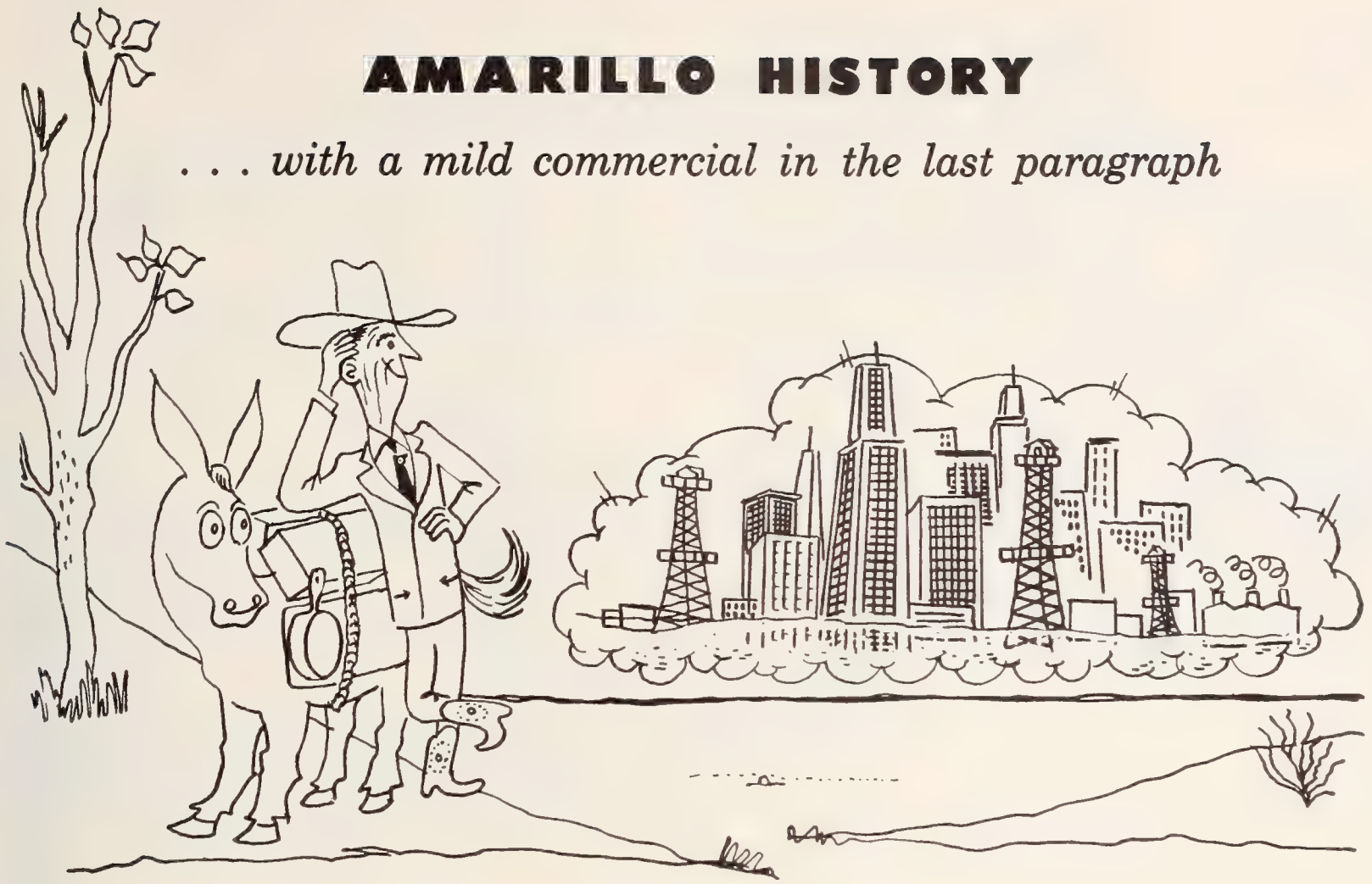
Fred A. Knorr, President

Eldon Garner, Managing Director

KNORR Broadcasting Corporation

AMARILLO HISTORY

. . . with a mild commercial in the last paragraph



AMARILLO has a short past. It was born with a cocklebur under its civic tail back in 1887, during the days when a branding iron was a sacred instrument and the first railroad was coming through. The way one story goes, man name of Sanborn offered the cowboys of the LX Ranch a town lot apiece if they'd vote for his town (then known as Oneida) in a contest which developed over the location of the county seat. Since the LX hands constituted a legal, or shooting, majority, justice triumphed. "Amarillo" derived from the yellow flowers that, along with cattle, decorated the surrounding prairie.

Highly productive Texas soil caused agriculture to flourish. Early farmers raised giant-size vegetables. Wheat liked the Panhandle. Cotton was planted after the accidental discovery that cottonseeds, in which an early shipment of eggs was packed, would grow. Highways and railroads crossed at Amarillo. Oil, natural gas and helium were discovered. Airlines came zooming in.

Amarillo, first in the nation in retail sales per household, is close to the stuff an advertiser looks for when he wants business. KGNC gives its advertisers a clean shot at Panhandle hospitality and loyalty.



AM: 10,000 watts, 710 kc. TV: Channel 4. Represented nationally by the Katz Agency

Dannenbaum Gets WBC National Sales Office

APPOINTMENT of Alexander W. (Bink) Dannenbaum Jr., formerly sales manager of WPTZ (TV) Philadelphia until its sale to NBC last month and since then assistant general manager of WRCV-AM-TV Philadelphia, as national sales manager of Westinghouse Broadcasting Co., is being announced today (Monday) by Donald H. McGannon, WBC president.



MR. DANNENBAUM

He succeeds Eldon Campbell, who resigned effective last Monday [B•T, Feb. 27].

NBC and WBC switched stations last month [B•T, Feb. 13] as the former absorbed KYW-WPTZ (TV) Philadelphia and the latter, WTAM-WNBK (TV) Cleveland. New Cleveland call letters are KYW-AM-TV.

Mr. Dannenbaum, who joined WBC at the time of its purchase of WPTZ (TV) in 1953, will make his headquarters at the network's executive offices in New York. A veteran of many years in radio, he began his broadcasting career in 1935 as a radio time salesman with WDAS Philadelphia, remained with the station (except for four years in the Army during World War II) until 1946, joined WPEN in that city as commercial manager and moved to WPTZ (TV) three years ago in a similar position.

He is president of the Television, Radio and Advertising Club of Philadelphia, a member of the Poor Richard Club, Radio & Television Executives Society (New York) and Philadelphia Public Relations Assn.

Anderson Bankruptcy Plan Offers 25 Cents on Dollar

PROPOSAL by Sheldon Anderson (KCOK Tulare, Calif.) to settle unsecured debts by paying 25 cents on the dollar will be the subject of a hearing March 12 in U. S. District Court in Fresno, Calif.

In a legal notice issued Feb. 17 by William A. McGugin, referee in bankruptcy, Mr. Anderson proposed to pay all claims of $50 or less within 60 days after confirmation of his plan, without interest. For all claims over $50, Mr. Anderson proposed to issue a promissory note for 25% of the debt of each creditor with interest at 4%, to be paid over a period of six years or more. Alternatives provide that these debts can be settled for an immediate 10% payment, or by contracting for advertising time on KCOK (1 kw on 1270 kc) in the full amount of the debt, or by converting the promissory note to preferred stock of KCOK Inc.

Petition for bankruptcy was filed by KCOK last year [B•T, Aug. 29, 1955]. Listed were 367 creditors and $752,985 in obligations and $53,310 in assets. Of the debts, $373,964 were in secured liabilities, $353,337 in unsecured debts, $23,620 in federal taxes, $1,057 in local taxes and $1,015 in wage claims.

Westinghouse Reports Record Station Sales

SALES AND PROFITS last year of the television and radio stations of Westinghouse Electric Corp's broadcasting subsidiaries reached "the highest level in history" during 1955, according to the corporation's annual report Friday. No dollar figures of sales and profits was available.

The report also noted that Westinghouse Broadcasting Co. recently had exchanged its television and radio stations in Philadelphia for television and radio outlets in Cleveland, which had been owned by NBC. It said the transaction included the payment by NBC to Westinghouse of $3,027,000.

During 1955, the report said, the Electronic Tube Div. produced a 22-inch, all-glass picture tube for color television, featuring a rectangular shape and "shadow-mask" color separation method [B•T, Feb. 20].

The new color tube, which has not been placed on the market, can be manufactured with techniques similar to those used in standard black-and-white tube processes, it was pointed out.

The company reported to stockholders that it will sponsor on television and radio, as it did in 1952, the political conventions, debates and election returns (on CBS). It estimated that through these broadcasts, Westinghouse product messages will reach as many as 81 million persons during each of the conventions.

The report listed sales of Westinghouse Electric Corp. during 1955 at $1,440,976,985 and net income at $42,802,747, as compared with sales of $1,636,184,253 and net income of $79,921,732 in 1954. The declines were attributed to a strike against the company, which began last Oct. 27 and still is in progress, and to an earlier six weeks' stoppage at the East Pittsburgh plant.

KGIL San Fernando, Calif., Purchased by Evangelist

SALE of KGIL San Fernando, Calif., by William Dolph, Herbert Pettey, Howard Gray and Associates for $475,000 cash to Texas evangelist Dr. Pierce Brooks was announced last week, subject to FCC approval. Papers will be filed in several weeks. Dr. Brooks, from Dallas, owns several insurance companies. He has used radio in his ministry.

The Dolph-Pettey group acquired controlling interest in KGIL in July 1953 for $57,000. All stock in the station is being sold to Dr. Brooks, although Mr. Gray, presently part owner, will continue as manager.

Hollywod attorney Milton Golden, representing Dr. Brooks, told B•T a corporation principally owned by the evangelist will take over KGIL and that several other persons from Hollywood and Dallas may be included as part owners.

It was learned KGIL had not been on the market, but that the cash offer was made over the previous weekend and the agreement was negotiated within 72 hours. It was handled by Albert Zugsmith Corp., Hollywood.

Messrs. Dolph and Pettey have major interests in KJBS San Francisco, and KMYR Denver. Mr. Dolph is president of WMT Cedar Rapids and with William Quarton owns 49% of WMT-TV that city. At one time the Dolph-Pettey group owned stations in Milwaukee and Honolulu. Mr. Dolph owns a radio-tv production and talent management firm in Washington.

FINANCING

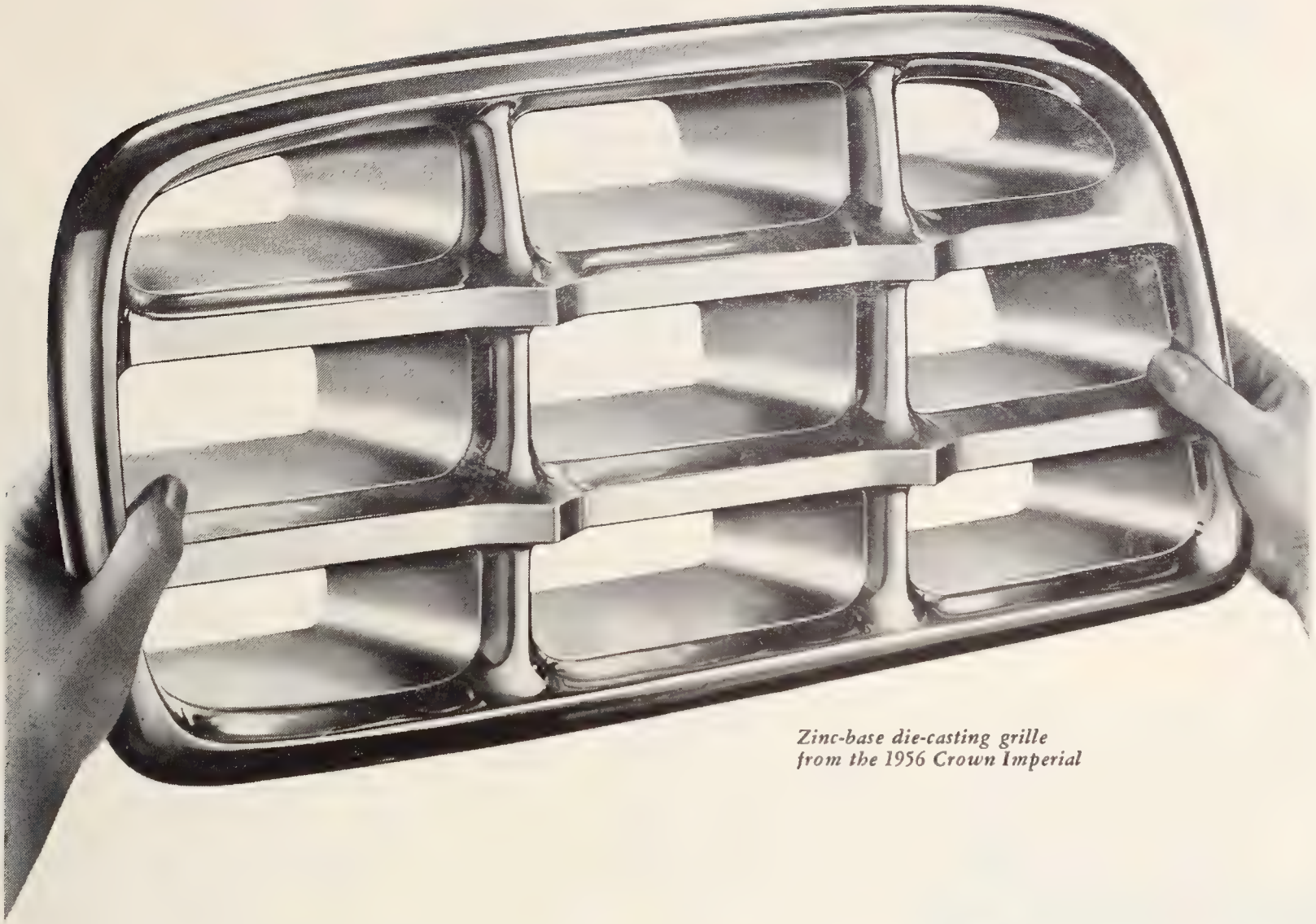
KIDDER, PEABODY & CO.—

- Has underwritten over $1,000,000,000 of publicity offered securities in the past ten years.
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Zinc-base die-casting grille from the 1956 Crown Imperial

a Bigger field and a Brighter future for zinc

This is a zinc-base die-casting that you're looking at. You see a lot of them in cars, machinery, appliances, hardware items—in practically every type of product that's formed of metal.

Why? Because zinc base alloys are strong, and easily cast at relatively low temperatures and to close tolerances. They take an attractive finish. They're moderate in cost.

The use of zinc for galvanizing steel is expanding, too—paced by the boom in air-conditioning, construction in general, and the extensive use of galvanized steel grain-storage bins. The growing demand for brass, an alloy of zinc and copper, is calling for larger quantities of the versatile bluish-white metal.

Even the new high in auto tire sales bodes well for zinc—for thousands of tons of zinc, in the form of zinc oxide, are used each year in rubber products.

All of which helps explain the expanding zinc program of The Anaconda Company. Last year, Anaconda plants produced 415,000,000 pounds of zinc, for company account and for account of others. This was about 20% of all U.S. slab zinc, including a substantial part of the "Special High Grade" used by die-casters.

Anaconda offers Industry the world's most extensive line of non-ferrous metals and, with its manufacturing subsidiaries, is constantly seeking better, more efficient ways of using them. 56264A

The ANACONDA Company

The American Brass Company
Anaconda Wire & Cable Company
Andes Copper Mining Company
Chile Copper Company
Greene Cananea Copper Company
Anaconda Aluminum Company
Anaconda Sales Company
International Smelting and Refining Company



PROGRAM MANAGERS of NBC owned and operated stations and stations represented by NBC Spot Sales met in New York last fortnight [B•T, Feb. 27] and devoted much of their time to a discussion of syndicated color film. Among those in attendance were (l to r): seated, Albert G. Zink, WRGB Schenectady, N. Y.; David Crockett, KOMO-AM-TV Seattle, Wash.; Jerry A. Danzig, director of program planning and development for NBC owned stations and NBC Spot Sales; Harold Grams, KSD-AM-TV St. Louis; standing, Richard Close, director, NBC represented stations, and George Patterson, WAVE-TV Louisville, Ky.

Kiggins, Kockritz Appointed Storer Broadcasting V. P.'s

KEITH KIGGINS and Ewald Kockritz, both veteran broadcasters, have been elected vice presidents of Storer Broadcasting Co. by the company's board of directors, it was announced



MR. KIGGINS



MR. KOCKRITZ

last week by Lee B. Wailes, Storer executive vice president.

Mr. Kiggins, before joining the Storer organization in 1954 as administrative assistant to President George B. Storer, was station relations director at NBC, vice president of its Blue Network, and vice president of ABC. In 1948, he established his own radio-tv consulting firm.

Mr. Kockritz, director of programming for Storer, was in the promotion departments of WLW and WSAI, both Cincinnati, Ohio, and was program director at KTHS, then at Hot Springs, Ark., before joining the Storer organization in 1941 as promotion manager of WAGA Atlanta.

Mendelsohn WTAC Manager

DAVID MENDELSOHN, sales manager of WTAC Flint, Mich., has been appointed manager of the station, it was announced last week by John M. Shaheen, president of Founders Corp., which owns WTAC.

Mr. Mendelsohn, who has been with the Flint station for the past seven years, replaces Jon R. McKinley, who has become general manager of Founders' tv outlet, KTVR-TV Denver.

Georgia Big Five Stations Tailor Farming Broadcasts

CHANGING PATTERNS in Georgia agriculture are bringing a rearrangement of farm programming on the Big Five stations in that state. Changes were outlined at a meeting of station representatives and their national representative, Avery-Knodel Inc., in Atlanta a fortnight ago.

With the peach and cotton crops "on the decline," the stations are planning special services to the agricultural interests of their respective areas. Northeast Georgia, leading poultry and broiler district, will be served by WGST Atlanta and WGAC Augusta; WTOC Savannah will give its attention to naval stores and pulp wood tree farmers; WRBL Columbus will tailor its agricultural broadcasts to those interested in peanuts, pecans, and watermelons, and WMAZ Macon will concentrate on the middle Georgia livestock industry.

NBC Officials Meet to Plan WNBQ (TV)'s All-Color Debut

NBC Central Div. officials will meet with New York network representatives in Chicago this week to chart advertising, sales promotion and other plans concerning the debut of WNBQ (TV) as the world's first all-color station.

The official changeover will be timed with the opening of the NARTB annual convention at the Conrad Hilton Hotel April 15, and all local live studio programs will be telecast in color.

An advertising and promotion barrage is expected, with parent RCA joining in the campaign to sell color receivers and equipment. RCA Victor assumes the role of a "client" in Chicago, sponsoring the filmed *RCA Color Theatre* on WNBQ each Monday evening.

NBC executive talks this week, starting Tuesday (tomorrow), are expected to produce an advertising-promotion-programming blueprint covering other local originations as well. These include *Kukla, Fran & Ollie, Bob & Kay with Eddie Doucette, How Does Your Garden Grow?*, and others still to be added.

Quality Stockholders Vote Support to Proposed Plans

PLAN to expand use of radio by national advertisers in the years ahead, conforming to the Quality Radio Group concept, was approved at a stockholders meeting held Feb. 21 in Chicago. Quality's executive committee will start work on a proposed development of programming designed to serve as a vehicle for delivery of the national advertising message.

Stockholders reaffirmed their faith in the Quality concept at what was described as an enthusiastic meeting. Eighteen stockholders were represented. Ward Quaal, WLW Cincinnati, presided as Quality chairman-president. William Wagner, WHO Des Moines, is secretary-treasurer; W. Howard Summerville, WWL New Orleans, is vice president, and William B. Ryan is executive vice president. Quality officers were praised for their contribution to the group and service to the medium as a whole.

Quality's operation, Mr. Quaal said, "is a mutual effort by a group of leading stations to emphasize the tremendous value of radio as a source of entertainment, news and information and as a low-cost medium for national advertisers."



EXECUTIVES of CBS-owned television stations and of CBS-TV Spot Sales met in New York [B•T, Feb. 27] to discuss all phases of network programming and sales, probing the spot announcement situation extensively. Among those at the second annual meeting were (l to r): Edmund C. Bunker, general manager of WXIX (TV) Milwaukee; Sam Cook Digges, WCBS-TV New York, general manager; James T. Aubrey, KNXT (TV) Los Angeles, general manager; Merle S. Jones, vice president in charge of CBS owned tv stations; Gene Wilkey, CBS-TV representative in St. Louis; H. Leslie Atlass, vice president and general manager of WBBM-TV Chicago, and Craig Lawrence, director of CBS owned tv station administration.



ARE YOU HALF-COVERED

IN NEBRASKA'S OTHER BIG MARKET?



42-COUNTY
LINCOLN-LAND AREA TELEPULSE
Share of Audience — September, 1955

	KOLN-TV	"B"	"C"	"D"
MONDAY THRU FRIDAY:				
1:00 — 6:00 p.m.	50	21	13	11*
6:00 — 11:00 p.m.	53	18	14	11*
SATURDAY:				
1:00 — 6:00 p.m.	52	15	15	8
6:00 — 11:00 p.m.	50	13	15	17
SUNDAY:				
1:00 — 6:00 p.m.	34*	36	13	16*
6:00 — 11:00 p.m.	35	22	14	23

*Does not broadcast for complete period and the share of audience is unadjusted for this situation.

KOLN-TV delivers Lincoln-Land—a 42 county area, 95.5% OF WHICH IS OUTSIDE THE GRADE "B" AREA OF OMAHA! This big, important market is as independent of Omaha as South Bend is of Fort Wayne . . . Hartford is of Providence . . . or Syracuse is of Rochester.

Lincoln-Land has 200,000 families—*125,000 of them unduplicated by any other TV station!* The latest Telepulse shows the significance of this "unduplication". It credits KOLN-TV with 138.1% more afternoon viewers than the next station, 194.4% more nighttime viewers!

Ask Avery-Knodel for full facts on KOLN-TV, the Official CBS-ABC Outlet for South Central Nebraska and Northern Kansas—"Nebraska's *other* big market".

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

KOLN-TV

COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives

AM — TV — FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS

WWPG Palm Beach, Fla., Makes Personnel Changes

NUMEROUS personnel changes have taken place at WWPG Palm Beach, Fla., following change in ownership late last year from Palm Beach Broadcasting Corp. to Palm Beach Radio Corp.

Robert L. Davis, formerly commercial manager, now is general manager; Marion Tappe, formerly traffic manager, now is promotion manager and woman's director; Rosalind Calking has succeeded Mrs. Tappe in traffic; Charles Bryan has moved from WEAT West Palm Beach to take over a nighttime disc jockey program; Al Cassidy, formerly of WMPS Memphis, Tenn., has become disc jockey-salesman; Bob Dolan, from Jerry DeJaco Agency, West Palm Beach, has become a salesman, and Peg Maceachron, from WIRK West Palm Beach, has been assigned to the woman's sales and service department.

WISN-TV Gets Equipment

INSTALLATION of new equipment providing extensive remote pictures has been completed at WISN-TV Milwaukee, according to I. E. Showerman, vice president and station manager.

The equipment, two RCA microwave relay units and a Universal Zoomar lens, provides greatly improved pictures from nearby remote locations and enables pick-ups to be made from hitherto inaccessible and more distant sites, according to Mr. Showerman.

WTVJ (TV) Color Plans Set

WTVJ (TV) Miami expects to have new color equipment installed and in operation by March 21, when the station begins its eighth year of telecasting, according to Mitchell Wolfson, station president.

Mr. Wolfson said that 118 crates of RCA color tv equipment have been received. Included in the shipment were a complete studio color camera and a film and slide color chain, with all accessories necessary for transmitting.

New Rate Card at WWJ

RATE CARD No. 34 went into effect last week at WWJ Detroit. In the Monday through Saturday Class A category, one hour, one time costs $480; in Class B, $360, and in Class C, $240.

KBTV (TV) Issues Rate Card

KBTV (TV) Denver has issued a new rate card with increases in the station's Class A and Class B national charges. The Class A one-hour, one-time rate has been raised from $600 to $650 and the Class B one-hour, one-time rate from $360 to $390.

REPRESENTATIVE APPOINTMENTS

WLBG Laurens, S. C., appoints Indie Sales Inc., N. Y., for national sales.

WITI-TV Whitefish Bay, Wis., names The Branham Co., Chicago. Station slated to go on air in May.

WNDU South Bend, Ind., U. of Notre Dame outlet, appoints Robert Meeker & Assoc. as national sales representative, effective March 1. Meeker Tv represents WNDU-TV.

REPRESENTATIVE PEOPLE

Robert Lethbridge, formerly account executive with DuMont Network and NBC Spot Sales, to sales staff of Weed Television Corp., Chicago.



ROY NEELY, president, Schenuit Tire Co., Baltimore, signs to sponsor Tel-Ra-produced *Telesports Digest* on WAAM (TV) that city. The weekly show began last Thursday. Looking on (l to r): seated, Ken Carter, WAAM general manager, and Edgar Spilman, Schenuit executive vice president; standing, Ben Kritt, Schenuit distributor in Baltimore; Murray Goldsborough, WAAM account executive; Harry Feldstein, Kuff & Feldstein advertising agency, and Armand Grant, WAAM sales manager.

Herbert O. Weiss, *N. Y. Daily News'* local advertising department, to The Katz Agency, N. Y., as member of sales staff.

Mrs. Idelle Grote, head media buyer, Allan Marin &Assoc., Chicago, to Chicago office of Edward Petry & Co. as tv traffic manager.

REPRESENTATIVE SHORTS

George P. Hollingbery Co., has moved Atlanta office to larger quarters at 400 Rhodes-Haverty Building, 134 Peachtree St. N.W., Atlanta 3, Ga. Telehone: Lamar 5710.

Hil F. Best Co., am station representative, has enlarged Detroit headquarters in new offices on tenth floor of Park Ave. Bldg.

STATION PEOPLE

N. S. Tweel, station manager, WPLH Huntington, W. Va., appointed general manager of WTCR Ashland, Ky.-Huntington. **"Cousin Johnny" Simpson** to WTCR talent staff for daily broadcasts from new Huntington studios.

Duane W. Ramsey, commercial manager, KMLW Marlin, Tex., appointed general manager, succeeding **Hugh M. McBeath,** to KAND Corsicana, Tex., as special assistant to manager.

Richard C. Wright, commercial manager, WLEX-TV Cleveland, Ohio, appointed program-operations director of station.

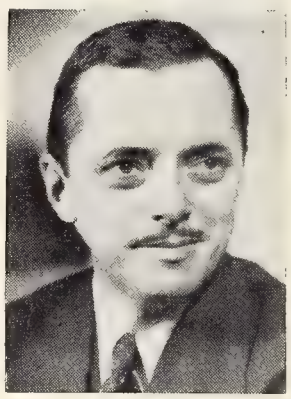
Perry J. Brown, sales staff, WTAO Boston, named sales manager.

Daniel E. Martin, account executive, merchandising manager and sales service manager, WBBM Chicago, to WNDU South Bend, Ind., as sales manager.

Bernie Gress appointed program director-sales manager, KGHM Brookfield, Mass.

Walter B. Bruce, advertising and sales promotion manager, Grand Union stores, E. Paterson, N. J., named senior account executive and merchandising director, WABD (TV) New York.

William E. Coyle, promotion-research director, *The Washington* (D. C.) *Evening Star,* to WRC - AM - FM - TV Washington as director of promotion, advertising and public relations.



MR. COYLE

Ralph A. Petti Jr., sales manager of K W B Y Colorado Springs, Colo., promoted to sales manager and assistant to owner-operator John L. Buchanan.

Robert A. Rubins, formerly with Denver and Greeley, Colo., stations, to KVWO Cheyenne, Wyo., as assistant manager.

Henry T. Wilcox, account executive, KPOA Honolulu, appointed local sales manager for KPOA and Inter-Island Network. Newscaster **Edward Mundy** named account executive, succeeding Mr. Wilcox.



MR. WILCOX



MR. MUNDY

SPONSORS WARM TO AP
Because . . . it's better
and it's better known.



John Wagner, KWBB, Wichita, Kansas



Jim Setters, KWBB, Wichita, Kansas

Case History No. 18

The temperature outside was eight degrees and the city of Wichita was mostly asleep at quarter of five in the morning.

News Director Jim Setters was monitoring the emergency radios at Radio Station KWBB, listening between police, highway patrol and fire department frequencies.

"Send fire equipment . . . there's a trailer burning . . . people trapped."

Directions followed. In minutes the fire department was in action. And so was KWBB. Setters quickly dispatched Newsman John Wagner with one of the station's five mobile units.

Wagner and the fire trucks reached the scene almost simultaneously. Wagner quickly learned that four persons were in the trailer; that all efforts to open the trailer had been unsuccessful.

It was then Wagner-to-Setters-to-AP in Kansas City.

Wagner, on the radio to Setters, gave the names of the four victims. Setters relayed them to AP. Minutes later, Wagner radioed from the scene of the tragedy:

"Ralph Acuna, who discovered the fire, is here, and we can tape his eyewitness. Okay?"

Setters glanced at his watch. It was now 6:45 a.m., and still eight degrees outside. Setters' next newscast was at 7 o'clock.

"AP's on the line," he told Wagner. "Hold the taping. We have 15 minutes before broadcast time. We're going to switch your eyewitness to The AP. Then, we'll tape him as soon as AP gets his story."

Swinging around to the phone, Setters told AP:

"Here's an eyewitness—Ralph Acuna. He can give you the details firsthand."

AP's eyewitness story, taken from Acuna, rolled out on the wires to all AP members while firemen still were chopping at the smoldering trailer in which four people were burned to death.

Through the cooperation of Setters, Wagner and KWBB, radio listeners in Wichita—and listeners to AP member stations everywhere—had the story first, and complete.

Jim Setters and John Wagner are among the thousands who make the AP better . . . and better known.

If your station is not yet using Associated Press service, your AP Field Representative can give you complete information. Or write—

Those who know famous brands . . .
. . . know the most famous name in news is AP



David Van Sluyters, advertising manager, Leonard Refineries, St. Louis, Mich., appointed sales manager, WFYC Alma, Mich.

Francis R. Busby, account executive, KTNT-TV Seattle-Tacoma, named retail sales manager.

Jack Murphy, for six years production manager and executive producer, KPHO-TV Phoenix, Ariz., to KOOL-TV Phoenix as program director.



MR. MURPHY

Irv Steinbock, sales manager, KAST Astoria, Ore., to KGW Portland, Ore., to direct sales for station's tourist promotion program.

Charles J. Carey, program manager, WFIE-TV Evansville, Ind., named program manager of WNEM-TV Bay City, Mich.

Arnold Starr, mechandising director, WPAT Paterson, N. J., to account executive, WOR-TV New York.

Robert Weinmann, account executive, KTVW (TV) Tacoma, Wash., to sales staff, KYA San Francisco.

Ralph A. Mlaska, Waterloo, Iowa, to WKRC-TV Cincinnati, Ohio, as chief engineer, succeeding **George A. Wilson,** resigned.

Mal Ewing, accounting and production analyst, Capitol Records, Hollywood, to KLAC Los Angeles as account executive.

Daniel Ries, promotion director, WTVN Columbus, Ohio, to WKRC Cincinnati as account executive.

George Hubbell, sales manager, Luden Co., Reading, Pa., to WIBG Philadelphia, Pa., as sales representative.

Jack Erwin, insurance salesman, Foley-Carter Agency, St. Petersburg, Fla., and **Jack Hitchcock,** operator of private school and former Colorado station owner, to sales staff WSUN-TV St. Petersburg.

Dick Richmond, news department, KLIF Dallas, Tex., to WRIT Milwaukee as director of news and special events.

Bob Edell, account executive, WROK Rockford, Ill., to WGBS-TV Miami, Fla., in same capacity.

Patricia Ryan, program coordinator, KPIX (TV) San Francisco, appointed merchandising and promotion director of KSFO San Francisco.

R. David Mayo, publicity and promotion manager, WAGA Atlanta, transferred to sales staff as account executive.

Marvin Rothschild, former operations and traffic manager, WUSN-TV Charleston, S. C., to WADS Ansonia, Conn., as account executive.

R. L. McQuage returns to WJHP Jacksonville, Fla., as account executive, after eight years with another Florida station.

Charles H. Helliwell, account executive, MBS Chicago, to Chicago sales staff of Crosley Broadcasting Corp.

Dale Elliott, continuity director, KENS-TV San Antonio, Tex., returns to KTSA San Antonio as promotion and merchandising manager. He formerly served in KTSA program department.

Charles Cash, former program director, WTIK Durham, N. C., to WTVD (TV) Durham, as promotion director.

John P. Highlander, production director, WHA-TV Madison, Wis., appointed assistant program manager, KPIX (TV) San Francisco. **Donald W. Mills,** KPIX sales promotion department, promoted to publicity director.

Robert Paris, formerly in sales promotion department, Southern Wholesalers, Washington, D. C., to WGAY Silver Spring, Md., as account executive.

Donald B. Cook, CBS Hollywood, appointed executive producer, KNXT (TV) Hollywood, replacing **Bob Quinlan,** moving to New York as producer-director in CBS-TV news and special events department.

S. M. Rosenman, producer-director, WXIX (TV) Milwaukee, named production manager.

Frederick Buschmeyer, director, WGR-TV Buffalo, N. Y., promoted to production manager, succeeding **Warren Rossel,** resigned to join Ketchum, MacLeod & Grove, Pittsburgh agency, as radio-tv producer. **Jack Dosdourian,** director, WGR-TV, named night production manager. Other station promotions: **Marshall Reuther,** head floor director, to director; **Michael Masino,** floor director, to head floor director; **Remigjus R. Reade,** floor director, to summer replacement director.

Oscar Rose, former executive writer-producer, United Nations radio-tv department and assistant program director, WOV New York, to WCBS-TV New York, as producer, public affairs department.

Fred Lemoine, engineer, WXIX (TV) Milwaukee, appointed director, succeeding **Mort Rosenman,** earlier named production manager.

Edward O. Kopriver, WTVN-TV Columbus, Ohio, named studio supervisor of engineering department. **Malcolm S. Hilty Jr.** to property manager, succeeding **Spanky Reese,** resigned to join WDMJ Marquette, Mich. **Don Clinger** appointed night property supervisor, replacing **Chuck Lorius,** resigned.

Robert Robertson, U. S. Marine Corps veteran, to WGAR Cleveland, Ohio, as public relations director.

Gene Gallagher, former restaurant owner, to WLWC (TV) Columbus, Ohio, as sales service director, replacing **Dick Reed,** appointed account executive.

Virginia Fields, graduate U. of Washington, Seattle, to WIRE Indianapolis as traffic manager.

Don Joe, salesman-sportscaster, KMA Shenandoah, Iowa, to KFEQ St. Joseph, Mo.

Don Arthur, sportscaster, WDUZ Green Bay, Wis., to WISN-TV Milwaukee, as announcer-sportscaster.

Bruce Rice, sports director, KWFT-AM-TV Wichita Falls, Tex., to KCMO-AM-FM-TV Kansas City, Mo., as sportscaster.

Charles R. Hughes, officer-in-charge, AFL-TV, Armed Forces station at Loring Air Force Base, Me., to WTOP Washington, D. C., as staff announcer.

Tom Franklin, sports, news and special events staff, KING-TV Seattle, Wash., to KOVR (TV) Stockton, Calif., to handle San Francisco Seals baseball telecasts.

E. J. Haling, formerly public relations-continuity director, WFAA Dallas, Tex., and WBAP Fort Worth, to Internal Revenue Service as special assistant to regional commissioner for five southwestern states.

Roy Westburg, WTCN-TV Minneapolis-St. Paul and **Jim Vaughn,** WDSM-TV Duluth-Superior, to WCCO-TV Minneapolis-St. Paul as engineers. **Bill Wren,** WCCO-TV engineer, resigned to join Northwest Filming Inc., Minneapolis. **Jerry Rosholt,** news editor, KSTP-TV Minneapolis-St. Paul, to WCCO-TV in same capacity.

Bill Terry, announcer, KFJZ-AM-TV Fort Worth. Tex., to radio sales staff, KFJZ. **Bob Weatherford,** student, Arlington State College, to KFJZ-TV as floorman. **Lee Elias,** KFJZ-TV, to KFDA-TV Amarillo, Tex., as salesman.

Victor C. Diehm, president, Vic Diehm Assoc. stations (WVDA Boston, WAZL-AM-FM-TV Hazleton, Pa.; WIDE Biddeford, Me.; WHOL Allentown, Pa., WHLM Bloomsburg, Pa.). named to 26-member committee of National Planning Assn. to study and develop relief program for labor surplus areas.

H. Needham Smith, sales manager, WTRF-TV Wheeling, W. Va., elected president of Live Wire Group of Ohio Valley Board of Trade.

John S. Hayes, president, WTOP-AM-FM-TV Washington, appointed to business advisory committee of American U. School of Business Administration, Washington.

C. L. Thomas, vice president-general manager, KXOK St. Louis, elected secretary of Campbell House Museum.

Frank J. Voss, former general manager, WRAW Reading, Pa., named public relations manager of Dana Corp. (automotive, industrial communications parts), Toledo, Ohio.

Michael Stanley, news director, WJOC Jamestown, N. Y., appointed to board of directors of Jamestown YMCA Men's Club.

Stan Torgerson, director of sports, WHBQ Memphis, Tenn., elected president of Mid-South Basketball Officials Assn.

Jack Kelly, manager, WRFW Eau Claire, Wis., father of girl, Margaret Mary, Feb. 10.

Kendall Smith, program director, WHYN-TV Springfield-Holyoke, Mass., and **Ronald Langevin,** staff projectionist, both fathers of boys, Feb. 22.

Bob Stabler, manager, KTLU Rusk, Tex., father of boy, Jeffrey Calvin.

Mike Cassidy, account executive, KGO-AM-FM-TV San Francisco, father of twin boys, Denis A. and Dan B., Feb. 16.

Robert M. Hoffman, director of sales planning and development, WOR-AM-TV New York, father of boy, Andrew Todd, Feb. 21.

Gordon Laughead, sales representative WNAX Yankton, S. D.-Sioux City, Iowa, father of boy.

Bob Koolage Jr., WEED Rocky Mount, N. C., father of boy, Robert Newton III, Feb. 13.

Tom Haley, host of *Morning Surprise,* KYW-TV Cleveland, Ohio, father of girl.

Alan Newcombe, staff announcer, WBT and WBTV (TV) Charlotte, N. C., father of girl, Nancy Ann, Feb. 10.

Don Flanagan, cameraman, KFJZ-TV Fort Worth, Tex., father of girl, Janet Ann.

Bill Gildersleeve, program manager, WMUR-TV Manchester, N. H., father of girl Feb. 17.

Dick Sinclair, staff announcer, KFI Los Angeles, father of boy, Dick Jr., Feb. 12.



READ THIS AND REAP!

CRITICS' REACTION TO NEW YORK PREMIERE!

"World-Telegram" – Harriet Van Horne

"SHEENA BRINGS FRESH AIR TO TV — I don't know who will stand on the golden threshhold and receive this year's Emmy Awards, but I'd like to suggest right now that they strike off a special medal for Irish McCalla, little sister to Tarzan of the Apes.

"If you have anything else booked for the next 25 weeks, cancel it."

"News" – Ben Gross

". . . that new WPIX series, "Sheena, Queen of the Jungle", surely has got what it takes to draw an audience . . . should be as popular as ice cream at a toddler's birthday party. And in the event you missed the premiere, be informed that this Irish McCalla . . . portrays Sheena and can swing from a tree even more expertly than Tarzan himself. Also she has a pal, the cutest, smartest chimp you ever saw.

"There's danger, romance, villainly, beautiful scenery and high adventure in the very depths of darkest Africa. So, if you're seeking escape from the cares of the office, the dishes to be washed or the children to be fed, here's your chance."

"Journal-American" – Jack O'Brian

"Sheena , starring a treetop-tall blonde jungle type named Irish McCalla, wasn't bad at all . . . Irish, or Sheena, is a leggy lassie of six feet or more with ample dimensions which seem to shrink into a not unattractive girlishness.

"The first episode was diverting, well photographed, its problem broad and clear, with bad guy and girl circumvented in the end by resourceful Sheena."

TOP RATINGS 'ROUND THE COUNTRY

*ATLANTA: 17.3, 61.8% share; outrating combined competition by 60.2%.

*LOS ANGELES: 12.4, 28.4% share; tops in time period!

*SAN FRANCISCO: 17.3, 45.4% share; first in time slot!

†BATON ROUGE: 22.8, 53.9% share; #1 in time period.

*FRESNO: 29.2, 73.7% share; drubbing combined competition by 181%!

*SAN DIEGO: 23.8, 53.8% share; highest rated children's vidfilm in town!

†LUBBOCK: 19.3, 55.1% share; tops in time slot!

* ARB † Telepulse

Want audience action? Join the safari to sales with

SHEENA, QUEEN of the JUNGLE

Some choice markets still available — write, wire, call:

ABC FILM SYNDICATION, INC., 10 East 44 Street, New York 17, N. Y., OXford 7-5880

ABC SEES CHANCE TO CATCH RIVAL TV NETWORKS BY 1958

Three years after its merger with United Paramount Theatres the 'third network' can look back on satisfying advances and forward to bright prospects. B•T has prepared the following status report on its operations and outlook at midpoint of its first 'five year plan.'

WHAT ARE ABC's chances of catching up—in the reasonably near future—with CBS and NBC?

ABC's President Robert E. Kintner says they're good. He's confident that ABC will overtake the others by early 1958.

Three years ago ABC was a hungry operation. Then, finally, the long-awaited merger of ABC with United Paramount Theatres received FCC's approval in February 1953, and gladsome coin became available from UPT's well-stocked bank account. Officials cautioned that miracles would not occur overnight, but at the same time they set themselves a goal—to pull abreast of the other networks in five years.

Mr. Kintner's views on the progress of the "five year plan" and the prospects of attaining parity on schedule were given B•T in an anniversary-month interview which also ranged across ABC's color television plans, entry into spectacular-type programming next fall, network radio outlook and planning, as well as its progress toward the goal of equality (excerpts from the interview start on page 68).

"We think that in two years' time the three networks will be on a par in all respects." Mr. Kintner asserted. "We hope in that period that the FCC will take such action that there can be three competitive services in the largest population communities of the country. We think the result would be good for all networks and that programming would be improved. It would be good for the advertiser by giving him a greater choice, and obviously it would be good for the public because it would give better and additional program service. While we expect to reach these goals in two years, I don't want to appear cocky, because I must say that NBC and CBS are pretty tough."

As evidence of ABC's "decided progress" in the past three years, Mr. Kintner cited ABC-TV billings: up from $21 million gross in 1953 to more than $50 million in 1955. And time sold: up from approximately 35 quarter-hours in January 1953 to 150 in January 1956. And audience: up 43%, for a typical commercial message, in a year's time.

The following table shows how far ABC-TV has come—and indicates the size of the gap still to be closed—in the pursuit of the front-runners. Figures are for gross billings, as compiled by Publishers Information Bureau:

	ABC-TV	CBS-TV	NBC-TV
1952	$18,353,003	$ 69,058,548	$ 83,242,573
1953	21,110,680	97,466,809	96,658,551
1954	34,713,098	146,222,660	126,074,597
1955	51,393,434	189,018,121	163,384,796

Coincidentally, it is understood that ABC-TV currently is working on a new rate card to become effective for the new fall season [CLOSED CIRCUIT, Feb. 27].

The statistics cited by ABC to show its rise have to do, almost exclusively, with television. ABC Radio's billings have improved during the past 60 days, but it is generally accepted as fact that, financially, ABC-TV is helping to carry ABC Radio. This is a situation that Mr. Kintner hopes to correct, although it is not unique in network radio today.

In any event, Mr. Kintner sees no prospect of another network radio rate cut, feels there would be room for four and maybe even five radio networks "if radio were properly used as an advertising medium," notes that as part of its revitalization program ABC is "spending more money on radio" now than at any time since tv came in, and says flatly that, come what may, "ABC is going to stay in the radio network business."

He feels much of network radio's trouble stems from "the fact that television is so glamorous that advertisers and their agencies actually are not giving sufficient time and thought to radio buying, which would pay them off in the long run."

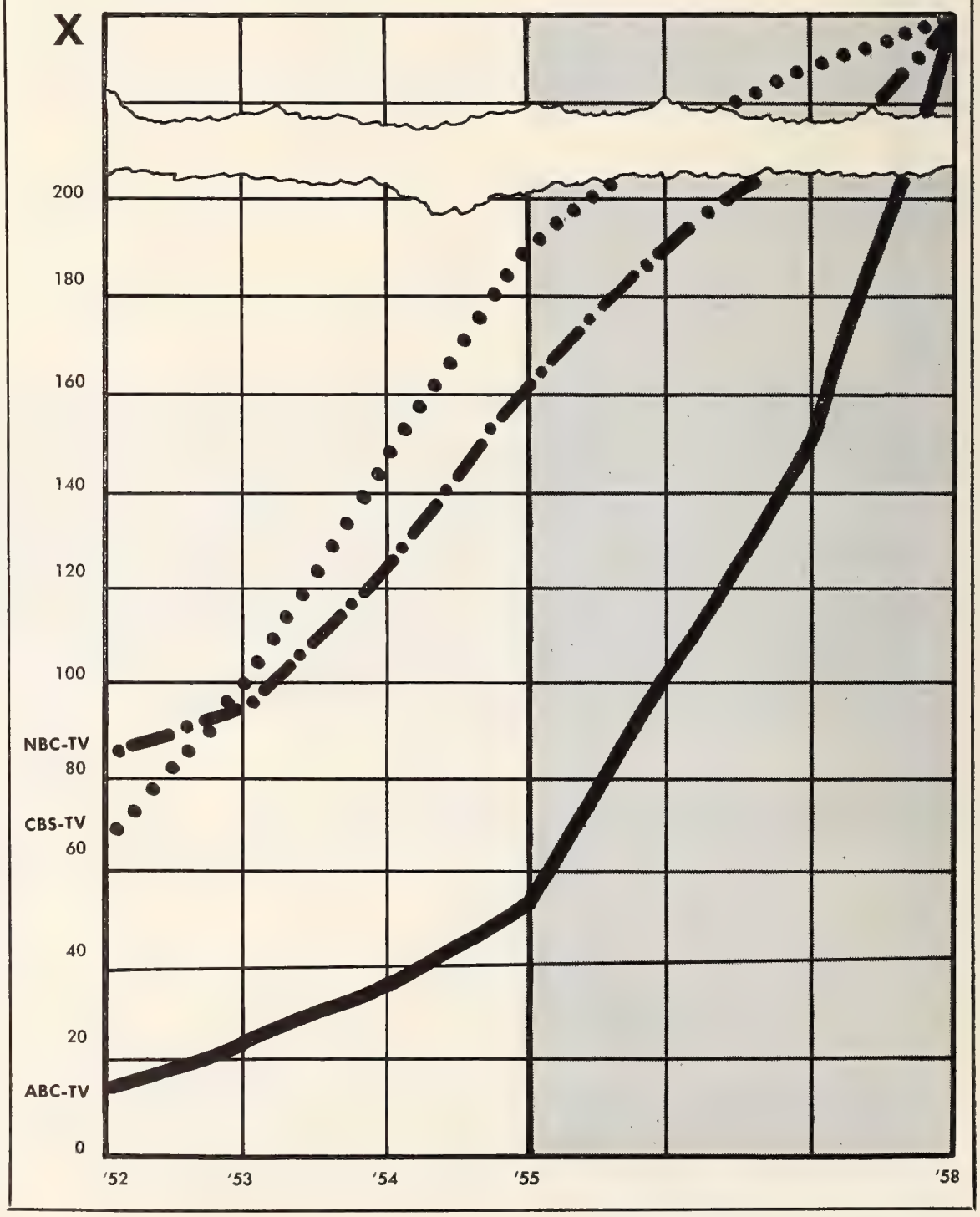
ABC's planning obviously encompasses both radio and television. In television, ABC expects to get into spectacular type programming—Mr. Kintner calls it "special programs" or "little shows"—this fall with, for instance, two shows from the Metropolitan Opera produced by the Met's Rudolf Bing, and "six very adult programs . . . of an offbeat character" to be produced by the Theatre Guild.

Among other innovations, one of nine new film properties for which first films were made last month, is a "command performance" series produced by John Gibbs that will be "the first specially shot television show of 90 minutes that will go on every week."

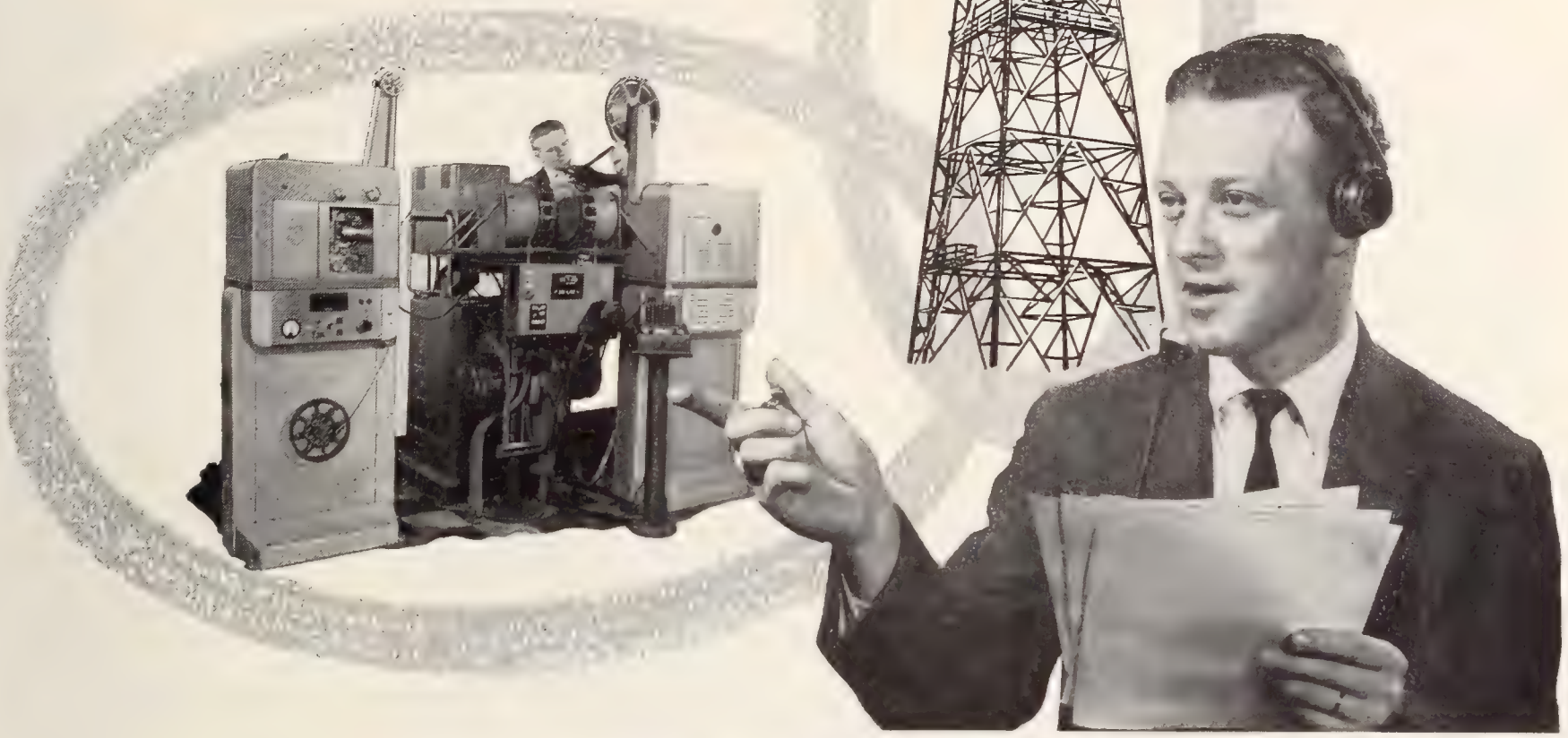
"In addition," Mr. Kintner said, "we will have *International Theatre,* an hour show produced by Sheldon Reynolds; *Wire Service,* an hour show produced by Don Sharpe; *Frontier Judge,* a half-hour show produced by Jack Chertok; *Publicity Girl,* a half-hour show produced by Jack Chertok; *Tempered Blade,* a half-hour

CAN ABC-TV CLOSE THE GAP?

This chart shows what it's up against. Figures in millions of dollars. X represents the unknown billings figure for 1958, the year President Kintner predicts his network will come abreast of CBS-TV and NBC-TV.



from "ROLL FILM" to "SWITCH TO NETWORK"



WBEN-TV FILLS SECONDS WITH YEARS and YEARS of EXPERIENCE

Into each precious second of your WBEN-TV spots goes the accumulation of years of technical television skill.

Projectionists, control engineers, cameramen and directors represent the ultimate in combined experience in handling your television commercials.

And to this background of mature skills and television know-how WBEN-TV adds its station philosophy of an uncompromising and scrupulous regard for QUALITY inherited from a quarter century of successful radio service and continued in 1948 when WBEN-TV pioneered television in Western New York.

To get the best from your commercials use the station that gives you the best in quality production . . . best in coverage. Use WBEN-TV !

YOUR TV DOLLARS COUNT FOR MORE ON CHANNEL 4.....BUFFALO

WBEN TV

CBS NETWORK **BUFFALO, NEW YORK**

WBEN-TV Representative **— Harrington, Righter and Parsons, New York, Chicago, San Francisco.**

REFLECTIONS ON ABC'S CLIMB TO THE BIG TIME

TO GET first-hand information on ABC's progress during the three years since its merger with United Paramount Theatres, B•T went to the man at the helm, President Robert E. Kintner. A team of three editors armed with tape recorder and many questions got from him the answers which follow.

Q: The third anniversary of AB-PT seemed to us a pretty good time to take a look at the progress you have made since the merger of ABC and the United Paramount Theatres, and to see what your plans are for the immediate future. At the time of the merger, I believe you had a goal of attaining equal competitive stature with CBS and NBC within about five years. Are you on schedule?

A: I'm glad you came here on our anniversary. If I may, I'd like to give you just a few statistics on the progress we have made. This may point up our belief that we are advancing toward our goal and our expectation that two years from now we will be equal to NBC and Columbia in business, public and program acceptance, and other criteria on which networks are judged.

In 1955, ABC-TV's gross billings were over $50 million. Two years before that our gross was $21 million. Our gross, comparing the latest month available, December 1955, with the year before, shows an increase of 58% which compares very favorably with the 13% gain for CBS-TV and the 23% gain for NBC-TV. For January 1956, we had approximately 150 quarter-hours of commercial time on the ABC Television Network, which is almost double the 79 quarter-hours we had in January 1955 and almost quadruple the commercial quarter-hours in January 1953. While I don't want to bore you with statistics, I think they do point up our three-year progress and the opportunity we have in the next two years.

The audience for our programming in television is growing faster than ever before, and actually is growing faster than the other networks. To put it one way, the typical commercial message on ABC-TV was viewed in over one million more homes in October 1955 than in October 1954. This is a 43% gain compared with 17% for CBS-TV and 6% for NBC-TV. You can consider the impact and importance of a million homes with 2.5 million active ABC viewers if you think of a magazine, which in the space of a year, could increase its readers by 2.5 million, and in fact, increase its noters by that amount.

Just to add one more statistic. According to Nielsen Multi-Network Area Reports, which test program popularity among the three networks, compared to the previous year, ABC had more than doubled the ratings of our affiliates in those time periods where we programmed new shows this fall.

I know I've talked enough, but in general these statistics highlight the progress that ABC-TV has made.

Q: Do you think that at the end of five years your billing will be comparable to that of CBS and NBC?

A: Yes, we do. We think that all three networks will be very comparable because they will program similar hours with almost comparable rates, and I believe that network television will be practically sold out. The equalization of the three networks will give to the public better program fare. It will be extremely important to the advertiser because without a third network his program possibilities are confined to the more limited hours available on two networks. In fact, I think that one of the greatest advantages of a third network, in addition to a greater choice for the public, is the advantage to the advertiser of greater freedom of choice.

One of the most striking things, I believe, in the development of ABC during the past year has been the support given us by the so-called blue-chip advertisers who have placed their programs on ABC, or sponsored ABC programs, not only because we are a good advertising buy but in order to aid in the development of a third network, thus increasing their freedom of choice. I'm talking about companies like General Mills, American Tobacco, Liggett & Myers, General Motors, General Foods, Chrysler and other top companies in the business.

Our two greatest accomplishments to my mind, in the last three years, are better programming, such as *Disneyland,* and the support of the most important advertisers in the business. And, of course, the public has responded with much larger audiences to our shows.

Q: In one of your speeches, to the Assn. of National Advertisers . . .

A: I couldn't have made that many speeches. I'm the non-speech-making president.

Q: You did mention something about further cooperation between the agencies and the networks. Would you like to tell us about that?

A: Yes. I think, first, that the spirit of antagonism which has arisen between advertising agencies and the networks over the control of programming is not proper in the business. It seems to me that with so many hours to program, the creative ability of the agencies and the networks are both needed in order to provide enough top-flight entertainment.

In addition, I think there should be much greater cooperation between the agencies and the advertisers in the field of creative research—and particularly, in the field of motivation research. While we know a great deal about the circulation of our programs, the number of homes reached, the number of families and the character of the families, we know very little actually about what motivates people to watch a program and to buy the products advertised.

I think a collective effort on the part of the agencies, the advertisers and the networks to develop valid research in this area would be helpful not only to the buyers but to the public at large.

Q: You mention motivation research. Is that . . . are you doing something along that line? I seem to remember in your ANA speech you mentioned a Detroit study.

A: Actually two studies. One in Detroit and one in New Jersey. Taking the Detroit study, we are doing interviews on why people watch programs and what their program habits are based on. Another aspect of the work being done in Detroit is an attempt to correlate viewing activity as it relates to the movement of goods. In New Jersey we're doing a study to determine programs children prefer and what effect their reactions have on the advertiser's product. These are pilot studies out of which we hope to have indications both as to the best types of programming, the motivating factors affecting viewing activity, as well as what sells goods. This

represents only a small step in the direction I think research should take.

Q: Will your studies be of a continuous nature?

A: Yes, these are, in part, continuing studies and will not necessarily prove anything substantial in a short time. At present, they afford only indications.

Q: What about the rising cost of network? Will these raises in cost be passed on to the advertiser?

A: I would hope that the networks would be passing on the rise in cost of talent to the advertiser because I don't think basically, in the long run, anyone can sell anything at below its cost and stay in business. It is true that in certain areas, such as the public service field, the advertiser very often isn't willing to pay the amount of money that such programming may cost. In that case, I think it is perfectly legitimate for the network to assume its part of its public service obligation.

Q: In film, could you give us a percentage of what it is apt to be—film vs. live?

A: May I, at this time, give you just a little of my philosophy about film because many people seem to disagree with it. We believe in film for television for the following reasons: (1) You can get talent, creative ability and production in a film that is not possible on a live show. (2) We know that through the replaying of a film you can further amortize costs resulting in lower costs per thousand for the advertiser. (3) We know that film solves what I think was the great tragedy of radio. Millions and millions of hours of good programming went on the air and were never heard again. People had to be home at a certain time to hear a Jack Benny, or an Amos and Andy, or a Burns and Allen, and if they missed, they could never hear the program again. We know that film can correct what we consider a defect in the listening pattern. We have approximately 60% of all programs on ABC on film, and I would guess that that percentage would increase in the next season. The other networks, if I am correct in my figures, have approximately 40%. The fact that we believe films mean getting better talent at a better cost does not mean that we do not believe in live shows. Next season we hope to have an hour live dramatic show, an hour live musical variety show, in addition to our present live shows, such as Lawrence Welk, *The Amateur Hour* and *Masquerade Party*.

Q: Will these hour-long programs be regularly scheduled weekly shows or will they be in the pattern of spectaculars?

A: These will be our regularly scheduled shows. However, ABC is entering the special program field in the fall of '56. Since Pat Weaver coined the word "spectaculars," I don't quite know what to call ours, but I'll call them, for want of a better word, "little shows." The purpose of our special programming is to try to provide a very adult type of entertainment of a different nature than can be afforded on a week-to-week basis. For example, we expect to have two shows from the Metropolitan Opera, with the Metropolitan singers, produced by Rudolf Bing. The Theatre Guild is going to produce six very adult programs of an hour's length, which will be of an off-beat character and which we believe will contribute to television's development.

However, basically, we think from a public viewpoint and an advertiser viewpoint, that the week-to-week exposure in regularly scheduled programs is the best method of using the medium. That does not say that a spectacular does not have its place for promoting special products or special promotions at a particular time of the year. Spectaculars definitely have a place, and I think that Pat Weaver has contributed a great deal to the business in pioneering this type of programming. However, if the number of spectaculars at NBC and Columbia reported in the trade are correct, it would seem to me that the term "spectaculars" will end next season because there will be so many on that they will soon be called regular shows.

Q: Have you sold any of your "little shows?"

A: No, we are just planning them now. We will offer them for sale sometime next month [March].

Q: What are your plans for color?

A: We're not in the manufacturing business, so that our basic interest is perhaps not as immediate as is that of NBC and Columbia. Our color plans are that as soon as there are sufficient sets in the country, perhaps about five million, we expect to be fully equipped on a network basis, and on our five owned stations, to match any color broadcasting in the business. It's difficult to guess when this will come because it's hard to evaluate the public's interest. As sets improve and the price goes down, sales should pick up, but our tentative prediction is that September 1957 will probably be the earliest date that color television can arouse genuine national interest.



ON MIKE: President Kintner answers the questions of B•T editors Florence Small, Rufus Crater and David W. Berlyn.

Q: How many sets do you think are necessary for color to be a real factor?

A: Around three to four million.

Q: Four million by September of 1957?

A: I think it's quite optimistic . . . but I think it's a possibility.

Q: Will there be a chance that you are going into the production of films? Are you producing any films in color?

A: We are already in the production of television films. One basic plan we have evolved for programming the ABC Television Network is through individual arrangements with independent producers, who operate with ABC somewhat similarly to independent producers in a motion picture studio. We have an arrangement with a number of them: Lou Edelman, Jack Chertok, Don Sharpe, John Gibbs, Jerry Devine, Ozzie Nelson, etc. These producers, under our supervision, produce certain shows in which we have financial interests and exclusive rights. While these producers are

actually the main creative force in these programs, ABC is, in effect, in the production business.

Q: Are they shooting any films in color?

A: The only color that is being shot on our present shows is on the *Mickey Mouse Club,* which, except for one segment, is being shot completely in color, and the nighttime *Disneyland show.*

Q: How is the station clearance problem?

A: We think it is our most serious problem as far as the final development of ABC is concerned. As you know, we have petitioned the FCC several times for expansion and improvement of television facilities. We believe that until the FCC establishes standards whereby there can be at least three competitive television stations in the great bulk of the top 100 markets, none of the three networks can give the maximum service to the public.

The problem is divided into two parts: (1) the delay by the FCC in reaching decisions on three such vhf station markets as Boston, Pittsburgh, and St. Louis, and (2) the reconsideration of intermixture so that uhf and vhf can be separated, in certain communities, to insure three competitive television stations in the bulk of the top 100 markets.

ABC's clearance of stations has improved over the last year, primarily we believe, due to the quality of our shows and the quality of our advertisers. However, it still presents a terrific problem to all networks when such important markets as Boston, Pittsburgh, St. Louis, Louisville, New Orleans, Miami, etc., do not have three vhf's either on the air or allocated. I think that it is a national tragedy that the great populations located in the larger cities, in all parts of the country, do not all have a freedom of program choice among three networks. I don't believe that television will reach its full maturity until such action has been taken to make three, four or five comparable facilities available to the great bulk of the population.

Q: How is business on radio?

A: We are great believers in network radio. I say that in all the speeches I make, and I really mean it. Our radio network business in the past 60 days has improved. We had an unfortunate cancellation last spring on the Don McNeill show, but we now have it approximately 95% sold out. Through the use of the segmentation plan, we have a great proportion of the morning sold out. On the weekend, we have been extremely successful with our weekend news, and we hope that we can solidify that operation with further programs of a news character. In addition, we have maintained a large block of religious programs on Sunday.

We are spending a great deal of money and creative effort to re-orient ABC radio nighttime, Mondays through Fridays, to changing times. I don't want to say this is a problem only for ABC because it is shared by NBC and CBS. We believe that the time will come when advertiser and agency interest will revive in nighttime network radio and that some semblance of its proper place as an advertising medium and a public information medium will be achieved.

Q: Do you think there is support enough for four radio networks?

A: I think if radio were properly used as an advertising medium there is room for four and perhaps five. If the industry is unable to interest the advertiser sufficiently to use the medium to the maximum, I don't know . . . all I know is ABC is going to stay in the radio network business.

Q: If advertiser interest is not reawakened sufficiently, what is the next step? Not necessarily for ABC alone, but for any radio network?

A: I hesitate to think of any other step but the reawakening of advertiser interest. I believe that the industry as a whole has to continue and increase its efforts to sell radio. I think the individual networks have to spend a great deal more manpower and more money in presenting to the agencies and the advertisers the story of nighttime radio with its tremendous coverage and its low cost per thousand. In turn, as I said before, I think the agencies and the advertisers have an obligation to a very important medium—to give it the serious consideration that it deserves.

Q: Do you think that there will be another rate cut?

A: In my judgment, no.

show produced by Lou Edelman; the *Joan Davis Show,* produced by Joan Davis, and several others. In this category, we are also preparing a weekly Theatre Guild show called the *Guild Gaieties,* which will be a live half-hour musical produced by the Theatre Guild."

Mr. Kintner expects most of these shows to be sold on a multiple-sponsor basis but has no firm commitments yet: "If you know a prospect, I'd be happy to go around and see him because I pride myself on being a working president, and on being a selling president because that's a great part of our business."

Where will these shows be spotted? "We actually have tentative plans on where we will put all of them but this plan involves moving certain existing shows and advertisers. We have no desire to get a reputation of 'pushing our advertisers around' [Editors' Note: ABC got *Firestone Hour* when NBC insisted on moving its time spot], so that we prefer not to suggest where we may spot them until we have a chance to talk to our existing customers about our plans."

Another plan for 1956-57: To expand ABC-TV programming into the morning hours, using both live and filmed shows. "We expect." Mr. Kintner said, "to start in the morning probably in the fall of 1956, and by January of 1957 to be programmed completely in all network hours." Less specific is ABC-TV's probable date for entering color. This will come, he said, "when there are sufficient sets"—three to four million—but he doubts this number will be reached before September 1957 at the earliest. When ABC-TV does start, however, it expects "to match any color broadcasting in the business."

In radio, ABC is "spending a great deal of money and creative effort to re-orient ABC-Radio nighttime, Mondays through Fridays, to changing times." *New Sounds for You,* which has been described as "a sort of organized *Monitor,*" was introduced into the evening hours across the board last fall and has had "good" acceptance by public and stations although "unfortunately, the advertiser interest is not as important as we would like it to be."

'New Sounds' to Continue

The *New Sounds* departure, which has gone unsponsored except at the outset, will be continued despite reports to the contrary, according to Mr. Kintner. He noted, however, that there will be "certain modifications in format," probably in the next few weeks. There is no plan to extend *New Sounds* to other segments "in its present form," but ABC does have other specific radio plans in work: "We are considering a plan for the afternoon, which we have not decided upon and which I would rather not comment on. We are considering the new plans for Saturdays and Sundays."

If the single principal reason for ABC's overall upsurge had to be stated in two words, they would be: Walt Disney. "A major part of our success has been due to Walt Disney Productions, and to Walt Disney personally," says Mr. Kintner. He describes the length of the ABC-Disney contract as "a state secret," but scoffs at reports that Mr. Disney is going to other networks. "These of course are untrue," he asserts. "We have a long-term contract, exclusive on television and radio, with Walt Disney Productions and with Mr. Disney personally."

Disneyland, the hour-long film show which has been a Wednesday night staple and one of television's top-rated shows ever since its start in 1954, and *Mickey Mouse Club,* an across-the-board hour which began in 1955, have been the principal program results of the ABC-Disney alliance. They have been consistent standouts in both billings and audience. No doubt partly because of the Disney identification, *Mickey Mouse Club* was completely sold out—20 quarter-hours a week—before it ever went on the air last fall, causing a jubilant network spokesman to remark at the time: "never before have so many paid so much for something they've never seen."

It is pertinent to note that ABC-TV's gross annual billings from *Mickey Mouse Club* alone come to within approximately $4 million of the network's entire tv billings for 1952.

Less productive has been the third Disney program, a 25-minute radio show from Disneyland Park called *Magic Kingdom,* which is on five times a week. It has had practically no sponsorships.

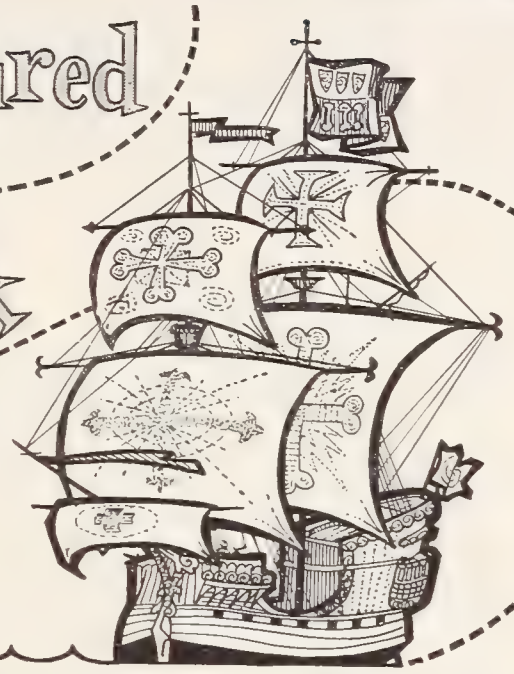
How does one go about planning and executing a five-year program such as ABC's? Mr. Kintner explains it thus:

"Under our 'five-year plan' our first objective was to program seven nights a week, 7:30 p.m. to 10:30 p.m., with good shows. As a second objective, we planned to enter the daytime—



Magellan Would'a Fractured His Poopdeck





. . . matching TOWER'S Log!

FERDINANDO MAGELLAN was quite a fiddle-foot in his day, but he was an amateur compared with TOWER construction crews. History records that old Ferd and his men traveled approximately 27,000 miles on their global circumnavigation. TOWER crews have virtually traced and retraced this journey 27 times, while erecting more than 2,000 tower installations around the world. TOWER installations are serving in corners of the globe Magellan never dreamed existed . . . like Reykjavik, Thule, and Okinawa. So, no matter what or where your tower problems are, TOWER will solve them for you . . . on time and according to your exact specifications.

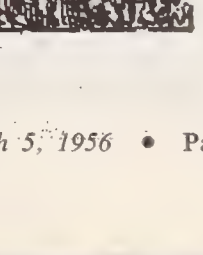
Write for free illustrated booklet

TOWER

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CONSTRUCTION CO.

Sioux City, Iowa



particularly in the afternoon—and as the third objective, which we have not yet achieved, we want to enter morning television on a full network basis.

"We have one basic belief—that 'programming is the thing.'

"As a first step we obtained a group of ABC properties which were to become the foundation for building a strong competitive network. We were also greatly helped by advertisers placing programs, owned by them, on ABC-TV. We welcome advertiser-owned programs and make available prime time for them.

"During the first year we began to build Friday and Saturday nights, and, to some extent, Thursday night. In the second year we built Wednesday night. Last year we continued the process by building Tuesday night. Next season we plan to further strengthen programming already established, and at the same time, re-program the remaining evenings of the week, 7:30 p.m. to 11 p.m.

"We believe that in the fall we will have extremely competitive programming in all time periods.

"In addition to our obtaining ABC-owned entertainment programs, we also believed that another part of the ABC Television Network would have to be developed extensively—news, special events and public affairs. To that end we employed John Daly as vice president in charge of the department. The department started a five-times-a-week news show with Daly and embarked on extensive news and public service programming.

"These developments were followed by our entrance into daytime tv with the *Mickey Mouse Club,* which, as you know, is the highest-rated daytime television program and has a larger home audience than almost two-thirds of the nighttime shows. More recently, we have started our *Afternoon Film Festival,* which we hope will have success comparable to the *Mickey Mouse Club.*

"These achievements were all part of our five-year planning."

Mr. Kintner has high hopes that *Film Festival,* a two-hour Monday-Friday series of films presented in multiple runs, will soon be "the highest rated daytime afternoon show"—and estimates that, over the next three months, there will be approximatley 20 sponsors participating in it.

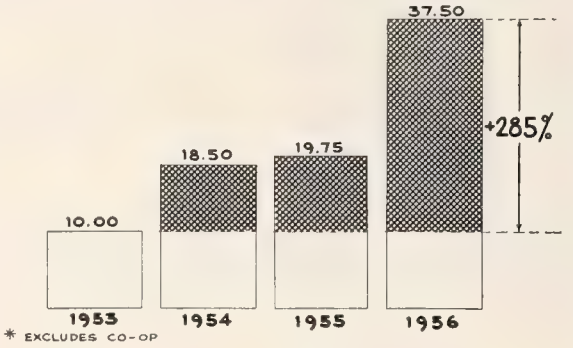
A number of other shows also get credit for prominent assists in ABC-TV's development. Mr. Kintner points out that all of the following "are either No. 1 in their time period, or get better than 30% share of audience: *Rin Tin Tin, Ozzie & Harriet, Lawrence Welk Show, Wednesday Night Fights, Warner Bros. Presents, Wyatt Earp, Make Room for Daddy, Lone Ranger, Super Circus* and, of course, the *Mickey Mouse Club.*"

It is too much to expect that a growth program such as ABC's could be executed without some bloopers. Among the programs which originally were announced with considerable drum-beating but which for one reason or another have since been dropped are those featuring Ray Bolger, George Jessel and Paul Hartman. Among other losses, *Twenty Questions* also has been dropped, *U. S. Steel hour* has moved to CBS-TV, and *M-G-M Parade* reportedly is slated to be discontinued.

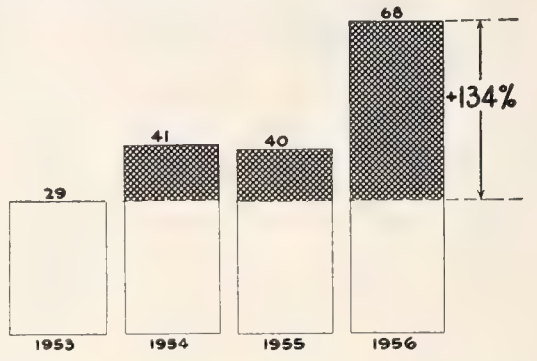
The most serious problem confronting ABC, so far as its final development is concerned, is that of station clearances—a problem which ABC feels only FCC can solve. The network has put it up to the Commission several times. Meanwhile, ABC-TV's position has improved, but Mr. Kintner makes it plain that in his view television will not "reach its full maturity until such action has been taken to make three, four or five comparable facilities available to the great bulk of the population."

FOUR JANUARYS AT ABC-TV

January Commercial Hours Per Week*



Total January Advertisers, Total All Periods



Nevertheless, Mr. Kintner obviously is optimistic. Assuming ABC meets its goal, however—pulls even with CBS and NBC in five years from the merger date—where does he think it will rank in, say, six years after the merger? Mr. Kintner ducks that one.

He points out that already he is the network president with the longest tenure (since Dec. 30, 1949)—"except for Frank Stanton, who is now president of what I will call the holding company—CBS Inc.—and who, incidentally, has contributed as much as anyone to television's maturity." Specifically, his answer to the question is a quip: "I don't know. In about six years' time, my address will probably be the 'Old Home for Former Network Presidents.' "

ABC-TV Fall Schedule Arranged Tentatively

ABC-TV's tentative evening schedule for next fall, B•T learned last week, will include a number of changes. Some of the switches contemplated follow:

Monday, *Frontier Judge* (an adult western) will replace *Topper* at 7:30-8 p.m.; Danny Thomas' *Make Room for Daddy* moves from the Tuesday, 9-9:30 p.m. period to Monday 8-8:30 p.m.; *Bishop Sheen* moves from Thursday, 8-8:30 p.m. to Monday 9-9:30 p.m.; movies, which will be sold in half-hour segments, will fill the 9:30 to 11 p.m. time.

On Tuesday night, a new Sheldon Reynolds show will be placed in the 9-10 p.m. period. On Wednsday night, a western adult film will be placed from 9-10 p.m. a film will replace *MGM Parade* in the 8:30-9 p.m. period. On Thursday, a new 90-minute film show, *Command Performance,* which will be sold in multiples, will replace *Lone Ranger, Bishop Sheen* and *Stop the Music* at 7:30-9 p.m. *TV Playhouse,* a new series of films, will go into the 10-11 p.m. period on Thursday night. On Friday night, *Wire Service* replaces *Ozzie and Harriet* at 8 to 9 p.m. The latter show moves to Saturday, 7:30-8 p.m., followed by *Jim Bowie* at 8-8:30 p.m. and Joan Davis, 8:30-9 p.m. All three shows replaces *Ozark Jubilee* which moves to the 10:30-11 p.m. slot on the same evening.

On Sunday night a new program *RFD-USA With Jerry Devine* will go into the 4-4:30 p.m. period; *Lone Ranger* moves into the 6-6:30 p.m. slot, followed by *Cavalcade of America* at 6:30-7 p.m.; a new show, *Publicity Girl,* goes in at 10-10:30 p.m., followed by musical *Guild Gayeties,* 10:30-11 p.m., with a tentative dramatic or variety show filling the 11 p.m.-midnight slot.

Movie Attendance Pushed By New ABC Radio Plan

IN THE BELIEF, based on studies, that most "movies goers" fall in the age group under 35, are occasional tv viewers or domiciled in non-tv homes, ABC Radio is promoting what it calls its "MG" plan designed to build audiences for the motion picture industry.

In selling the idea of building movie attendance for the motion picture industry, ABC Radio is pointing to an appeal of its *Whispering Streets* strip to the housewife of the "young family"—a prime target of the movie industry, the ability of its early evening newscasts to urge listeners to attend the movies the night of the broadcasts and of its later newscasts to promote attendance for the next night or at the earliest opportunity. Under the MG plan, ABC Radio notes that the motion picture advertiser can make 12,636,000 weekly home visits for a net weekly cost of $13,000, with a cost per thousand commercial impression of 94 cents.

Barthelmess Named Manager Of ABC Radio Eastern Sales

THE 14-month vacancy in the post of ABC Radio eastern sales manager was filled last week with the appointment of Stewart Barthelmess, administrative manager of ABC Radio Sales, to the post. The position had been open since Jan. 1, 1955, following the resignation of Norman E. Cash to become vice president and director of station relations, Television Bureau of Advertising.


MR. BARTHELMESS

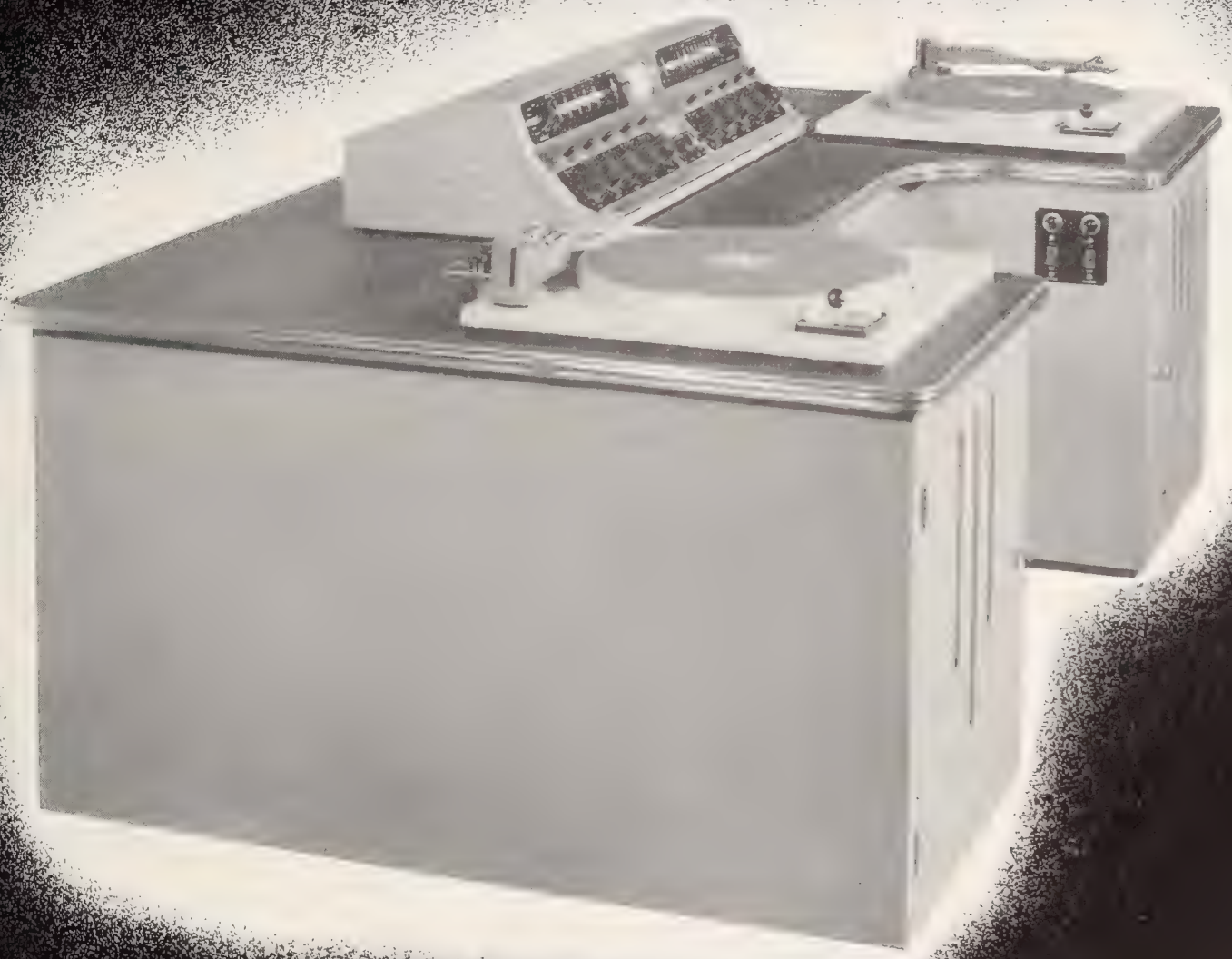
Prior to joining ABC in the radio sales service department in 1950, Mr. Barthelmess was a talent agent with Famous Artists Inc., Hollywood, and with the sales promotion department, Packard Motor Car Co. He reports to George Comtois, national sales manager of ABC Radio.

WGMS Takes MBS Tieup

WGMS Washington has affiliated with MBS, having second refusal rights on all MBS programs until the current WWDC affiliation expires Aug. 31. M. Robert Rogers, WGMS president, said the good-music policy would be continued and musical programming would be made available to Mutual.

Mr. Rogers denied reports that WGMS had been sold to Mutual or the Thomas F. O'Neil interests, noting that sale rumors printed in a Washington newspaper had been retracted by the publication. Asked if he planned to sell the station, he told B•T, "If offered the right price for my stock (42%) in WGMS, I would consider selling it to the right purchaser."

GATES ...1956



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Transcription Turntables

GATES RADIO COMPANY, QUINCY, ILLINOIS, U.S.A.

Manufacturing Engineers Since 1922

'$64,000 Challenge' Now Set To Make Debut on March 25

THE long-discussed *$64,000 Challenge* program, which never got off the planning board because of sponsor conflict at the time Norman, Craig & Kummel, New York, handled the Revlon account [B•T, Jan. 16], will begin March 25 on CBS-TV at 10-10:30 p.m. EST, replacing *Appointment With Adventure,* alternately sponsored by Revlon Products Corp. and P. Lorillard Co., New York. Lorillard will continue to hold alternate week sponsorship in the time period.

A variation of the original big-money quiz show—*Challenge* will pit *$64,000 Question* winners against new contestants in a panel-type show—the program will be handled by C. J. LaRoche & Co., New York, for Revlon, and Young & Rubicam, New York, for Lorillard.

Meanwhile, George Abrams, Revlon's advertising director, was quoted as saying that Revlon, in conjunction with Adrian Samish, New York tv packager, was planning a new $250,000 prize-winning tv beauty show program series patterned after the annual Miss America pageant in Atlantic City.

Tentatively titled *The Most Beautiful Girl in the World,* the program, Mr. Abrams said, will debut probably this summer, but that so far, no network had been selected. It was reported Tuesday that Revlon has approached both CBS-TV and NBC-TV. The $250,000 prize would be awarded once a year to the contestant who manages to overcome a series of "mental and physical hurdles."

Major Leagues on CBS-TV

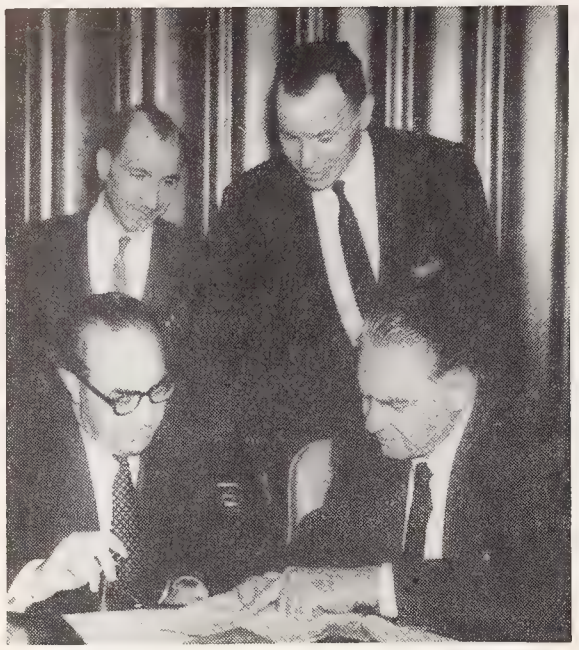
CBS-TV will present 26 major league baseball games, including two spring training contests, on its *Baseball Game of the Week* series on Saturday afternoons, starting April 7, it was announced last week by William H. Hylan, CBS-TV vice president in charge of network sales. Games will be sponsored jointly by Falstaff Brewing Corp., St. Louis, through Dancer-Fitzgerald-Sample, New York, and the American Safety Corp., Brooklyn, N. Y., through McCann-Erickson, New York. The games will be telecast on more than 175 stations in cities outside major league territory. Sportscasters will be Dizzy Dean and Buddy Blattner.

CBS Campaign Unit Debuts

ELECTION YEAR coverage by CBS' special unit, *CBS News Campaign Cavalcade* [B•T, Jan. 30], started last week with on-the-spot reports of the New Hampshire primaries on March 13 slated as the first big feature, according to John F. Day, director of CBS News. The cavalcade swung into New England last week and will cover that region through the New Hampshire primary and then most of the unit's personnel will fly to Minnesota for the March 20 primary there.

CBS Shifts Correspondents

CHANGES in assignments of six CBS News correspondents were announced last week by John F. Day, director of CBS News. The reassignments will bring Bill Downs from Rome to Washington; Winston Burdett from London to Rome; Alex Kendrick and Howard K. Smith from special assignments in Africa and the Middle East respectively to London; Lou Cioffi from New York to Paris and Blair Clark from Paris to New York.



CONFERRING in Mexico City on affiliation contract of XETV (TV) Tijuana, Mexico, with ABC-TV [B•T, Feb. 27] are (l to r): seated, Clement S. Martinez, president, and Don Emilio Azcarraga, chairman of the board, Radio Television S. A., licensee of XETV; standing, Alex Nervo, resident manager of Radio Television and Julian Kaufman, XETV vice president-general manager. Affiliation takes effect April 5.

Nelson to NBC's 'Project 20'

JAMES NELSON, assistant to NBC Board Chairman Sylvester L. Weaver, Jr., last week was named manager of programming for the network's *Project 20* documentary series, reporting to Producer Henry Salomon. Mr. Nelson joined NBC in 1942, was named assistant advertising and promotion director in 1945 and two years later assumed full directorship. In 1954, he was named Mr. Weaver's assistant.

Four Join Keystone

FOUR stations have joined Keystone Broadcasting System, it was announced last week by Blanche Stein, KBS station relations director. The additions, which bring the Keystone list to 875 outlets, are KBEC Waxahachie, Tex.; WCDJ Edenton, N. C.; KRSL Russell, Kan., and KORT Grangeville, Idaho.

NETWORK PEOPLE

Pat O'Reilly named head of ABC news department for tv and radio in Hollywood Div., succeeding **Ed Conklin,** resigned.

S. Mark Smith, editorial supervisor on NBC-TV's color spectacular *Hallmark Hall of Fame* series, named producer also of *Star Stage,* combination live and film program on NBC-TV.

George Gunn, ABC staff announcer, resigned to become freelance radio-tv-stage performer.

Robert Wald, NBC staff producer and executive director, Tele-Programs Inc., N. Y., non-profit tv packaging firm established by Alfred P. Sloan Foundation, appointed radio-tv chairman of 150th anniversary of Medical Society of County of New York, April 3-5.

Robert Wald, NBC producer, named chairman, radio-tv committee, 150th anniversary observance of Medical Society of County of New York.

BMI Clinics Plug New Radio Appeal

AT A TIME when radio is faced with the biggest competition from rival media, it would be a mistake for station managers to "conform to a presumed public demand," Carl Haverlin, president, Broadcast Music Inc., said last week in a series of talks delivered at a group of West Coast BMI clinics.

The 1956 series of clinics—42 in all—began Feb. 26 and will run through June 15 with a planned hiatus bracketing the NARTB convention [B•T, Feb. 20]. Today's (Monday) clinics open in Los Angeles and Montgomery, Ala.

Mr. Haverlin, attending the Western swing that started in Seattle last week, was echoed by Glenn Dolberg BMI vice president in charge of station relations who, on the Southern swing that began in Little Rock, Ark., pointed out that the great challenge facing station managers today is "to attract and hold listener interest."

Other recommendations made during the first six clinics: "Radio's best offensive is an appeal to local audiences,"—Keith Patterson, KONP Port Angeles, Wash.; "Look to more women's angles,"—Ann Leslie, WISN Milwaukee, and "Imitate the *Monitor* concept of programming at the local level,"—David L. Waite, WFOR Hattiesburg, Miss.

BMI clinics held last week covered Seattle, Portland, Ore.; San Francisco; Little Rock; Jackson, Miss., and New Orleans.

Crowell-Collier Co. Sets Up Radio-Tv-Record Division

FORMATION of Crowell-Collier Publishing Co.'s Radio-Tv-Phonograph Record Div. [CLOSED CIRCUIT, Jan. 30] is being announced today (Monday) by President and Editor-in-Chief Paul C. Smith.

William A. H. Birnie, former publisher of Crowell-Collier's *Woman's Home Companion* and corporation vice president, has been designated to head the new division. In announcing the first radical departure from publishing in the company's 103-year history, Mr. Smith said the new division is but one "facet" of the publishing company's diversification program it inaugurated in January 1954. Mr. Smith, former editor of the *San Francisco Chronicle,* assumed the Crowell-Collier presidency that month.

First move of the new division will be in the phonograph recording field. With the appointment of William H. Fowler, former vice president, Capitol Records Inc., Hollywood, as manager of the recording department, Mr. Smith said that Crowell-Collier would "manufacture and distribute recordings through the organization of a Crowell-Collier record club or clubs."

Additional details concerning activity in the radio-tv field will be "forthcoming," he said.

First step in the diversification planning was made last July when Mr. Smith, through the aid of Manhattan broker Edward L. Elliott, approached a 26-man investor group headed by Chicago financier J. Patrick Lannan. The new group bought $3 million of new Crowell-Collier debentures, convertible to 600,000 common stock shares at $5 each, and boosted authorized stock from 1.7 million to 3 million shares.

The company—which publishes *Collier's, The American Magazine,* and *Woman's Home Companion*—also has stepped up its radio-tv spot advertising campaign in the past month through its three agencies: Grey Adv., New York, for *Collier's,* Needham, Louis & Brorby, Chicago, for *Companion,* and Monroe F. Dreher, New York, for *American.* A wholly-owned subsidiary, P. F. Collier & Son, publishes *Collier's Encyclopedia* and other books.



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at the 1956 Radio Engineering Show

March 19-22

Kingsbridge Armory and Palace New York City

For more than 42,000 men and women in every field of radio-electronics, the 1956 Radio Engineering Show is a command performance...to see all that is new in this giant industry.

Twenty-five times, the Radio Engineering Show has performed this vital service...growing bigger each year to present the ever-increasing numbers of new developments and new products as they are engineered.

This year, more people than ever plan to attend this great show to see the latest products of 714 exhibitors...to talk with the men who design and make them...to hear the top 277 technical papers in 22 specific fields of their choosing.

The Radio Engineering Show always brings out the best...in people, effort and products. Plan now to attend!

Registration—IRE Members $1.00
Non-Members $3.00

The IRE National Convention
Waldorf Astoria Hotel, New York City

and RADIO ENGINEERING SHOW
Kingsbridge Armory & Palace, New York City

MAGNUSON HEARS U's, JUSTICE DEPT. TESTIFY IN U-V, NETWORK HEARINGS

Ultra high band broadcasters say this round of testimony may be their last unless something is done soon to relieve their plight. Anti-trust unit's Barnes says that division has its eye on the networks and other broadcasting industry practices.

THE Senate Commerce Committee last week was told by uhf broadcasters that their testimony was quite likely to be their swan song if Congress or the FCC doesn't act quickly and come to their aid.

Testimony by uhf operators or their representatives, sometimes made eloquent by statements of steady financial losses in uhf broadcasting, criticized FCC procrastination and inaction. The testimony at times echoed that made at the Potter Subcommittee hearings in 1954 and witnesses referred frequently and pointedly to the nearly two years that have elapsed since many of the same operators first aired their woes.

Their suggested remedies were various and for the most part repeated proposals already made in the FCC's current reallocations rulemaking and elsewhere. Their evaluations of uhf sometimes conflicted, some indicating uhf service can never reach a par with vhf, while others felt uhf could do as good or better, depending on conditions.

The Senate group last week also heard testimony from Stanley N. Barnes, assistant attorney general heading the Justice Dept.'s Antitrust Div., on how the FCC and Justice operate in their joint jurisdiction in broadcast practices involving possible violations of antitrust laws. Other witnesses besides uhf operators included civic, political and church groups and manufacturers interested in uhf development, plus a representative for educational tv.

Monday's witnesses included: George Storer, Storer Broadcasting Co. (uhf properties: WGBS-TV Miami [ch. 23]; KPTV [TV] Portland, Ore. [ch. 27]); Harold H. Thoms, WISE-TV Asheville, N. C. (ch. 62), president, Uhf Industry Coordinating Committee; John G. Johnson, WTOB-TV Winston-Salem, N. C. (ch. 26); Norwood J. Patterson, KSAN-TV San Francisco (ch. 32); John W. English, WNAO-TV Raleigh, N. C. (ch. 28), and WSEE (TV) Erie, Pa. (ch. 35); Frank Lyman Jr., WTAO-TV Cambridge, Mass. (ch. 56), and Nick Fillips, Pittsburgh.

Tuesday's witnesses: Stanley N. Barnes, Assistant Attorney General, Antitrust Div., Justice Dept.; Philip Merryman, WICC-TV Bridgeport, Conn. (ch. 43), president, Hometown Television Inc., accompanied by Ben Adler, Adler Communications Labs, New Rochelle, N. Y.; representatives of the Bridgeport Chamber of Commerce, Catholic Churches, PTA, United Fund, Council for Inter-Church Cooperation, AFL-CIO, and Rep. Albert P. Morano (R-Conn.); Jesse D. Fine, WFIE (TV) Evansville, Ind. (ch. 62); Dr. Everett C. Parker, Congregational Christian Churches.

Wednesday witnesses: Sarkes Tarzian, tv tuner manufacturer and owner of WTTV (TV) (ch. 4), Bloomington, Ind.; Ralph Steetle, Joint Council on Educational Tv; Alexander Buchan, WKLO-TV Louisville (ch. 21). Written statements are being submitted by: Mortimer Loewi, WITV (TV) Ft. Lauderdale, Fla. (ch. 17); John J. Gunther and Louis Lubin, Americans for Democratic Action.

MONDAY

Mr. Storer said his WGBS-TV Miami (ch. 23) has a 1,000 foot tower, 185 kw visual, and provides a "satisfactory, if not superior, signal to the entire area," including coverage 70 miles south of Miami. He said a uhf station in such flat terrain and constant foliage conditions can equal vhf service and surpass it with respect to man-made interference. Storer has invested $1.3 million in WGBS-TV, he said, including programming and a project to speed uhf set conversions.

The uhf NBC affiliate carries 60% of NBC's basic network schedule, but is not on NBC's "must buy" list because of advertiser resistance, he continued. He said Miami uhf conversion is 85%.

Storer's KPTV (TV) Portland (ch. 27), he said, has 1,000 kw visual and a new tower on a hill above the city, with an investment of $1,172,000, including color equipment. He said the station has a few shadow areas inside and outside the city, but comparison with the high-



LEADOFF WITNESS George Storer tells senators of his experiences with Miami, Fla., and Portland, Ore., uhf outlets and advocates Storer allocations plan. In background at right is FCC Comr. John C. Doerfer.

band vhf there is "not so bad." He said high buildings present the same problems as rugged terrain to uhf.

He said high-power uhf satellites may provide the answer to uhf in rugged terrain and that Storer is applying for an experimental satellite in Portland. He said Storer plans to spend $150,000 on the satellite, asking FCC to waive or suspend its multiple ownership and overlap rules.

Mr. Storer said there is no substantial difference between equipment costs for uhf and vhf; a uhf transmitter costing about $35,000 more than vhf on chs. 7-13. Uhf transmitting tube costs are about double those of vhf, which means an added $1,500 to $2,000 per month for a 17-hour daily operation, he said, but other operating expenses are about the same. He expected the cost of uhf transmitting equipment to go down.

He said the vhf 170-mile and 190-mile co-channel separations in Zones I and II should be retained to provide rural service and that vhf should be kept in cities of rugged terrain and in large metropolitan areas where there is a high building problem.

He referred to Storer's deintermixture proposal now being considered by the FCC in its reallocations rulemaking—six new uhf-only markets, eight new markets with uhf plus one vhf, nine new 3-vhf markets and one new 4-vhf market. This would not change any existing licenses or authorizations except that final hearing decisions proposing vhf in Fresno, Madison, Evansville, Peoria, Miami and Corpus Christi would be modified to uhf, he said. There would be no change in present vhf engineering standards, he added.

The 20,765,866 persons who would rely on uhf under this proposal, he said, would provide a strong economic base for uhf survival and growth.

He said Storer believes networks have an obligation to continue uhf affiliations where no loss of network coverage results and commended NBC for its continued affiliation with KPTV. He said Storer is against towers of more than 1,000 feet.

He felt it would help uhf development if the FCC could set standards to require all-channel color sets. He said that in a market with two uhfs and one vhf it would help uhf if the vhf were limited to one network.

Mr. Thoms said his interest in uhf has been reduced from four stations to one since the 1954 Potter hearings. He cited FCC inaction in arriving at any decision and noted denial of the deintermixture petitions, adding that the FCC hasn't explained why deintermixture "suddenly became a nationwide problem a couple of months ago." He said it is "silly" to assert that deintermixture—by definition the assignment of vhf or uhf channels in selected areas—should be considered only on a nationwide basis.

He compared the demand for "super-power, super-coverage" vhf stations to serve rural areas with the argument used by the "clear-channel lobby," which, he said, has never been convincing to the Senate committee. He criticized the FCC for "throwing out" its proposed five-mile rule and said FCC acquiescence to "market-straddling" has driven uhf stations out of existence.

"The time is long past," Mr. Thoms said, "for the FCC and Congress to stop talking and promising, and to come forth with a sharp knife to cut up the spectrum pie."

Mr. Thoms said that since the FCC has "delayed unreasonably even in *proposing* a solution . . . then it necessarily devolves upon the Congress to direct the way" by congressional resolution declaring its policy.

The resolution should include, he said: (1) deintermixture, (2) reduction of present limits of power, (3) reduction of present limits of antenna heights, (4) reduction of vhf mileage separations, (5) confinement of tv stations to their home communities, (6) directional antennas, (7) elimination of cost differentials for all-band sets and (8) reduction of common carrier cable and microwave relay costs.

Mr. Johnson said, "It seems to me a cruel thing to continue debating the issues and holding out hope if, ultimately, nothing is to be done. I believe we deserve now an answer of some sort, one way or the other."

He asked the senators to come forth with "some planned solution . . . though it may not be perfect." He said the FCC should be asked

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to submit within a specified time "the best plan they can agree upon which will tend to solve as much of the problem as they can at this time. Even a 20% solution would be far superior to continued inaction."

Mr. Patterson said KSAN-TV (ch. 32) has caused 25% conversion in the San Francisco Bay area through extensive coverage of local and national sports, but has lost hundreds of thousands of dollars.

Mr. Patterson called for immediate deintermixture, reduced mileage separations of vhf, directional antennas, reduced power for new vhfs and use of educational reservations by permitting educational groups to apply for available facilities and to operate them either as commercial or educational as they desire.

He said that since the FCC "has refused in many instances to correct its error of intermixture," senators should recommend deintermixture to the FCC to such an extent "that they will be obliged to follow the recommendations of either this committee, or, if necessary, to have this committee pass legislation through the Congress . . . to require the FCC to deintermix uhf and vhf."

Mr. English said his uhf stations in both Raleigh and Erie are faced with "dominant and destructive vhf competition," although they have good staffs, facilities and programming. Both have CBS affiliations and have arrangements with ABC and NBC, he said. Each station has lost $300,000, however, he said.

He said there is a tendency by national advertisers "to look with great doubt on uhf claims and at the same time to accept with almost childlike credulity the most exaggerated claims of vhf operators in the same markets."

Decrying new vhf channels, which he said would be abandonment of "our hard won uhf circulation" to start off again with "no circulation," he said he would not even wish his opponents in Raleigh to have such a "disastrous assignment." He asked for a reduction of the excise tax on all-channel receivers to 5% and a boost in the tax on vhf-only sets to 15%. He asked for deintermixture in certain markets.

Mr. English said every FCC action has been against uhf except the rule allowing networks to own additional uhf stations, which, however, "can offer little solace to an independent operator."

"Either the Commission is ignorant of what it is doing, and on that I can, in charity, make no comment, or it is operating under the fundamental error that uhf should be eliminated."

If the FCC "crucifies the U. S. on a V-shaped cross, it will forever deny to hundreds of communities the possibility of local tv stations," he said. He said there could not be a few uhf islands in a sea of vhf. "It must be some vhf islands in a sea of uhf. That is the way the spectrum is allocated."

He asked that a grant of ch. 5 be withheld in Raleigh and that WSEE be allowed to operate on ch. 6 in Erie with a directional antenna.

Mr. Lyman said he wanted to establish local, high-quality programming on WTAO-TV Cambridge, Mass., as he has done with am and fm there but the uhf has been operating in "entrenched vhf territory." He asked for an allocations readjustment to provide the "maximum number of stations engaged in free competition." He said the FCC "seems to have become more and more dedicated to preserving a monopoly of very few high-power, high-tower vhf stations serving huge areas, regions and states—with local expression buried under the exclusive power of a very few men in New York."

Mr. Fillips, who told the committee he is general manager of Uhf National Televison Inc., Pittsburgh, said he planned to film eight hours of programming daily to be relayed to Pennsylvania uhf stations. He said his company is an applicant for a uhf station in Pittsburgh and would hire "thousands" of disabled veterans to work at the station if it is granted. He advocated higher power for uhf and promotion of uhf conversion.

TUESDAY

Mr. Barnes said the courts have not ignored the fact that the FCC exercises regulatory power in broadcasting and that this regulation, "to an extent thus far not precisely delineated . . . serves to deflect the full impact of antitrust law strictures." This gives FCC's Chain Broadcasting Regulations added importance, he said. He felt it was "inappropriate" for the Justice Dept. to comment on the regulations until "we have the report" of the FCC's reexamination of the regulations.

He said Justice is ready to "consult with" and "advise" the FCC on antitrust aspects of network regulation, if the FCC adopts rules on network affiliations. He said there are areas, "irrespective of FCC regulation," where the Justice Dept. has primary responsibility. He cited the *Lorain Journal* and *Kansas City Star* cases on advertising practices and Justice's civil case against RCA charging patent monopolies.

He also cited Justice Dept. suits against the National Football League and International Boxing Club charging restraints on programming materials.

He said Justice has "several investigations"

FCC ANSWER ON NETWORKS BY JUNE '57

McConnaughey tells House subcommittee that it should be forthcoming by then from Dean Barrows' network investigating committee. Statement made in FCC's support of $7.85 million budget request.

DEFINITE conclusions regarding what the FCC should do about television networks probably will be known by June 30, 1957.

That is what FCC Chairman George C. McConnaughey estimated before the House Appropriations Subcommittee on Independent Offices last month when the FCC appeared to justify the President's FCC budget request for $7.85 million [B•T, Jan. 23]. Transcript of the Feb. 15 appearance was released last week.

The FCC's 1957 budget calls for $119,000 for the network study, plus $22,000 for travel and communications. Last year Congress appropriated $80,000 for the network study. The investigation is under the leadership of U. of Cincinnati Law School Dean Roscoe L. Barrow and includes 12 members of the FCC staff at present. The $119,000 is based on using 15 people in this study, it was disclosed.

During the discussion on the network investigation, Rep. Joe L. Evins (D-Tenn.) asked whether it would include the question of broadcasters also owning allied industries and selling tv equipment "which they advertise over their own networks?"

ABC is owned by American Broadcasting-Paramount Theatres Inc. CBS and NBC have radio-tv receiver, tube and record manufacturing affiliates, with NBC also engaged in transmitter and other station equipment business.

The network study is looking into that question as part of its broad study of broadcasting, FCC Comr. Rosel H. Hyde answered.

First element to be undertaken by the network study staff will be an economic study, Dean Barrow told the congressmen. ". . . the network as an instrument in itself has no particular significance to us; it is the effect it has on broadcasting to the people; the effect on advertising, and all components of the industry," Dean Barrow said.

"For that reason we propose to start out with an economic study of the networks themselves and then go into the components. That would include advertising agencies, film producers and distributors, talent agencies and every other component that contributes to it."

These are, Mr. Barrow said, some of the questions which the study will seek to answer: ". . . the opportunity for competition between networks, why it is that we have such a small number, why in recent years no new ones have entered the field, and so on? What are the opportunities for sources other than networks to contribute to programming so that you can get a better programming service generally, and should there be changes in the working relationships between the networks and their affiliated stations? These are the basic focal areas. . . ."

H. H. Goldin, chief of the Economics Division, Broadcast Bureau, is detailed to the network study as economist.

Other highlights:

• Chairman McConnaughey said the $7.85 million budget will enable the Commission to clean up the tv backlog, leaving only 29 hearing cases undecided by the end of fiscal 1957. There are 37 hearing cases in the pipelines. He also said that the appropriations will clean up 159 am hearing cases, leaving 102 pending at the end of the fiscal year.

• Budget will permit addition of 70 more employees, it was revealed, bringing total FCC personnel to 1,132. Of the 70 new employes, 19 will be added to the Broadcast Bureau.

• A discussion of daytime stations, sparked by a question by Rep. Evins, disclosed that there are 1,123 daytime-only outlets on the air, compared with 1,831 unlimited time stations.

• The Commission's attitude toward Defense Dept. tv outlets at or near military bases was expressed by Comr. Hyde. After referring to requests by the Air Force for FCC approval of the use of tv channels at remote areas, Comr. Hyde added: "It is the sort of thing that could become a serious problem. I personally think that where the operation is limited to a remote point, where it does not get into competition with private enterprise, it is not dangerous; but if it is permitted to spread into areas where Government stations would enter into competition with private enterprise, you have something else. . . ."

• Rep. Evins chided the FCC for not responding fully to a questionnaire sent by his House subcommittee investigating executive department influence in regulatory agencies [B•T, Jan. 30]. Chairman McConnaughey promised that the questions would be answered as soon as possible.

• The Budget Bureau cut FCC's 1957 budget by $210,000, Mr. McConnaughey replied in answer to a question from Rep. Albert Thomas (D-Tex.), chairman of the appropriations subcommittee.

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pending in the broadcasting field. Among them, he said, are the NBC-Westinghouse Broadcasting Co. radio-tv stations swap and complaints about networks requiring advertisers to take programs owned or controlled by the networks.

Mr. Barnes said the latter practice has been compared to the Paramount case in which the Supreme Court required that control over movie production and distribution be separated from exhibition. "We believe that if a similar situation is to be avoided in the telecasting industry the networks must not condition access to the airways on use by the advertiser of a network-owned program," he said.

He said Justice also is investigating charges that feature films are being licensed to tv stations under conditions which compare with the block-booking practices condemned in the Paramount case, wherein an exhibitor was required to show both good and bad pictures. He said film programming is especially important to unaffiliated tv stations to enable them to compete with network programs.

During questioning, Mr. Barnes said Justice also is investigating wrestling on tv, which he felt is a combination of dramatics and sport. He cited a Supreme Court decision which has held baseball to be a sport, not a business.

Mr. Barnes said he felt Sec. 313 of the Communications Act makes antitrust laws applicable to broadcasting even more stringent than in some other industries because broadcasting is a realm of expression. He didn't want to commit himself on whether Justice feels Congress ought to establish primary and secondary jurisdiction between the FCC and Justice in enforcing antitrust laws. He said the Federal Broadcasting Co. case had cast some doubt on Justice's exact jurisdiction and that he would like to get such a case before the Supreme Court for a definition.

He said that whether Justice instituted antitrust action in a network practice that has been approved by the FCC would depend on the "circumstances and facts," and the "nature" of the FCC approval. He said Justice would make the initial decision to contest such a practice.

He said FCC and Justice had liaison meetings in the NBC-Westinghouse swap; that Justice normally doesn't ask FCC to defer an action which the former is investigating; that Justice notifies FCC if a Commission action would have a "psychological or other" effect upon Justice's action, but makes no recommendations. The FCC-Justice liaison formula has been in operation only since last August or September, he said.

Mr. Barnes had no comment on a possible comparison of network program availability to stations and the requirement that Associated Press furnish services to all newspapers who ask for the service. He said the FCC has not asked Justice's comment on whether the former's Chain Broadcasting Regulations should be abolished.

Asked if Justice would ask abolition of the regulations or legislation if it felt they put FCC "self-approval" on practices which were an obstacle to antitrust enforcement, Mr. Barnes said it would depend on the size of the difficulty and how fundamental, but that if Justice tried to "inject our thought and we felt it wasn't considered, we'd go to Congress."

He said Justice is not engaged in a "broader probe" of option time operations and never has decided on the validity of an analysis of option time contained in a report a year ago by Harry A. Plotkin, former Democratic counsel to the Senate committee [B•T, Feb. 7, 1955]. Mr. Plotkin said he believed the time clearances and cancellation provisions in time option contracts create an artifical and competitive advantage for the networks over station or national spot representatives in vying for the national or regional advertiser's dollar in the sale of program time and that this helps to explain the "dominant position" networks occupy in the industry.

Mr. Barnes admitted, under questioning, that there is some parallelism on the surface and "that's the reason we are concerned."

He said Justice had "one or two" complaints that option time involved "blind selling"—also condemned in the Paramount case. Asked if these were being investigated, he said Justice doesn't "just put the letters in the wastebasket," but can't hold an investigation every time it gets "a letter." He said there is a possibility of antitrust law violation in NBC's and CBS's "must buy" policy.

Mr. Merryman criticized the CBS plan for three network stations in the first 100 markets, saying the "boldness" of the plan "makes you gasp. They want to take one-third of U. S. tv power."

Mr. Merryman, whose WICC-TV Bridgeport is in the coverage area of New York's seven vhf stations, said local radio is coming into its own at last and network radio is on the wane, with the former achieving its "true place in the community." Tv also must be local, he said, if the intimacy of communications with the practice of democracy is to continue. He said something must be done for uhf "right now, before the 95 [uhf] stations still operating go under."

He said 1956 is uhf's "year of decision, and failure to act now on behalf of uhf will foreclose the possibility of any future resurrection." He said the FCC has "virtually abdicated as an instrument of government policy."

Mr. Merryman advocated drop-in vhfs which would provide a "hometown" tv station and push back the signal of the regional station, with no loss in tv service. Showing a map with a vhf drop-in in a hypothetical triangle of three regional vhf stations, he said that the outer coverage of the three regional stations interfere with each other anyway, so that a drop-in vhf would cause relatively little new interference. Such a drop-in would not interfere at all with regional stations not on the same channel as the drop-in, he said.

He said modern directional antennas already have reduced interference below the "theoretical levels" used by the FCC. He criticized the term "degradation of service" as a word used "to describe the feelings of an unwilling servant of the public's interest—and no more."

Mr. Merryman felt all present uhf stations could be accommodated by a vhf drop-in, plus many of the present 104 holders of uhf construction permits. He advocated vhf drop-ins for existing uhf stations on a "temporary" basis until 85% of sets in the area are converted to uhf or at the end of five years, "whichever is *later*" [italics supplied], with the vhf drop-in operating on both uhf and vhf for that period.

He said he felt a solution would consist of some combination of deintermixture, cutbacks, drop-ins and simultaneous uhf-vhf telecasting. He asked a congressional statement of policy, so engineers can suggest a system to implement the policy.

He suggested that color tv be put on uhf only.

Mr. Merryman said he had written Dr. W. R. G. Baker, vice president of GE and chairman of the National Television Systems Committee which recommended the present compatible color system, asking Dr. Baker's views on restricting color to uhf and giving existing vhf stations a companion uhf station to broadcast color. He read a telegram from Dr. Baker expressing general concurrence with the proposal and saying that this plan would be "one way" to give vital support to uhf.

Dudley Jewell, managing director of the Bridgeport Chamber of Commerce and one of several witnesses accompanying Mr. Merryman, said Bridgeport merchants want a local vhf station to carry their advertising, since the costs of advertising on a New York vhf tv station are prohibitive. He suggested that vhf ch. 6 be dropped in at Bridgeport, despite FCC statements that this would interfere with co-channels at Philadelphia and Schenectady. He asked why New York City is entitled to seven vhf channels while the entire state of Connecticut has only two vhf assignments.

Benjamin Adler, president of Adler Communications Labs, accompanying Mr. Merryman, described his firm's work in building low-cost tv stations, mostly uhf, and said he had built a low-power station (KINY-TV Juneau, Alaska, ch. 8) for $35,811. Such a station would cover a radius of 5-10 miles and a higher tower would double the range, he said.

Mr. Fine said his station lost $100,000 until Sept. 1, 1955, but now is operating profitably and has recouped a small part of its losses. There is less than 1% vhf penetration in the market at present, he said. The station has no "white areas," he added.

He suggested that the Senate group ask the FCC to stay the effectiveness of a recent vhf grant in Evansville, Ind., and withhold grant of a second vhf in contest at nearby Hatfield, Ind.

WEDNESDAY

Mr. Buchan, whose station (WKLO-TV, ch. 21) went on the air in 1953, but suspended in 1954, asked that vhf chs. 7, 9 and 13 be assigned to Louisville, replacing uhf chs. 15, 21, 41 and 51 now assigned there. He asked that WKLO-TV operate ch. 7 on a temporary basis in Louisville. This plan would leave Evansville, Bowling Green, Ky., and Hatfield as uhf markets, he said, and would result in an educational vhf channel in Louisville instead of the present reserved uhf.

Mr. Tarzian recommended that the uhf problem be solved by lowering the tax on all-channel sets. He said this subsidy will assure a free competitive tv system and will not benefit any one group at the expense of the federal treasury. The subsidy will mean more jobs, more tv stations and more taxable income so that the government will collect more than it loses over a period of years, he said.

He said 31% of tuners sold by his firm to

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 13

Bristol, Va.-Tenn., ch. 5; Canton, Ohio, ch. 29; Corpus Christi, Tex., ch. 10; Miami, Fla., ch. 10; Norfolk-Portsmouth, Va., ch. 10; Omaha, Neb., ch. 7; Peoria, Ill., ch. 8; Seattle, Wash., ch. 7; Springfield, Ill., ch. 2; Jacksonville, Fla., ch. 12; Raleigh, N. C., ch. 5; Elmira, N. Y., ch. 18; Redding, Calif., ch. 7.

AWAITING ORAL ARGUMENT: 10

Boston, Mass., ch. 5; Charlotte, N. C., ch. 9; Hartford, Conn., ch. 3; Indianapolis, Ind., ch. 13; New Orleans, La., ch. 4; Orlando, Fla., ch. 9; Paducah, Ky., ch. 6; San Antonio, Tex., ch. 12; St. Louis, Mo., ch. 11.

AWAITING INITIAL DECISION: 3

Hatfield, Ind. (Ownesboro, Ky.), ch. 9; McKeesport, Pa. (Pittsburgh), ch. 4; San Francisco-Oakland, Calif., ch. 2.

IN HEARING: 11

Beaumont-Port Arthur, Tex., ch. 4; Biloxi, Miss., ch. 13; Caguas, P. R., ch. 11; Cheboygan, Mich., ch. 4; Mayaguez, P. R., ch. 3; Onondaga-Parma, Mich., ch. 10; Pittsburgh, Pa., ch. 11; Toledo, Ohio, ch. 11; Lead-Deadwood, S. D., ch. 5; Caribou, Me., ch. 8; Coos Bay, Ore., ch. 16.

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manufacturers in 1954 were uhf, in 1955 it had dropped to 26% and he expected this to drop to about 20% in 1956. He exhibited sample vhf and uhf tuners and combinations and said the difference with uhf added to vhf at the factory is about $10.

He said that with action by Congress it would take four to five years to put into circulation 30 million sets equipped to tune uhf and vhf.

Mr. Steetle said abolition of vhf educational reservations would destroy educational tv's immediate prospects for growth which lie chiefly in the vhf band. Abandonment or deterioration of uhf would destroy educational tv's long-range prospects of full development, since two-thirds of educational tv reservations are in the uhf band, he said.

He said there now are 20 educational tv stations on the air (18 on reserved channels); that by the end of the year JCET expects that educational tv stations will be operating in all the cities in the first 20 markets where vhf channels have been reserved (10 cities); that in 7 of the first 10 markets and 10 of the first 20 metropolitan areas, educational tv is dependent upon the future of uhf.

Broadcast Bureau Appointees Named

THREE new appointments in the FCC Broadcast Bureau were announced by the Commission last week. Sol Schildhause, chief of the renewal branch, Renewal & Transfer Div., was promoted to chief of the tv applications branch, Broadcast Facilities Div. Mr. Schildhause is succeeded by Millard F. French, former FCC hearing examiner (1953-55). Also announced was the promotion of Robert J. Rawson, from assistant chief of the now defunct Hearing Div., to chief of the hearing branch, Broadcast Facilities Div.

Mr. Schildhause, a native of New York City joined the FCC in 1948, prior to which he was in private law practice. He is a 1937 graduate of the College of the City of New York (B.S.S.) and was graduated from Harvard Law School in 1940 (LL.B.).

Mr. French was born in Beckley, W. Va., and was graduated from Concord (W. Va.) College (A.B., 1930) and West Virginia U. (LL.B., 1933). He served as a judge at Beckley and during World War II he was a flight equipment supervisor and aviation ground school instructor. He also was a hearing examiner with the Civil Aeronautics Board (1948-53).



MR. SCHILDHAUSE



MR. FRENCH

Mr. Rawson came to the FCC in 1946, following four years of World War II service in the U.S. Navy. He was discharged as a lieutenant commander. Mr. Rawson was born in Boston and received his LL.B from Columbus (Ohio) U. in 1938. Before his naval service, Mr. Rawson was with the Dept. of Agriculture and the Dept. of Justice.

NBC-WESTINGHOUSE SWAP QUESTIONED

House antimonopoly unit asks why the FCC approved Cleveland-Philadelphia station deal after Justice Dept. had said it was investigating case.

DID the FCC thumb its nose at the Dept. of Justice when it approved the exchange of radio and tv stations between NBC and Westinghouse? Does the FCC action foreclose the Dept. of Justice from acting in the matter? Did the FCC receive the Justice Dept.'s letter about the transaction in time to withhold action?

These, and other questions about the FCC's approval of the swap of stations between NBC and Westinghouse—approved late in December [B•T, Jan. 2]—cropped up last week at the opening session of a Capitol Hill hearing on the antitrust laws and regulated industries. The hearing is being conducted by a House Judiciary subcommittee under the chairmanship of Rep. Emanuel Celler (D-N.Y.). Broadcasters and the FCC will come under the committee's examination in the latter part of March.

The hearing opened with Assistant Attorney General Stanley N. Barnes, chief of antitrust division, in the witness seat. Mr. Barnes had gone no further than 18 pages of his prepared testimony when Rep. Celler interjected the NBC-Westinghouse transaction.

At issue, according to Mr. Celler, was whether the FCC approved the exchange after receiving a letter from Mr. Barnes raising questions of antitrust violation. Mr. Celler read a copy of a Dec. 27, 1955, letter sent by Mr. Barnes to FCC Chairman George C. McConnaughey informing the FCC that the Dept. of Justice was initiating a preliminary investigation of the NBC-Westinghouse stations exchange and stating that there appeared to be a question whether the exchange may be "unduly restrictive." The FCC announced its approval (with FCC Comr. Robert T. Bartley dissenting and urging a hearing) Dec. 28.

Early in January Mr. McConnaughey answered Mr. Barnes, it was developed. Mr. McConnaughey on Jan. 9 told Mr. Barnes that the Commission had approved the transaction Dec. 21, but had held up issuance of the order so that the dissent and a supporting statement (by the FCC Comr. John C. Doerfer) could be included. He asked that the Justice Dept. keep the FCC advised on its finding after the investigation was completed.

Queried by Mr. Celler on why the Justice Dept. did not request the FCC to withhold action pending its investigation, Mr. Barnes answered that this was a field where both the Justice Dept. and the FCC exercised concurrent jurisdiction. Therefore, he said, he felt advising the Commission of what the department was doing was all he could do.

The situation is "very involved" and "enigmatic," Mr. Barnes said. The Justice Dept. has been told some things by some people, Mr. Barnes explained, and other things by other people. The matter is extremely "delicate," he said, adding that the investigation is still underway.

Mr. Celler intimated at one point that the Commission granted the exchange without a hearing in opposition to its own staff's recommendation that a hearing be held.

Asked whether the Justice Dept. can bring action in the matter, even though the FCC has acted, Mr. Barnes said that if his investigation showed that there was a basis for action, it could. He said this was a preliminary conclusion, not a final conclusion.

The NBC-Westinghouse exchange involved the network's owned WTAM-AM-FM and WNBK (TV) Cleveland and Westinghouse's KYW and WPTZ (TV) Philadelphia. NBC gave Westinghouse its Cleveland stations and $3 million for Westinghouse's Philadelphia stations. Rumors that NBC had threatened Westinghouse with loss of affiliation if it did not accede to the exchange were rife. WGR-TV Buffalo formally made such a charge in conjunction with that station's opposition to NBC's purchase of ch. 17 WBUF-TV Buffalo. It was one of the issues in a protest hearing to the Buffalo sale, but WGR-TV dropped its protest before the hearings got underway seriously.

Mr. Barnes also told the committee that the FCC confers with the Justice Dept. on antitrust matters occasionally. He said that about a year ago, he and Mr. McConnaughey conferred on various overlapping matters and decided that as far as network affiliation with stations was concerned that this would be an FCC responsibility.

In his introductory remarks, Mr. Celler said that one of the main questions to be explored was whether there is a tendency for regulatory commissions to become "unduly" responsive to the dictates of the industries which they regulate.

"Excessive industry orientation," Mr. Celler said, "would go far to thwart our traditional anti-monopoly policy."

Speaking of broadcasting and the FCC, Mr. Celler said:

"Television broadcasting already exercises such an important influence over our daily lives that I can think of no field where antitrust objectives assume greater significance, especially in the light of the Congressional objective of a nationwide competitive system of broadcasting so as to provide a free marketplace for ideas."

The committee will seek to ascertain, Rep. Celler said, whether (1) there is undue concentration of control in television broadcasting, (2) certain competitive network practices are compatible with the antitrust laws and public interest, (3) there is undue preemption of television network broadcasting time by certain concerns (advertisers), (4) the FCC has exercised its regulatory authority consistent with the antitrust laws, and (5) the FCC will handle the uhf problem so as to foster competition rather than monopoly and provide the maximum number of tv outlets throughout the country.

The subcommittee's hearing started with a charge by Rep. Kenneth B. Keating (R-N.Y.) that it was tinged with politics. He asserted that the Republican members of the committee had not been informed of the subject matter to be investigated. In addition to Messrs. Celler and Keating, other members of the subcommittee are Democrats Peter W. Rodino Jr. (N.J.), Byron G. Rogers (Colo.) and James M. Quigley (Pa.) and Republicans William M. McCulloch (Ohio) and Hugh Scott (Pa.). Herbert Maletz is chief counsel of the subcommittee.

Ike Reappoints McConnaughey

FCC Chairman George C. McConnaughey was reappointed chairman last Monday by President Eisenhower to serve in the post until June 30, 1957, when his Commission term expires. His present chairmanship expires March 22.

He was named to the FCC in October 1954 to fill the unexpired term of George E. Sterling, who resigned. When he was first appointed chairman by the President, thought was voiced that the chairmanship would be rotated annually.

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Mr. DePierro has more than 25 years of media experience under his belt. He cut his first teeth on media at Gotham Advertising Co., where he worked for 10 years. Successive bites of media experience came as media director at Paris & Peart for five years, at Buchanan Advertising Agency for five years, and at Geyer Advertising Inc. for four years.

In 1952, he came with Mr. Newell to Lennen & Newell, Inc. Today, Mr. DePierro heads a space-and-time department buying over $38,500,000 in advertising a year.

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**Broadcasting-Telecasting 1955 Report*


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High Prices, Not Enough Programs, Poor Tubes Still Hold Up Color TV

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IKE TALK SETS OFF TIME FREE-FOR-ALL

(Continues from page 33)

about $100,000, covering time and production costs. Cancellation of NBC-TV's *This Is Your Life* was estimated to have cost the network about $50,000.

WGMS Washington put the radio tape of the conference on the air at 11:37 a.m. via its direct line from the White House.

The Wednesday night presidential address was broadcast from his office, with only one camera used. Robert Montgomery produced, avoiding production tricks. The President spoke from lengthy notes, which he read from the desk. After the 16-minute talk he introduced Mrs. Eisenhower. At that point the program seemed to get out of hand for about a minute as the President looked around, picked up his pile of notes and spoke to the little group of intimates in the office. The Star Spangled Banner was not played.

In Washington, WRC-TV, keying NBC, went directly into a commentary whereas WTOP-TV inserted a commercial before switching to Douglas Edwards.

Voice of America had a tape recorder outside the executive offices after the Wednesday news conference, interviewing the sidewalk crowd. Radio Free Europe provided extensive service from all its transmitters.

Inquiries at the FCC about liability of networks to grant reply time to the Democrats brought this position: Networks would be obligated to grant time to any other qualified candidate for the Republican presidential nomination. The Commission referred to its question-answer political primer dated Sept. 8, 1954. Question 18 of the primer states the matter this way:

Q. If the station makes time available to candidates seeking the nomination of one party for a particular office, does Sec. 315 require that it make equal time available to the candidates seeking the nomination of other parties for the same office?

A. No, the Commission has held that while both primary elections or nominating conventions and general elections are comprehended within the terms of Sec. 315, the primary elections or conventions held by one party are to be considered separately from the primary elections or conventions of other parties, and therefore, insofar as Sec. 315 is concerned, "equal opportunities" need only be afforded legally qualified candidates for nomination for the same office at the same party's primary or nominating convention.



KENTUCKY became the 37th state to enact libel protection for broadcasters when Gov. A. B. Chandler signed a new law. Watching are Hugh Potter, WOMI Owensboro, representing Gilmore Nunn, president of Kentucky Broadcasters Assn., and Mrs. Potter.

Neuberger Would Have Govt. Foot Election Campaign Bills

SEN. RICHARD L. NEUBERGER (D-Ore.) has introduced a bill (S 3242) that would provide government financing of federal election campaigns by paying both major parties an equal amount—this year $11,065,985.

Sen. Neuberger said he introduced the bill to avoid the "evil" of large private campaign donations. He said large election campaign expenditures have become necessary because of the "tremendous cost of reaching people through modern media of communication, particularly through radio and television."

Allocations to each party in a presidential election year would amount to 20 cents for each voter based on the average vote for the past two presidential elections. In a non-presidential election year, the amount would be 15 cents per voter, based on average total votes in the past two non-presidential election years. This would make $11,065,985 available to each of the major parties this year.

Sen. Neuberger's bill would limit individual campaign contributions to $100 and each party would be allowed to raise from private sources an amount no larger than that given by the government. Co-sponsors of the bill were Sens. Wayne Morse (D-Ore.), James E. Murray (D-Mont.), Mike Mansfield (D-Mont.), Paul Douglas (D-Ill.) and John Sparkman (D-Ala.).

If debate of the major issues is to be brought before the people, Sen. Neuberger said, it must be done through radio-tv and other modern media. He said he calls his bill the "Teddy Roosevelt Bill" because President Theodore Roosevelt first proposed it in 1907. A similar bill (HR 9488) has been introduced in the House by Rep. Frank Thompson Jr. (D-N. J.).

Operational Center Planned In Chicago for Convention Tv

A $600,000 tv operational center will be set up in Chicago by AT&T's Long Lines Dept. and Illinois Bell Telephone Co. in time for network coverage of the political nominating conventions this summer, it was reported last week.

The center will serve as a focal switching point for network feeds to Chicago and other stations carrying the Democratic and Republican conventions next August. It now is being installed in the Illinois Bell Telephone Co. offices at 85 W. Congress St. and will be ready for service in June.

Mickelson to Speak at SMU

SIG MICKELSON, CBS vice president for news and public affairs, who addressed U. of Wisconsin's 1956 Journalism Institutes program last Friday on television's role in politics (see text page 32), will speak this Friday at the Southwestern Journalism Congress at Southern Methodist U., Dallas, on "The Current Status of Electronic Journalism."

Apropos

PRESIDENT EISENHOWER's Wednesday night broadcast of his reasons for deciding to stand for re-election had some interesting overtones for Paul M. Butler, Democratic chairman. Speaking at a National Press Club luncheon in Washington (see story, opposite page) he drew laughs by citing these schedule factors:

The President followed *Break the Bank* on ABC-TV and *I've Got a Secret* on CBS-TV. His talk to the nation bumped *This Is Your Life* on NBC-TV and the *U. S. Steel Hour* on CBS-TV.

BILL WOULD AMEND 'EQUAL TIME' PROVISO

Measure introduced by Sen. Lyndon B. Johnson would change Sec. 315 (a) of Communications Act making it necessary for stations to give same amount of air time to presidential, vice presidential candidates of major parties.

A BILL which would amend Sec. 315 (a) "equal political time" provisions of the Communications Act insofar as they affect candidates for the presidency or vice presidency was introduced Tuesday by Senate Majority Leader Lyndon B. Johnson (D-Tex.). [AT DEADLI Feb. 27].

The bill (S 3308) also revises upward the lega. amount a national political committee may spend in this year's presidential election—from the present $3 million to $12.3 million. The measure would raise the legal amounts that may be spent on behalf of candidates for U. S. senator and representative.

S 3308 would leave Sec. 315 (a) unchanged as it regards all candidates except those for the presidency and vice presidency. For the latter, networks and radio-tv broadcasters would have to furnish equal time for the presidential and vice presidential candidates of the major political parties only.

The measure was co-sponsored by 25 senators, including Senate Minority Leader William Knowland (R-Calif.) and the Democratic and GOP whips. It is similar to a proposal by CBS President Frank Stanton which has been introduced in the Senate and House (S 2306 and HR 6810) and on which a House subcommittee has heard testimony [B•T, Feb. 6, et seq.].

The Stanton plan, however, applies to all candidates and only to news, forum, interview, debate and similar programs, while S 3308 applies to all radio and tv programs. The Stanton plan would relieve broadcasters entirely of the "equal time" requirements on the news-type programs, while the Johnson bill provides equal time to the major party presidential and vice presidential candidates.

Provision is made for candidates of major parties other than the Democratic and Republican Parties by a requirement that any other party, to qualify for equal time with the two major parties, must have polled 4% of the votes in the last presidential election or must present a petition with names totaling 1% of the vote at the past presidential election.

The Sec. 315 (a) amendment is designed to relieve broadcasters of the requirement that they furnish equal time to candidates of small

minority parties or splinter groups. Networks have indicated they would be willing to furnish free time to presidential and vice presidential candidates of the major parties if they are not required to make time available on the same basis to candidates of minority groups.

The boost in legal expenditure ceilings for national parties from $3 million to $12.3 million also would apply to state and local committees. The existing federal law on legal ceilings does not appy to state and local committees.

Campaign expenditures for senators and representatives-at-large would be raised from the present $10,000 ceiling to $75,000. The amount in populous states might even exceed $75,000, since it is based on 20 cents for each vote cast in any state election in the preceding four years.

It would raise the ceiling for representatives from the present sliding scale of $2,500-$5,000 to $15,000, also with a provision that the amount might go higher than $15,000, based on 20 cents per vote in the preceding election for that office.

S 3308 follows in some respects along the lines of recommendations made in a study, "Television & Presidential Politics," for the Brookings Institution [B•T, Feb. 20].

The Johnson bill also would authorize income tax deductions for political campaign contributions up to $100.

Rep. Stewart L. Udall (D-Ariz.) introduced an identical bill in the House Wednesday.

ABC and CBS officials said Thursday they had no immediate comment on the Johnson proposal. NBC officials were not available for comment.

Radio-Tv Galleries to Mail Political Convention Forms

THE Radio-Tv Correspondents Galleries in Washington have announced that notices will be mailed to all radio and tv stations for accreditation, credentials, assignment of seats and convention hall space for the radio-tv industry at the upcoming presidential nominating conventions next August.

The galleries said radio and tv stations which expect to send reporters and other personnel to the Democratic and Republican conventions should apply immediately to the national committees for hotel accommodations.

For hotel space at the Democratic Convention in Chicago, which starts Aug. 13, write: Neale Roach, Convention Manager, Democratic National Committee, 1001 Connecticut Ave. N.W., Washington, D. C.

For hotel space at the Republican Convention in San Francisco, which starts Aug. 20, write: Ted Dalton, Chairman, Subcommittee on Housing, Republican National Committee, 1625 Eye St. N.W., Washington, D. C.

Butler Reiterates Plea For Equal Time Revision

SUPPORT of proposed revision of Sec. 315 of the Communications Act [B•T, Feb. 20, 13, 6] by newsmen and publications was advocated Wednesday by Paul M. Butler, chairman of the Democratic National Committee, in a talk to the National Press Club, Washington. Sec. 315 governs handling of political broadcasts on an equal time basis.

The amendment, Mr. Butler explained, would "permit television and radio stations to extend free time to major candidates in presidential campaigns without being required to give equal time to fringe or frivolous candidates."

He advocated support of the committee's "recent proposal that the two parties arrange a debate series between the heads of the rival tickets in the 1956 campaign."

Mr. Butler chided the GOP because that party's response to this idea "has not been favorable." He urged support of a plan for the Advertising Council to conduct a fund drive to finance campaigns by both parties and place them on an equal financial basis. Here again, he said, the GOP has not given approval. He urged newspapers to carry "battle pages" during campaigns, with both sides supplying material, terming it a chance for newspapers to give equal space and impartial treatment "in accord with the precedent and the principle of 'equal time' in the radio and tv media."

FCC Denies Uhf Petitions Concerning Deintermixture

PETITIONS from several uhf stations asking that the FCC reconsider its Nov. 10, 1955, action denying all petitions for deintermixture [B•T, Nov. 14, 1955] were denied by the FCC last week. The Commission said that it had considered and disposed of reasons in support of action on deintermixture when it incorporated the question into the current reallocations proceeding.

Those denied reconsideration appeals were WTVO (TV) Rockford, Ill.; WGTH-TV Hartford, Conn.; WKNB-TV New Britain, Conn.; WHYN-TV Springfield, Mass.; WWLP (TV) Springfield, Mass.; WAIM-TV Anderson, S. C.; WGVL (TV) Greenville, S. C.; WTSK-TV Spartanburg, S. C.; WITV (TV) Fort Lauderdale, Fla.; WPFA-TV Pensacola, Fla.; KTAG (TV) Lake Charles La., and WOBS-TV Jacksonville, Fla.

Comrs. Rosel H. Hyde and Robert T. Bartley dissented.

WLBR-TV Hearing Begins

HEARING into the protested purchase of ch. 15 WLBR-TV Lebanon, Pa., by Triangle Publications Inc. (WFIL-AM-FM-TV Philadelphia, *Inquirer*) got underway last week with Wednesday and Thursday sessions. The WLBR-TV purchase, for $115,000 plus assumption of $125,000 in obligations, was protested by Harrisburg, Pa., uhf stations WCMB-TV (ch. 27), WHP-TV (ch. 55) and WTPA (TV) ch. 71.

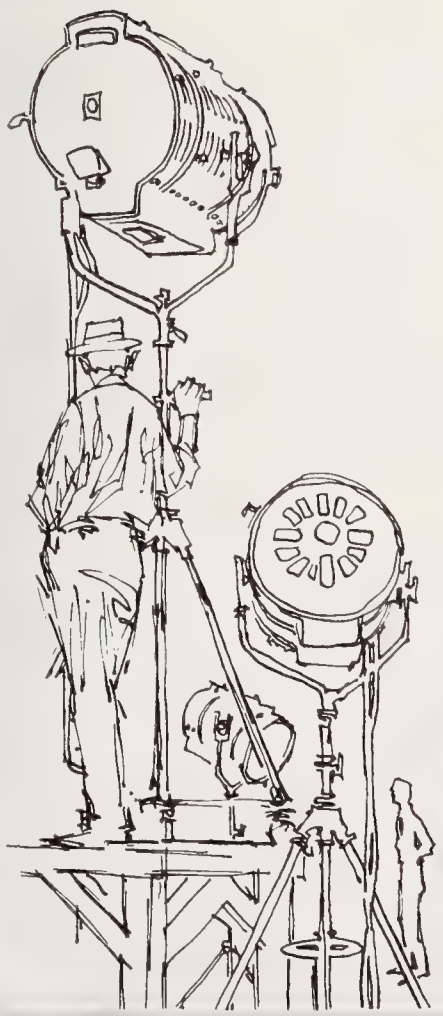
Walter H. Annenberg, who with his family owns the Triangle interests, occupied the witness chair Wednesday. Testifying Thursday were Mr. Annenberg, Roger W. Clipp, WFIL-AM-FM-TV general manager, and Joseph First, Triangle vice president.

The hearing was recessed until March 12.

Rep. Bentley to Run Again

REP. ALVIN M. BENTLEY (R-Mich.) last week announced that he will seek re-election to Congress rather than attempt to get the Republican nomination for governor of Michigan. Rep. Bentley has been in government on the national level for 15 years and has specialized in legislation dealing with foreign affairs. The Congressman is one-third owner of WKNX-AM-TV Saginaw, Mich. [B•T, Feb. 7, 1955]. WKNX operates on 1210 kc, 1 kw daytime. WKNX-TV, ch. 57, is affiliated with ABC and CBS.

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DOERFER ASKS LIMIT ON TV AFFILIATIONS

FCC Commissioner recommends, as aid to uhf, that Commission pass rule forbidding television stations from receiving service from more than one network.

FCC Comr. John C. Doerfer last week formally recommended that the FCC adopt a regulation forbidding a television station from affiliating or carrying the programs of more than one network.

Comr. Doerfer's proposal came a week after he profferred this idea to the Senate Commerce Committee in its hearing on television matters—so vhf outlets "can't scoop off the cream of the three networks" [B•T, Feb. 27].

Basing his suggestion on the premise that programming is the most important element in the plight of uhf stations, Comr. Doerfer told his fellow commissioners that it is intended "as a program aid to those uhf stations operating in the same metropolitan area at a competitive disadvantage with a vhf station which has appropriated the cream of all three network programs to itself and to the detriment of competitive uhf operation in the same market."

Mr. Doerfer said that adoption of this rule would be an expedient "until such time as the facilities for uhf transmitting and reception are substantially equal with those of vhf."

By acting now, Comr. Doerfer said, the FCC would be put in a position before June 30 (the date which has been mentioned for the Commission to complete its allocations study) to "solve an immediate and pressing problem."

"Whether the Commission adopts partial or selective deintermixture or maintains a *status quo,*" the Wisconsin Republican said, "the proposed rule would be helpful to presently operating uhf stations."

Under many situations, vhf stations have primary affiliations with one network but also carry the programs of a second or a third network in addition. This is usually where there is one vhf station in a market, with the other outlets uhf facilities. In areas where there are two vhf stations, and the remainder uhf, one of the vhf stations usually is affiliated with two networks.

Meanwhile, it was learned last week, the FCC staff working on the allocations proceeding has been ordered to speed up its deliberations. Although no target date has been set (July 1 has been the date most of the commissioners testifying before the Senate committee have seen as the earliest), it was understood that the staff hopes to have enough material before the Commission in another 15-30 days for the commissioners to make determinations on basic policy.

This is envisaged already, it is apparent, as fundamentally a question of whether tv allocations should be premised on wide area coverage or multiple, competitive services. Present allocations principles are based on wide area coverage, with multiple services as second priority.

More than 500 pleadings were filed in the Commission's allocations proceeding. Suggestions ranged from moving all tv to uhf (GE) to maintaining the *status quo.*

Comr. Doerfer's proposal—which is officially a motion before the FCC now—suggests adding an additional provision to the television multiple ownership rules (Sec. 3.658). His recommended addition would read as follows:

"(i) Multiple affiliation. No license shall be granted (1) to a television broadcast station located in any metropolitan area (as defined by the U. S. Bureau of Census, 1950) in which three or more television broadcast stations are operating, having any contract, arrangement or understanding, express or implied, for the broadcasting of the programs of more than one network organization, or (2) to a television broadcast station located in any metropolitan area in which two broadcast stations are operating having any contract, arrangement or understanding, express or implied, for the broadcasting of the programs of more than two network organizations; provided, however, that this rule shall not be applicable to the broadcasting by any television broadcast station of any network program which has been offered to and refused by another television broadcast station located in the same metropolitan area."

Comr. Doerfer's proposal is similar in content to suggestions which have been made from time to time to limit network affiliation to a "one-to-a-customer" basis. During the 1954 hearings before the Senate Commerce Communications Subcommittee (Sen. Charles E. Potter [R-Mich.], chairman), Dr. Allen B. DuMont suggested a formula by which networks would be circumscribed in their choice of an affiliate in the top 100 markets. Under one plan, each of the networks would be required to make a uhf station a primary affiliate by going down the top 100 markets and permitting each network to choose its affiliate in order (there were then four tv networks). Another plan envisaged any network having the right to demand at least 25% of a station's time. This would mean, Dr. DuMont said, that when a network's time was pre-empted by another network it would turn to a uhf station to carry its programs.

Comr. Doerfer's latest recommendation is the second sweeping allocations revision the Wisconsin commissioner has advocated in the uhf-vhf controversy. Last year, he officially suggested that all tv stations in major metropolitan areas (New York, Chicago, Los Angeles) be switched to uhf. This was during the height of the campaign by uhf stations to sell the Commission on deintermixture.

FCC ASKS COURT SUPPORT OF ITS OWNERSHIP RULES

Baker says if appeals court decision on Storer challenge is upheld Commission's rule-making powers will be meaningless. At stake is limitation placed on number of stations that may be owned by company or individual.

A PLEA that the U. S. Supreme Court uphold the validity of the FCC's multiple ownership rules—overturned by the U. S. Court of Appeals last year when Storer Broadcasting Co. challenged their legality—was made last week to the high court by FCC General Counsel Warren E. Baker.

If the lower court's ruling is sustained, Mr. Baker declared, the FCC's rule-making powers will be "meaningless." At stake, it is understood, is the rule-making authority of all federal administrative agencies.

Subject of the appeal by the FCC was a lower court ruling classing as illegal the Commission's limitation on the maximum number of broadcast facilities which may be owned by a single individual or company [B•T, Feb. 28, 1955]. The appeals court held that Sec. 309(b) of the Communications Act requires that before an application can be denied a hearing must be held.

At the time the suit was initiated by Storer, one entity could own only five tv stations. This was amended later to permit the ownership of two additional tv stations in the uhf band. The seven-to-a-customer maximum also is the limit placed on am and fm stations.

The case resulted when Storer, which then owned five tv stations, in 1953 filed an application for Miami's ch. 10. The Commission refused the application, and Storer brought suit in the appeals court attacking the regulation.

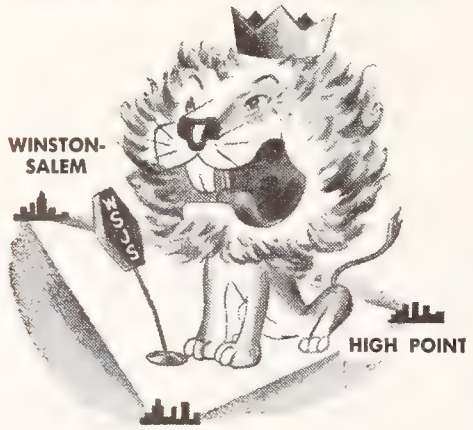
The appeals court desision was defended by Storer attorney Albert R. Connolly.

Questions from the bench were concerned mainly with whether a waiver of an FCC rule could be requested, and if so what type of hearing would be held. Justices Frankfurter, Reed and Black asked the most questions, with other justices seeking clarification of various aspects of the case.

The FCC position was that the lower court misinterpreted the Communications Act. This ruling, said Mr. Baker, opens the way for anyone to require a full hearing by the filing of an application. The FCC has the right to limit ownership, Mr. Baker averred, under the Communications Act's provisions relating to diversification, the prevention of undue concentration and the antitrust laws. This right to promulgate specific regulations was upheld by the Supreme Court in the 1941 Chain Broadcasting rules and by the appeals court in the Logansport case (where the FCC's table of tv allocations was sustained), Mr. Baker said.

Storer's case upholding the lower court decision was that the FCC's rule-making powers

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were limited by specific provisions of the Communications Act (aliens, lottery laws, etc.). Mr. Connolly emphasized that the multiple ownership rules were inconsistent with Sec. 309 (b) of the Communications Act, which requires that a hearing must be held before an application can be denied. He stated that there was no objection to the Commission having a policy regarding maximum ownership, but the FCC cannot refuse an application on those grounds. He also stressed that there was no justification for the numbers which the Commission had chosen as the upper limit on ownership.

KIVA (TV) Protests Grant Of Yuma, Ariz., Ch. 13

GRANT of ch. 13 Yuma, Ariz., to Wrather-Alvarez Broadcasting Inc. (KFMB-AM-TV San Diego) was protested last week by ch. 11 KIVA (TV) there. The disputed grant was made without hearing by the FCC Jan. 25 [B•T, Jan. 30].

KIVA claimed that the Yuma market cannot support two tv stations and included a report by tv consultant Howard S. Frazier supporting that claim. Wrather-Alvarez' expected revenue from its proposed station is unrealistic, KIVA said, pointing to its own accumulated deficit of $221,850 in 2½ years of operation. KIVA stated that it had pioneered in tv in the Yuma area at "tremendous financial sacrifice" and was only just beginning to see the financial "break-even point."

Also unrealistic, KIVA declared, were programming proposals advanced by Wrather-Alvarez,—"concoctions evolved in daydreams on Hollywood Blvd. and Madison Ave." Although Wrather-Alvarez has proposed a "grandiose" schedule of local live programming concentrating on local interests, KIVA said that it conducted an investigation and failed to turn up "even one person" in Yuma with whom anyone from Wrather-Alvarez has discussed programming.

FCC Deletes Three Uhfs

CONSTRUCTION PERMITS for three uhf stations were cancelled by the FCC last week because the stations failed to prosecute their applications. Only one of the trio, ch. 48 WKAB-TV Mobile, Ala., ever got on the air, although it later suspended operation. The other stations being cancelled, ch. 32 WPGT (TV) Clearwater, Fla., and ch. 61 WCBC-TV Anderson, Ind., received their grants on Dec. 2, 1954, and Feb. 2, 1955, respectively.

WKAB-TV commenced operation in late 1952, but suspended in the summer of 1954. At one time, George A. Mayoral reported he was considering purchasing WKAB-TV for use as a satellite of his ch. 20 WJMR-TV New Orleans.

Lee Vote Switch Challenged

PROPRIETY of FCC Comr. Robert E. Lee switching his vote in the Fresno, Calif., ch. 12 grant to KFRE that city was questioned by ch. 47 KJEO (TV) Fresno in U. S. Court of Appeals in Washington Thursday. The uhf station asked the court panel for a stay order pending outcome of its appeal against the ch. 12 grant. Two weeks ago, a request for stay by KARM Fresno, the unsuccessful applicant, was denied by the same court [B•T, Feb. 27]. The KJEO argument was heard by Circuit Judges Henry W. Edgerton, George Thomas Washington and Charles Fahy. FCC Assistant General Counsel Richard A. Solomon argued against the stay, as did KFRE attorney Harold D. Cohen. KJEO attorney was Joseph Brenner.

TELEPROMPTER SERVICES DISCUSSED AT SEMINAR

N. Y. Radio & Television Executives Society's weekly session addressed by TelePrompTer executives who outline three services being offered.

THREE-POINT program of the TelePrompTer Corp., designed to speed up communications between various elements within the television field and simultaneously improve efficiency and reduce costs, was described last week by company executives at a meeting in New York of the Radio & Television Executives Society's timebuying and selling seminar.

Demonstration of equipment and services that TelePrompTer is offering or will offer to clients was held during the meeting. Irving B. Kahn, TelePrompTer president, touched briefly upon the three general facilities that the company is extending to the industry: the TelePrompTer cueing and prompting service, the proposed TelePrompTer program communications network and the national spot package TelePrompTer service. Mr. Kahn said that about 100 tv stations, covering more than 80% of U. S. television homes, now have TelePrompTer cueing and prompting equipment, and about a dozen stations use the spot package service. He said the program communications network service has not been made available to the industry up to now. Mr. Kahn explained that the program communications network, using leased wires, would interconnect tv stations, networks, program sources, station representatives and agencies. He said the system will be demonstrated at the NARTB convention this year.

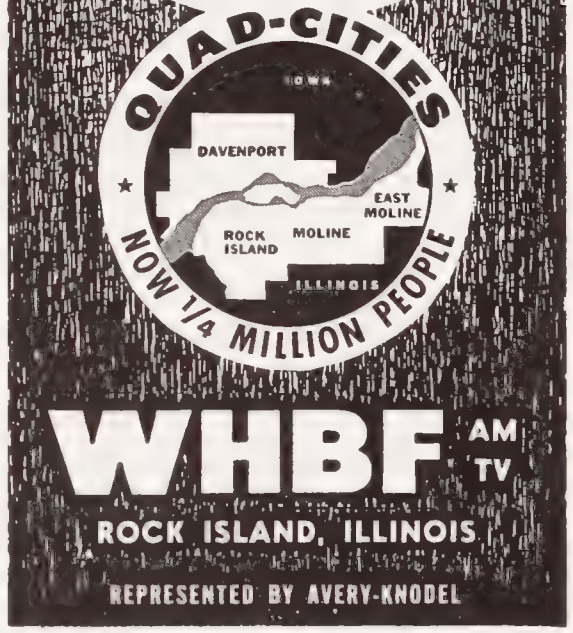
The FCC told TelePrompTer Corp. late last year that this proposed network would constitute a communications common carrier operation. Though no mention was made at the seminar, B•T learned that TelePrompTer has made certain revisions in the system and hopes to put it into operation sometime this year.

Hubert J. Schlafly, TelePrompTer vice president in charge of engineering, explained that the proposed program communications network would have switching centers in New York, Chicago, Atlanta, Los Angeles and Dallas. He stressed one particular feature envisioned in the system, namely an attachment to a typewriter that produces a punch-tape that will be relayed via teletype from sender to a receiver. He said a punch-tape provides message security, economy in labor as one typing chore is required and storage of information for re-transmission.

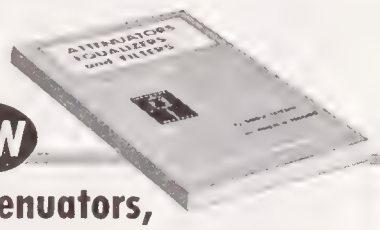
The mechanics of the National Spot Package TelePrompTer service were described by Bill Treynor, manager of station sales, and Herbert Hobler, vice president in charge of sales. Under this service, stations which subscribe to the cueing and prompting service, are sent commercial information to be read by local personalities. Messrs. Hobler and Treynor said the service would enable national spot advertisers to use more local-level live commercials, with the assurance the copy will be followed at their direction. This service, they said, is designed to permit the advertiser to maintain control over the copy.

NARTB Code Review Board Courts Tv Film Producers

FILM producers and distributors have been invited by the NARTB Television Code Review Board to comment on a proposal to give them an affiliate-type membership in the code. The affiliate membership idea was approved by the

25,000
SQUARE MILES
of heavily populated rich farmlands and industrial communities in Illinois and Iowa are covered by
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CBS FOR THE


WHBF AM TV
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NARTB Tv Board at its February meeting.

In a letter to 500 firms, Edward H. Bronson, NARTB Tv Code director, said such an affiliation "could provide opportunity for distributors and producers to consult directly with the NARTB Tv Code Board regarding problems of adapting film product to conform with the code." He said complaints and comments about films could be submitted directly to the individual producers and distributors.

The NARTB code group meets March 21-22 in New York and will study replies of film groups. It will report to the Tv Board in June.

NARTB Reappoints Shafto

G. RICHARD SHAFTO, WIS-TV Columbia, S. C., has been reappointed chairman of the NARTB Tv Code Review Board by President Harold E. Fellows and William B. Quarton, WMT-TV Cedar Rapids, Idaho, has been reappointed vice chairman. Their terms are for a two-year period. Each has served in the top posts for a year. Other code board members are Mrs. Hugh McClung, KHSL-TV Chico, Calif.; Richard A. Borel, WBNS-TV Columbus, Ohio, and Roger W. Clipp, WFIL-TV Philadelphia.

CBS' Racies Heads News Group

LARRY RACIES, CBS Newsfilm, has been elected president of Radio-Newsreel-Television Working Press Assn. in New York, succeeding Roy Edwards, Universal Newsreel. Lou Hutt of Paramount News was elected chairman of the board of governors, which includes ABC's Julian Anthony, NBC's George Jordan, Telenews' Nick Archer, Warner Pathe's Bob Donahue, Movietone News' Burt Reinhardt and Mr. Edwards.

Other new officers elected: NBC News' David Klein and Santino Sozio; CBS News' Ruth Kopf, Warner Pathe's Arnold Lerner, Telenews' Richard Milbauer and Charles Campbell, freelance cameraman.

Chicago Agenda Correction

NAMES of speakers who will read two papers at the NARTB Engineering Conference in Chicago April 15-19 were misplaced through a typographical error in B•T, Feb. 27. The agenda opens with a paper on network color studio design, construction and operation, to be read by Chester A. Rackey and Donald Castle of NBC. Edward Tong of WDSU-TV New Orleans will follow with a paper on color lighting systems.

Fletcher Elected Chairman Of D. C. Area Radio Pioneers

A WASHINGTON, D. C., chapter of Radio Pioneers was formed a fornight ago, with Frank U. Fletcher, member of the law firm of Spearman & Roberson, elected as chairman. The chapter is composed of members living in the District of Columbia, Maryland and Virginia.



MR. FLETCHER

Alvin Q. Ehrlich, of Kal, Ehrlich and Merrick, Washington advertising agency, was named senior vice chairman. Other vice chairmen include John Elmer, WCBM Baltimore; C. T. Lucy, WRVA-AM-TV Richmond; Joseph E. Baudino, Westinghouse Broadcasting Co., and Andrew D. Ring, consulting engineer of Washington. Stanley Bell, of WRC-AM-FM-TV Washington, was elected treasurer.

Radio Pioneers is composed of persons who have been associated with the industry for 20 years or more.

Radio's Role in Media Team Stressed by CBS' Nesbitt

RADIO'S "new ability to offer good opportunities for all types and sizes of business" was stressed by Frank W. Nesbitt, director of network sales development for CBS Radio, in a speech delivered before the Advertising Club of Columbus, Ohio, last Friday.

This he said, "is the biggest, and I think best, news about our medium."

Mr. Nesbitt said he had found "for most products the best medium is a combination of media carefully blended in the correct proportion," and "within this framework, radio is extremely important."

"In 1956," he continued, "radio will be relied upon far more by the exceedingly wealthy big advertiser. And radio will play a far larger role in the plans of the advertiser with a smaller budget. Actually, as we get a better perspective on 1956, I wouldn't be surprised if we found that for the big advertiser, network radio had become the major extension of network television; and for the smaller advertiser, network had become the basic national medium. We already have come a long way in getting the proper media perspective to make this possible."

Mr. Nesbitt traced the changes in network radio sales formats as well as programming, cited radio's continuing growth, and noted that "advertisers and agencies are discovering that at a cost of $10,000 a week they can be on the air five times a week and can reach over nine million different listeners in a week." As proof of renewed interest in network radio, he pointed to 13 new advertisers whom he said CBS Radio has signed this year, aside from additional purchases by existing sponsors.

Mr. Nesbitt said there is a growing recognition that radio and tv are not "enemies." Rising costs of television, he asserted, have forced many tv sponsors to reduce their frequency drastically—but, he noted, in radio they still can get the frequency they need, at prices they can afford.

NARTB to Cut Radio Board To 21 Directors Next Year

EFFECTIVE next year the NARTB Radio Board will be reduced from 29 to 21 directors, assuming all four radio networks are members, under a by-laws change voted last week by the membership. Under the revision, the eight directors-at-large (two each for large, medium, small and fm stations) are eliminated.

A membership vote on the change was directed by NARTB's joint board at the February meeting. Contrary to precedent, NARTB did not announce the vote on the by-laws change and turned down a request made by B•T for the figures. Considerable opposition to the revision had been voiced around the country.

Revercomb Back at NARTB

EVERETT E. REVERCOMB, who takes over the NARTB secretary-treasurer's office April as successor to retiring C. E. Arney Jr., joined the association Thursday as understudy to Mr. Arney, who leaves July 1. Mr. Arney has been with NARTB 16 years. Mr. Revercomb was named NARTB auditor in 1935, holding the post to 1943 when he entered naval service. On his return in 1946 he was named assistant treasurer, leaving in 1950. Recently he has been comptroller and assistant treasurer of National Assn. of Home Builders.

Sportscasters Elect Dillon

LEN DILLON, sports director, WFAS White Plains, N. Y., last week was elected president of the Sportscasters Assn. of New York, succeeding boxing announcer Don Dunphy. Other officers elected were Mel Allen, New York Yankees broadcaster, first vice president; Chris Schenkel, football and boxing sportscaster, second vice president, and Guy LeBow, free-lance sports announcer, treasurer. Frank Litsky, UP radio sports writer, was re-elected secretary.

Morris Heads Okla. Assn.

LEO R. MORRIS, KSWO Lawton, has been elected president of Oklahoma Broadcasters Assn., succeeding Frank Lane, KRMG Tulsa. Other officers are Gene Dodson, WKY Oklahoma City, vice president, and Bill Brubaker, KRHD Duncan, secretary-treasurer. Directors are Mr. Lane; Pat Murphy, KCRC Enid; T. M. Raburn Jr., KGYN Guymon; Mr. Dodson; Gus Brandborg, KVOO Tulsa; Mr. Brubaker; Winston Ward, KBEL Idabel; Mr. Morris, and Edward A. Ryan, KSIW Woodward.

L.B. Wilson INCORPORATED WCKY CINCINNATI O.

*Sept.-Oct. Pulse

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The Best in Music
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*21% of morning audience
22% of afternoon audience
21% of night time audience

BUY WCKY

Philco Markets New Low-Power Tv Package

NEW low-power tv broadcasting "packages"—designed to meet the needs of an estimated 800 small communities where television has been unavailable because of the high cost of conventional equipment—were announced last week by Philco Corp.'s Government & Industrial Div.

A Philco low-power "package" includes a transmitter, monitoring equipment, high-gain antenna and transmission line, and local program originating facilities for transmission of slides, films and local live shows. Even the studio building and tower can be included in the "package," according to James D. McLean, vice president of the Philco division.

The final power amplifier, Mr. McLean said, provides 150 w peak visual power and 75 w aural power output to the transmission line.

"Because most low-power television stations will want to pick up network programs from large, nearby cities, we also are offering high-quality microwave relay equipment with the 'package'," he added.

A definite price on the new Philco equipment has not yet been set, but the company said that it will be "approximately one-fourth the cost of the conventional type television setup."



EXAMINING Philco's low-power tv broadcasting equipment are S. C. Spielman (l), director of electronic engineering, and James D. McLean, vice president of the company's Government & Industrial Div.

Minnesota Mining Tape Sales Show Increase for Year 1955

MAGNETIC recording tape sales of Minnesota Mining & Mfg. Co., St. Paul, for 1955 exceeded those for the previous year despite "increasing" industry competition, the company reported in its annual financial statement released Wednesday.

Reported were consolidated sales of $281,860,717 last year compared with $230,890,482 in 1954—an increase of $50,970,235 or 22%. Net income was placed (after taxes and dividends) at $34,323,370 as against $24,241,885 the previous year for a 41% boost. Before taxes net income was $69,899,370.

Actual tape sales to radio-tv stations, recording and film companies and schools and churches were not revealed but were believed to be in excess of $4 million. Conservative estimates place the overall industry tape sales figure at approximately $8.1 million for 1955 against $7.2 million for 1954. Minnesota Mining accounts for over 50% of the industry total, according to best estimates.

Hallicrafters Stockholders Approve Sale To Penn-Texas

WILLIAM J. HALLIGAN, president and board chairman, and other officers of Hallicrafters Co. will continue in office, it was reported last week as stockholders approved the sale of the electronic firm's assets to Penn-Texas Corp.

Under terms of the $6.3 million purchase, Hallicrafters will become a subsidiary of Penn-Texas and operate as a separate entity, broadening Penn-Texas Corp.'s electronic activities [B•T, Dec. 19, Nov. 28, 1955]. Hallicrafters makes electronic military equipment, shortwave receivers and tv-radio sets.

Among Hallicrafters' stockholders, 81.7% owning 825,000 outstanding shares voted for the proposed sale, and 0.7% (with 5,925 shares) voted against it. Its stockholders will receive one share of common stock in Penn-Texas for each two and a half of their present stock. Penn-Texas stockholders will vote on the acquisition March 12.

Color Features Boston Show

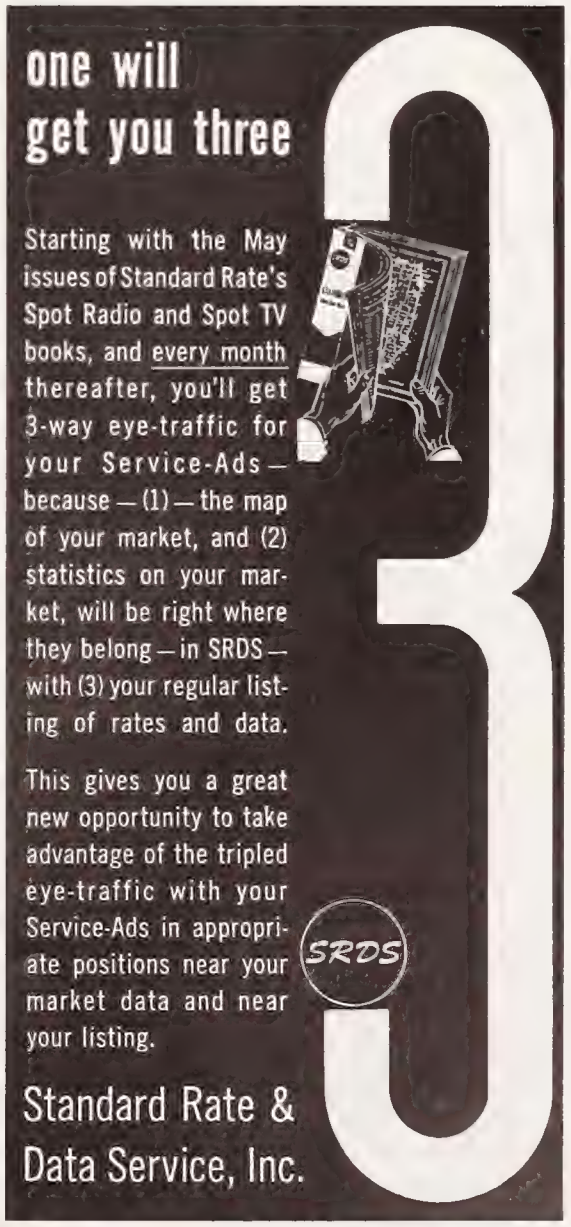
COLOR TV is scheduled as the star of an electrical appliance show, "Magic Living," being sponsored by *The Boston Post* and taking place March 8-11 at the First Corps Cadet Armory in that city.

Manufacturers of color television sets have been invited to display their products, according to Mark Finley, the *Post's* promotion manager, and a special cable has been placed from WBZ-TV Boston's transmitter to the armory so that the station can telecast color films of from 15 to 30 minutes in length every hour, from 1 p.m. to 10 p.m., throughout the show. In addition, network color programs such as *Howdy Doody, Matinee Theatre,* and NBC's showing of the "Richard III" movie will be seen.



"But, papa—KRIZ Phoenix say no smoke-um pipe—smoke-um R. G. Dun cigars!"

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Over Seven Million Radios Shipped to Dealers in 1955

SHIPMENTS of radios from factories to dealers totaled 7,076,722 units in 1955 compared to 6,187,503 in 1954, according to Radio-Electronics-Tv Mfrs. Assn. The figures do not include auto radios, which are seldom sold through retail channels (7,229,594 auto radios were manufactured in 1955).

Radio set shipments (minus auto sets) to dealers by states during 1955:

State	Total	State	Total
Alabama	89,180	Nebraska	50,527
Arizona	35,180	Nevada	9,015
Arkansas	38,040	New Hampshire	25,444
California	613,903	New Jersey	379,426
Colorado	47,354	New Mexico	23,935
Connecticut	130,560	New York	1,034,577
Delaware	18,839	North Carolina	115,366
Dist. of Columbia	80,958	North Dakota	19,497
Florida	141,000	Ohio	442,241
Georgia	124,364	Oklahoma	55,359
Idaho	11,049	Oregon	49,184
Illinois	505,752	Pennsylvania	532,461
Indiana	142,279	Rhode Island	43,751
Iowa	74,810	South Carolina	58,974
Kansas	65,078	South Dakota	20,926
Kentucky	103,857	Tennessee	91,073
Louisiana	85,409	Texas	288,830
Maine	33,845	Utah	25,593
Maryland	129,300	Vermont	21,715
Massachusetts	285,495	Virginia	116,034
Michigan	339,666	Washington	86,125
Minnesota	92,239	West Virginia	41,376
Mississippi	54,085	Wisconsin	125,892
Missouri	148,079	Wyoming	9,715
Montana	19,365	GRAND TOTAL	7,076,722

Visiting Engineers to See Color Tv Demonstrations

VISITING engineers from abroad will see a program of color television demonstrations beginning today in New York. The engineers represent countries holding membership in the television study group of the International Radio Consultative Committee (CCIR) of the International Telecommunication Union. There will be about 90 electronic experts from 20 countries in the party.

The group will hold its first session in the UN in New York, where they will be addressed by FCC Chairman George C. McConnaughey, Dr. W. R. G. Baker, General Electric, and Arthur V. Loughran, Hazeltine, among others.

Details of U. S. color tv standards will be expounded by various panel chairmen of the National Television System Committee, after which the group will spend the remainder of its two week U. S. stay visiting American manufacturers and networks. Among these will be CBS, NBC, Hazeltine, RCA, Philco, Bell Labs and DuMont.

The group will see demonstrations of other color systems in Paris, London and The Hague immediately following the U. S. demonstrations.

The color tv demonstrations are under the aegis of the U. S. State Dept., Radio-Electronics-Tv Manufacturers Assn. and the Institute of Radio Engineers. Francis Colt DeWolfe, State Dept. telecommunications chief, is chairman of the U. S. delegation.

Sale of Sentinel Radio Corp. To Magnavox Co. Announced

ALL assets, properties and goodwill of Sentinel Radio Corp. (radio-tv-phonograph sets), Evanston, Ill., have been bought by the Magnavox Co., Ft. Wayne, Ind., it was announced jointly last week by Frank M. Freimann, Magnavox president, and Milton D. Block, vice president, and Richard S. Lawton, secretary, both of Sentinel.

Approval of the purchase will be acted upon March 26 by Sentinel shareholders. At that time, exact purchase price is estimated to result in a distribution to Sentinel shareholders of about $8.63 per share and an initial cash payment of $8 per share to be offered to Sentinel shareholders within 90 days after approval. Magnavox said it is not assuming the bulk of Sentinel's liabilities.

Magnavox plans for continuation of Sentinel activities at the Evanston plant.

'Special Charges' Reduce Admiral's Income in '55

WITH "price redetermination" of government contracts and additional taxes, the reorganization of its radio-tv production facilities and expansion of its automation and printed circuit departments proved "costly" to Admiral Corp. in terms of net income during 1955.

In its annual report released Feb. 24, Admiral listed last year's net income as $4,076,867 before and $2,426,866 after "special charges," compared with $6,547,974 in 1954. Sales hit $202,361,797 as against $219,565,089 the previous year. A total of $1.65 million was set aside for price redeterminations and taxes covering 1951-54.

Ross D. Siragusa, Admiral president, said expansion of automation and printed circuit facilities was "costly and the full benefits of our further use of automatic assembly systems will be derived in 1956.'

RCA Previews Portable Tv

RCA VICTOR Tv Div., New York, last Tuesday previewed its first portable tv receiver called "The Personal."

Weighing less than 25 lbs., the 8½-inch screen set measures 10¼ x 9¼ x 12⅞ inches, has a v-type disappearing adjustable rod antenna, outdoor antenna connection, matching removable tilting stand and hidden tuning control panel.

Designed especially for "executive desk-top viewing," the new model will retail at a suggested $125 plus optional service contract charges of $14.95 a year.

Two Shipped GE Equipment

GENERAL ELECTRIC Co. reported last week it had shipped a 10-kw transmitter to KFRE-TV Fresno, Calif., and a five-bay helical antenna to WINT-TV Waterloo (Fort Wayne), Ind. (ch. 15).

MANUFACTURING PEOPLE

Phil Nesbitt appointed sales engineer in Washington, D. C., office of Gates Radio Co., Quincy, Ill. He covers Delaware, Maryland and eastern Pennsylvania.



MR. NESBITT

Herbert L. Reichert, central district manager, CBS-Hytron Div. of CBS Inc., Danvers, Mass., named Midwest regional manager, to headquarter in Chicago and supervise sales in 22 states.

Melvin C. Sprinkle, Washington, D. C., district manager, audio division, Ampex Corp. (tape recorders, audio equipment), Redwood City, Calif., promoted to division manager of government sales. **Charles L. Range,** sales representative, replaces Mr. Sprinkle as district manager.

Charles H. Coombe, vice president and general manager of DuMont Florida Inc., Allen B. DuMont Labs. subsidiary for radio-tv-phonograph set distribution, named president of firm. Before joining DuMont in 1954, Mr. Coombe was with RCA and Motorola.

James Segre, business consultant in Milan, Italy, appointed European representative of Allen B. DuMont Labs, newly created post.

Robert L. Ashley, Radio Receptor Co., Brooklyn, N. Y., appointed sales manager for company's germanium and silicon products.

Jack C. Gardner, president, Gardner Distributing Corp., Baltimore, to Zenith Radio Corp., Chicago, as district sales representative for territory including Baltimore, Washington, Phila. and Harrisburg, Pa.

Herbert J. Zeller Jr., with Motorola Inc., Chicago since 1949, appointed director of styling for radio-tv products.

Gene Reich, Harvey's Radio, N. Y., to Jerrold-N. Y. Inc., subsidiary of Jerrold Electronics Corp., Phila., as products line sales engineer.

John B. Fares, manager of manufacturing, RCA Tube Div., Harrison, N. J., named personnel manager.

MANUFACTURING SHORTS

Custom Electronics Corp., Morris Plains, N. J., is marketing model 3A video modulator which converts any tv receiver into studio line monitor. Several balanced input receivers may be fed from video modulator.

CBS-Columbia of Southern California, L. A., has been formed by sales department of CBS-Columbia, L. I., N. Y., for distribution of CBS tv and radio receivers. New branch at 2545 S. Yates Ave. includes more than 17,000 square feet of showroom, office, service, warehouse and training space.

Amplifier Corp. of America, N. Y., has published illustrated folder describing VU Magnemite series of portable, battery-operated tape recorders. Fourteen spring-motor magnetic recorders with built-in VU meter, all designed for field application, are shown. Models range from one to four speeds. Free brochure is available from company at 398 Broadway, New York 13, N. Y.

Niblack Thorne Co., Scottsdale, Ariz., has developed Magi-Clip, non-magnetic brass clip for attachment to magnetic tape reel to keep tape from unreeling. Clip fits any size reel and is available at 4 for $1, 10 for $2, 30 for $5, from firm, Dept. P-9, Box 86, Scottsdale, Ariz.

General Precision Laboratory Inc., Pleasantville, N. Y., announces new remote control of GPL closed-circuit II-TV (industrial-institutional) equipment. System covers camera, lens iris and focus, indoor and outdoor pan and tilt, and weatherproof housing. Compactly designed equipment is suitable for surveillance work and remote monitoring of operations, with indoor and outdoor camera mountings.

Jerrold Electronics Corp., Philadelphia, has dedicated new research laboratory in Huntingdon Valley, Pa. Building, 10,000 feet square, houses research facilities, machine shop, plastic molding shop and two model shops for prototype assembly.

RCA has shipped VHF transmitter to WLOS-TV Asheville, N. C., three-vidicon film camera to WTVJ (TV) Miami, and color studio camera to WJBK-TV Detroit.

B•T TELESTATUS

A monthly situation report on present and planned tv stations and television network shows

MARCH 1956

Total U. S. Stations on Air: 465
(Commerical: 446; Educational: 19)
Total Cities With Tv Stations: 297
Total Tv Homes: 32,000,000
(U. S. Census Bureau, June 1955)

HOW TO READ THIS LISTING

Each station or grantee is listed in the city where licensed.

Triangle (►): station on air with regular programming. Date of grant is shown for permittees, followed by planned starting date.

Channel number is in parentheses, followed by national network affiliations and sales representatives, estimated sets in coverage area and station's highest one-time hourly rate.

Set figures are provided by stations. Queries on set figures should be directed to stations.

Asterisk (*): non-commercial outlet.

Dagger (†): not interconnected.

Data on station color equipment: N, equipped for network color; LS, local color slides; LF, local color film; LL, local live color.

ALABAMA

ANDALUSIA†—
WAIQ (*2) 3/9/55-Unknown
BIRMINGHAM—
► WABT (13) NBC, ABC; Blair; 366,400; N; $800
► **WBIQ (*10)**
► WBRC-TV (6) CBS; Katz; 366,400; N; $800
WJLN-TV (48) 12/10/52-Unknown
DECATUR†—
► WMSL-TV (23) CBS, NBC; McGillvra; 31,200; $150
DOTHAN—
► WTVY (9) CBS, ABC; Young; 36,200; $150
MOBILE—
► WALA-TV (10) NBC, ABC; Headley-Reed; 142,000; N; $450
► WKRG-TV (5) CBS; Avery-Knodel; 187,000; N; $400
MONTGOMERY—
► WCOV-TV (20) CBS, ABC; Raymer; 76,550; N; $200
► WSFA-TV (12) NBC; Katz; 116,500; N; $350
MUNFORD†—
► **WTIQ (*7)**
SELMA†—
WSLA (8) 2/24/54-Unknown

ARIZONA

MESA (PHOENIX)—
► KVAR (12) NBC; Raymer; 141,480; N; $450
PHOENIX—
► KOOL-TV (10) CBS; Hollingbery; 175,000; N; $500
► KPHO-TV (5) Katz; 141,480; N; $450
► KTVK (3) ABC; Weed; 165,000; N, LF, LS; $400
TUCSON—
► KOPO-TV (13) CBS; Hollingbery; 53,200; $300
► KVOA-TV (4) ABC, NBC, Branham; 52,500; $300
KDWI-TV (9) 4/19/55-Unknown
YUMA†—
► KIVA (11) CBS, NBC; Raymer; 27,103; $200
Wrather-Alvarez Bcstg. Inc. (13) 1/25/56-Unknown

ARKANSAS

EL DORADO†—
► KRBB (10) NBC; Pearson; 40,000; $200
FORT SMITH—
► KFSA-TV (22) NBC, ABC, CBS; Pearson; 36,604; $150
KNAC-TV (5) Rambeau; 6/3/54-Unknown
HOT SPRINGS—
Video Independent Theatres (9) 2/16/56—Unknown
JONESBORO†—
KBTM-TV (8) 1/12/55-Unknown
LITTLE ROCK—
► KARK-TV (4) NBC; Petry; 136,083; N; $400
► KATV (7) (See Pine Bluff)
► KTHV (11) CBS, ABC; Branham; 136,083; N; $400
PINE BLUFF—
► KATV (7) CBS, ABC; Avery-Knodel; 118,694; N; $450
TEXARKANA—
► KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

BAKERSFIELD—
► KBAK-TV (29) ABC; Weed; 97,000; $275
► KERO-TV (10) NBC, CBS, Hollingbery; 200,000; N; $500
BERKELEY (SAN FRANCISCO)—
► KQED (*9)
CHICO—
► KHSL-TV (12) CBS, ABC, NBC; Avery-Knodel; 65,255; $250
CORONA†—
KCOA (52), 9/16/53-Unknown
EUREKA—
► KIEM-TV (3) CBS, ABC, NBC; Hoag-Blair; 27,000; $200
FRESNO—
► KJEO (47) CBS, ABC; Branham; 173,000; N, LL; $500
► KMJ-TV (24) NBC; Raymer; 170,000; N, LF, LS; $500
KFRE-TV (12) CBS; Blair; 1/12/56-June
KBID-TV (53) See footnote
LOS ANGELES—
►KABC-TV (7) ABC; Petry; 2,345,052; $1,750
► KCOP (13) Weed; 2,345,052; $1,250
► KHJ-TV (9) H-R; 2,345,052; N; $1,200
► KNXT (2) CBS; CBS Spot Sls.; 2,345,052; N, LS, LF, LL; $2,700
► KRCA (4) NBC, NBC Spot Sls.; 2,345,052; N, LS, LF, LL; $3,600
► KTLA (5) Raymer; 2,345,052; N, LS, LF, LL; $1,500
► KTTV (11) Blair; 2,345,052; $1,750
KBIC-TV (22) 2/10/52-Unknown
MODESTO†—
KTRB-TV (14) 2/17/54-Unknown
SACRAMENTO—
► KBET-TV (10) CBS; H-R; 397,600; N, LF, LS; $600
► KCCC-TV (40) ABC; Weed; 165,000; $400
► KCRA-TV (3) NBC; Petry; 356,840; N, LF, LS; $650
SALINAS (MONTEREY)—
► KSBW-TV (8) CBS, ABC, NBC; H-R; 110,879; $350
SAN DIEGO—
► KFMB-TV (8) CBS, ABC; Petry; 407,092; N; $900
► KFSD-TV (10) NBC, ABC; Katz; 407,092; N; $800
SAN FRANCISCO—
► KGO-TV (7) ABC; Petry; 1,179,400; $1,350
► KPIX-TV (5) CBS; Katz; 1,179,400; N, LS; $1,500
► KRON-TV (4) NBC; Free & Peters; 1,179,400; N, LS, LF, LL; $1,500
► KSAN-TV (32) Stars National; 325,000; $225
KBAY-TV (20) 3/11/53-Unknown (granted STA 9/15/54)
SAN JOSE†—
► KNTV (11) Bolling; 548,159; $350
SAN LUIS OBISPO—
► KVEC-TV (6) ABC, CBS; Grant; 100,418; $200
SANTA BARBARA—
► KEYT (3) ABC, CBS, NBC; Hollingbery; 227,918; $450
STOCKTON†—
► KOVR (13) Blair; 1,165,825; $700
► KTVU (36)
TULARE (FRESNO)—
► KVVG (27) 150,000; $325
VISALIA†—
KAKI (43) 10/6/54-Unknown

COLORADO

COLORADO SPRINGS—
► KKTV (11) CBS, ABC; Bolling; 61,701; $200
► KRDO-TV (13) NBC; Pearson; 44,000; $125
DENVER—
► KBTV (9) ABC; Free & Peters; 356,380; $600
► KLZ-TV (7) CBS; Katz; 356,380; N; $650
► KOA-TV (4) NBC; NBC Spot Sls.; 356,380; N; $650
► KTVR (2) Hoag-Blair; 356,380; N; $350
► KRMA-TV (*6)

SAVE this monthly TELESTATUS section which is perforated for your convenience. Additional copies are available. Write Readers Service Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N. W., Washington 6, D. C.

GRAND JUNCTION†—
► KFXJ-TV (5) NBC, CBS, ABC; Holman; 16,873; $120
MONTROSE—
Western Slope Broadcasting Co. (10) 2/23/56-Unknown
PUEBLO—
► KCSJ-TV (5) NBC; Pearson; 53,450; $150

CONNECTICUT

BRIDGEPORT—
► WICC-TV (43) ABC; Young; 72,340; $200
WCTB (*71) 1/29/53-Unknown
HARTFORD—
► WGTH-TV (18) CBS; H-R; 351,000; $500
WCHF (*24) 1/29/53-Unknown
Travelers Bcstg. Service Corp. (3) Initial Decision 5/31/55
NEW BRITAIN—
► WKNB-TV (30) NBC; Bolling; 337,536; N; $500
NEW HAVEN†—
► WNHC-TV (8) ABC, CBS; Katz; 948,702; N, LF, LS; $800
WELI-TV (59) H-R; 6/24/53-Unknown
NEW LONDON†—
WNLC-TV (26) 12/31/52-Unknown
NORWICH†—
WCNE (*63) 1/29/53-Unknown
STAMFORD†—
WSTF (27) 5/27/53-Unknown
WATERBURY—
► WATR-TV (53) ABC; Stuart; 215,400; $200

DELAWARE

WILMINGTON—
► WPFH (12) NBC; Meeker; 2,051,000; N, LS, LF; $1,000

DISTRICT OF COLUMBIA

WASHINGTON—
► WMAL-TV (7) ABC; Katz; 600,000; $750
► WRC-TV (4) NBC; NBC Spot Sls.; 754,000; N; $1,250
► WTOP-TV (9) CBS; CBS Spot Sls.; 704,500; N, LS; $1,500
► WTTG (5) Raymer; 700,000; $600
WETV (20) 10/21/54-Unknown
WOOK-TV (14) 2/24/54-Unknown

FLORIDA

DAYTONA BEACH†—
WESH-TV (2) McGillvra; 7/8/54-4/1/56
FORT LAUDERDALE—
► WITV (17) ABC; Forjoe; 273,200; (also Miami); $400
FORT MYERS†—
► WINK-TV (11) CBS, ABC; McGillvra; 17,110; $150
FORT PIERCE†—
WTVI (19) 4/19/55-Unknown
JACKSONVILLE—
► WJHP-TV (36) ABC, NBC; Perry; 98,896; N; $200
► WMBR-TV (4) CBS, ABC; CBS Spot Sls.; 343,428; N; $700
WOBS-TV (30) Stars National; 8/12/53-Unknown
Jacksonville Bcstg. Corp. (12) Initial Decision 4/4/55
MIAMI—
► WGBS-TV (23) NBC; Katz; 302,000; N; $500
► WTHS-TV (*2) 290,000;
► WTVJ (4) CBS, ABC; Free & Peters; 353,250; N, LL, LF, LS; $1,000
► **WITV (17) See Fort Lauderdale**
WMFL (33) 12/9/53-Unknown
WCKT (7) 1/19/56-Unknown
MIAMI BEACH†—
WKAT Inc. (10) Initial Decision 3/30/55
ORLANDO—
► WDBO-TV (6) CBS, ABC, NBC; Hoag-Blair; 160,000; N; $250
WORZ Inc. (9) Initial Decision 8/10/55
WEAL-TV (18) 9/21/55-Unknown
PANAMA CITY—
► WJDM (7) ABC, CBS, NBC; Hollingbery; 30,100; $150
PENSACOLA—
► WEAR-TV (3) ABC, CBS; Hollingbery; 145,500; N; $300
WPFA-TV (15) See Footnote
ST. PETERSBURG†—
► WSUN-TV (38) ABC; Venard; 207,575; $400
TAMPA—
► WFLA-TV (8) NBC; Blair; 319,542; N, LF, LS; $500
► WTVT (13) CBS; Avery-Knodel; 301,900; N, LF, LS; $500
WEST PALM BEACH—
► WEAT-TV (12) ABC; H-R; 301,875; $200
► WIRK-TV (21) Cooke: 48,000; $150
► WJNO-TV (5) NBC, CBS; Venard; 301,875; $250

B·T TELESTATUS

GEORGIA

ALBANY†—
► WALB-TV (10) ABC, NBC; Venard; 45,000; $200

ATLANTA—
► WAGA-TV (5) CBS; Katz; 578,000; N, LF, LS; $1,000
► WLWA (11) ABC; WLW Sls.; 568,000; $800
► WSB-TV (2) NBC; Petry; 516,140; N, LS, LF; $900
WATL-TV (36) See footnote

AUGUSTA—
► WJBF (6) NBC, ABC; Hollingbery; 188,542; N; $300
► WRDW-TV (12) CBS; Branham; 169,000; $250

COLUMBUS—
► WDAK-TV (28) NBC, ABC; Headley-Reed; 136,959; N; $220
► **WRBL-TV (4) CBS, ABC; Hollingbery; 187,327; N; $300**

MACON—
► WMAZ-TV (13) CBS, ABC; NBC (per program basis); Avery-Knodel; 112,089; N; $300
WOKA (47) See footnote

ROME†—
► **WROM-TV (9) McGillvra; 174,330; $150**

SAVANNAH—
► WSAV-TV (3) NBC; Hoag-Blair; 150,000; N; $275
► WTOC-TV (11) CBS, ABC; Avery-Knodel; 150,524; $250

THOMASVILLE†—
► WCTV (6) CBS, NBC, ABC; Meeker; 75,000; $200

IDAHO

BOISE†—
► KBOI-TV (2) CBS; Free & Peters; 60,975; $150
► KIDO-TV (7) ABC, NBC; Hoag-Blair; 49,800; $250

IDAHO FALLS†—
► KID-TV (3) CBS, ABC, NBC; Gill-Perna; 50,362; $175

LEWISTON†—
► KLEW-TV (3) Weed; (satellite of KIMA-TV Yakima, Wash.)

TWIN FALLS†—
► KLIX-TV (11) CBS, ABC, NBC; Gill-Perna; 16,000; $150
KHTV (13) 11/9/55-Unknown

ILLINOIS

BLOOMINGTON—
► WBLN (15) McGillvra; 113,242; $200

CHAMPAIGN—
► WCIA (3) CBS, NBC; Hollingbery; 336,235; N; $700

CHICAGO—
► WBBM-TV (2) CBS, CBS Spot Sls.; 2,323,200; N; $3,300
► WBKB (7) ABC; Blair; 2,093,523; $2,200
► WGN-TV (9) Hollingbery; 2,325,000; $1,500
► WNBQ (5) NBC; NBC Spot Sls.; 2,287,000; N, LL, LS, LF; $4,000
► WTTW (*11)
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53 Unknown
WOPT (44) 2/10/54-Unknown

DANVILLE—
► **WDAN-TV (24) ABC; Everett-McKinney; 50,000; $150**

DECATUR—
► WTVP (17) ABC, NBC; Bolling; 185,000; $300

EVANSTON†—
WTLE (32) 8/12/53-Unknown

HARRISBURG†—
► WSIL-TV (22) ABC; Walker; 30,000; $150

PEORIA—
► WEEK-TV (43) NBC; Headley-Reed; 244,420; N; $400
► **WTVH (19) CBS, ABC; Petry; 231,056; N; $350**
WIRL Tv Co. (8) Initial Decision 11/5/54

QUINCY† (HANNIBAL, MO.)—
► WGEM-TV (10) ABC, NBC; Young; 150,000; N; $200
► KHQA-TV (7) See Hannibal, Mo.

ROCKFORD—
► WREX-TV (13) CBS, ABC; H-R; 272,695; N; $400
► WTVO (39) NBC; Headley-Reed; 116,000; $250

ROCK ISLAND (DAVENPORT, MOLINE)—
► WHBF-TV (4) CBS, ABC; Avery-Knodel; 273,450; N; $700

SPRINGFIELD—
► WICS (20) ABC, NBC; Young; 103,580; $250
Sangamon Valley Tv Corp. (2) Initial Decision 11/30/54

URBANA†—
► WILL-TV (*12)

INDIANA

BLOOMINGTON—
► WTTV (4) ABC, NBC; Meeker; 695,661; (also Indianapolis); N; $800

ELKHART—
► WSJV (52) ABC; H-R; 216,135; $300

EVANSVILLE—
► WFIE (62) ABC, NBC; Venard; 126,088; $350
► WEHT (50) See Henderson, Ky.
WTVW (7) 12/21/55-Unknown

FORT WAYNE—
► WKJG-TV (33) NBC; Raymer; 144,230; N; $400
► WINT (15) See Waterloo
WANE-TV (69) Bolling; 9/29/54-Unknown

INDIANAPOLIS—
► WFBM-TV (6) NBC; Katz; 660,000; N, LL, LF, LS; $960
► WISH-TV (8) CBS; Bolling; 660,000; N; $1,000
► WTTV (4) See Bloomington
Mid-West Tv Corp. (13) Initial Decision 6/7/55

LAFAYETTE—
► WFAM-TV (59) CBS; Rambeau; 175,000; $200

MUNCIE—
► WLBC-TV (49) ABC, CBS, NBC; Holman, Walker; 107,250; N; $225

PRINCETON†—
WRAY-TV (52) See footnote

SOUTH BEND—
► WNDU-TV (46) NBC; Meeker; 176,700; N, LL, LS; $500
► WSBT-TV (34) CBS; Raymer; 206,363; N; $400

TERRE HAUTE—
► WTHI-TV (10) CBS, ABC, NBC; Bolling; 191,760; N; $400

WATERLOO (FORT WAYNE)—
► **WINT (15) CBS, ABC; H-R; 139,625; N; $300**

IOWA

AMES—
► WOI-TV (5) ABC; Weed; 324,750; N; $500

CEDAR RAPIDS—
► KCRG-TV (9) ABC; Hoag-Blair; 288,660; $325
► WMT-TV (2) CBS; Katz; 318,743; N; $500

DAVENPORT (MOLINE, ROCK ISLAND)—
► WOC-TV (6) NBC; Free & Peters; 307,070; N; $800

DES MOINES—
► KRNT-TV (8) CBS; Katz; N; $650
► WHO-TV (13) NBC; Free & Peters; 284,500; N, LL, LS; $650
KGTV (17) See footnote

FORT DODGE—
► KQTV (21) NBC; Pearson; 42,870; $150

MASON CITY—
► KGLO-TV (3) CBS; Weed; 135,932; $200

OTTUMWA—
► KTVO (3) CBS, NBC; Bolling; 168,392; N; $300

SIOUX CITY—
► KTIV (4) NBC; Hollingbery; 187,743; N; $300
► KVTV (9) CBS, ABC; Katz; 173,336; N; $350

WATERLOO—
► KWWL-TV (7) NBC; Avery-Knodel; 324,866; $400

KANSAS

ENSIGN—
Southwest Kansas Tv Co. (6) 1/25/56-Unknown

GOODLAND†—
KWGB-TV (10) 5/11/55-Unknown

GREAT BEND—
► KCKT (2) NBC; Bolling; 144,350; $125

HUTCHINSON (WICHITA)—
► KTVH (12) CBS; H-R; 233,660; N; $500
► KAKE-TV (10) See Wichita
► KEDD (16) See Wichita

MANHATTAN†—
KSAC-TV (*8) 7/24/53-Unknown

PITTSBURG—
► KOAM-TV (7) NBC, ABC; Katz; 151,143; $250

TOPEKA—
► WIBW-TV (13) CBS, ABC; Capper; 499,260; N; $550

WICHITA (HUTCHINSON)—
► KAKE-TV (10) ABC; Katz; 260,000; N; $425
► KARD-TV (3) NBC; Petry; 265,430; N, LF, LS; $350
► KEDD (16) NBC; Young; 170,935; $425
► KTVH (12) See Hutchinson

KENTUCKY

ASHLAND†—
WPTV (59) Petry; 8/14/52-Unknown

HENDERSON (EVANSVILLE, IND.)—
► WEHT (50) CBS; Meeker; 97,748; N; $250

LEXINGTON†—
► WLEX-TV (18) NBC, ABC; Forjoe; $150
WLAP-TV (27) 12/3/53-Unknown

LOUISVILLE—
► WAVE-TV (3) NBC, ABC; NBC Spot Sls.; 506,966; N; $925
► WHAS-TV (11) CBS; Harrington, Righter & Parsons (last reported set count in July 1952 was 205,544); N; $1,000
WKLO-TV (21) See footnote
WQXL-TV (41) Forjoe; 1/15/53-Unknown

NEWPORT†—
WNOP-TV (74) 12/24/53-Unknown

PADUCAH†—
Columbia Amusement Co. (6) Initial Decision 4/11/55

LOUISIANA

ALEXANDRIA†—
► KALB-TV (5) NBC, ABC, CBS; Weed; 107,600; $250

New Tv Stations

THE following tv stations started regular programming within the past month:

KPIC Roseburg, Ore. (ch. 4); WOSU-TV Columbus, Ohio (ch. *34); KLEW-TV Lewiston, Idaho (ch. 3); KHOL-TV Hayes Center, Neb. (ch. 4), and KRMA-TV Denver (ch. *6).

BATON ROUGE—
► WAFB-TV (28) CBS, ABC; Young; 104,000; $250
► WBRZ (2) NBC, ABC; Hollingbery; 171,690; N; $250

LAFAYETTE—
► KLFY-TV (10) CBS; Venard; 71,175; $200

LAKE CHARLES—
► KPLC-TV (7) NBC, ABC; Weed; 66,781; $200
► KTAG (25) CBS; Young; 62,167; $150

MONROE—
► KNOE-TV (8) CBS, ABC, NBC; H-R; 273,000; N; $300
KLSE (*13) 12/14/55-Unknown

NEW ORLEANS—
► WDSU-TV (6) ABC, CBS, NBC; Blair; 381,713; N, LF, LL; $850
► WJMR-TV (20) ABC, CBS; Bolling; 139,000; $250
WCKG (26) Gill-Perna; 4/2/53-Unknown
Times-Picayune Pub. Co. (4) Initial Decision 7/7/55
Greater New Orleans Educational Tv Inc. (*6) 2/17/56-Unknown

SHREVEPORT—
► KSLA-TV (12) ABC, CBS; Raymer; N; 166,000; $400
► KTBS-TV (3) NBC, ABC; Petry; 199,710

MAINE

BANGOR—
► WABI-TV (5) ABC, NBC; Hollingbery; 98,000; N; $150
► **WTWO (2) CBS; Venard; $250**

LEWISTON—
WLAM-TV (17) See footnote

POLAND SPRING—
► WMTW (8) ABC, CBS; Harrington, Righter & Parsons; 272,923; $300

PORTLAND—
► WCSH-TV (6) NBC; Weed; 190,200; N; $350
► WGAN-TV (13) CBS; Avery-Knodel; 185,000; N; $350

MARYLAND

BALTIMORE—
► WAAM (13) ABC; Harrington, Righter & Parsons; 664,388; $1,100
► WBAL-TV (11) NBC; Petry; 627,380; N, LS, LF, LL; $1,100
► WMAR-TV (2) CBS; Katz; 627,380; N, LF, LS; $1,100
WITH-TV (72) Forjoe; 12/18/52-Unknown
WTLF (18) 12/9/53-Unknown

SALISBURY†—
► WBOC-TV (16) ABC, CBS; Headley-Reed; 54,310; $200

MASSACHUSETTS

BOSTON—
► WBZ-TV (4) NBC; Free & Peters; 1,392,021; N, LS, LF; $2,250
► WGBH-TV (*2) 1,332,379; N, LL, LF, LS
► WMUR-TV (9) (See Manchester, N. H.)
► WNAC-TV (7) CBS, ABC; H-R; 1,392,021; N; $2,000
WJDW (44) 8/12/53-Unknown
WHMB (38) 10/12/55-Unknown
Greater Boston Tv Corp. (5) Initial Decision 1/4/56

BROCKTON†—
WHEF-TV (62) 7/30/53-Unknown

CAMBRIDGE (BOSTON)—
► WTAO-TV (56) ABC; Keller; 219,000; $250

PITTSFIELD†—
► WMGT (19) ABC; Walker; 175,886; $250

SPRINGFIELD—
► WHYN-TV (40) CBS; Branham; 200,000; $300
► WWLP (22) NBC, ABC; Hollingbery; 200,000; N, LS; $500

WORCESTER—
WWOR-TV (14) See footnote
WAAB-TV (20) Forjoe; 8/12/53-Unknown

MICHIGAN

ANN ARBOR—
► WPAG-TV (20) Everett-McKinney; 27,000; $150
WUOM-TV (*26) 11/4/53-Unknown

BAY CITY (MIDLAND, SAGINAW)—
► WNEM-TV (5) NBC, ABC; Headley-Reed; 312,555; N; $500

CADILLAC—
► WWTV (13) CBS, ABC; Weed; 333,577; $300

DETROIT—
► WJBK-TV (2) CBS; Katz; 1,590,400; N; $2,200
► WTVS (*56)
► WWJ-TV (4) NBC; Free & Peters; 1,610,000; N, LF, LS; $2,000
► WXYZ-TV (7) ABC; Blair; 1,568,000; N; $1,800
► CKLW-TV (9) CBC; Young; 1,568,000; $1,100. (See Windsor, Ont.)
WBID-TV (50) 11/19/53-Unknown

EAST LANSING†—
►**WKAR-TV (*60)** 58,000

FLINT†—
WJRT (12) CBS; Harrington, Righter & Parsons; 5/12/54-Unknown

GRAND RAPIDS—
► WOOD-TV (8) NBC, ABC; Katz; 586,604; N; $1,050
WMCN (23) 9/2/54-Unknown

IRONWOOD—
WJMS-TV (12) 11/30/55-Unknown

KALAMAZOO—
► WKZO-TV (3) CBS, ABC; Avery-Knodel; 599,060; N; $1,000

LANSING—
► WJIM-TV (6) NBC, CBS, ABC; Petry; 441,300; N; $800
► WTOM-TV (54) ABC; McGillvra; 60,850; $200

MARQUETTE†—
WDMJ-TV (6) 4/7/54-Unknown

SAGINAW (BAY CITY, MIDLAND)—
► WKNX-TV (57) CBS, ABC; Gill-Perna; 152,000; N; $375

TRAVERSE CITY—
► WPBN-TV (7) NBC; Holman; 53,426; $120

MINNESOTA

AUSTIN—
► KMMT (6) ABC; Avery-Knodel; 89,270; $200

DULUTH (SUPERIOR, WIS.)—
► KDAL-TV (3) CBS, ABC; Avery-Knodel; 115,000; $325
► WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote

MINNEAPOLIS-ST. PAUL—
► KEYD-TV (9) Avery-Knodel; 630,000; $450
► KSTP-TV (5) NBC; Petry; 615,000; N, LS, LF; $1,450
► WCCO-TV (4) CBS; Free & Peters; N, LL; $1,475
► WTCN-TV (11) ABC; Katz; 600,000; $750

ROCHESTER—
► KROC-TV (10) NBC, ABC; Meeker; 117,000; N; $250

MISSISSIPPI

BILOXI†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54 (case has been reopened)

COLUMBUS†—
WCBI-TV (4) McGillvra; 7/28/54-6/1/56

HATTIESBURG†—
WDAM-TV (9) 5/4/55-Unknown

JACKSON—
► WJTV (12) CBS, ABC; Katz; 145,000; $300
► WLBT (3) NBC; Hollingbery; 175,000; N; $300

MERIDIAN—
► WTOK-TV (11) ABC, CBS, NBC; Headley-Reed; 60,000; $200
WCOC-TV (30) See footnote

TUPELO†—
WTWV (9) 12/8/54-Early '56

MISSOURI

CAPE GIRARDEAU—
► KFVS-TV (12) CBS, NBC; Headley-Reed; 154,000; N; $300

COLUMBIA—
► KOMU-TV (8) NBC, ABC; H-R; 91,858; $200

HANNIBAL (QUINCY, ILL.)—
► KHQA-TV (7) CBS; Weed; 149,060; N; $250
► WGEM-TV (10) See Quincy, Ill.

JEFFERSON CITY—
► KRCG (13) CBS; Hoag-Blair; 131,238; $200

JOPLIN—
► KSWM-TV (12) CBS; Venard; 112,750; N; $200

KANSAS CITY—
► KCMO-TV (5) CBS, ABC; Katz; 556,600; N; $1,000
► KMBC-TV (9) CBS; Free & Peters; 556,600; N, LS, LF, LL; $540 (half-hour)
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 556,600; N, LS, LF; $860

ST. JOSEPH—
► KFEQ-TV (2) CBS; Headley-Reed; 153,007; $350

ST. LOUIS—
► KETC (*9) 500,000
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 887,274; N, LS, LF; $1,200
► KTVI (36) ABC, CBS; Weed; 414,464; $400
► KWK-TV (4) CBS, ABC; Katz; N; $1,500

SEDALIA†—
► KDRO-TV (6) Pearson; 57,000; $200

SPRINGFIELD—
► KTTS-TV (10) CBS; Weed; 87,774; N; $200
► KYTV (3) NBC; Hollingbery; 103,040; N; $240

MONTANA

BILLINGS†—
► KOOK-TV (2) CBS, ABC, NBC; Headley-Reed; 25,000; $150
KGHL-TV (8) 11/23/55-Unknown

BUTTE†—
► KXLF-TV (6) ABC; No estimate given; $50

GREAT FALLS†—
► KFBB-TV (5) CBS, ABC, NBC; Hoag-Blair; 25,700; $150

MISSOULA†—
► KGVO-TV (13) CBS, ABC; Gill-Perna; 24,200; $150

NEBRASKA

HASTINGS†—
► KHAS-TV (5) NBC; Weed; 77,110; $80

HAYES CENTER†—
► KHPL-TV (2) (Satellite of KHOL-TV Holdrege)

KEARNEY (HOLDREGE)—
► KHOL-TV (13) CBS, ABC; Meeker; 89,631; N; $250

LINCOLN—
► KOLN-TV (10) ABC, CBS; Avery-Knodel; 147,182; $400
► KUON-TV (*12) 89,163

OMAHA—
► KMTV (3) NBC, ABC; Petry; 349,800; N, LS, LF, LL; $800
► WOW-TV (6) CBS; Blair; 337,516; N; $800
Herald Corp. (7) Initial Decision 4/6/55

SCOTTSBLUFF†—
► KSTF (10) Satellite of KFBC-TV Cheyenne, Wyo.

NEVADA

HENDERSON (LAS VEGAS)—
► KLRJ-TV (2) NBC, ABC; Pearson; 32,000; N; $225

LAS VEGAS—
► KLAS-TV (8) CBS; Weed; 28,600; $250
► KLRJ-TV (2) See Henderson
Moritz Zenoff (13) 9/28/55-Unknown

RENO—
► KZTV (8) CBS, ABC, NBC; Pearson; 21,750; $300
KAKJ (4) 4/19/55-Unknown

NEW HAMPSHIRE

KEENE†—
WKNE-TV (45) 4/22/53-Unknown

MANCHESTER (BOSTON)—
► WMUR-TV (9) ABC, CBS, NBC; Weed; 1,089,971; $600

MT. WASHINGTON†—
► WMTW (8) See Poland Spring, Me.

NEW JERSEY

ASBURY PARK†—
WRTV (58) See footnote

ATLANTIC CITY—
WFPG-TV (46) See footnote
WOCN (52) 1/8/53-Unknown

CAMDEN†—
WKDN-TV (17) 1/28/54-Unknown

NEWARK (NEW YORK CITY)—
► WATV (13) Petry; 4,730,000; $2,000

NEW BRUNSWICK†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

ALBUQUERQUE—
► KGGM-TV (13) CBS; Weed; 70,732; $300
► KOAT-TV (7) ABC; Hollingbery; 66,620; $200
► KOB-TV (4) NBC; Branham; 70,732; $325

CARLSBAD†—
KAVE-TV (6) 6/22/55-Unknown

CLOVIS—
KICA (12) 2/23/56-Unknown

ROSWELL—
► KSWS-TV (8) NBC, ABC, CBS; Meeker, Melville; 32,685; $150

SANTA FE—
KVIT (2) 1/25/56-Unknown

NEW YORK

ALBANY (SCHENECTADY, TROY)—
► WROW-TV (41) ABC, CBS; Harrington, Righter & Parsons; 175,000; N; $475
WPTR-TV (23) 6/10/53-Unknown
WTRI (35) See footnote
WTVZ (*17) 7/24/52-Unknown

BINGHAMTON—
► WNBF-TV (12) CBS, ABC, NBC; Blair; N; 402,170; $800
WQTV (*46) 8/14/52-Unknown
WINR-TV (40) 9/29/54-Unknown

BUFFALO—
► WBEN-TV (4) ABC, CBS; Harrington, Righter & Parsons; 609,284 (plus 605,479 Canadian coverage); N, LS, LF, LL; $800
► WBUF-TV (17) ABC, NBC; H-R; 170,000; $350
► WGR-TV (2) NBC, ABC; Free & Peters; 1,030,380 (includes Canadian coverage); N; $950
WTVF (*23) 7/24/52—Unknown
WNYT-TV (59) 11/23/55-Unknown
Great Lakes Tv Inc. (7) initial decision 1/31/56

CARTHAGE (WATERTOWN)—
► WCNY-TV (7) CBS, ABC; Weed; 77,150 (plus 55,100 Canadian coverage); $200

ELMIRA—
WTVE (24) See footnote

HAGAMAN—
WAST (29) 2/9/56-Unknown

ITHACA†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown

LAKE PLACID† (PLATTSBURG)—
► WIRI (5) NBC, ABC; McGillvra; 97,150 (plus 350,000 Canadian coverage); $250

NEW YORK—
► WABC-TV (7) ABC; Weed; 4,730,000; $3,750
► WABD (5) Avery-Knodel; 4,730,000; N, LL, LF, LS; $2,200
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,730,000, N, LS, LF, LL; $6,000
► WOR-TV (9) WOR-TV Sls.; 4,730,000; $1,500
► WPIX (11) Free & Peters; 4,730,000; $1,500
► WRCA-TV (4) NBC; NBC Spot Sls.; 4,730,000; N, LS, LF, LL; $6,200
► WATV (13) See Newark, N. J.
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown

POUGHKEEPSIE—
► WKNY-TV (66) ABC, CBS, NBC; Meeker; 40,600; $100

ROCHESTER—
► WHAM-TV (5) NBC; Hollingbery; 325,000 (not including 75,000 Canadian coverage); N; $900
► WHEC-TV (10) CBS, ABC; Everett-McKinney, 327,000; N; $700
► WVET-TV (10) CBS, ABC; Bolling; 327,000 (including 31,500 Canadian coverage); N; $700
WCBF-TV (15) 6/10/53-Unknown
WROH (*21) 7/24/52-Unknown

SCHENECTADY (ALBANY, TROY)—
► WRGB (6) NBC; NBC Spot Sls.; 477,000; N; $950

SYRACUSE—
► WHEN (8) CBS, ABC, DuM; Katz; 372,160; N; $700
► WSYR-TV (3) NBC; Harrington, Righter & Parsons; 372,160; N, LS, LF; $800
WHTV (143) 9/18/52—Unknown

UTICA—
► WKTV (13) NBC, ABC, CBS; Cooke; 204,000; N; $550

NORTH CAROLINA

ASHEVILLE—
► WISE-TV (62) CBS, NBC; Bolling; 42,000; $150
► WLOS-TV (13) ABC, CBS; Venard; 372,920; $300

CHAPEL HILL†—
► WUNC-TV (*4) 377,350

CHARLOTTE—
► WBTV (3) CBS, ABC, NBC; CBS Spot Sls.; 527,680; N, LL, LS, LF; $1,000
WQMC (36) See footnote
Piedmont Electronics & Fixture Corp. (9) Initial Decision 8/2/55

DURHAM—
► WTVD (11) NBC, ABC; Petry; 285,540; N; $550

FAYETTEVILLE†—
► WFLB-TV (18) CBS, NBC; Young; 39,340; $150

GASTONIA†—
WTVX (48) 4/7/54-Unknown

GREENSBORO—
► WFMY-TV (2) CBS, ABC; Harrington, Righter & Parsons; 401,540; N, LF, LS; $650

GREENVILLE—
► WNCT (9) CBS, ABC; Pearson; 145,000; $350

NEW BERN†—
WNBE-TV (13) 2/9/55-Unknown

RALEIGH—
► WNAO-TV (28) CBS, ABC, DuM; Avery-Knodel; 125,000; N; $250
Capitol Bcstg. Co. (5) Initial Decision 4/19/55

WASHINGTON—
► WITN (7) NBC; Headley-Reed; 143,720; N; $325

WILMINGTON—
► WMFD-TV (6) NBC, ABC, CBS; Weed; 94,600; $200
WTHT (3) 2/17/54-Unknown

WINSTON-SALEM—
► WSJS-TV (12) NBC; Headley-Reed; 713,720; N; $550
► WTOB-TV (26) ABC; Venard; 118,724; $200

NORTH DAKOTA

BISMARCK—
► KFYR-TV (5) NBC, ABC, CBS; Hoag-Blair; 29,750; $200
► KBMB-TV (12) CBS; Weed; 24,000; N; $150

FARGO†—
► WDAY-TV (6) NBC, ABC; Free & Peters; 66,660; $300

GRAND FORKS—
► KNOX-TV (10) NBC; Rambeau; 32,000; N; $200

MINOT—
► KCJB-TV (13) CBS, NBC, ABC; Weed; 29,000; $200
KMOT (10) 10/5/55-Unknown

VALLEY CITY—
► KXJB-TV (4) CBS; Weed; 95,000; N, LF, LS; $400

OHIO

AKRON—
► WAKR-TV (49) ABC; Weed; 174,066; $300

ASHTABULA†—
► WICA-TV (15) 116,285; $200

CANTON†—
Tri-Cities Telecasting Inc. (29) Initial Decision 11/17/54

CINCINNATI—
► WCET (*48) 2,000
► WCPO-TV (9) ABC; Blair; 767,729; $1,200
► WKRC-TV (12) CBS; Katz; 662,236; N; $1,000
► WLWT (5) NBC; WLW Sls.; 487,000; N; $1,000
WQXN-TV (54) Forjoe; 5/14/53-Unknown

CLEVELAND—
► WEWS (5) ABC; Blair; 1,217,000; N; $1,000
► KYW-TV (3) NBC; Free & Peters; 1,217,000; N, LS, LF; $1,300
► WXEL (8) CBS; Katz; 1,159,640; N; $1,700
WERE-TV (65) 6/18/53-Unknown
WHK-TV (19) 11/25/53-Unknown

COLUMBUS—
► WBNS-TV (10) CBS; Blair; 482,203; N; $825
► WLWC (4) NBC; WLW Sls.; 351,000; N; $800
► WTVN-TV (6) ABC; Katz; 381,451; $600
► WOSU-TV (*34)

DAYTON—
► WHIO-TV (7) CBS; Hollingbery; 637,330; N; $800
► WLWD (2) ABC, NBC; WLW Sls.; 332,000; N; $800
WIFE (22) See footnote

ELYRIA†—
WEOL-TV (31) 2/11/54-Unknown

LIMA—
► WIMA-TV (35) NBC, CBS, ABC; H-R; 88,519; $150

MANSFIELD†—
WTVG (36) 6/3/54-Unknown

MASSILLON†—
WMAC-TV (23) Petry; 9/4/52-Unknown

STEUBENVILLE (WHEELING, W. VA.)—
► WSTV-TV (9) CBS, ABC; Avery-Knodel; 1,184,839; $400
► WTRF-TV (7) See Wheeling

COMPARATIVE NETWORK SHOWSHEET

	SUNDAY			MONDAY			TUESDAY			WEDNESDAY		
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
Noon		*Let's Take A Trip*			Scott Paper Valiant Lady	*Tennessee Ernie Ford* L		Wssn Oil Valiant Lady	*Tennessee Ernie Ford* L		Gen. Mills Valiant Lady	*Tennessee Ernie Ford* L
12:15					Amer. Home Products Love of Life			Amer. Home Products Love of Life			Amer. Home Products Love of Life	
12:30		Kellogg Wild Bill Hickok F			P&G Search for Tomorrow	Colgate-Palmolive Feather Your Nest L		P&G Search for Tomorrow	Colgate-Palmolive Feather Your Nest L		P&G Search for Tomorrow	Colgate-Palmolive Feather Your Nest L
12:45					P&G Guiding Light L			P&G Guiding Light L			P&G Guiding Light L	
1:00			American Forum L		*Jack Paar Show* F			*Jack Paar Show* F			*Jack Paar Show* F	
1:15												
1:30			*Frontiers of Faith* L		P&G Love Story			P&G Love Story			P&G Love Story	
1:45												
2:00			No Net Service		Robert Q. Lewis (See Footnote)			Robert Q. Lewis (See Footnote)			Robert Q. Lewis (See Footnote)	
2:15												
2:30		*Adventure*	*Youth Wants To Know* L		Art Linkletter's House Party (See Footnote)			Art Linkletter's House Party (See Footnote)			Art Linkletter's House Party (See Footnote)	
2:45												
3:00		*Face the Nation*	*Dr. Spock* L		Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L		Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L		Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L
3:15												
3:30		The CBS Sunday News	*Zoo Parade* L	Best Foods Inc. Afternoon Film Festival F&L Participating (see footnote)	Bob Crosby (See Footnotes)		Best Foods Inc. Afternoon Film Festival F&L Participating (see footnote)	Bob Crosby (See Footnotes)		Best Foods Inc. Afternoon Film Festival F&L Participating (see footnote)	Bob Crosby (See Footnotes)	
3:45												
4:00	*Dean Pike* L		(3/18) Hallmark Hall of Fame (3/4, 3/11, 3/25) Wide, Wide World		P&G The Brighter Day	Borden Co. Date With Life L		P&G The Brighter Day	Borden Co. Date With Life L		P&G The Brighter Day	Borden Co. Date With Life L
4:15		Front Row Center			Am. Home Pr. Secret Storm	*Modern Romances* L		Am. Home Pr. Secret Storm	*Modern Romances* L		Am. Home Pr. Secret Storm	*Modern Romances* L
4:30	*College Press Conference* L				P&G On Your Account	*Queen For A Day* L		P&G On Your Account	*Queen For A Day* L		P&G On Your Account	*Queen For A Day* L
4:45												
5:00	Hartz Mountain Products Chunky Choclate Super Circus L			Mickey Mouse Club (see footnote) F		*Pinky Lee Show* L	Mickey Mouse Club (see footnote) F		*Pinky Lee Show* L	Mickey Mouse Club (see footnote) F		*Pinky Lee Show* L
5:15												
5:30		Aluminium Ltd. Scott Paper J. P. Stevens Omnibus	Heinz Capt. Gallant F			Howdy Doody (See Footnote)			Howdy Doody (See Footnote)			Howdy Doody (See Footnote)
5:45												
EVENING 6:00			Johns Manville Pan Amer. Meet the Press L									
6:15												
6:30		Prudential You Are There L	Gen. Foods Roy Rogers F		Whitehall News L			Pall Mall News L			Whitehall News L	
6:45												
7:00	Skippy Peanut Butter You Asked For It F	Campbell Soup (Alt. wks.) Kellogg Lassie F	Chrysler It's A Great Life F	Co-op Kukla, Fran&Ollie L	Whitehall News L		*Kukla, Fran & Ollie*	Pall Mall News L		*Kukla, Fran & Ollie*	Whitehall News L	
7:15				Daly-News			Miles Labs Daly-News			Miles Labs Daly-News		
7:30	Dow Chemical Evinrude Motors Glamorene P&G Colgate Famous Film Festival (Participating) F	Am. Tobacco Prvt Sectry. (Alt. wks.) Jack Benny	Reynolds Metals Frontier F	Standard Brands (Alt. wks.) Topper F	Johnson & Johnson (Alt. wks.) Wildroot Rob. Hood F	Asso. Prods. Webcor Tony Martin Camel Caravan L	L&M Gen. Elec. Monsanto Warner Bros. Presents F	Whitehall Name That Tune	Chevrolet Dinah Shore Show L	American Motors American Dairy Derby Foods Disneyland F	*Brave Eagle*	Coca-Cola Eddie Fisher Show L
7:45									Camel News Caravan L			Plymouth News Caravan L
8:00		Mercury Div. of The Ford Motor Co. The Ed Sullivan Show L	AVCO Jergens Brown & Williamson NBC Comedy Hour L 7:30-9 p.m. (1 wk. of 4) Sunday Spectaculars	Studebaker Packard TV Readers Digest F	Carnation (Alt. wks.) B. F. G'rich Burns & Allen F	Ford Motor Co., RCA Producers' Showcase (8-9:30 1 wk. of 4) Rem. Rand Amer. Chicle Helene Crts. Caesar's Hr. L	Gen. Mills Parker Pen (Alt. wks.) Wyatt Earp F	R.J. Reynolds (Alt. wks.) Amana Phil Silvers F	Sunbeam RCA Whirlpool M. Raye Show	Gen. Foods Amer. Tob. M-G-M Parade F	Toni Co. (8-8:30) (Alt. wks.) CBS Clmba. Godfrey and His Friends Kellogg (8:30-9) (Alt. wks.) Pillsbury	Kodak Screen Directors Playhouse F
8:15									M. Berle Show			
8:30				Firestone Voice of Firestone L	Lvr.-Lptn. (Alt. wks.) Toni Co. Talent Scouts		American Tobacco alt. Dodge Danny Thomas F	Maytag Co. (Alt. wks.) Sheaffer Navy Log F	Chevrolet Chevy Show L	Pharmaceuticals Inc. Knomark Masq. Party L		Scott Father Knows Best F
8:45												
9:00	Pharmaceuticals Ted Mack Amateur Hour L	Gen. Elect. G E Theatre F	Goodyear Corp. (alt. with) Alcoa TV Playhouse L	*Dotty Mack Show* L	P&G (Alt. wks.) Gen. Foods I Love Lucy	GE Dow Chmcl. Medic F	duPont Cavalcade Theatre F	Pharmctcls. Meet Millie L	P&G J. Wyman's Fireside Theatre F	Dodge Break the Bank L	Colgate The Millionaire F	Kraft Foods Television Theatre L
9:15												
9:30		Bristol-Myers Hitchcock Presents F		CIBA Medical Horizons L	General Foods December Bride	Johnson Wax alt. with Schick Robert Montgomery Presents L	*Tomorrow's Careers* L	S.C. Johnson (Alt. wks.) Pet Milk Red Skelton L	Armstrong Cork Armstrong Circle Th'tre Pontiac Playwrights 56 L	Pabst Brewing Co. Mennen Co. (Alt. wks.) Wednesday Night Fights L	R. J. Reynolds I've Got A Secret L	
9:45												
10:00		P. Lorillard (Alt. wks.) Revlon Appt. with Adventure	Kleenex P&G Loretta Young F	*Outside U.S.A.* L	Westinghouse Studio One L			Revlon The $64,000 Question L			General Electric 20th Cntry. Fox Hour (Alt. wks.) U. S. Steel U. S. Steel Hour F	Hazel Bishop (alt. wk.) P&G This Is Your Life L
10:15												
10:30		Jules Montenier (Alt. wks.) Remington What's My Line L	American Tobacco Justice L					G.M. Frigidaire Do You Trust Your Wife?	Lever Bros. A.C. Spark Plug Big Town F			Whitehall Pharmacal Midwestern Hayride L
10:45												

THURSDAY

ABC	CBS	NBC
	Toni Valiant Lady	*Tennessee Ernie Ford* L
	Amer. Home Products Love of Life	
	P&G Search for Tomorrow	Colgate-Palmolive Feather Your Nest L
	P&G Guiding Light L	
	Jack Paar Show F	
	P&G Love Story	
	Robert Q. Lewis (See Footnote)	
	Art Linkletter's House Party (See Footnote)	
	Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L
st Foods Inc. ternoon Film estival F&L icipating	Bob Crosby (See Footnotes)	
s footnote)	P&G The Brighter Day	Borden Co. Date With Life L
	Am. Home Pr. Secret Storm	*Modern Romances* L
	P&G On Your Account	*Queen For A Day* L
Mickey Mouse Club (see otnote) F		*Pinky Lee Show* L
		Howdy Doody (See Footnote)
	Pall Mall News L	
Kola, Fran Ollie		
me Inc. ly-News	Pall Mall News L	
eneral Mills Lone anger F	Quaker Oats Sgt. Preston of the Yukon F	Dinah Shore Show Chevrolet L
dmiral ishop heen L	R. J. Reynolds Bob Cummings Show F	Camel News Caravan L
Jecchi uality oods op the usic L	Chrysler Motors Climax—Shower of Stars L	DeSoto-Plymouth You Bet Your Life F
llo Star onight L		Chesterfield Dragnet F
		Borden Co. The People's Choice F
Vestern U. Down ou Go L	Singer Sew'g. (Alt. wks.) Brstl. Myrs. Four Star Playhouse F	Ford Theatre F
Music om the dowbrook L	General Foods Johnny Carson L	Lever Bros. Lux Video Theatre L
	American Home Prod. Quiz Kids L	

FRIDAY

ABC	CBS	NBC
	Gen. Mills Valiant Lady	*Tennessee Ernie Ford* L
	Amer. Home Products Love of Life	
	P&G Search for Tomorrow	Colgate-Palmolive Feather Your Nest L
	P&G Guiding Light L	
	Jack Paar Show F	
	P&G Love Story	
	Robert Q Lewis (See Footnote)	
	Art Linkletter's House Party (See Footnote)	
	Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L
Best Foods Inc. Afternoon Film Festival F&L Participating (see footnote)	Bob Crosby (See Footnotes)	
	P&G The Brighter Day	Borden Co. Date With Life L
	Am. Home Pr. Secret Storm	*Modern Romances* L
	P&G On Your Account	*Queen For A Day* L
Mickey Mouse Club (see footnote) F		*Pinky Lee Show* L
		Howdy Doody (See Footnote)
	Whitehall News L	
Kukla, Fran & Ollie		
Miles Labs Daly-News	Whitehall News L	
National Biscuit Rin Tin Tin F	Colgate-Palmolive Co. My Friend Flicka	Coca-Cola Eddie Fisher Show L
Norwich Hotpoint Quaker Oats Ozzie and Harriet F	General Foods Mama L	Plymouth News Caravan L
Chevrolet Crossroads F	General Foods Our Miss Brooks	P. Lorillard Truth or Consqnces. F
Helene Curtis Wine Corp. Dollar A Second L	R. J. Reynolds The Crusader F	Gulf Life of Riley F
Sterling Drug The Vise F	Schlitz Brewing Playhouse of Stars F	Simoniz & Amer. C&C Big Story F
Ralston Ethel & Albert L	Brown & Williamson (Alt. wks.) P&G Lineup F	Ponds Campbell Soup Star Stage F
	Amer. Oil Hamm Elgin Person to Person L	Gillette Cavalcade of Sports L
		State Farm Red Barber's Corner L

SATURDAY

ABC	CBS	NBC
	National Dairy The Big Top L	*Paul Winchell J. Mahoney* L
		Choose Up Sides L
	Gen. Mills The Lone Ranger F	
	Wander Co. Captain Midnight	
Am. Home Products & Co-op Ozark Jubilee L	*Big Ten Basketball Games*	NBA Pro Basketball Games L
Ralston Grand Ole Opry (Every fourth week)	(Special Game 3/10 Harlem Globetrotters Boston Whirlwinds)	
	Amana Pacific Coast Basketball	
	Lehn & Fink The Lucy Show F	Oldsmobile Max Liebman Presents 9-10:30 p.m. (once a mo.) L
	Wrigley Gene Autry Show F	
	Sylvania Beat the Clock L	Speidel Purex The Big Surprise L
	Buick Jackie Gleason Show	Gold Seal Dormeyer Noxzema Kleenex Armour Perry Como Show L
	Nestle Stage Show	
Dodge Div. The Lawrence Welk Show L	P. Lorillard (Alt. wks.) Sheaffer Two for the Money L	Toni Papermate People Are Funny F
	P&G It's Always Jan F (3 of 4 wks.)	Texaco Star Theatre J. Durante F
Emerson Drg. Mathiesson Chance of a Lifetime L	Liggett & Myers Gunsmoke (3 of 4 wks.) F	Armour (alt.) Pet Milk Geo. Gobel Show L
	Anheuser-Busch Runyon Theatre (3 of 4 wks.)	Am. Tobacco Warner Lambert Your Hit Parade

AFTERNOON	
Noon	
12:15	
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MORNING

SATURDAY

CBS: Capt. Kangaroo, 9-9:30 a.m.; Winky Dink and You, 10:30-11 a.m.; Mighty Mouse Playhouse, Sat. 11-11:30 a.m.; Tales of Texas Ranger (Curtis Candy, General Mills, alt. weeks), 11:30-12 noon.
NBC: Pinky Lee Show, 10-10:30 a.m.; Paul Winchell Show (Tootsie Rolls), 10:30-11 a.m.; Fury (General Foods), 11-11:30 a.m.; Mr. Wizard, 11:30-12 noon.

SUNDAY

CBS: Lamp Unto My Feet, 10-10:30 a.m.; Look Up And Live, 10:30-11 a.m.; Eye on New York, 11-11:30 a.m. Camera Three, 11:30-12 noon.

MONDAY-FRIDAY

CBS: Good Morning, 7-8 a.m.; Captain Kangaroo, 8-9 a.m. (participating sponsors); Garry Moore, M-Th., 10-10:30 a.m.; Fri., 10-11:30 a.m.; Arthur Godfrey, M-Th., 10-10:30; (see footnotes); Strike It Rich, 11:15-12 noon.
NBC: Today, 7-9 a.m. (participating sponsors); Ding Dong School, 10-10:30 (see footnotes); Search For Beauty (Antell), 10:30-11 a.m.; Home, 11-12 noon (participating sponsors).

FOOTNOTES:

Explanation: Programs in italics, sustaining; Time, EST; L, live; F, film; K, kinescope recording; E, Eastern network; M. Midwestern.

ABC—Afternoon Film Festival, Mon.-Fri.—Best Foods, Pharmaco, Glamorene, Union Underwear, Kendall Co., Coates & Clark, Sterling Drugs. Mickey Mouse Club, Mon.-Fri. 5-6. Am. Par., Armour, Bristol-Myers, Campbell Soup, Carnation, Coca-Cola, Gen. Mills, S. C. Johnson & Son, Lettuce Inc., Mattel, Mars, Miles Labs, Minnesota Mining, Morton Salt, SOS, Tv Time Foods, Welch, Vicks.

CBS—Garry Moore M.—Thu. 10-10:30 a.m. Fri. 10-11:30 a.m. 10-10:15 Mon. Bristol Myers, Tue. Miles Labs, Wed. Lever Bros., Thurs. Hazel Bishop Alt. wks. Toni, Fri. General Mills. 10:15-30 Mon. Serta alt. wks. A. E. Staley, Tue. Kellogg, Wed. Chevrolet Thu. Toni alt. wks. Chun King, Fri. Lever. 10:30-45 Fri. Hazel Bishop alt. wks. CBS-Hytron. 10:45-11 Fri. S.O.S., alt. wks. Prudential. 11-11:15 Fri. Yardley. 11:15-11:30 Fri. Masland alt. wks. Converted Rice.

Arthur Godfrey 10:30-10:45 a.m. Tue., Corn Prod.; Wed., Easy Washer; Thurs., Bristol-Myers. 10:45-11 a.m. Mon., Tues., & Wed., Bristol-Myers; Thurs., American Home; Fri., Converted Rice, alt. wks. Prudential. 11-11:15 a.m. Mon. & Wed., Lever; Tue. & Thurs., Kellogg. 11:15-11:30 Mon. thru Thurs. Pillsbury.

Robert Q. Lewis—2-2:15 p.m. Thu., Ralston alt. wks. Fri. Brown & Williamson alt. wks. 2:15-30 p.m. Mon.—Lanolin Plus.

House Party. 2:30-45 Mon., Wed., Fri. Lever; Tue.-Thu. Kellogg. 2-45-3 p.m. Mon.-Thu. Pillsbury, Fri. Hawaiian Pineapple.

Bob Crosby—3:30-45 p.m. Mon. Scott Paper Co., Tue. alt. wks. Carnation, Wed. Gerber Prod. Thu. Toni Fri. 3:45-4 p.m., Fri. S.O.S. alt. wks. Hazel Bishop 3:30-45 Mon. Procter & Gamble 3:45-4 p.m. Wed., Fri.—General Mills. Tue.-Miles Labs Thu.-Scott Paper Co.
Ford Star Jubilee, every 4th Saturday 9:30-11 p.m.

NBC—Howdy Doody Mon.-Fri. 5:30-6 p.m.—Campbell Soup Colgate-Palmolive, Continental Baking, International Shoe, Kellogg, Luden's, Standard Brands, Welch Grape Juice.
Ding Dong School—Mon.-Fri. 10-10:30 a.m. Colgate Palmolive, General Mills, Gerber, International Shoe, Manhattan Soap, Procter & Gamble, Wander.

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B·T TELESTATUS

TOLEDO—
► WSPD-TV (13) CBS, ABC, NBC; Katz; 358,740; N; $1,000
WTOH-TV (79) 10/20/54-Unknown

YOUNGSTOWN—
► WFMJ-TV (21) NBC; Headley-Reed; 182,063; N; $350
► WKBN-TV (27) CBS, ABC; Raymer; 180,848; N; $350
WXTV (73) 11/2/55-Unknown

ZANESVILLE—
► WHIZ-TV (18) ABC, CBS, NBC; Pearson; 50,000; N; $150

OKLAHOMA

ADA—
► KTEN (10) ABC; CBS, NBC (per program basis); Venard; 88,590; N; $225

ARDMORE†—
KVSO-TV (12) 5/12/54-Unknown

ENID—
► KGEO-TV (5) ABC; Pearson; 250,000; N; $225

LAWTON†—
► KSWO-TV (7) ABC; Pearson; 71,000; $150

MUSKOGEE†—
► KTVX (8) ABC; Avery-Knodel; 285,700; $450

OKLAHOMA CITY—
► KWTV (9) CBS, ABC; Avery-Knodel; 363,285; N; $800
► WKY-TV (4) NBC, ABC; Katz; 363,285; N, LS, LF, LL; $800
KETA (*13) 12/2/53-Unknown
KTVQ (25) See Footnote

TULSA—
► KOTV (6) CBS; Petry; 311,112; N; $750
► KVOO-TV (2) NBC; Blair; 313,712; N; $700
► KTVX (8) (See Muskogee)
KOED-TV (*11) 7/21/54-Unknown
KCEB (23) See footnote
KSPG (17) 2/4/54-Unknown

OREGON

EUGENE—
► KVAL-TV (13) NBC, ABC; Hollingbery; 61,550; $300

KLAMATH FALLS†—
KFJI-TV (2) Grant; 12/2/54-Summer '56

MEDFORD—
► KBES-TV (5) ABC, CBS, NBC; Hoag-Blair; 34,100; $200

PORTLAND—
► KLOR (12) ABC; Hollingbery, 340,000; N; $600
► KOIN-TV (6) CBS; CBS Spot Sls.; 340,000; N; $700
► KPTV (27) NBC; NBC Spot Sls.; 356,442; N, LF, LS; $700
KTLV (8) North Pacific Tv Inc. 6/23/55-Unknown

ROSEBURG†—
► KPIC (4) Hollingbery

SALEM†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

ALLENTOWN†—
WFMZ-TV (67) See footnote
WQCY (39) Weed; 8/12/53-Unknown

ALTOONA—
► WFBG-TV (10) CBS, ABC, NBC; H-R; 573,731; $600

BETHLEHEM—
► WLEV-TV (51) NBC; Meeker; 89,307; N; $200

EASTON†—
► WGLV (57) ABC; Headley-Reed; 93,860; $150

ERIE—
► WICU (12) NBC, ABC; Petry; 222,500; N; $700
► WSEE (35) CBS, ABC; Avery-Knodel; 93,423; $250

HARRISBURG—
► WCMB-TV (27) Forjoe; $200
► WHP-TV (55) CBS; Bolling; 241,449; $325
► WTPA (71) ABC; Headley-Reed; 241,449; N; $350

HAZLETON†—
WAZL-TV (63) Meeker; 12/18/52-Unknown

JOHNSTOWN—
► WARD-TV (56) ABC, CBS; Weed; $200
► WJAC-TV (6) NBC, CBS, ABC; Katz; 947,890; N, LS, LF; $750

LANCASTER (HARRISBURG, YORK)—
► WGAL-TV (8) NBC, CBS; Meeker; 917,320; N, LS, LF; $1,200

LEBANON†—
WLBR-TV (15) See footnote

NEW CASTLE—
WKST-TV (45) See footnote

PHILADELPHIA—
► WCAU-TV (10) CBS; CBS Spot Sls.; 2,094,852; N, LF, LS; $3,000
► WFIL-TV (6) ABC; Blair; 2,105,636; N, LS, LF; $2,875
► WRCV-TV (3) NBC; NBC Spot Sls.; 2,088,318; N; $3,200
WPHD (23) 9/28/55—Unknown

PITTSBURGH—
► KDKA-TV (2) ABC, CBS, NBC; Free & Peters; 1,200,000; N; $1,700
► WENS (16) ABC, CBS, NBC; Branham; 400,000; $450
► WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown
WKJF-TV (53) See footnote
WIIC (11) CBS; Blair; 7/20/55-Unknown

READING—
► WHUM-TV (61) CBS, ABC; H-R; 253,467; N; $450
WEEU-TV (33) See footnote

SCRANTON—
► WARM-TV (16) ABC; Hollingbery; 200,000; $225
► WGBI-TV (22) CBS; H-R; 266,000; N; $400
► WTVU (73) Everett-McKinney; 195,000; $200

SHARON†—
WSHA (39) 1/27/54-Unknown

SUNBURY†—
WKOK-TV (38) 2/9/55-Unknown

WILKES-BARRE—
► WBRE-TV (28) NBC; Headley-Reed; 282,000; N; $450
► WILK-TV (34) ABC; Avery-Knodel; 280,000; N; $300

WILLIAMSPORT†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Summer '56

YORK—
► WNOW-TV (49) Keller; 106,000; $200
► WSBA-TV (43) ABC; Young; 116,500; $200

RHODE ISLAND

PROVIDENCE—
► WJAR-TV (10) NBC, ABC; Weed; 1,404,202; N; $1,200
► WPRO-TV (12) CBS; Blair; 1,404,202; $1,000
WNET (16) See footnote

SOUTH CAROLINA

ANDERSON—
► WAIM-TV (40) CBS; Headley-Reed; 127,550; N; $200

CAMDEN†—
WACA-TV (15) 6/3/53-Unknown

CHARLESTON—
► WCSC-TV (5) CBS, ABC; Free & Peters; 226,931; N; $300
► WUSN-TV (2) NBC, ABC; H-R; 202,000; $300

COLUMBIA—
► WIS-TV (10) NBC, ABC; Free & Peters; 194,778; N; $400
► WNOK-TV (67) CBS, ABC; Raymer; 110,000; $200

FLORENCE—
► WBTW (8) CBS, NBC, ABC; CBS Spot Sls.; 154,110; $300

GREENVILLE—
► WFBC-TV (4) NBC; Weed; 387,044; N; $525
► WGVL (23) ABC, CBS; H-R; 130,000; $200

SPARTANBURG†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Spring '56

SOUTH DAKOTA

FLORENCE†—
► KDLO-TV (3) (Satellite of KELO-TV Sioux Falls)

RAPID CITY†—
► KOTA-TV (3) CBS, ABC, NBC; Headley-Reed; 15,000; $150

SIOUX FALLS—
► KELO-TV (11) NBC, ABC, CBS; H-R; 180,033 (includes coverage of satellite KDLO-TV Florence); $425

TENNESSEE

CHATTANOOGA —
► WDEF-TV (12) NBC, ABC, CBS; Branham; 171,366; N; $400
WRGP-TV (3) NBC; H-R; 2/9/56-April '56

JACKSON—
► WDXI-TV (7) CBS, ABC; Burn-Smith; 102,385; N; $200

JOHNSON CITY—
► WJHL-TV (11) CBS, ABC, NBC; Pearson; 185,316; $250 (film)

KNOXVILLE—
► WATE (6) NBC, ABC; Avery-Knodel; 229,130; N; $500
► WTSK-TV (26) CBS, ABC; Pearson; 182,400; N; $300
WBIR-TV (10) 1/13/56-Unknown

MEMPHIS—
► WHBQ-TV (13) ABC; H-R; 401,127; $700
► WMCT (5) NBC; Branham; 407,827; N; $800
► WREC-TV (3) CBS; Katz; 401,127; $700
WKNO-TV (*10) 11/23/55-Unknown

NASHVILLE—
► WLAC-TV (5) CBS; Katz; 455,753; N; $550
► WSIX-TV (8) ABC; Hollingbery; 277,030; $425
► WSM-TV (4) NBC; Petry; 277,030; N, LF, LS; $700

TEXAS

ABILENE—
► KBRC-TV (9) NBC, ABC; Pearson; 59,760; $225

AMARILLO—
► KFDA-TV (10) CBS, ABC; H-R; 83,036; $300
► KGNC-TV (4) NBC; Katz; 83,036; N; $300

AUSTIN—
► KTBC-TV (7) CBS, ABC, NBC; Raymer; 150,748; N; $400

BEAUMONT—
► KBMT (31) ABC, NBC; Forjoe; 40,000; N, LL, LF, LS; $200
► KFDM-TV (6) CBS, ABC; Free & Peters; 109,000; N; $350

BIG SPRING†—
► KBST-TV (4) CBS; Pearson; 48,453; $150

CORPUS CHRISTI†—
► KVDO-TV (22) NBC; ABC, CBS (per program basis); Young, 52,850; $200
KRIS-TV (6) Free & Peters; 12/9/55-Spring '56
K-Six Tv Inc. (10) Initial Decision 1/20/55

DALLAS —
► KRLD-TV (4) CBS; Branham; 564,080; N; $1,100
► WFAA-TV (8) ABC, NBC; Petry; 564,080; N; $1,000

EL PASO—
► KROD-TV (4) CBS, ABC; Branham; 85,271; N; $375
► KTSM-TV (9) NBC; Hollingbery; 82,144; N; $250
KOKE (13) H-R; 3/18/54-Unknown

FT. WORTH—
► WBAP-TV (5) ABC, NBC; Free & Peters; 560,000; N, LL, LF, LS; $1,000
► KFJZ-TV (11) H-R; 560,000; $600

GALVESTON (HOUSTON)—
► KGUL-TV (11) CBS; CBS Spot Sls.; 459,250; $700

HARLINGEN† (BROWNSVILLE, McALLEN, WESLACO)—
►KGBT-TV (4) CBS, ABC; H-R; 83,869 (plus 8,000 Mexican coverage); $300

HOUSTON—
► KPRC-TV (2) NBC; Petry; 470,000; N; $900 (film)
► KTRK (13) ABC; Blair; 459,250; N, LF, LS, $700
► KUHT (*8) 450,000
KNUZ-TV (39) See footnote
KXYZ-TV (29) 6/18/53-Unknown
► KGUL-TV (11) See Galveston

LAREDO†—
► KHAD-TV (8) CBS, NBC; Pearson; 8,000; $150

LONGVIEW†—
► KTVE (32) Forjoe; 55,268; $175

LUBBOCK—
► KCBD-TV (11) NBC, ABC; Raymer; 104,782; N; $300
► KDUB-TV (13) CBS; Branham; 117,782; N, LL, LF; $350 (film)

LUFKIN—
► KTRE-TV (9) NBC; Venard; 50,150; $150 (Station receives NBC programs from KPRC-TV Houston but is not an NBC affiliate.)

MIDLAND†—
► KMID-TV (2) NBC, ABC, CBS; Venard, Brown; 51,720; $200

ODESSA†—
► KOSA-TV (2) CBS; Pearson; 78,500; $225

SAN ANGELO—
► KTXL-TV (8) CBS, NBC, ABC; Venard; 43,820; $200

SAN ANTONIO—
► KCOR-TV (41) ABC; O'Connell; 62,000; $200
► KENS-TV (5) CBS, ABC; Free & Peters; 297,613; N; $700
► WOAI-TV (4) NBC, ABC; Petry; 296,446; N, LL, LS, LF; $700
Mission Telecasting Corp. (12) Initial Decision 6/16/55

SWEETWATER—
► KPAR-TV (12) CBS; Branham; 59,700; (satellite of KDUB-TV Lubbock, Tex.)

TEMPLE (WACO)—
► KCEN-TV (6) NBC; Hollingbery; 141,096; N; $300

TEXARKANA (ALSO TEXARKANA, ARK.)—
► KCMC-TV (6) CBS, ABC; NBC (per program basis); Venard; 161,840; N; $260

TYLER—
► KLTV (7) NBC, ABC, CBS; Pearson; 102,957; $250

WACO (TEMPLE)—
► KWTX-TV (10) ABC; Pearson; 113,905; N; $200

WESLACO† (BROWNSVILLE, HARLINGEN, McALLEN)—
► KRGV-TV (5) NBC; Pearson; 83,704; (plus 8,000 Mexican coverage); $250

WICHITA FALLS—
► KFDX-TV (3) NBC, ABC; Raymer; 105,135; N; $300
► KSYD-TV (6) CBS; Hoag-Blair; 105,030; $300

UTAH

SALT LAKE CITY—
► KSL-TV (5) CBS; CBS Spot Sls.; 198,000; N; $575
► KTVT (4) NBC; Katz; 198,000; N; $600
► KUTV (2) ABC; Hollingbery; 198,000; N; $450

VERMONT

BURLINGTON—
► WCAX-TV (3) CBS; Weed; 143,130; $300

VIRGINIA

BRISTOL†—
WCYB-TV (5) Gill-Perna; Initial Decision 2/1/55

DANVILLE†—
WBTM-TV (24) See footnote

HAMPTON (NORFOLK)—
► WVEC-TV (15) NBC; Avery-Knodel; 170,000; N; $350

HARRISONBURG—
► WSVA-TV (3) ABC, CBS, NBC; Pearson; 128,187; $200

LYNCHBURG—
► WLVA-TV (13) ABC, CBS; Hollingbery; 308,675; N; $300 (film)

NEWPORT NEWS—
WACH-TV (33) See footnote

NORFOLK—
► WTAR-TV (3) CBS, ABC; Petry; 389,891; N, LF, LS; $875
► **WTOV-TV (27) 210,000; McGillvra; $180**
► WVEC-TV (15) See Hampton
Beachview Bcstg. Corp. (10) Initial Decision 12/23/54

PETERSBURG—
► WXEX-TV (8) See Richmond

RICHMOND—
► WTVR (6) ABC, CBS; Blair; 503,317; N, LF, LS; $875
► WXEX-TV (8) NBC; Forjoe; 415,835; N, LF, LS; $750
WRVA-TV (12) Harrington, Righter & Parsons; 12/2/55-4/1/56
WOTV (29) 12/2/53-Unknown

ROANOKE—
► WDBJ-TV (7) CBS; Free & Peters
► **WSLS-TV (10) ABC, NBC; Avery-Knodel;** 413,205; N, LF, LS; $600

WASHINGTON

BELLINGHAM—
► KVOS-TV (12) CBS; Forjoe; 222,036; $300

EPHRATA†—
KBAS-TV (43) 5/4/55-Unknown

PASCO—
► **KEPR-TV (19)** 57,750 (satellite of KIMA-TV **Yakima)**

SEATTLE (TACOMA)—
► **KCTS (*9)**
► KING-TV (5) ABC; Blair; 488,500; N, LF, LS; $900
► KOMO-TV (4) NBC; NBC Spot Sls.; 494,300; N, LL, LF, LS; $950
► KTNT-TV (11) CBS; Weed; 494,300; N; $900
► KTVW (13) Hollingbery; 500,000; $600
Queen City Bcstg. Co. (7) Initial Decision 4/5/55

SPOKANE—
► KHQ-TV (6) NBC; Katz; 161,679; N, LF, LS; $550
► KREM-TV (2) ABC; Petry; 161,679; N, LF, LS; $350
► KXLY-TV (4) CBS; Avery-Knodel; 172,776; N, LL, LF, LS; $525

VANCOUVER†—
KVAN-TV (21) Bolling; 9/25/53-Unknown

YAKIMA—
► KIMA-TV (29) CBS, ABC, NBC; Weed; 60,400; $400
KRSM (23) 3/30/55-Unknown

WEST VIRGINIA

BLUEFIELD—
► WHIS-TV (6) NBC; Katz; 198,482; N; $250

CHARLESTON—
► WCHS-TV (8) CBS; Branham; 398,381; N, LF, LS; $550
WKNA-TV (49) See footnote

CLARKSBURG†—
WBLK-TV (12) Branham; 2/17/54-Spring '56

FAIRMONT†—
WJPB-TV (35) See footnote

HUNTINGTON—
► WHTN-TV (13) ABC; Petry; 203,000; N; $450
► WSAZ-TV (3) NBC; Katz; 642,148; N, LL, LF, LS; $800

OAK HILL (BECKLEY)†—
► WOAY-TV (4) ABC; Pearson; 357,230; $200

PARKERSBURG—
► WTAP (15) NBC, ABC, CBS, DuM; Pearson; 35,902; $150

WHEELING (STEUBENVILLE, OHIO)—
► WTRF-TV (7) NBC, ABC; Hollingbery; 312,850; N; $500
► **WSTV-TV (9) See Steubenville, Ohio**
WLTV (51) 2/11/53-Unknown

WISCONSIN

EAU CLAIRE—
► WEAU-TV (13) NBC, ABC; Hollingbery; 85,500; $200

GREEN BAY—
► WBAY-TV (2) CBS; Weed; 235,000; $400
► WFRV-TV (5) ABC, CBS; Headley-Reed; 239,340; N; $300
► WMBV-TV (11) See Marinette

LA CROSSE—
► WKBT (8) NBC, CBS, ABC; H-R; 110,000; $300

MADISON—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 126,900; N; **$250**
► WMTV (33) ABC, NBC; Bolling; 129,000; $280
WISC-TV (3) 12/7/55-June '56

MARINETTE (GREEN BAY)—
► WMBV-TV (11) NBC, ABC; Venard; 211,440; $250

MILWAUKEE—
► WISN-TV (12) ABC; Petry; 700,000; N, LF, LS; $800
► WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 781,222; N, LL, LF, LS; $1,150
► WXIX (19) CBS, CBS Spot Sls.; 398,255; N; $800
WCAN-TV (25) See footnote
WFOX-TV (31) 5/4/55-Unknown

SUPERIOR (DULUTH, MINN.)—
► WDSM-TV (6) NBC; Free & Peters; 123,000; $325
► KDAL-TV (3) See Duluth, Minn.

WAUSAU—
► WSAU-TV (7) CBS, NBC; ABC (per program basis); Meeker; 86,800; $250

WHITEFISH BAY†—
WITI-TV (6) 6/29/55-May '56; Branham; $600

WYOMING

CHEYENNE—
► KFBC-TV (5) CBS, ABC, NBC; Hollingbery; 70,972; $150

ALASKA

ANCHORAGE†—
► KENI-TV (2) ABC, NBC; Fletcher, Day; 21,800; $150
► KTVA (11) CBS; Alaska Radio-Tv Sls.; 22,500; $150

FAIRBANKS†—
► KFAR-TV (2) NBC, ABC; Fletcher, Day; 8,600; $150
► KTVF (11) CBS; Alaska Radio-Tv Sls.; 8,600; $135

JUNEAU†
Alaska Broadcasting System Inc. (8) 11/2/55-Unknown

HAWAII

HILO†—
► **KHBC-TV (9) Satellite of KGMB-TV Honolulu**

HONOLULU†—
► KGMB-TV (9) CBS; Free & Peters; 89,500 (includes Hilo and Wailuku satellites); $300
► KONA (2) NBC; NBC Spot Sls.; 86,000 (including Wailuku satellite); $300
► KULA-TV (4) ABC; Young; 78,000; $300

WAILUKU†—
► KMAU (3) Satellite of KGMB-TV Honolulu
► KMVI-TV (12) (Satellite of KONA Honolulu)

PUERTO RICO

MAYAGUEZ†—
WORA-TV (5) CBS; 1/27/55-Unknown

SAN JUAN†—
► WAPA-TV (4) ABC, NBC; Caribbean Networks; 95,000; $200
► WKAQ-TV (2) CBS; Inter-American; 65,000 $300
WIPR-TV (*6) 2/2/55-Unknown

CANADA

BARRIE, ONT.—
► CKVR-TV (3) Mulvihill, Canadian Ltd.; 36,870

BRANDON, MAN.†—
► CKX-TV (5) CBC; All-Canada, Weed; 10,300; $170

CALGARY, ALTA.—
► CHCT-TV (2) CBC, ABC, CBS, NBC; All-Canada, Weed; 34,000; $250

EDMONTON, ALTA.†—
► CFRN-TV (3) CBC; Radio Rep., Young, Oakes; 35,000; $260

HALIFAX, N. S.†—
► CBHT (3) CBC, CBS; 26,000; $220

HAMILTON, ONT.—
► CHCH-TV (11) CBC; All-Canada, Young; 484,196; $450

KINGSTON, ONT.—
► CKWS-TV (11) CBC; All-Canada; 55,000; $250

KITCHENER, ONT.—
► CKCO-TV (13) CBC; Hardy, Hunt, Weed; 268,450; $350

LETHBRIDGE, ALTA.—
► CJLH-TV (7) CBC; All-Canada, Weed; 6,800; $160

LONDON, ONT.—
► CFPL-TV (10) CBC, ABC, CBS, NBC; All-Canada, Weed; 128,000; $370

MONCTON, N.B.—
► CKCW-TV (2) CBC; Young, Stovin; 28,000; $200

MONTREAL, QUE.—
► CBFT (2) CBC French; CBC; 337,000; $900
► CBMT (6) CBC, NBC, ABC, CBS; 460,000; $680

OTTAWA, ONT.—
► CBOFT (9) CBC; CBC; 42,000; $230
► CBOT (4) CBC; CBC; 79,000; $320

PETERBOROUGH, ONT.—
► CHEX-TV (12) CBC, CBS, NBC; All-Canada, Weed; 48,000; $230

PORT ARTHUR, ONT.†—
► CFPA-TV (2) CBC; All-Canada, Weed; 8,500; $170

QUEBEC CITY, QUE.—
► CFCM-TV (4) CBC; Hardy, Hunt, Weed; 30,000; $350

REGINA, SASK.†—
► CKCK-TV (2) CBC, CBS, ABC; All-Canada, Weed; 25,000; $235

RIMOUSKI, QUE.†—
► CJBR-TV (3) CBC; Stovin, Young; 21,000; $200

ST. JOHN, N. B.†—
► CHSJ-TV (4) CBC; All-Canada, Weed; 55,000 (including U. S.); $250

ST. JOHN'S, NFLD.—
► CJON-TV (6) CBC, CBS, NBC, ABC; All-Canada, Weed; 10,650; $200

SASKATOON, SASK.†—
► CFQC-TV (8) CBC, ABC, CBS, NBC; Radio Rep.; 15,000; $230

SAULT STE. MARIE, ONT.—
► CJIC-TV (2) CBC; All-Canada, Weed; 14,000; $170

SUDBURY, ONT.—
► CKSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed; 18,103; $200

SYDNEY, N. S.†—
► CJCB-TV (4) CBC; All-Canada, Weed; 32,000; $240

TORONTO, ONT.—
► CBLT (9) CBC, ABC, CBS, NBC; CBC; 440,000; $950

VANCOUVER, B. C.†—
► CBUT (2) CBC; CBC; 142,000; $500

WINDSOR, ONT. (DETROIT, MICH.)—
► CKLW-TV (9) CBC; Young; 1,588,000; $450

WINNIPEG, MAN.†—
► CBWT (4) CBC; CBC; 69,000; $320

MEXICO

JUAREZ† (EL PASO, TEX.)—
► XEJ-TV (5) National Times Sales; Oakes; 69,158; $240

TIJUANA† (SAN DIEGO)
► XETV (6) Weed; 324,558; $600

The following stations have suspended regular operations but have not turned in CP's: KBID-TV Fresno, Calif.; WPFA-TV Pensacola, Fla.; WQXI-TV Atlanta, Ga.; WOKA (TV) Macon, Ga.; WRAY-TV Princeton, Ind.; KGTV (TV) Des Moines, Iowa; WKLO-TV Louisville, Ky.; WWOR-TV Worcester, Mass.; WLAM-TV Lewiston, Me.; WFTV Duluth, Minn.; WCOC-TV Meridian, Miss.; WFPG-TV Atlantic City, N. J.; WRTV (TV) Asbury Park, N. J.; WTRI (TV) Albany, N. Y.; WTVE (TV) Elmira, N. Y.; WQMC (TV) Charlotte, N. C.; WIFE (TV) Dayton, Ohio; KTVQ (TV) Oklahoma City, Okla.; KCEB (TV) Tulsa, Okla.; WFMZ-TV Allentown, Pa.; WLBR-TV Lebanon, Pa.; WKST-TV New Castle, Pa.; WKJF-TV Pittsburgh, Pa.; WEEU-TV Reading, Pa.; WNET (TV) Providence, R. I.; KNUZ-TV Houston, Tex.; WBTM-TV Danville, Va.; WACH-TV Newport News, Va.; WKNA-TV Charleston, W. Va.; WJPB-TV Fairmont, W. Va.; WCAN-TV Milwaukee.

A NEW YARDSTICK

25,000 Loyal Boosters in

NORFOLK

WTOV-TV has 56 regularly weekly local live telecasts (not counting news and sports) starring over 300 local entertainers who have 600 parents making a total of 900 people. Using average relationship statistics, these 900 people have 3,600 aunts and uncles, 3,600 nieces and nephews, 2,500 grandparents and in-laws, 14,400 first cousins and 600 brothers and sisters for a total of 25,600 good loyal buyers and boosters for your products. Write for booklet that gives description and pictures of these 56 local live shows.

WTOV-TV

Rates First in Many Ways

1. WTOV-TV sells more locally sponsored time than any other two TV stations in Virginia.
2. WTOV-TV has the largest local account in the State of Virginia.
3. WTOV-TV has more local live programming than any other station in Virginia.
4. WTOV-TV has more people living within eight miles of its transmitter than any other station in Virginia. Approximately 700,000 people in Norfolk, Portsmouth, South Norfolk, Newport News and others—all within eight miles.
5. WTOV-TV is in a market that has more multi-million dollar contracts than all the rest of Virginia combined. $230,000,000 since January 1st, this year.

See Joseph Hershey McGillvra, Inc.

Chicago	Los Angeles	Atlanta	Boston	San Francisco
[illegible] S. Wabash Ave.	638 S. Van Ness Ave.	267 E. Pace Ferry Rd.	419 Boylston St.	605 Market St.
[illegible] 2-5262	Dunkirk 4-7352	Exchange 1490	Commonwealth 6-0718	Yukon 2-3954

Overseas Press Club Lists Radio-Tv Awards Nominees

NOMINATIONS for annual Overseas Press Club awards, which include recognition of radio and tv reporting, were announced Tuesday in New York by Bruno Shaw, chairman of the awards committee. Winners, to be chosen in balloting by 1,500 club members, will be announced and honored at the club's awards dinner April 3.

Nominees for the award for best radio reporting from abroad, based on broadcasts during the past year, are William Downs, CBS; Edward P. Morgan, ABC; Merrill Mueller, NBC; John Rich, NBC, and David Schoenbrun, CBS.

For best television reporting of foreign affairs, nominees include Dorothy Fuldheim, WEWS (TV) Cleveland; Richard C. Hottelet, CBS; Quincy Howe, ABC; Irving R. Levine, NBC, and Edward R. Murrow, CBS.

John Daly of ABC is the only radio or tv news person among five (made up of news wire service or newspaper people) to be nominated for best reporting originating in the U. S. or U. N. on world affairs. For best radio interpretation of foreign affairs, nominees are Martin Agronsky, ABC; Cecil Brown, MBS; Joseph C. Harsch, NBC; Eric Sevareid, CBS, and Howard K. Smith, CBS.

Arthur Bonner, CBS cameraman, is a nominee for the George Polk Memorial Award for the best reporting requiring exceptional courage and enterprise abroad.

Four Disc Jockeys Given Plaques by Wine Company

BRONZE PLAQUES have been awarded to disc jockeys Norm Tulin, WORL Boston; Jack Surrell, WXYZ Detroit and the team of Gentile & Binge, WJBK Detroit, for their "uniquely different use" of the "Man, Oh Manishewitz" (kosher wine) commercial for the Monarch Wine Co., Brooklyn, N. Y.

Monarch, through its agency, Emil Mogul Co., New York, last year invited disc jockeys all over the country to "individualize" their Manischewitz copy to "suit their own personalities." Results of these efforts were auditioned on tape over a two-month period by the agency and a group of trade press editors.

In addition to the winners, honorable mentions went to the following: Dick Cook, KSFO San Francisco; Bob Dalton, WTOP Washington; Joe Walker, WMBM Miami Beach; Al Hunter, KSDO San Diego; Bill DuPre, WEBB Dundalk, Md.; Larry McKinley, WMRY New Orleans; Fred Wolf WXYZ Detroit; Sidney Smith, formerly WRCA New York; Art Brown, WWDC Washington; Tom George WJBK Detroit; Al Berre, WNOE New Orleans, and Dave Maynard, Gregg Finn and Alan Davy, all WORL Boston.

KNBC's Semi-Classical Music Voted Tops in San Francisco

FOR THE third consecutive year *Masters of Melody* on KNBC San Francisco has won the *San Francisco Examiner's* annual poll as the city's top radio program, receiving 4,952 votes. The program features semi-classical music with Paul White conducting.

Disc jockey Bill Weaver, on KCBS, moved to the No. 2 spot from No. 5, receiving 1,984 votes. *KEAR Music* retained its No. 3 position, polling 1,679 votes. The poll rated the top 50 programs.



WEEI Boston and the United Press marked 20 years of doing business together when Robert Woodsum (r), manager of the United Press Boston bureau, and Bob Sheeran (l), manager of the United Press Radio Wire Service, presented a certificate to Harvey J. Struthers, WEEI general manager.

Adv. Award Deadline Set

THE Advertising Federation of America, New York, last week set April 15 as the deadline for nominations to Advertising's Hall of Fame.

The Hall of Fame, located in the Advertising Club of New York, honors deceased members of the advertising profession who have "rendered special services in the upbuilding and advancement of advertising." Nominating ballots may be obtained from AFA, 250 W. 57th St., New York 19.

AWARD SHORTS

KLZ-TV Denver presented with special Citation of Merit from Muscular Dystrophy Assn. for "distinguished service in the search to find the cure and in giving comfort to the patients with muscular dystrophy." Last November KLZ-TV staged an 18-hour telethon for the cause with contributions exceeding $145,000.

George M. Burbach, general manager, KSD-AM-TV St. Louis, Mo., named "Boss of the Year" by Women's Adv. Club of St. Louis.

Ralph A. Renick, news director, WTVJ (TV) Miami, Fla., named one of Florida's five Outstanding Young Men at Florida Jaycee's winter conference.

Vestal C. Taylor, news and farm director, WFNC-AM-TV Fayetteville, N. C., received Distinguished Service Award as Outstanding Young Man of the Year by Fayetteville Junior Chamber of Commerce.

Robert W. Gunderson, blind editor of *Braille Technical Press*—monthly electronics magazine for blind—elected to receive GE's Edison Radio Amateur Award for 1955. He has designed special test instruments to open electronics to blind people as occupation.

Eleanor Hempel, conductor of KTTV (TV) Los Angeles' *Little Schoolhouse* program, presented award from Assn. of Childhood Education for "work with children, inspiration to teachers and guidance to parents."

Dr. E. W. Engstrom, senior executive vice president, RCA, awarded John Ericsson Medal for 1956 of American Society of Swedish Engineering for "creativeness and leadership of important team research in the electronics field."

Somewhere Every Day

Radio and Television Stations are accused of Committing

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INVASION OF PRIVACY
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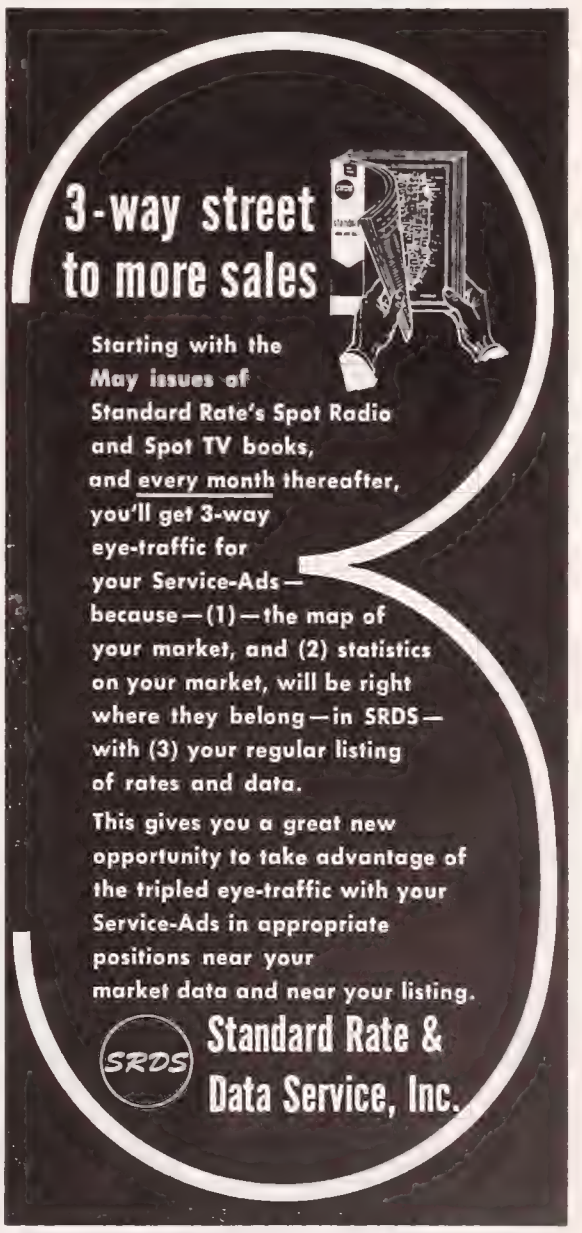
based upon acts of Station, Staff, Announcers, Speakers, Performers, Commentators

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RADIO and TELEVISION STATIONS

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AWARDS

Campbell Soup Co., Camden, N. J., awarded Minute Man Citation from Savings Bond Div., U. S. Treasury, for cooperation in savings stamps program in nation's schools. Company helped underwrite special film featuring cast of its tv program *Lassie*.

Connie Morton, news director, WRHI-AM-FM Rock Hill, S. C., named Young Man of the Year by local Junior Chamber of Commerce for contribution to community affairs.

James H. Moore, executive vice president, WSLS-AM-FM-TV Roanoke, Va., named Outstanding Boss of the Year by Roanoke Junior Chamber of Commerce.

Ziv Television Programs, N. Y., received special citation for *I Led Three Lives* series from Military Order of the Purple Heart, Hollywood Chapter #83, for "extraordinary services rendered to the causes of patriotism and Americanism."

Robert L. Stoddard, owner-manager, KATO Reno, Nev., and staff honored at testimonial dinner given by civic leaders acknowledging KOTA service during December floods when station stayed on air 60 consecutive hours.

British Film Academy, London, has designated *Richard III,* British feature film to be presented in color on NBC-TV's *Wide Wide World* on March 11 (2:30-5:30 p.m. EST), to receive Academy's 1955 awards for film itself and for producer-director-star, Sir Laurence Olivier.

Joseph N. Nelson, chief, FCC Broadcast Renewal & Transfer Div., granted $250 superior performance award. Mr. Nelson, who joined FCC in 1946, formerly headed Broadcast Bureau's tv branch and was promoted to present post in February [B•T, Feb. 6].

WBZ-TV Boston's weekly religious series, *Our Believing World,* presented in cooperation with Archdiocese of Boston, Rabbinical Assn. and Council of Greater Boston and Mass. Council of Churches, cited during fifth anniversary broadcast by National Conference of Christians & Jews and the United Community Organizations, for contributing to interfaith understanding.

E. Robert Nashick, advertising-promotion manager, WGBS-TV Miami, Fla., named "Advertising Personality of the Year" by Advertising Club of Greater Miami.

M. Robert Rogers, president, WGMS Washington, designated honorary life member of Phila. Orchestra Pension Foundation in recognition of benefit concert he produced.

Walt Disney, producer, ABC-TV *Disneyland,* received Television Trailblazer award from Hollywood Foreign Press Assn.

Arthur C. King, production manager, WEEI Boston, given certificate of appreciation by Boston Assn. for Retarded Children for WEEI cooperation.

WIBW-AM-TV Topeka, Kan., presented with plaque by Northeast Kansas Cerebral Palsy Assn. for service in behalf of palsy victims.

Leo Burnett, board chairman, Leo Burnett Co., Chicago, and **Fairfax Cone,** president, Foote, Cone & Belding, N. Y., honored by *Printers Ink* magazine for outstanding contributions to advertising.

Victor Borge, tv and Broadway star, made Knight of Royal Order of Danebrog, in Washington by Hendrik de Kauffmann, Danish Ambassador to U. S. Mr. Borge, now U. S. citizen, was born in Denmark.



SELECTED as the "outstanding engineer of the metropolitan Cincinnati area for 1955" was Ronald J. Rockwell (l), vice president and director of engineering for Crosley Broadcasting stations. The award was bestowed by the Technical & Scientific Societies Council of that city. Mr. Rockwell is congratulated after receiving the honor by Victor Emanuel, president and chairman of Avco Manufacturing Corp., parent company of Crosley's WLW and WLWT (TV), both Cincinnati.

WTRF-TV Wheeling, W. Va., awarded first place in "Publicity and Public Relations" for 1955 by Wheeling Adv. Club.

Chuck Dulane, news and program director, WGAY Silver Spring, Md., named winner of annual Brotherhood Award by B'nai B'rith organization of Montgomery County, Md.

Ford Dealers of Southern California honored with medal award for best tv commercial by L. A. Art Directors Club. Winning commercial represents efforts of Bob Guidi, design and story, John Hubley, producer, Storyboard Inc., and Bill Wilgus, tv director-producer, J. Walter Thompson Co., N. Y.

CBS Radio's *FBI in Peace and War* series awarded National Exchange Clubs Award for year-round campaigning for crime prevention.

NBC-TV's Dave Garroway, Washington U., St. Louis, class of '35, awarded University's Alumni Citation "in recognition of his outstanding achievements and services . . . reflecting honor upon Washington U." by fellow alumnus and associate producer of *Today,* Lou Ames.

WJR Detroit and **CBS** network awarded plaque by National Exchange Club for *Make Way for Youth* program's role in Crime Prevention Week activities. Show originates from WJR to CBS network Saturdays.

WMPS Memphis, Tenn., awarded "unique programming treatment" award by Memphis Adv. Club at advertising show.

Edgar T. Bell, general manager, **Bruce Palmer,** news director, and **Ernie Crisp,** cameraman, KWTV (TV) Oklahoma City, Okla., honored by Oklahoma Governor Raymond Gary and commissioned honorary colonels on Governor's staff in recognition of program *Bruce Palmer Reports.* Program focuses attention on accomplishments of various Oklahoma communities.

WTAR-TV SPOTLIGHTS MARKET

A $150 spring outfit goes to the ad man or woman who correctly guesses the population in the Norfolk-Portsmouth-Hampton-Warwick-Newsport News, Va., market, as covered by WTAR-TV Norfolk. The station is staging the contest to right an erroneous impression left by U. S. census figures which separate Norfolk-Portsmouth from Hampton-Warwick-Newport News, making them two county metropolitan areas. The two, in reality a single marketing entity, represent America's 26th market, says WTAR-TV. To collect the clothes from a store of his choice, the winning entrant must submit a figure closest to that which will appear in the May 10 *Sales Management's* survey of buying power.

WOOD-TV SAYS IT IN PICTURES

SINCE sending slide View-Masters to addresses on its promotion list, WOOD-AM-TV Grand Rapids, Mich., has been following up the gift with a series of slides on station personalities. Carol Duvall, WOOD-TV's women's director, is the subject of the station's latest slide mailing. She is featured in pictures taken on different studio sets and ranged around the View-Master slide wheel.

TPA CASTS 'TUGBOAT ANNIE'

AFTER a 13-month search for actors to fill title role in the tv film series *Tugboat Annie,* Television Programs of America, N. Y., last Wednesday announced it would start shooting the first film today (Monday). The title roles have been assigned to Minerva Urecal and Walter Sande. *Annie,* based on Norman Reilly Raine's *Saturday Evening Post* series, will be produced by Leon Fromkess and directed by Charles Barton. The original movie version in the 'thirties starred the late Marie Dressler and Wallace Beery.

NBC PLANS MONACO COVERAGE

IN what promises to be a gilt-edged and bejewelled version of *Bride and Groom,* NBC radio announced last week it has arranged for pick-ups on *Weekday* of both civil and religious wedding rites of Rainer III, Prince of Monaco, and actress Grace Kelly.

With nuptials scheduled for April 18-19, NBC also has written up overseas travel orders for some of its staff reporters: Hazel Markel, Jinx Falkenburg McCrary, Leif Eid, Merrill Mueller and Bob Hecox. They will scour the tiny principality, button-hole guests and partake in the general festivities, capturing all their observations for the American public. In addition to these plans, NBC last week began pre-empting the 11:45 a.m. *Fibber McGee and Mollie* program to bring its listeners a three-week daily series on Monaco, appropriately titled *Romance of Monaco.*

'HOME' CHARTS NEW FEATURES

NBC-TV's *Home,* which celebrated its second anniversary March 1, has listed some new projects the daytime show will embark upon this year. These include a filmed series on child adoption, prepared through the cooperation of the Child Welfare League of America; a four-week California origination, beginning May 21, coverage of both Republican and Democratic Presidential conventions and more personality interviews.

'PRETTY BIRD' GIVES KEYD ID'S

IN ITS PARAKEET contest KEYD Minneapolis found a bird willing and able to announce its promotional ID's during the week Feb. 27-March 2. Mrs. George Zimmer, owner of "Pretty Boy," collected a $100 savings bond for her bird's delivery of: "I like KEYD, my Country-Western Station, 1440." The contest was sponsored by KEYD and the House of Birds organization.

Snow in the Picture

KTNT-TV Tacoma, Wash., *Home Show* hosts, decided to give Peg Carpenter and Ted Bryant an instructional skiing lesson. They engaged Shirley Fopp, past national downhill skiing champion, to demonstrate with Lyle Morton, area ski expert, as moderator. A special ski slide was built just outside the studios.

As the day for the program approached, there remained one minor problem: no snow.

The day was saved when Donald Watt, show producer, ordered several tons of "snow" from a local refrigeration company delivered in time for the skiing lesson to go on as scheduled.



PAUL WEEKS (3rd from l), vice president of H-R Representatives Inc., is congratulated by Deputy Sheriff Richard O'Connell, executive director of the Sombrero Network, after the latter deputized him with the official star of Bexar County (San Antonio), Tex. Looking on are (l to r): Don Donahue, Max Friedman, Chuck Davies, Avery Gibson, director of research, and Dave Harris all of H-R which represents KONO San Antonio.

Just Published

1956 BROADCASTING YEARBOOK MARKETBOOK

The 22nd consecutive edition of "Radio's One-Book Reference Library" has been mailed recently to subscribers. *If you're not already a B•T subscriber, or if your subscription does not include the BROADCASTING Yearbook-Marketbook please check and mail this order form*

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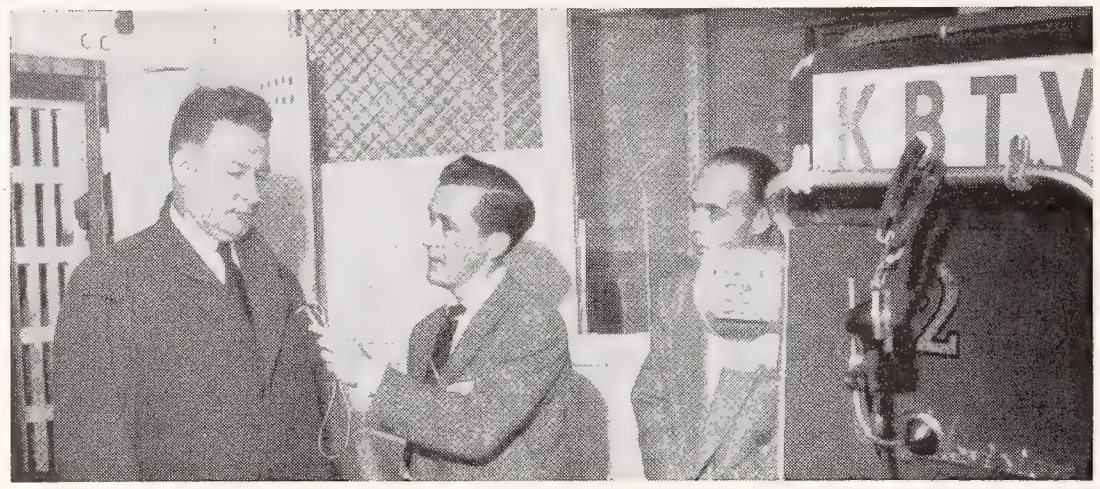
Telecast Originated From Graham Cell

DESCRIBED as a "big step forward in putting tv coverage of the news on an equal basis with other media" was the live telecast in a prison cell last fortnight of John Gilbert Graham, 25, accused of planting in the suitcase of his mother a dynamite bomb which exploded in a United Airlines plane, killing her and 43 other passengers. The telecast was made by KBTV (TV) in the Denver County jail, and featured an interview with Warden Gordon Dolliver and shots of Graham.

"Up to one minute before air time, there still was great uncertainty as to whether the station would be permitted to make the scheduled broadcast," said KBTV Promotion Manager Bill Walker. "Permission was granted by authorities at the last minute after Graham's defense attorney, J. J. Gibbons, got the prisoner to sign a paper agreeing to it."

Graham, who was photographed by a KBTV camera in the "maximum security" cell in which he is kept under continuous guard, will go on trial today (Monday).

The telecast was conducted by Tom Carlisle, news director of the station, of which John Mullins is owner and president.



DURING KBTV (TV)'s precedent-making live telecast from an accused murderer's cell, Defense Attorney J. J. Gibbons (l) is interviewed by KBTV News Director Tom Carlisle and Warden Gordon Dolliver looks on.

WHEN-AM-TV PLAY TO AUTOISTS

WHEN-AM-TV Syracuse took advantage of the 47th annual Syracuse Auto Show Feb. 19-25 to promote an estimated $500 million automotive market. WHEN's Auto Derby Quiz—a special radio game broadcast live each night during the exposition—had Syracusans attending the Auto Show to compete for $200 worth of silver dollars each evening. In addition, the stations featured a "radio-tv sound stage" which illustrated WHEN-AM-TV activity in the upstate New York market.

ZIV VIEWER RECALL CONTEST

AS a means of ascertaining whether tv viewers actually remember what they see when they watch a tv program, Ziv Television Programs, New York, has mapped out a contest for use with its half-hour espionage series, *Man Called X,* to be launched shortly in more than 130 markets. At the close of each episode, viewers will be invited to test their skill as "espionage agents" by answering questions, such as: "When The Man Called X met 'The Tall One'," the man on stilts was carrying a poster. Was that poster advertising . . . a laundry? a restaurant? a circus? a tailor? Ziv suggests that prizes to be awarded by sponsors and stations be spy-type gifts, such as tape recorders and cameras.

NBC-TV TO PRESENT 'BARRETTS'

ACTRESS Katherine Cornell and her husband, director-producer Guthrie McClintic, will bring the Broadway success, "The Barretts of Wimpole Street," to *Producers' Showcase* April 2, NBC-TV has announced.

PROVIDES TV HOSPITAL VISITS

CHSJ St. John, New Brunswick, on its daily show, *Time for Juniors,* has arranged with local hospitals where children under 16 years of age are not admitted, to have hospitalized parents of children appearing on the show that day, see the show on tv receivers in the hospital lounges. In some cases, as in the tuberculosis hospital, some patients had not seen their youngest children for some months till CHSJ-TV made a visit possible.

WBC COVERS SCHOOL MEETING

IN line with its policy of covering significant meetings in the educational field, the Westinghouse Broadcasting Co. covered the convention of the American Assn. of School Administrators Feb. 21-23, with tape recordings broadcast later on the WBC's group of four television and five radio stations. Other educational meetings covered recently by WBC included the White House Conference on Education in November and the meeting of the National Citizens Committee for the Public Schools in January.

STAGES 'SPEC-TAX-ULAR'

EDUCATIONAL tv has borrowed from commercial network television to build up audience appeal for its programs. WTTW (TV) Chicago telecast a two-hour *Spec-tax-ular* with Internal Revenue Service agents explaining steps in filling out various tax forms. During the program they answered telephone calls from viewers who wanted additional information. WTTW asked viewers to have available at their fingertips all financial records for making out returns.

WBBM AND 'NEWS' COLLABORATE

IT's not everyday that rival media work side by side, but that's what happened recently in a joint venture by WBBM Chicago and the local *Daily News.* A radio team was assigned along with a newspaper crew to get the story on violations of the city's building code. A portable tape recorder was used to record more than three hours of interviews with landlords and tenants. Results were aired on WBBM's documentary *Ear on Chicago* program, presented by the Ill. Institute of Technology's radio-tv department in cooperation with the CBS outlet. The *Daily News* ran a pictorial layout telling readers, "We're letting you in on the birth of a story."

Cagey Promotion

CHRIS CHRISTENSEN, promotion manager, KEX Portland, Ore., had a "natural" promotion idea: A picture of the station's "Big Five" disc jockeys playing basketball, with the message "Selling Something? The Big Five on KEX will score for you every time. . . . A championship team that will win for you."

The "Big Five" had no plans to actually play a basketball game, but one thing led to another and games were matched with KOIN-TV Portland and KRUL Corvallis, Ore. Both contests were played during halftimes of college games, with the "Big Five" winning 10-4 and 4-2 respectively.

Minutes after the KRUL game, the aching KEX athletes announced that they were retiring undefeated. Mr. Christensen, glumly massaging a charley horse, predicted that his next promotion will be less strenuous.

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Station Authorizations, Applications
(As Compiled by B • T)

February 23 through February 29

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf—ultra high frequency. ant.—antenna, aur.—aural, vis.—visual. kw—kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization.

Am and Fm Summary Through Feb. 29

	On Air	Licensed	Cps	Appls. Pending	In Hearing
AM	2,827	2,827	209	364	159
Fm	538	528	50	22	1

FCC Commercial Station Authorizations
As of January 31, 1956*

	Am	Fm	Tv
Licensed (all on air)	2,813	520	151
Cps on air	21	18	333
Cps not on air	120	16	105
Total on air	2,834	538	484
Total authorized	2,954	554	589
Applications in hearing	147	1	161
New station requests	242	3	26
New station bids in hearing	98	0	105
Facilities change requests	153	5	32
Total applications pending	863	57	368
Licenses deleted in Jan.	0	3	0
Cps deleted in Jan.	0	1	7

*Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary Through Feb. 29

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	348	98	446
Nomcom. Educ. on Air	14	5	19

Grants since July 11, 1952:
(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	308	306	614[1]
Noncom. Educational	20	17	37[2]

Applications filed since April 14, 1952:
(When FCC ended Sept. 28, 1948–April 14, 1952 freeze on tv processing)

	New	Amend.	Vhf	Uhf	Total
Commercial	970	337	763	544	1,307[3]
Noncom. Educ.	60		33	27	60[4]
Total	1,030	337	796	571	1,367[5]

[1] 166 cps (32 vhf, 134 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 34 already granted.
[5] Includes 642 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

ACTIONS BY FCC

Montrose, Colo.—Western Slope Bcstg. Co. granted vhf ch. 10 (192-198 mc); ERP 204 w vis., 102 w aur.; ant. height above average terrain 70 ft., above ground 88 ft. Estimated construction cost $24,000, first year operating cost $15,000, revenue none. Post office address P. O. Box 30, Grand Junction, Colo. Studio location Grand Junction. Trans. location Montrose. Geographic coordinates 38° 30′ 58″ N. Lat., 107° 50′ 55″ W. Long. Trans. and ant. RCA. Legal counsel Miller & Schroeder, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Western Slope is permittee of **KFXJ-TV Grand Junction** and will use Montrose outlet as satellite. **Western Slope** is licensee **KFXJ Grand Junction** and Pres. **Rex G. Howell** is majority owner **KGLN Glenwood Springs, Colo.** Granted Feb. 23.

Clovis, N. M.—KICA Inc. granted vhf ch. 12 (204-210 mc); ERP 29.740 kw vis., 16.045 kw aur.; ant. height above average terrain 218.80 ft., above ground 240.25 ft. Estimated construction cost $210,500, first year operating cost $144,000, revenue $200,000. Post office address 520 Pile St., Clovis. Studio and trans. location Clovis. Geographic coordinates 34° 23′ 52.8″ N. Lat., 103° 11′ 58.4″ W. Long. Trans. and ant. GE. Legal counsel D. F. Prince, Washington. Consulting engineer John H. Mullaney, Washington. Permittee is licensee of **KICA Clovis.** Granted Feb. 23.

Arecibo, Puerto Rico—Application for cp to use ch. 13 dismissed by letter of Feb. 28 at request of applicant. Announced Feb. 29.

APPLICATIONS

Pocatello, Idaho—Radio Service Corp., vhf ch. 6 (82-88 mc); ERP 69 kw vis., 35 kw aur.; ant. height above average terrain 1,460 ft., above ground 171 ft. Estimated construction cost $243,473, first year operating cost $157,000, revenue $180,000. Post office address **KSEI Pocatello.** Studio location Pocatello. Trans. location 4.5 miles east-southeast of Pocatello. Geographic coordinates 42° 51′ 04″ N. Lat., 112° 21′ 40″ W. Long. Trans. and ant. RCA. Legal counsel Miller & Schroeder, Washington. Consulting engineer Harold W. Toedtemeier. Principals include Pres. **Henry H. Fletcher** (9.08%), 9.08% owner KSEI and .8% **KTFI Twin Falls, Idaho;** Vice Pres. **Florence W. Gardner** (42.78%), 42.78% owner KSEI and 72.60% owner KTFI; **Hanna H. Soule** (24.67%), 24.67% owner of KSEI and 25.80% of KTFI, and **Radio Bcstg. Corp.** (21.8%), 21.8% owner KSEI and 40% of **KHTV (TV) Twin Falls.** Radio Bcstg. Corp. is licensee of KTFI. Filed Feb. 27.

Dickinson, N. D.—Dickinson Radio Assn., vhf ch. 2 (54-60 mc); ERP 25.88 kw vis., 12.94 kw aur.; ant. height above average terrain 837.7 ft., above ground 621 ft. Estimated construction cost $266,224, first year operating cost $144,000, revenue $144,000. Post office address 119 Second Ave., W., Dickinson. Studio and trans. location Dickinson. Geographic coordinates 46° 43′ 30.15″ N. Lat., 102° 54′ 58.16″ W. Long. Trans. GE, ant. RCA. Legal counsel Eugene L. Burke, Washington, D. C. Applicant is licensee of **KDIX Dickinson, N. D.** Filed Feb. 27.

Brownwood, Tex.—Brownwood Television Co., uhf ch. 19 (500-506 mc); ERP 500 w vis., 180 w aur.; ant. height above average terrain 307 ft. above ground 310 ft. Estimated construction cost $67,635, first year operating cost $84,000 revenue $120,000. Post office address 911 St. Joseph St., Dorchester Apts., Dallas, Tex. Studio and trans. location Brownwood. Geographic coordinates 31° 42′ 10″ N. Lat., 98° 59′ 37″ W. Long. Trans. Continental Electronics, ant. Electron Labs. Legal counsel McKenna & Wilkinson, Washington, D. C. Consulting engineer Commercial Electronics Corp., Dallas. Sole owner is **O. L. Nelms,** realtor, and applicant for new tv at Victoria, Tex. Filed Feb. 27.

APPLICATIONS AMENDED

Sacramento, Calif.—Capitol Radio Enterprises amends application to propose waiver of sec. 3.613 (b) of rules re location of studio outside city limits and to submit corrected financial data. Amended Feb. 23.

Port Arthur, Tex.—Jefferson Amusement Co. amends application for new tv to specify station location as Port Arthur, Tex., to submit additional financial data, change description of studio location to 14th and Woodworth Blvd., Port Arthur, and to make ant. changes. Amended Feb. 23.

Existing Tv Stations . . .

ACTIONS BY FCC

WKAB-TV Mobile, Ala.—Cp cancelled (ch. 48) and call letters deleted by FCC for failure to prosecute. Action of Feb. 28.

WMGT (TV) Clearwater, Fla.—Cp cancelled (ch. 32) and call letters deleted by FCC for failure to prosecute. Action of Feb. 28.

WCBC-TV Anderson, Ind.—Cp cancelled (ch. 61) and call letters deleted by FCC for failure to prosecute. Action of Feb. 28.

APPLICATIONS

KFRE-TV Fresno, Calif.—Seeks mod. of cp to move trans. location approx. 125 ft. from present location on Bald Mt., approx. ¾ miles southwest of Auberry Shaver Lake Rd. at Meadow Lake Junction, Meadow Lake, Calif.; ERP to 316 kw vis., 160.2 kw aur. and to install DA system and make equipment changes. Ant. height above

BMI

"According to the Record"

Continuities for April

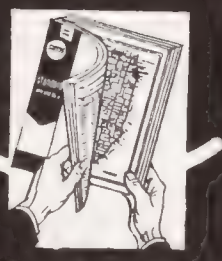
A daily almanac . . . each a five-minute program packed with information about the important happenings throughout the world.

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This gives you a great new opportunity to take advantage of the tripled eye-traffic with your Service-Ads in appropriate positions near your market data and near your listing.

SRDS Standard Rate & Data Service, Inc.

average terrain 2,000 ft. Filed Feb. 23.

KIDO-TV Boise, Idaho—Seeks cp to change trans. location to Deer Point, Tv Lot #3, 10¾ miles north-northeast of Boise, change ERP to 148 kw vis., 74.6 kw aur. and make equipment changes. Filed Feb. 23.

WTVO (TV) Rockford, Ill.—Seeks mod. of cp to change ERP to 218 kw vis., 110 kw aur. and make equipment changes. Ant. height above average terrain: 663.9 ft. Filed Feb. 29.

KOAT-TV Albuquerque, N. M.—Seeks mod. of cp to change trans. location to Sandia Crest, approx. 15 miles northeast of Albuquerque, change ERP to 83.90 kw vis., 42.54 kw aur., install new ant. system and make equipment changes. Filed Feb. 27.

WBUF-TV Buffalo, N. Y.—Seeks mod. of cp to change ERP to 790 kw vis., 395 kw aur. and make equipment changes. Ant. height above average terrain: 689 ft. Filed Feb. 29.

KVSO-TV Ardmore, Okla.—Seeks mod. of cp to change ERP to 27.3 kw vis., 13.7 kw aur. and make equipment changes. Ant. height above average terrain: 645 ft. Filed Feb. 27.

WBIR-TV Knoxville, Tenn.—Seeks mod. of cp to make slight change in trans. location (no change in description other than coordinates), change studio location to 1513 Hutchison Ave., Knoxville, and to make equipment changes. Ant. height above average terrain: 991 ft. Filed Feb. 27.

PETITION

KOTA-TV Rapid City, S. D.—Petitions to amend sec. 3.606 (b) to provide for reallocation of ch. 3 from Miles City, Mont., to Glendive, Mont., and/or in alternative, to delete ch. 3 from Miles City. Announced Feb. 24.

CALL LETTERS ASSIGNED

KVIT (TV) Santa Fe, N. M.—Video Independent Theatres Inc., ch. 2.

WAST (TV) Hagaman, N. Y.—Hudson Valley Bcstg. Co., ch. 29.

WRGP-TV Chattanooga, Tenn.—Mountain City Television Inc., ch. 3.

New Am Stations . . .

ACTIONS BY FCC

Madera, Calif.—Ian S. Lansdown application for new am to operate on 1300 kc, 500 w D dismissed at applicant's request. Action of Feb. 27.

Holdrege, Neb.—W. W. Bcstg. Co. application for cp to operate on 1380 kc, 500 w D returned; incorrectly notarized. Returned Feb. 27.

Albuquerque, N. M.—B & M Broadcasters granted 1450 kc, 250 w unl. Post office address 5908 Central Ave. Southeast, Albuquerque. Estimated construction cost $18,259.76, first year operating cost $42,000, revenue $65,000. Principals are equal partners **E. Boyd Whitney**, announcer **KOAT Albuquerque**, and **D. K. MacGregar**, grocery store owner. Granted Feb. 24.

Selmer, Tenn.—Shiloh Bcstg. Co. application for cp for new am to operate on 1010 kc, 250 w D dismissed at request of applicant. Action of Feb. 28.

Winchester, Va.—North Virginia Bcstg. Co. application for cp for new am to operate on 1290 kc, 1 kw D dismissed at request of applicant. Action of Feb. 28.

APPLICATIONS

Phoenix, Ariz.—BamRay Bcstg. Co., 1280 kc, 1 kw D. Post office address 8230 N. 16th St., Phoenix. Estimated construction cost $12,765, first year operating cost $65,000, revenue $75,000. Principals are equal partners **A. V. Bamford**, production-promotion firm owner, and **Ray Odom**, **KRUX Glendale, Ariz.**, employe. Filed Feb. 23.

Brooksville, Fla.—Hernando Bcstg. Co., 1450 kc, 250 w unl. Post office address Dale Mabry Trailer Ct., 4207 S. Dale Mabry, Tampa, Fla. Estimated construction cost $9,600, first year operating cost $26,500, revenue $32,000. Principals are **Roy O. Hawthorne Jr.** (10%), salesman-announcer **WEBK Tampa, Fla.**, and **Elmo B. Kitts** (90%), 25% owner WEBK, **WPRY Perry, Fla.**, and **WDCF Dade City, Fla.** Filed Feb. 23.

Winter Haven, Fla.—Duane F. McConnell, 1320 kc, 500 w D. Post Office address 817 Demington, Lakeland, Fla. Estimated construction cost $14,971, first year operating cost $45,000, revenue $60,000. Mr. McConnell is 33.3% owner of **WONN Lakeland** and 49% owner of applicant for new am to operate in Homestead, Fla. He will withdraw his interest in Homestead applicant. Filed Feb. 27.

Clinton, Iowa—Mississippi Valley Bcstg. Co., 1390 kc, 1 kw D. Post office address 104 6th Ave. S,. Clinton. Estimated construction cost $35,888, first year operating cost $48,300, revenue $48,000. Principals are equal partners **Wharton L. Murray**, program dir.-operations manager of **KHAS-TV Hastings, Neb.**; **Kenneth W. Evans**, Clinton agency manager of *Des Moines* (Iowa) *Register & Tribune*, and **H. Richard Pettersen**, insurance agent. Filed Feb. 27.

Madisonville, Ky.—Hopkins County Broadcasters, 1310 kc, 500 w D. Post office 342 N. Seminary St., Madisonville. Estimated construction cost $36,000. Principals are **Evers Mick** (55%), chief engineer **WFMW-AM-FM Madisonville**, and **Conway M. Smith** (45%), chief engineer, **WMTA Central City, Ky.** Filed Feb. 27.

Jonesville, La.—Old South Bcstg. Co., 1480 kc, 500 w D. Post office address P. O. Box 54, Natchez, Miss. Estimated construction cost $11,082, first year operating cost $22,000, revenue $28,000. Applicant is owner of **WNAT Natchez.** Filed Feb. 23.

Great Barrington, Mass.—Cecil F. Clifton, 860 kc, 250 w D. Post office address P. O. Box 193, **WNAW North Adams, Mass.** Estimated construction cost $8,600, first year operating cost $52,000, revenue $78,000. Present application is for construction in Great Barrington of what is now WNAW. Application simultaneously was filed for assignment of license of WNAW. Each application is contingent upon other. Filed Feb. 29.

Lansing, Mich.—Knorr Bcstg. Corp., 730 kc, 1 kw D. Post office address 15001 Michigan Ave., Dearborn, Mich. Estimated construction cost $94,500, first year operating cost $110,000, revenue $125,000. Knorr is owner of **WKMH-AM-FM Dearborn, WKMF Flint, WKHM Jackson and WSAM-AM-FM Saginaw, all Mich.** Filed Feb. 23.

Owego, N. Y.—Harlan G. Murrelle, 1330 kc, 1 kw D. Post office address Sayre, Pa. Estimated construction cost $18,740, first year operating cost $46,250, revenue $62,000. Mr. Murrelle has interests in three New Jersey and Pennsylvania newspapers and is pres.-dir. of **WOND Pleasantville, N. J.**, and second vice pres.-dir. **WDBF Delray Beach, Fla.** Filed Feb. 23.

Berwick, Pa.—Columbia County Broadcasters Inc., 1280 kc, 500 w D. Post office address Craft Press Bldg., Chambersburg, Pa. Estimated construction cost $15,044, first year operating cost $38,750, revenue $47,500. Principals are Pres.-Treas. **John S. Booth** (33.3%), 33.3% owner of **WCHA-AM-FM-TV Chambersburg**; part owner **WTVE (TV) Elmira, N. Y.**; pres. **WMLP Milton, Pa.**, and pres.-treas. **WTOW Towson, Md.**; Vice Pres. **Thompson K. Cassel** (33.3%), owner of **WTKO Ithaca, N. Y.**; **WATS Sayre, Pa.**; part owner WTVE (TV); pres. **WDBF Delray Beach, Fla.** and vice pres. **WOND Pleasantville, N. J.**, and Secy. **Harry J. Daly** (33.3%), stockholder **WOKE Oak Ridge, Tenn.**, WTOW, WDBF, and **WMLV Millville, N. J.** Filed Feb. 29.

Kenmore, Wash.—Jane A. Roberts, 1330 kc, 1 kw D. Post office address 909 Michigan Ave., Farmington, Mo. Estimated construction cost $16,000, first year operating cost $40,000, revenue $50,000. Mrs. Roberts is joint owner of **KREI Farmington, KCHI Chillicothe**, and **KBIA Columbia**, all **Mo.**, and **KCRB Chanute, Kan., WINI Murphysboro, Ill.**, and is joint owner of applicant for new am to operate in Little Rock, Ark. Filed Feb. 23.

APPLICATIONS AMENDED

Oxnard, Calif.—Pacific Broadcasters application for new am to operate on 1220 kc, 250 w D amended to change to 1520 kc, unl. DA-1. Amended Feb. 27.

Munising, Mich.—North Central Bcstg. Co. application for cp for new am to operate on 1400 kc, 250 w unl. amended to make changes in officers and stockholdings. Amended Feb. 29.

Las Vegas, Nev.—Rainbow Inc. application for cp to operate on 1050 kc, 500 w D amended to change trans. and studio location to on grounds of Hotel Last Frontier, southwest of intersection of Hwy. 91 and Motor Vu Rd., Las Vegas, and make changes in officers, dir., and stockholders. Amended Feb. 28.

Fishkill, N. Y.—West Shore Bcstg. Co. application for cp to operate on 1300 kc, 500 w D amended to change name of applicant to Samuel Babbit, Saul Dresner, Leonard Wechsler, Alfred Dresner, Fred Schottland, and Robert Gessner d/b as West Shore Bcstg. Co.; change to 1260 kc, 1 kw, install DA; change trans. and studio location to foot of Dennings Ave., Beacon, N. Y., and change station location to Beacon, N. Y. Amended Feb. 28.

Existing Am Stations . . .

ACTIONS BY FCC

WNPT Tuscaloosa, Ala.—Granted increase in D power from 1 kw to 5 kw, operating on 1280 kc, 500 w DA-N, unl. Granted Feb. 24.

WWDC Washington, D. C.—Granted change from DA-1 to DA-2 on 1260 kc, 5 kw unl.; engineering conditions and subject to receiving interference from grant of **WCHV Charlottesville, Va.**, for increase in power on 1260 kc. Granted Feb. 24.

WEAW Evanston, Ill.—Granted increase on 1330 kc from 500 w to 1 kw DA-D. Granted Feb. 24.

WKMI Kalamazoo, Mich.—Granted change from DA-2 to DA-N, operating unl. on 1360 kc, 1 kw, 5 kw LS, with remote control of trans. from main studio D. Granted Feb. 24.

KMUL Muleshoe, Tex.—Application for mod. of cp (which authorized new am station) to change ant.-trans. and studio locations and make equipment changes returned to applicant to be signed and notarized. Action of Feb. 28.

APPLICATIONS

KFTM Fort Morgan, Colo.—Seeks cp to change from 1260 kc to 1400 kc; change power from 500 w D to 250 w unl. Filed Feb. 27.

WTHI Terre Haute, Ind.—Seeks cp to change from DA-2 to DA-1. Filed Feb. 27.

WHOT Campbell, Ohio—Seeks cp to change from 250 w D to 1 kw D and make equipment changes. Filed Feb. 27.

WLAF LaFollette, Tenn.—Seeks cp to change from 100 w to 250 w. Filed Feb. 27.

KTW Seattle, Wash.—Seeks cp to increase hours, sharing time with **KWSC Pullman, Wash.**, (KTW to operate full time D in addition to present schedule), change trans. location, operate trans. by remote control, and make equipment changes. Filed Feb. 23.

WDNE Elkins, W. Va.—Seeks mod. of license to change name of licensee to Marja Bcstg. Corp. Filed Feb. 27.

APPLICATIONS AMENDED

KAMO Rogers, Ark.—Application for cp to increase power from 500 w to 1 kw amended to change name of applicant to KAMO Inc. Amended Feb. 28.

WEBB Dundalk, Md.—Application for cp to increase D power from 1 kw to 5 kw, make equipment changes, change studio location to 616 N. Gilmore, Baltimore, and change station location from Dundalk to Baltimore amended to make DA system changes. Amended Feb. 28.

MISCELLANEOUS

Detroit, Mich.—Faith Temple, Church of God in Christ application for authority to trans. programs to **CKLW Windsor, Ont.**, dismissed for failure to prosecute. Action Feb. 28.

Detroit, Mich.—International United Revelation People's Spiritualist Temple of Applied Christianity application for authority to trans. programs to **CJSP Leamington, Ont.**, dismissed for failure to prosecute. Action of Feb. 28.

Brooklyn, N. Y.—David R. Rudnick seeks authority to trans. programs from Ebbets Field, Brooklyn; Polo Grounds, New York City, and Roosevelt Stadium, Jersey City, N. J., to **CFRA Ottawa, Canada.** Filed Feb. 28.

CALL LETTERS ASSIGNED

WHRT Hartselle, Ala.—Dorsey Eugene Newman, 860 kc, 250 w D.

KAAA Kingman, Ariz.—Stonybrook Bcstg. Co., 1230 kc, 250 w unl. Changed from KGAN.

KGEN Madera, Calif.—Mondo Bcstg. Co., 1250 kc, 500 w D.

WPTZ Indianapolis, Ind.—Rollins Bcstg. Co., 1590 kc, 5 kw D.

WCHB Inkster, Mich.—Bell Bcstg. Co., 1440 kc, 500 w D.

WTKO Ithaca, N. Y.—Thompson K. Cassel, 1470 kc, 1 kw D.

KDOK Tyler, Tex.—Dana W. Adams, 1330 kc, 500 w D. Changed from KDWA.

KITN Olympia, Wash.—Donald F. Whitman, 1440 kc, 500 w D.

WLEO Ponce, Puerto Rico—Ponce Bcstg. Corp., 1170 kc, 250 w unl.

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New Fm Stations . . .

APPLICATIONS

Storrs, Conn.—Board of Trustees of U. of Conn., 90.5 mc, 10 w. Post office address U. of Conn., Storrs. Estimated construction cost $1,600, first year operating cost $4,000. Station is to be non-commercial educational operation. Filed Feb. 29.

Minneapolis, Minn.—Fidelity Bcstg. Co., 97.1 mc, 3 kw unl. Post office address 3800 Minnehaha Ave., Minneapolis. Estimated construction cost $31,682, first year operating cost $36,000, revenue $38,000. Principals include **Northwestern Television & Electronics Institute** (57%), former owner of non-commercial **WNOV St. Paul, Minn.** Filed Feb. 27.

New York, N. Y.—Trustees of Columbia University, 89.9 mc, 10 w. Post office address Columbia U., New York. Estimated construction cost $4,600, first year operating cost $1,000. Station is to be used for non-commercial educational purposes. Filed Feb. 28.

Existing Fm Stations . . .

ACTION BY FCC

KSBR (FM) Mount Diablo, Calif.—FCC cancelled cp and dismissed application for extension of completion date at request of applicant. Call letters deleted. Action of Feb. 28.

APPLICATION

KWOS-FM Jefferson City, Mo.—Seeks cp to change ERP to 765 w and make equipment changes. Filed Feb. 28.

CALL LETTERS ASSIGNED

KEWC-FM Cheney, Wash.—Eastern Washington College of Education, 89.9 mc, 10 w.

Ownership Changes . . .

ACTIONS BY FCC

WSPC Anniston, Ala.—Application for acquisition of control by **S. B. Ingram** dismissed at request of attorney. Action of Feb. 27.

KPAS Banning Calif.—Granted assignment of license to San Jacinto Bcstg. Co. for $40,000. Principals are equal partners **Melvin F. Berstler,** employe of WGN Inc., Chicago, and **Roy R. Cone,** WGN Inc. engineer. Granted Feb. 29.

WGTH-TV Hartford, Conn.—Granted assignment of cp to CBS for $650,000. Granted Feb. 24.

WGTH-TV Hartford, Conn.—FCC denied telegraphic request by **WNHC-TV New Haven, Conn.,** that parties to assignment of cp of **WGTH-TV Hartford** from General-Times Television Corp. to CBS, granted by Commission Feb. 23, be directed not to effectuate same until Commission acts upon protest by WNHC-TV, not yet received. Action of Feb. 29.

WMGR Bainbridge, Ga.—Granted assignment of license to **John A. Dowdy** for one-third interest in **WDVH Gainesville, Fla.,** together with deferred payment of $13,550, plus $2,583 equity and assumption of $13,500 in notes. Mr. Dowdy is among present owners of station. Granted Feb. 29.

WJOL Joliet, Ill.—Granted assignment of license to **WJOL Inc.** Corporate change only; no change in control. Granted Feb. 23.

KXLQ Bozeman, KXLF Butte, KXLK Great Falls, KXLJ Helena, and **KXLL Missoula,** all **Mont.**—Granted transfer of control to **Z Bar Net.** Stock transaction so stations may have funds to expand tv interests. Granted Feb. 23.

WMUR Manchester, N. H.—Granted assignment of license to Northeast Bcstg. Corp. for $150,000. Pres-Treas. is **Madeleine M. Girolimon** (100%), insurance interests. Among directors is **Warren H. Journay,** former manager of **WKBR-AM-FM Manchester.** Call letters WMUR will not be assigned nor is WMUR-TV involved in transaction. Granted Feb. 29.

WGTC Greenville, N. C.—Granted transfer of control to **H. W. Anderson** and **Joel Lawhon** for $16,125. Mr. Anderson will control 52% of stock and Mr. Lawhon 35%. Both have been stockholders in station. Granted Feb. 23.

WQCY (TV) Allentown, Pa.—Granted assignment of cp to WKAP Inc. for $7,500. Transaction eliminates those WQCY (TV) stockholders who are not also stockholders in **WKAP Allentown.** Granted Feb. 29.

WKBL Covington, Tenn.—Granted assignment of license to **Tipton County Bcstg. Co.** Corporate change only; no change in control. Granted Feb. 24.

WCBR Memphis, Tenn.—Granted transfer of control to **Jules J. Paglin** and **Stanley W. Ray** for $10,250 cash and assumption of $60,500 in notes. Messrs. Paglin and Ray own **WBOK New Orleans, WXOK Baton Rouge, La.** and hold majority interests in **KAOK Lake Charles, La.** and **KYOK Houston, Tex.** Granted Feb. 23.

KFST Fort Stockton, Tex.—Granted assignment of license to **George Baker** for $22,500. Mr. Baker, among other interests, is 80% owner of weekly *Fort Stockton Pioneer.* Granted Feb. 23.

WBLT Bedford, Va.—Granted transfer of stock from **Addison P. Marsh Jr.** to remaining stockholders **James E. Synan, Gordon L. Synan** and **R. C. Atherholt.** No one will hold controlling interest in station. Granted Feb. 23.

WDLB-AM-FM Marshfield, Wis.—Granted transfer of control to Clarkwood Bcstg. Corp. for $150,000. Principals are Pres. **Hartley L. Samuels** (25%), account executive **WINS New York;** Secy. **Margery S. Samuels** (25%), housewife, and Vice Pres.-Treas. **Judith S. Scofield** (50%), insurance broker. Granted Feb. 29.

KGOS Torrington, Wyo.—Granted assignment of license to DeVeny-Kath Bcstg. Co. for $46,458. Principals are equal partners **Cecil C. DeVeny,** announcer-engineer at **KOLT Scottsbluff, Neb.** and **Kermit G. Kath** announcer-salesman at **KNEB Scottsbluff.** Granted Feb. 23.

APPLICATIONS

WJAM Marion, Ala.—Seeks involuntary assignment of permit to equal partners **Kathleen W. Neely,** presently part owner of WJAM, and **Elizabeth H. Neely.** No consideration; transaction is based on will provisions. Filed Feb. 23.

WHBB Selma, Ala.—Seeks transfer of control to **John F. Townshend** for $19,500. Mr. Townshend is among present WHBB principals. Filed Feb. 28.

KWHN Fort Smith, Ark.—Seeks involuntary transfer of control to estate administrators **Salome Nakdimen** and **J. H. Friedman.** Filed Feb. 29.

KBLO Hot Springs, Ark.—Seeks assignment of license to **J. Carl Bullard** for $29,500. Mr. Bullard is grocer. Filed Feb. 23.

KROS-AM-FM Clinton, Iowa—Seek transfer of control to **Bernard M. Jacobsen, Maenard W. Jacobsen** and **Helen S. Jacobsen** under order of estate executor. Jacobsens were all minority owners of station, will now be sole owners. Filed Feb. 23.

WBRT Bardstown, Ky.—Seeks assignment of license to **Lawrence W. Adams** for $50,000. Mr. Adams is program dir. of **WVJS Owensboro, Ky.** Filed Feb. 27.

WNGO-AM-FM Mayfield, Ky.—Seek transfer of control to **T. E. Brewer** and **R. B. Ligon** for $27,560. Messrs. Brewer and Ligon are presently 33% and 2% owners, respectively, of WNGO-AM-FM. Filed Feb. 27.

WNAW North Adams, Mass.—Seeks assignment of license to Berkshire Bcstg. Co. for $15,000. Principals include Pres.-Asst. Treas. **John T. Parsons** (49%), former manager of **WHYN-TV Springfield, Mass., WBRK-WMGT (TV) Pittsfield, Mass.,** and Vice Pres.-Treas. **James W. Miller** (49%), stockholder **WESO Southbridge, Mass.,** permittee of new am in Orange, Mass., and applicant for new am to operate in Milford, Mass. Application for removal of WNAW to Great Barrington, Mass., was filed simultaneously. Each application is contingent upon other. Filed Feb. 29.

KAUS Austin, Minn.—Seeks assignment of license to **Minnesota-Iowa Television Co.** Corporate change only; no change in control. Filed Feb. 27.

KOBK Owatonna, Minn.—Seeks transfer of control to **Robert W. Behling, Gerald J. Boos,** and **Duane Allen** for $21,024. Messrs. Behling, Allen and Boos are general manager, program dir., and chief engineer, respectively, of **WDLB-AM-FM Marshfield, Wis.** Filed Feb. 28.

WIRI (TV) North Pole, N. Y.—Seeks transfer of control to **Rollins Bcstg. Inc.** for $500,000 plus. Rollins owns **WJWL Georgetown,** and **WAMS Wilmington,** both **Del., WRAP Norfolk, Va., WNJR Newark, N. J., WBEE Harvey, Ill., WPTZ Indianapolis, Ind.,** and has application in hearing for new am to operate in Philadelphia. Filed Feb. 27.

WRTA Altoona, Pa.—Seeks assignment of license to Altoona Trans-Audio Corp. for $42,500. Principals include **Pottsville Trans Video Corp.** (38.4%), part owner of three community ant. systems; Vice Pres. **Louis H. Murray** (15.4%), former station manager of **WPAM Pottsville, Pa.;** Asst. Secy. **Horace J. Richards** (7.7%), WPAM asst. manager and Treas. **John L. Miller** (38.4%), varied business interests. Filed Feb. 27.

KABR Aberdeen, S. D.—Seeks involuntary transfer of control to **Tressa Hunt** and **Virginia Hunt,** administratrices of estate of **Delbert T. Hunt,** deceased. Filed Feb. 23.

KTAN Sherman, Tex.—Seeks assignment of license to **J. L.** and **W. W. Groves** for $37,500. J. L. Groves is former drive-in theater owner and W. W. Groves is **KBIM Roswell, N. M.,** commercial manager. Filed Feb. 27.

APPLICATIONS RESUBMITTED

WNOS-AM-FM High Point, N. C.—Resubmit application for assignment of licenses to Statesville Bcstg. Co. for $57,500 plus assumption of $4,700 mortgage. Statesville is owner of **WSIC-AM-FM Statesville, N. C.** Resubmitted Feb. 23.

KBRZ Freeport, Tex.—Application for transfer of control to **William D. Schueler** resubmitted. Resubmitted Feb. 23.

Hearing Cases . . .

FINAL DECISIONS

Bridgeport, Wash.—FCC ordered C. J. Community Services Inc., Bridgeport, and any and all agents thereof to cease and desist (1) from operating tv booster stations without having first obtained license from FCC, (2) from carrying on operation of said stations without person holding appropriate operator's license from FCC, and (3) from rebroadcasting programs or parts thereof of **KXLY-TV Spokane, Wash., KHQ-TV Spokane,** or any other tv station without first obtaining from originating station express authority to do so. Action taken Feb. 23, effective March 5.

Ponce, Puerto Rico—FCC terminated rule-making proceedings and denied proposals by **El** Mundo Inc. and Ponce de Leon Bcstg. Co. to shift ch. 7 from Ponce to Mayaguez, Puerto Rico. Counter proposals filed by Supreme Bcstg. Co. of Louisiana and Dept. of Education of Puerto Rico, were likewise denied. Action of Feb. 24.

OTHER ACTIONS

WPLA Plant City, Fla.-R. E. Hughes, Auburndale, Fla.—Designated for consolidated hearing applications of WPLA to change from 1570 kc to 910 kc, operating D with 1 kw, and Hughes for new am to operate on 910 kc, 1 kw D. Action of Feb. 24.

Peoria, Ill.—FCC amended its Feb. 17 memorandum opinion and order which disposed of certain petitions by West Central Bcstg. Co. and Hilltop Bcstg. Co. in Peoria, ch. 8 comparative proceedings by (1) deleting footnote 1 to reflect timely filing of petitioners' Dec. 5 reply, and (2) upon consideration of said reply, affirming denial made in Feb. 17 memorandum opinion for intervention and other relief and for consolidation. Action of Feb. 17.

KFNF Shenandoah, Iowa—FCC postponed effective date of Dec. 30 grant to **KFNF Shenandoah** to change ant.-trans. location to Essex, Iowa, make ant. changes (increase height) and remote control operation of trans. pending hearing April 16 and made **KDHL Faribault, Minn.,** which protested grant, party to proceeding. Action of Feb. 24.

Rochester, N. Y.—FCC designated for hearing applications of WHEC-TV and WVET-TV for new tvs to operate on share-time basis on ch. 10 in Rochester, N. Y.; denied applicants' request for oral argument; and made Federal Bcstg. System Inc., licensee of **WSAY Rochester,** which protested grants, party to proceeding. Grants were made March 11, 1953, but case was remanded to Commission by Court of Appeals Dec. 21, 1955. Current action keeps protested grants in effect. Action of Feb. 24.

WEOL Elyria, Ohio—FCC denied petition by Lorain Journal Co., Lorain, Ohio, for reconsideration of FCC action rejecting certain issues in proceeding involving application for renewal of license of **WEOL Elyria.** Action of Feb. 29.

Lorain, Ohio—FCC granted petitions of **WSPD Toledo, Ohio,** and **WTTH Port Huron, Mich.,** to extent of adding issues in proceeding involving application of Sanford A. Schafitz for new am in Lorain to operate on 1380 kc, 500 w D; placed burden of introduction of evidence under certain issue on petitioners. Action of Feb. 29.

WMAN Mansfield, Ohio—FCC denied petition by Mansfield Journal Co., Mansfield, Ohio, for reconsideration of Commission action rejecting certain issues in proceeding involving application for renewal of license of **WMAN Mansfield.** Action of Feb. 29.

Tahlequah-Bartlesville, Okla.—Stephenville Bcstg. Co., Tahlequah, and Osage Bcstg. Co.,

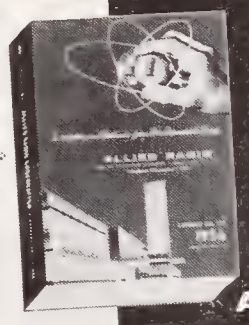
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Bartlesville, designated for consolidated proceeding applications for new ams to operate on 1350 kc, 500 w D (Osage with DA-D); made **KFH Wichita, Kan.,** and **KWON Bartlesville** parties to proceeding. Action of Feb. 24.

Coos Bay, Ore.—FCC denied request by **KOOS Coos Bay, KFIR North Bend, Ore.,** and **KWRO Coquille, Ore.,** for preliminary order temporarily staying effective date of Commission Jan. 4 grant to Harold C. Singleton for new am (1420 kc, 1 kw D) in Coos Bay pending consideration of protest filed by petitioners. Action of Feb.24.

Pacific Television Inc., Coos Bay, Ore.-KOOS Inc., Coos Bay, Ore.—Designated for consolidated hearing applications for new tv to operate on ch. 16; Pacific would operate as satellite.

Washington, Illinois—By orders of Feb. 23, Commission corrected transcripts of oral arguments in two proceedings (1) re Community Services Inc., Bridgeport, Wash., H. J. Miller, Nespelem, Wash., and R. E. Darwood et al., Quincy, Wash., as proposed by Commission counsel, and (2) re WMBD Inc., and WIRL Television Co. (ch. 8), Peoria, Ill. as proposed by applicants.

Madison, Wis.—FCC denied petition for reconsideration and further relief filed by WTVO (TV) Rockford, Ill., insofar as it requests stay of comparative proceedings on applications of Radio Wisconsin Inc., and Badger Television Co. for new tv to operate on ch. 3 in Madison pending disposition of request for reconsideration of Nov. 10 action denying "deintermixture" petitions. (On Dec. 12 Commission announced its decision granting application of Radio Wisconsin Inc., and denying Badger.) Action Feb. 23.

Caguas, Puerto Rico—FCC (1) granted petition of American Colonial Bcstg. Corp for dismissal with prejudice of application of Supreme Bcstg. Co. for new tv station to operate on ch. 11 in Caguas, (2) denied petition of Supreme for acceptance of its late appearance, dismissed with prejudice its application, and (3) retains in hearing status application of American Colonial for ch. 11 in Caguas. Action of Feb. 23.

NARBA Notifications . . .

List of changes, proposed changes, and corrections in assignments of Canadian stations mod. appendix containing assignments of Canadian stations attached to Recommendations of the North American Regional Bcstg. Agreement Engineering Meeting Jan. 30, 1941.

Change List #98 **Feb. 7, 1956**

790 kc

CKMR Newcastle, N. B.—1 kw, DA-1, unl. Class III. Now in operation.

900 kc

CJBR Rimouski, P. Q.—10 kw, DA-N, unl. Class II. Now in operation.

910 kc

CBO Ottawa, Ont.—5 kw, DA-1, unl. Class III. Now in operation.

970 kc

CKCH Hull, P. Q.—5 kw, DA-1, unl. Class III-A. Now in operation.

1050 kc

CKDM Dauphin, Man.—1 kw D, 250 w N, ND, unl. Class II. Now in operation.

1070 kc

CJET Smiths Falls, Ont.—250 w, ND, D. Class II. Now in operation.

CKLG North Vancouver, B. C.—1 kw, DA-1, unl. Class II. Now in operation.

1240 kc

New Eastview, Ont.—250 w, DA-1, unl. Class IV. Delete assignment.

1320 kc

New Burlington, Ont.—500 w, ND, D. Class III. 2-1-57.

Notification of new Cuban radio stations, and of changes mod. and deletions of existing stations, in accordance with Part III, Sec. F, of North American Regional Bcstg. Agreement, Washington, D. C., 1950.

Cuba Change List #1 **Jan. 26, 1956**

630 kc

CMKU Santiago de Cuba, Ote.—(present operation: 850 kc), 2 kw, ND, unl. Class III. 2-1-56.

850 kc

CMKU Santiago de Cuba, Ote.—(vide: 630 kc), 2 kw, ND, unl. Class II. Delete assignment.

CMKC Santiago de Cuba, Ote.—(present operation: 770 kc) 2 kw, ND, unl. Class II. 2-1-56.

770 kc

CMKC Santiago de Cuba, Ote.—(vide: 850 kc), 1 kw, ND, unl. Class II. Delete assignment.

CMDC Holguin, Ote.—(present operation: 1290 kc), 1 kw, ND, unl. Class II. 2-1-56.

900 kc

CMKS Guantanamo, Ote.—(vide: 1290 kc), 250 w, ND, unl. Class II. Delete assignment.

CMJV Ciego de Avila, Camaguey—1 kw, ND, unl. Class II. 2-1-56.

1290 kc

CMDC Holguin, Ote.—(vide: 770 kc), 1 kw ND unl. Class III. Delete assignment.

CMKS Guantanamo, Ote.—(present operation: 250 w 900 kc), 1 kw, ND, unl. Class III. 2-1-56.

Routine Roundup . . .

February 23 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner Thomas H. Donahue

Courier-Times Inc., New Castle, Ind.—By memorandum opinion and order, granted petition for leave to amend its am application to change DA array of its proposed operation; amendment filed Feb. 6 and supplemented Feb. 9 is accepted. Action Feb. 21.

By Hearing Examiner Basil P. Cooper

WLBB Carrollton, Ga.—Granted motion for corrections in various respects to transcript in proceeding re am application of **WWCS Bremen, Ga.** Granted informal request of Feb. 20 for acceptance of its proposed findings of fact filed Feb. 20 in lieu of Feb. 17, date originally specified and same are accepted, in WWCS proceeding. Actions Feb. 20.

North Central Bcstg. Co., Munising, Mich.-Munising-Alger Bcstg. Co., Munising, Mich.—Granted petition of North Central for leave to amend its am application to reflect certain changes in officers, dir., stockholders and proposed chief engineer of applicant corporation; ruling on petition of Munising-Alger to amend its application so as to reflect certain terms of partnership agreement is reserved pending receipt of statutory and judicial authority. Action Feb. 20.

By Hearing Examiner Annie Neal Huntting

Elizabethtown-Columbia, Pa.—Upon informal agreement of parties in am proceeding involving applications of Musser Bcstg. Co., Colonial Bcstg. Co., Elizabethtown, and Radio Columbia, Columbia, continued prehearing conference and hearing scheduled for Feb. 21 and 27, respectively, to March 5 and 26, respectively. Action Feb. 20.

By Hearing Examiner Hugh B. Hutchison

Pittsburgh, Pa.—On examiner's own motion, extended time for filing proposed findings and conclusions to and including March 19, in ch. 11 proceeding, Pittsburgh, involving applications of WWSW Inc. and Pittsburgh Radio Supply House Inc. Action Feb. 21.

By Hearing Examiner Herbert Sharfman

Wolf Point, Mont.—On oral request of counsel for Hi-Line Bcstg. Co., Wolf Point, and without objection to counsel for other parties, ordered that time for filing reply findings be extended from Feb. 23 to Feb. 27. Action Feb. 21.

February 23 Applications

Accepted for Filing

Modification of Cp

KHQA-TV Hannibal, Mo.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Sept. 24.

Renewal of License

KCSJ-TV Pueblo, Colo.

February 24 Decisions

By the Commission

Granted Renewal of License

KOKX Keokuk, Iowa; KSO Des Moines, Iowa; KFEQ-AM-TV St. Joseph, Mo.; KSTT Davenport, Iowa; WTRW Two Rivers, Wis.

Granted SCA

WLEY (FM) Elmwood Park, Ill.

February 27 Decisions

ACTIONS ON MOTIONS

By Chief Hearing Examiner

James D. Cunningham

Hazard Bcstg. Corp., Hazard, Ky.—By memorandum opinion and order, denied motion to accept its written appearance filed late in proceeding involving its application and that of Perry County Bcstg. Co. for new am station in Hazard, and dismissed with prejudice application of Hazard Bcstg. Corp, for failure to prosecute. Action Feb. 24.

By Hearing Examiner Jay A. Kyle

KSLM-TV Salem, Ore.—Pursuant to prehearing conference, ordered that hearing on application for mod. of cp (ch. 3) be set for March 26. Action Feb. 23.

By Hearing Examiner Annie Neal Huntting

Port Arthur College, Port Arthur, Tex.—Granted petition for leave to amend its application for new tv station (ch. 4) to bring it up to date in various respects. Action Feb. 24.

By Hearing Examiner J. D. Bond

Broadcast Bureau—Granted motion for extension of time from Feb. 24 to March 2 to file proposed findings in proceeding on applications for transfer of control of **WLAQ Rome, Ga.,** and renewal of license. Action Feb. 23.

By Hearing Examiner H. Gifford Irion

Western Ohio Bcstg. Co., Greenville, Ohio—Granted petition for continuance of hearing from Feb. 27 to April 2 re application for new am station. Action Feb. 23.

By Hearing Examiner Elizabeth C. Smith

WNYC New York, N. Y.—Granted petition for continuance of hearing from Feb. 23 to Feb. 28 re application of WNYC for SSA to operate additional hours, and re petition of **WCCO Minneapolis, Minn.** Action Feb. 21.

February 27 Applications

Accepted for Filing

Modification of Cp

WETU Wetumpka, Ala.—Seeks mod. of cp (which authorized changed frequency, increased power and equipment changes) for extension of completion date.

WTVO (TV) Rockford, Ill.—Seeks mod. of cp (as mod. which authorized new tv station) for extension of completion date.

WNIA Cheektowaga, N. Y.—Seeks mod. of cp (as mod. which authorized new am station) for extension of completion date.

KTVF (TV) Anchorage, Alaska—Seeks mod. of cp (which authorized new tv station) to extend completion date to Sept. 1.

WJTV (TV) Jackson, Miss.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Sept. 22.

KOED-TV Tulsa, Okla.—Seeks mod. of cp (as mod. which authorized new non-commercial tv) to extend completion date to Sept. 21.

Renewal of License

KRAI Craig, Colo.; KUBC Montrose, Colo.; KCSJ Pueblo, Colo.; KLEM LeMars, Iowa; KIYI Shelby, Mont.; WHPS (FM) High Point, N.. C.; KVOD Denver, Colo.

Remote Control

KRMD Shreveport, La.; WDXI Jackson, Tenn.

License to Cover Cp

WGGH Marion, Ill.—Seeks license to cover cp which authorized increased power and equipment changes.

SCA

WXHR (FM) Woburn, Mass.

February 28 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner

James D. Cunningham

Pine Bluff, Ark.—On examiner's own motion,

(Continues on page 113)

Radio Station and Newspaper

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RADIO

Help Wanted

Managerial

Sales manager—five figure earnings for "front line" sales manager in Maryland. Exceptional future. Man who can sell, hire and inspire. Write fully. Box 601F B•T.

Wanted: An intelligent, self-starting assistant to busy manager of independent Louisiana daytimer. This is no job for beginners. You must be able to create and type copy. Announce and assist in every department except technical. Rush complete resume. Qualified applicants will be contacted for auditions, etc. Specify required income. Box 664F, B•T.

Commercial manager and sports director. $5200 yearly base pay plus percentage. Must be exceptionally high calibre salesman for single station market. Write KOCA, Kilgore, Texas.

Wanted: Assistant manager ready to manage station. Young, energetic salesman, who can announce. 1st license desirable but not required. Radio Station KVOU, Uvalde, Texas.

Wanted: Sales manager for 1000 watt independent daytime station. Must be detail minded with creative imaginative to turn ideas into sales. Guaranteed $100.00 per week draw and 15% commission on sales. Here is a chance for the right man to make money and grow with a sound company operating three radio stations. Apply Phillip Brady, Radio Station WAPF, McComb, Miss.

WANTED

FOR

RADIO

ONLY

50,000 watt clear channel station in midwest wants a program-production and idea man. This is a real opportunity for a top programming man who wants to do a real job with one of the nation's top radio stations.

Box 603F, B • T

RADIO

Help Wanted—(Cont'd)

Salesmen

Top money making southeastern independent needs salesman with creative advertising ideas. Musical and dramatic production furnished for spot recordings. Liberal draw and accounts to start. Rush resume to Box 446F, B•T.

Salesman . . . progressive independent, number one in market, on Texas coast, needs solid salesman. Salary, annual vacation, bonus, other benefits, plus liberal commission. In first letter give experience, references, pay expected. Box 642F, B•T.

Salesman—active accounts, good prospects. No high pressure but want results. Salary plus commissions. Minn. station. Box 647F, B•T.

Experienced aggressive salesman with car for Albany, New York station. Attractive financial arrangement. Box 669F, B•T.

Sales representative. First rated music station has opening with tremendous future for sincere, ambitious professional radio salesman. You will appreciate working with professional people in a fast growing area—high guarantee, plus commissions. If you desire lovely area, wonderful climate, progressive top station, call, write, wire Ralph Petti, Sales Manager, KWBY, Colorado Springs, Colorado's most listened to station.

Local salesman. Good account list to start. Good pay. Send letter, references, picture. KWTO, Springfield, Missouri.

Wanted experienced chief radio salesman. Salary and commission, write WBRV, Boonville, New York, or phone Boonville, 11, collect for details.

Experienced salesman or saleswoman. Salary plus commission. WKNK, Muskegon, Michigan.

Announcers

California combo men with ability to do top selling job on air. You can earn top pay with dominent station in growing market. Send full details and photo to Box 482F, B•T.

Florida—Need top-notch pops DJ. Better than average salary with chance to sell and increase your earnings. Send short tape (non-returnable) of show, commercials and news. Box 505F, B•T.

Top morning announcer wanted. Want hillbilly or character type. Must be experienced, reliable. NBC Virginia station. Give full details, references in your first letter. Box 559F, B•T.

Wanted by new daytime kilowatt in Arizona, a versatile, experienced announcer with 1st class ticket . . . for morning shift in the hunting and fishing paradise of America. Excellent pay and working conditions. No drunks or floaters, references and tape audition required. Send resume, picture and tape to Box 580F, B•T.

Leading midwest clear channel radio station with vhf-tv needs 2 talented personalities. Ability to do adlib show with talent—musicians a must Staff work also important. Only experienced—employed persons need apply. Box 584F, B•T.

Combination morning man—chief engineer. Proven performance. $100 a week to start. Ideal opportunity for right man with progressive independent music and news station. Box 604F, B•T.

Experienced announcer wanted. Northeast Texas, 250 watt network station. Send resume with tape. Box 616F, B•T.

Announcer with first phone . . . number one independent on Texas coast needs announcer with first phone. Pay $350 per month. Annual vacation, bonus and other benefits. Please give experience, references and send tape. Tape will be returned. Box. 643F, B•T.

Announcer or sales with 1st class ticket. References required. Music, news station in Minn. Box 646F, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

Announcer for Albany, New York station. Must be experienced and versatile with car. Knowledge of popular music essential. Box 668F, B•T.

KANO, new one kw daytimer in Anoka, Minnesota, now taking personal interviews for complete staff. Contact Dean Johnson, Station Manager, 1015 Monroe Street, Anoka, Minnesota. HA 1-1985.

Wanted: Announcer-engineer, send tape, KBUN, Bemidji, Minnesota.

Announcer. Immediate opening for experienced announcer that will work. Contact Radio Station KTLU, Rusk, Texas.

Staff announcer, no-newscast, no writing—straight announcing. This is a good job with a 50 kw CBS newspaper-owned station. Company benefits, pension plan for the right man. Send audition tape, letter with background, marital status, when available to: Lew Lowry, KTRH, Houston, Texas.

Announcer—operate board. First class license desirable, but not required. Progressive ABC-Mutual station in growing city. Call or write KVOC, Casper, Wyoming.

Wanted: Announcer for 1000 watt daytimer independent. Must know-how to work. Have good voice. Only experienced men wanted. Apply Phillip Brady, Radio Station WAPF, McComb, Miss.

Opportunity in Greenville, Miss. Personality announcer for new 1000 watt daytimer . . . on air early April. Send tape . . . complete resume immediately . . . General Manager, WDDT, % The Delta Democrat Times, Greenville, Miss. No floaters or prima donnas please.

Morning man. Rural station near Washington, D. C. Salary commensurate with ability, experience. Rush tape, photo, resume. WKIK, Leonardtown, Maryland.

Announcer with experience to run news, DJ, and regular staff. Rush full information and tape. WNXT, Portsmouth, Ohio.

No. 1 Negro station, WOKJ, Jackson, Miss. has 1st opening for DJ. No novices. Must be good. Send tape, references, experience and photo immediately. William Anderson, PD.

Immediate opening for qualified announcers, WPAC, Patchogue, N. Y. Increasing to 5000 watts. Call person to person for appointment. Program Director, Patchogue 3-4600.

Engineer-announcer. Afternoon shift only. All top music station Corpus Christi resort area. No colds, never too hot. Permanent. $78.00 up, depending experience. Phone collect TU 4-1590, Corpus Christi, Texas.

Northwest graduates working in radio and tv (including Northwest Broadcasting School graduates) we are forming a national alumni association and I have a special gift for you. Get in touch with me as soon as possible. Bill Sawyer, 1221 N. W. 21st Avenue, Portland 9, Oregon.

Technical

Engineer to install and service specialized audio devices over large territory in U. S. Good salary plus expenses. Transportation supplies. Applicant should include list of experience and references. Personal snapshot must be included (not returnable). Box 489F, B•T.

Radio station Iowa. Wanted immediately: Chief engineer, announcer-engineer—1st ticket. Good pop DJ. Female continuity writer. Ideal working conditions. Send tape, photo and complete resume in first letter. Box 565F, B•T.

Control room engineer with first class ticket for network station in major south Texas city, no announcing. State experience, references and send recent snapshot. Box 605F, B•T.

Engineer needed immediately. Experience desired, but not essential. Salary open. Box 672F, B•T.

First phone license, for chief of well equipped remote control 500 watt daytimer. Some announcing. KMAN, Manhattan, Kansas.

Immediate opening for 1st phone (combo) chief engineer at 1000 watt independent daytimer. Pleasant working conditions with excellent salary. 2 week paid vacation. Opportunity for advancement. Send resume and tape to KTFY, Brownfield, Texas. No drifters or barleycorns.

RADIO

Help Wanted—(Cont'd)

Technical

Wanted at once. Engineer-announcer or salesmen. $90.00 a week. Temporary position until early April. WBRV Radio, Booneville, N. Y. Phone 11.

Wanted: Combination engineer-announcer-first phone license. Write or telephone FEderal 2-3951. WFRO, Fremont, Ohio.

Wanted: Radio engineer; first class radio telephone license; strong on maintenance. No operating tricks. Apply, Chief Engineer, Radio Station WRIV, 29 East Main St., Riverhead, Long Island, N. Y.

Wanted immediately. Chief engineer for 250 watt station. Permanent position. No announcing required. Call Plaza 4-5141, WWCO, Waterbury, Conn.

Engineer—for transmitter at fm station. Duties interesting and varied. Write—Joe Sanford, Rural Radio Network, Ithaca, New York.

Have opening for combination-chief engineer. Excellent salary. Del Rio, Texas. Phone 5-2431.

Programming-Production, Others

Newsman—aggressive air personality, major market midwest. Send tape, picture. Box 652F, B•T.

Continuity writer, male or female. Send resume. Leo Jylha, WBCM, Bay City, Michigan.

Newsman, experienced to write and deliver local news. Handle tape-recorder. $75 per week. WCOJ, Coatesville, Pa.

WIND, Chicago interested in top-quality office girls with radio experience for key positions to handle expanding business volume. Write Program Director.

Situations Wanted

Managerial

Sales manager-general manager. My owner has sold; new owner takes over personally. I'm available. Over $100,000 personally signed contracts past year. Have withholding slips testifying to twelve year am-tv experience record of proven know-how showing $14,000-$18,000 annual earnings. Sales and managerial record substantiated by my owner and industry personages. Every consideration, small or large market, held confidential and appreciated. Box 551F, B•T.

Twenty years radio-television management, general operations and sales. Prefer general management, but consider attractive sales or program proposal. Box 562F, B•T.

Manager over twenty years. Knowledge all phases. Can direct sales. Box 602F, B•T.

Program or assistant general manager. Successful record network and major market operations and administration. 12 years radio, 8 television. Available now. Box 675F, B•T.

Salesman

Salesman or announcer-salesman, ten years sales experience, strong staff announcer, presently employed. College, married, family. Prefer South, permanent connection. Box 648F, B•T.

Announcers

Described by leading magazine as outstanding deejay in his area. 6 years experience—including large competitive market, whether reading 'em straight—or adlibbing—proven success with sponsors and public. Seeking permanent position with good station in large city. Married, age 27—stage background. Box 299F, B•T.

Announcer seeking steady position in Florida; good background, board operation, strong music, news. Box 527F, B•T.

Trained experienced announcer. Excellent taste in music, distinct news delivery. Desires position in small music-news station, New York State-New England. Box 548F, B•T.

Excellent air salesman-newscaster. Family. Interested permanent position northeast—west. Prefer New England, New York State area. Box 550F, B•T.

Here's the right negro girl for radio and tv!!! Experienced. Single. Will travel. Box 555F, B•T.

Where can experienced sports announcer find a permanent job within 200 miles of Chicago? Over eight years experience. Married. Can do news, music, and special events. Is $100 per week too much? Box 579F, B•T.

Announcer-singer, college graduate. 24, desires affiliation where talent, personality counts. Two years and currently airing with own Boston program Box 608F, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Announcer, 4 years experience. Fine voice, authoritative news, relaxed DJ commercial delivery. First phone, tape. Box 612F, B•T.

Native of northwest desires medium, large market permanency there. Married, vet, dependable. Three years DJ, news, pitchman, sports. Employed top rated station S.W. medium market. Box 613F, B•T.

For major league baseball announcer seeking play-by-play opportunities, all sports, any size market. Available immediately. Box 614F, B•T.

Nine years radio-tv announcing, directing, news, copy, promotion. $80 minimum. Tape, copy, resume on request. Prefer east. Details please. Box 617F, B•T.

Negro announcer-disc jockey, commercial personality, station staff. Experience light-hard willing worker. Single travel, tape references. Box 618F, B•T.

Young experienced announcer with tough break looking for another chance. Box 620F, B•T.

Employed 9 years with solid commercial radio-tv operation. Seek position in larger market with greater economic potential. Resume and tape available. Box 621F, B•T.

Bad situation developing, poor management, station for sale. Two announcers want to continue working together. Prefer Florida, southeast. Tape, full story. Box 624F, B•T.

Spring training has started and I want to resume announcing career interrupted 3 years ago. Play-by-play in minor league town preferred. One years experience. Ex-professional ballplayer. Box 626F, B•T.

Experienced announcer, staff, DJ, news editor, play-by-play sports, WW-II vet, presently employed midwest tv desires position in progressive radio station. Box 627F, B•T.

Available immediately: DJ, announcer, 8 years experience. Good voice, versatile, age 29, married. Best references. Box 631F, B•T.

Announcer—married, veteran, 24. News—DJ—sports—resume—references—tape. Box 632F, B•T.

Available immediately, employed announcer, ambitious, reliable family man. Seeking opportunity with future, less than year's experience. Box 636F, B•T.

Young, sober married man now with 1 kw station wants better job small Florida or southeast outlet. Write for tapes, resume. Box 637F, B•T.

Recent broadcasting school graduate. Good DJ, news, sports, board, tape. Box 639F, B•T.

Announcer, DJ—10 years experience all phases. Emphasis on music, live and records. Currently running late night show. Desire Florida location with permanent and promising future. Box 641F, B•T.

Sports—news—8 years experience. Authoritative, enthusiastic, references. Objective—permanency. Box 649F, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Country—DJ—musician, announcer. Third. TV. Well experienced. Sincere, progressive stations only. Salary, talent. Box 651F, B•T.

Announcer, five years experience in radio and tv. Worked in major markets. Interested only in Eastern metropolitan market. Box 653F, B•T.

Attention Dixie and east coast stations!! Experienced deejay. Intelligent, glib, clever, versatile. Desires permanent affiliation with progressive station. Smooth easy delivery for top commercial results. Prefer all night or early morning platter spot. Available immediately. Box 659F, B•T.

Mature—experienced. A-1 air salesman with first phone desires early morning-daytime shift with active station in good market. Presently employed major network station small market five years. Reliable, responsible family man. Prefer West Coast or southwest but will consider other if income warrants. Top board and tape man with best references. Present employer may be contacted. Available for work April 15 next. Box 662F, B•T.

Announcer—6 months experience—married, veteran—2 years college and radio school graduate—midwest preferred. Box 663F, B•T.

Announcer, some experience, radio school grad . . . looking for opportunity—tape, resume, photo. Box 667F, B•T.

DJ, sports, versatile, experienced. Lively voice. Pete Franklin, 1007 Propp Ave., Franklin Square, L. I., N. Y. Floral Park 2-6286.

Staff announcer—broadcasting school graduate. Bill Parker, 2219 N. Parkside, Chicago.

Staff announcer. Expert on hillbilly and folk tunes. Professional western entertainer. Good newcaster, board man, commercial man. Perry, 737 11th Street, N.W., Washington, D. C.

Staff announcer, board work, write copy, newscast, married. Have car third ticket. Sullivan, 737 11th Street, N.W., Washington, D. C. ME 8-5255.

Looking for summertime announcing spot. Preferably in Ohio. Three years high school experience, WBOE, Cleveland, and years college work. Good sports background. Tape and resume on request. Dick Thompson, Biddle Hall, Athens, Ohio.

Anonuncer-DJ: First phone; college degree; married. Former news director; continuity; entertainment. Prefer southern California, consider anywhere. Write: Announcer, 1312 17th Street, Santa Monica, California. EXbrook 5-6495.

Technical

Chief engineer-announcer. Experienced. Degree. Box 615F, B•T.

Engineer, 18 months with large midwest vhf. 1st phone. Seeks permanent position. Box 658F, B•T.

Desire transmitter work—1st phone, five years electronic experience. William Blum, Route 2, Box 301, Salem, Oregon. Phone 2-0008.

(*Continued on next page*)

WANTED: **DISC JOCKEYS** WHO THINK

THEY'RE EXCEPTIONAL—AND HAVE THE TAPES TO PROVE IT.

That's right. We said "Exceptional." If you're not, don't bother. You'll only waste your time and ours. But . . . if you are exceptional, rush us the tape that proves it. Immediate openings in 4 markets with America's most program-minded radio group. Latest addition: WDGY, 50,000 watts, Minneapolis. Our idea of an exceptional disc jockey features smooth selling ability. If you have a personality identity such as singing, piano playing, voice characterization, impersonations, etc., so much the better. Every tape carefully auditioned, and promptly returned. (Be sure to include address inside box.) Send all tapes to Todd Storz, President,

MID-CONTINENT BROADCASTING CO., OMAHA 2, NEBRASKA

WDGY	KOWH	WHB	WTIX
Minneapolis-St. Paul	Omaha	Kansas City	New Orleans

RADIO

Situations Wanted—(Cont'd)

Programming-Production, Others

Program director-announcer. With present employer four years. Consider large or small station. Box 611F, B•T.

Experienced newsman. Gathers, writes, rewrites, broadcasts. College graduate. Family. Veteran. Box 650F, B•T.

Program director—production manager—proven record. Can set up smooth operation. Six years tv. Box 656F, B•T.

University grad, 8 years solid experience radio, five as PD. Thoroughly competent, conscientious. Excellent all-around staffer, superior news, third ticket. 39 years old, vet, family man. Dwight Larick, 1012 East D Street, Ontario, California. YUkon 62-1427.

TELEVISION

Help Wanted

Salesmen

Outstanding opportunity for experience tv salesman. Top 100 market. CBS station. Will pay big for big results. Send all details and salary requirements to Box 591F, B•T.

Technical

Texas vhf maximum power network connected station needs first class engineer. Tv experience preferred but not necessary. Send complete qualifications, references and recent photo to Box 606F, B•T.

Two transmitter engineers, 1st phone 100 kw vhf tv station. $80.00 to start. Liberal employee benefits. Submit full particulars to Chief Engineer, WCIA-TV, Champaign, Illinois.

TELEVISION

Help Wanted—(Cont'd)

Technical

Newspaper owned television station has immediate opening for maintenance engineer. Send complete background qualifications and photograph to Wallace Wurz, Chief Engineer, WTVH, Peoria, Illinois.

Production-Programming, Others

Prominent tv film production firm looking for top tv program ideas. Will develop and promote. Write Box 671F, B•T.

Great Lakes area. Major network vhf wants tv program director immediately. Strong on production. Unusual opportunity for right man. Send complete resume to Box 674F, B•T.

Experienced television copywriter. Good working conditions and good opportunity for right person. Give full details on background first letter and send photo. Write George Frechette, WSAU-TV, Wausau, Wisconsin.

Situations Wanted

Managerial

General—sales manager. 36 years old. 8 years radio—3 years television. Thorough background management and sales. Understands all phases from personnel to production. Now employed radio station manager. Prefer south or southwest. Available 30 days. Box 633F, B•T.

Tv station manager experienced all phases of operations including film buying. 23 years radio-tv. Age 41. Married. Available April first or sooner if needed. Box 655F, B•T.

Salesmen

Top tv salesman desires station in eastern market. Now key man in small market. Manages local sales staff, regional, national sales. Writes, sells, produces own commercials and shows. Responsible family man. Box 539F, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Salesmen

Sales—sales manager twenty years successful experienced top reps and station national and regional. Available immediately. Interested permanent spot anywhere. Wire or write. Box 660F, B•T.

Announcers

Wanted: Major market. Top southeastern on-camera personality, strong on commercials, news, MC, looking for greater opportunity. Employed, family. Prefer east, midwest. Must be permanent. Interview. Box 630F, B•T.

Announcer: 2½ years, college graduate, veteran. At present, free lance tv, in 2 billion dollar market. Box 665F, B•T.

Technical

Tv technician desires maintenance or supervisory position in vhf station. Six years experience all phases including construction. References. $110 minimum. Box 619F, B•T.

Engineer: Am-fm, office experience. Desire television opportunity in southern California. References. Box 625F, B•T.

Production-Programming, Others

Tv producer-director currently with Indiana's largest station. Availability result of staff reduction. Three years tv experience in major and small markets. Five years previous radio announcing, sales, promotion, etcetera. Thorough theatre and musical background. Excellent community service record. Full documentation and highest references available. Box 563F, B•T.

Free lance—woman copywriter, New York. Big 4-A experience radio-tv commercials. Light, friendly style disguises hard sell. Box 610F, B•T.

STUDIO-EXPERIENCED

CHICAGO TV PRODUCTION CLASS AT WORK



If you would like to receive our national publication, TELEVIEWS, let us know and we will be happy to send it to you at no cost or obligation.

People like these have just completed their training in Television Production with Northwest, which included extensive work in one of our commercially equipped studios under the direction of experienced TV personnel.

These people—with TV studio training and production experience—are now available in YOUR area. Though well-versed in TV know-how, you will find them highly adaptable to your station's way of doing things.

Call Northwest FIRST!

Call, wire or write John Birrel, Employment Counselor, for immediate details.

NORTHWEST RADIO & TELEVISION SCHOOL
HOME OFFICE: 1221 N. W. 21st Avenue, Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822
CHICAGO, ILLINOIS. . . . . 540 N. Michigan Avenue DE 7-3836
WASHINGTON, D. C. . . . . 1627 K Street N. W. RE 7-0343

TELEVISION

Situations Wanted—(Cont'd)

Programming-Production, Others

Acting opportunity wanted. Several years experience, radio and television. Single, male, 30, college degree. Amateur dramatic experience. Desire spot with production company, professional theatre group, etc. Outlet for talent with opportunity for improvement most important. Would not place this ad without confidence in ability and personality. Box 622F, B•T.

Experienced versatile broadcaster, former radio-television news director and announcer-MC, presently public relations manager medium sized industry, desires return to broadcast field. Single, 30, degree and best references. Active personality showman with executive experience and spark that sells. Your inquiry appreciated. Box 623F, B•T.

Women's director—tv or radio-tv. Presently employed in both but desire change after seven years. Versatile — unusual background — fifteen years experience. Box 640F, B•T.

Versatile experienced air personality, director, cartoonist. Creative talent. Specialities: Weather, kid's shows, MC work, solid on commercials. College grad. Box 654F, B•T.

Tv director—announcing background—5 years—radio or tv permanent position desired—best references. R. C. Porterfield, 868 N. Wabash, Chicago, Illinois.

FOR SALE

Stations

Need tv chief engineer who likes southwest and will invest moderate amount in new vhf being built by successful am. Box 533F, B•T.

1000 watt non-directional radio station available. Contact Box 600F, B•T.

$20,000 for 15% of new vhf tv and parent am good SW market. Like man who'll invest and work. Box 657F, B•T.

Single-station market. Population near 10,000. Active western area. If you desire a western (not Pacific Coast) location, please state your finances first letter. Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

Midwest: 1 kw day, metropolitan market, low frequency, priced slightly over gross. The Norman Company, Box 534, Davenport, Iowa.

Midwest: 500 watt day, large market, $40,000, terms. The Norman Company, Box 534, Davenport, Iowa.

5 kw west, leading station in large market, priced between 4 and 5 times net. The Norman Company, Box 534, Davenport, Iowa.

In negotiating the sale of your radio or tv station, the Norman Company works quietly and confidentially. All details handled personally by Hugh R. Norman or George Norman. Write for listings. Box 534, Davenport, Iowa.

We offer good radio and tv buys throughout the United States. Ask for our free bulletin. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Eastern buyers should contact me for good sound buys in radio and tv stations. John Hanly, 1739 Connecticut, N. W., Washington, D. C.

FOR SALE—(Cont'd)

Equipment

Western Electric 5000 watt am transmitter. Good condition. Box 628F, B•T.

Two RCA 77-D microphones, perfect response; like new. $60.00 each. For more information. Box 661F, B•T.

Have your own complete sound effects library at a reasonable cost to you. 70 sound effects including boat whistle, door knock, door closing, laughing, water splash, footsteps, squeeky door, car starting, motor idling, car crash, etc. 70 sound effects which belong to you for $25. and your tape. Offer limited. Send today. All reproduction rights yours. Not from any previous recording or library service. Send today to Bill Hasbrook, KFXM, 512 Fifth Street, San Bernardino, California.

Tower, 150 to 275 ft.. guyed, insulated, galvanized. Crouse-Hinds beacon, flasher. Austin isolation transformer. Also 600 ft. 7/8 semirigid coax. Write WAVI, 1428 Cincinnati Street, Dayton, Ohio.

Various heavy duty RF components for 5kw and 10kw—capacitors, inductors, transformers, change-over relays, and meters. Write for complete list, Chief Engineer, WDSM, Duluth, Minnesota.

550 feet 6⅛ inch 75 ohm coax. 200 feet 3⅛ inch 50 ohm coax with reducer transformers and hangers. Perfect condition ½ price. WJTV, Jackson, Mississippi.

900 feet Andrew type 452 steatite line, 3⅛ inch, 51.5 ohm with dual spring hangers. Make us an offer. WHEN-TV, Syracuse, N. Y.

Studio control room equipment. Racks, consoles, turntables available—all RCA. Contact McCafferty, WMCA, New York City.

For sale: Complete 3kw fm equipment consisting of Federal 3kw fm transmitter with crystals for 107.7 and 102.9mc, GE frequency-modulation monitor, two bay Andrew multi V antenna with 85 feet of 1⅝ inch line and fittings, 40 feet of tower complete with guys and fittings for roof mounting. All of this equipment is in first class condition and almost new appearance. Can be seen in operation. A generous supply of space tubes. Price $5,000.00 cash F.O.B. Norton, Virginia. Contact WNVA, Norton, Virginia.

Factory rep. offers demonstrator studio control console complete with power supply. Meet am-fm broadcast specs. Used at few shows. Perfect condition, carries manufacturer's new equipment warranty. $595.00. Electronic Reps. Inc., 5805 Johnson Avenue, Bethesda 14, Md.

Frequency extension kit, consisting of six high pressure nitrogen condensers, rated 25,000 volts. Current rating approximately 40 amps at 2 mc. Unused in original package. Manufactured E. F. Johnson Co. Sacrifice. Harry J. Abrams, 124 L Street, N. E., Washington 2, D. C.

Call letter items: Jewelry, car plates, mike plates, lapel pins, celluloid buttons, ash trays, bumper strips, satin banners, ties, etc. All books on broadcasting and telecasting! Lists free. Box 341, Decatur, Alabama.

Wanted to Buy

Stations

Well-financed adman seeks station. (Might permit seller retain partial interest.) Location, earnings, less important than future. Box 670F, B•T.

I currently have over 500 active buyers interested in buying stations in the south. Can we help you? Paul H. Chapman, 84 Peachtree, Atlanta, Georgia.

WANTED TO BUY—(Cont'd)

Equipment

Transcription libraries purchased, any service, old or current. Box 495F, B•T.

Used equipment. 1 kw uhf transmitter, diplexing equipment, 3⅛" transmission line and antenna to operate on channel 37. Must be in good operating condition. Box 592F, B•T.

Wanted to buy: Good, used, two or three studio console. Send full particulars; make; model; usage; price. Box 609F, B•T.

Used GE studio camera chain comprising: Camera with power supply, tripod, monitor and control console with power supply and main interconnecting cables. Box 629F, B•T.

Needed immediately, one ten kilowatt General Electric fm amplifier and 270 feet 3⅛ inch coaxial cable. Wire Box 645F, B•T.

Wanted: Used disc recorder. RCA-73-B, Presto 6-N or Fairchild 539 or similar type recorder. State condition and price. Box 666F, B•T.

Need high-gain used fm antenna. Quote condition and location. Price must be reasonable. Contact KSTN, Stockton, California.

Need 250 watt transmitter and a self supporting tower from 150 to 250 in height. Advise Gene Newman, Radio Station WEZB, Tutwiler, Hotel, Birmingham, Alabama.

Wanted: Fm transmitter 100-250 watts for operation on 94.6 megacycles to act as standby for main transmitter. Local power supply is 40 c/s. 25 c/s power supply transmitter would be suitable but would consider 60 c/s equipment for operation through rotary converter. Jamaica Broadcasting Co., Ltd., 32 Lyndhurt Road, Cross Roads P. O., Jamaica, B. W. I.

All types studio and transmitting equipment (am or fm). Barry Trading Company, Lebanon, Tennessee.

time salesman

50,000 Watts New York City Radio Station looking for outstanding time salesman. Possibility of sales management. Will guarantee $10,000 yearly against 10% commission. Top salesman will make $20,000 second year. Requirements: Minimum two years radio sales experience. Prefer local sales knowledge major market. Will also consider insurance or intangible background if record is outstanding. Send picture, resume and sales record to

Box 607F, B•T

CREATIVE TELEVISION COPYWRITER

Long established AAAA agency has outstanding opportunity for a top-notch woman to join the largest Radio-TV department in our area. The woman we are seeking can create far-better-than-average visual ideas for commercials, both live and film, plus hard-selling copy. We are a progressive, friendly organization offering unusually fine working conditions and employee benefits. Salary open. Please send, in confidence, resume and samples of work to:

E. L. THOMPSON

BALDWIN, BOWERS & STRACHAN, INC.

374 DELAWARE AVENUE

BUFFALO 2, N. Y. • MADISON 6020

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 1-T, 821 19th Street, N.W., Washington, D.C.

FCC first phone license. Start immediately Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W., 21st Street, Portland 9, Oregon.

FCC first class phone. After ten years successfully training men for their first class radiotelephone operators license, this same course is now available to you at home. Write the Don Martin School, Ext. Div., 1653 North Cherokee, Hollywood 28, California.

FCC first class phone license preparation; beginners, radio technicians, announcers. Evenings. Monty Koffer, 743 Hendrix Street, Brooklyn 7, N. Y. CL 7-1366.

RADIO

Help Wanted

Managerial

CHICAGO REPRESENTATIVE

Here's an ideal opportunity for outstanding man to have your own representation office. Man we are looking for must be experienced in national and local sales. Entire midwest area. This is confidential.

Box 644F, B•T

Announcers

ANNOUNCER

Music and News station needs top-notch, experienced announcer to handle Mobile News Unit. Must have smooth, intelligent ad lib ability. Must also be able to run disc show with intelligent remarks. Must be able to SELL a commercial. Not looking for screwballs. Salary will depend on ability, qualifications and experience. Send references, pictures, biography and audition tape with first letter to

Box 638F, B•T

RADIO

Help Wanted—(Cont'd)

Production-Programming, Others

SALES PROMOTION WRITER

To write sales presentations, direct mail, help edit merchandising publication for leading independent radio-TV group. 23-29. Prefer man with one or two years experience as ad, continuity, promotion, publicity or publications writer in broadcast field. Send resume, including salary requirements, to Personnel Manager, Crosley Broadcasting Corp., Cincinnati 2, Ohio, or phone CHerry 1-1822.

Situations Wanted

Managerial

MANAGER

Experienced selling manager leaving present part-ownership-management for personal reasons. Billing for years in six figures. Musical-dramatic-announcing experience. Compose jingles and hard hitting gimmick copy. Third ticket. Desire managerial assignment with salary based on selling ability. With or without investment. Location not a factor. Available 60 days. Available for interview.

Box 545F, B•T

ATTENTION OWNERS AND GENERAL MANAGERS

If you need a top-flight right hand man to supervise internal station operation we will have available March 15 a family man under 30 with over 8 years solid experience in announcing, production, traffic, copy, programming, public relations and promotion. Outstanding all-around assistance to management in all phases. Not afraid of work, excellent character and credit references available. Leaving our employ due to our conversion to 100% Spanish language operation. If you are looking for outstanding executive material on its way up call Lowell Christison, 3-1259, Albuquerque, N. M., or contact me personally.

E. M. Sleighel
President
KABQ
3-1744
Albuquerque, N. M.

EXECUTIVE

Old established station is interested in an executive. Must be young, willing to work and know how to sell and direct sales.

Reply direct to A. Frank Katzentine, 924 duPont Building, Miami 32, Flordia.

TELEVISION

HELP WANTED

Managerial

I NEED A MAN with radio-TV experience for Sales and Station Manager of VHF-TV under construction by established AM in beautiful SW City. This is a small operation where versatility counts. An investment is invited. Quite frankly I'd like someone to share in management and help me get things done. This is the chance of a lifetime for man who wants into radio-TV ownership but doesn't have enough cash to go it alone. General Manager, Box 635F, B•T.

Programming-Production, Others

MOST OUTSTANDING TV ART DIRECTOR

Long experience with leading TV chains, desires relocation. College graduate, aggressive, top leadership, top organization know how. Advertising specialist (including presentations and newspaper promotion). Color knowledge. Brush and ink lettering art expert. Layout, Title Cards, Scenery design and production ideas. Top fine and scenic artist. Outstanding large display, air brush and "Cut all" operator with top material knowledge (Props, etc.).

Most outstanding "One Man Art Department" operator. Hard working, conscientious, family man. Extremely fast worker. With top references. Interested ONLY with progessive station. For permanent position. Box 634F, B•T.

TV PROGRAM DIRECTOR AVAILABLE

Due to staff rearrangement, our TV Program Director is available immediately. Station is anxious to help place this man as he will be a valuable asset to an operating tv station or a group planning to go on the air. Also has strong radio background. Any TV or radio station interested please contact

Box 673F, B•T

FOR SALE

Equipment

USED EQUIPMENT WANTED

1 Presto RC 11 Tape Recorder, (chassis only—no console or carrying case required).

2 Ampex Model 350 C (console type) tape recorders.

2 RCA 70 C turntables.

State condition and best price on any or all items listed.

Contact:
John S. Phillips
WHTN-AM-FM-TV
P. O. # 1760
Huntington, W. Va.

(Continues from page 106)

ordered hearing re am applications of B. J. Parrish, Pine Bluff, Ark., et al be continued from March 13 to April 23. Action Feb. 24.

By Hearing Examiner H. Gifford Irion

The Delsea Broadcasters, Pitman - Glassboro, N. J.—Granted petition for leave to amend its am application to change both trans. site and studio location to Vineland, N. J., and to mod. DA array and application, as amended, is removed from hearing docket. Action of Feb. 27.

By Hearing Examiner Jay A. Kyle

Charles W. Stone, Fort Lauderdale, Fla.—Granted petition for continuance of hearing to April 27, re his am application. Action Feb. 27.

By Hearing Examiner Annie Neal Huntting

Jackson Bcstg. & Television Corp., Parma, Mich.—Denied motion to accept offer of proof, filed on Feb. 17, in ch. 10 proceeding, Parma-Onondaga. Action Feb. 27.

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of Feb. 24

WNBF-TV Binghamton, N. Y.—Granted mod. of cp to make minor equipment changes.

KRMA-TV Denver, Colo.—Granted mod. of cp to change ant. and make other equipment changes; ERP vis. 15.5 kw, aur. 8.52 kw; ant. 880 ft.

KELO-TV Sioux Falls, S. D.—Granted mod. of cp to change ERP to 219 kw vis. and 123 kw aur., make ant. and other equipment changes; ant. 980 ft.

KRMD Shreveport, La.—Granted authority to operate trans. by remote control from Jefferson Hotel.

WFNM DeFuniak Springs, Fla.—Granted license for am station.

KTOE Mankato, Minn.—Granted license covering cp for increase in N power and change in DA system.

FOR SALE

Equipment

EQUIPMENT

Transcription Turntable, Model #64A, in console cabinet. 33⅓ and 78 R.P.M. speeds, built in equalizer. Western Electric Reproducer and arm. Used one year. Original cost $1550.00, asking price $595.00. Contact:

State Farm Mutual Auto Insurance Co.
Douglas Finn
112 East Washington Street
Bloomington, Illinois

FCC 1st PHONE LICENSES IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes—
Over 1700 Successful Students

INSTRUCTION

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

EMPLOYMENT SERVICES

" "

QUOTE AND UNQUOTE

". . . as thorough and as easy to work with as though you were on our own payroll as our personnel director . . ."
Our confidential service often comes to the rescue of Radio and TV Stations and Program Producers anywhere.

Palmer-DeMeyer, Inc. (Agency)
50 E. 42nd Street, N.Y.C.
MU 2-7915
Paul Baron, Dir.: Radio-TV-Film-Adv.
Resumes welcome from qualified people

WEMB Erwin, Tenn.—Granted mod. of cp to change ant.-trans. and studio location.

WMRY New Orleans, La.—Granted mod. of cp to change trans. location.

WDXI Jackson, Tenn.—Granted authority to operate trans. by remote control from Williams Bldg., while using non-DA.

Following were granted extensions of completion dates as shown: **WRAK-FM Williamsport, Pa.**, to 7/16/56; **WAZL-FM Hazleton, Pa.**, to 7/16/56;**KOED-TV Tulsa, Okla.**, to 9/21/56; **KHQA-TV Hannibal, Mo.**, to 9/24/56; **WJTV (TV) Jackson, Miss.**, to 9/22/56; **WJLD Homewood, Ala.**, to 7/16/56.

Actions of Feb. 23

KOHU Hermiston, Ore.—Granted license for new am station.

KSPT Sandpoint, Idaho—Granted license for change in ant.-trans. and studio location, make changes in ant. system and operate trans. by remote control from U. S. Hwy. 95, 1.2 miles north of Sandpoint.

WOIC Columbia, S. C.—Granted license covering cp for increase in power from 1 kw to 5 kw.

WCBI Columbus, Miss.—Granted license for change in facilities and changed DA and trans. location; 550 kc, 500 w, 1 kw-LS, DA-2, unl.

WTVB Coldwater, Mich.—Granted license for change from DA-2 to DA-N only.

WKAQ San Juan, P. R.—Granted license for change of ant.-trans. location.

Actions of Feb. 21

KMMT (TV) Austin, Minn.—Granted cp to change ERP to 12.3 kw vis. and 6.17 kw aur., change coordinates (no change in description of trans. location), make ant and other equipment changes; ant. 522 ft.

KOFO Ottawa, Kan.—Granted waiver of sec. 3.71 to operate from 6:30 a.m. to 6 p.m. during March, and from 6 a.m. to 6 p.m. during April-Sept.

WACH Newport News, Va.—Granted permission to remain silent for 60 days from Feb. 1 pending financial reorganization re bankruptcy.

Following were granted extensions of completion dates as shown: **KRMA-TV Denver, Colo.**, to 9/16/56; **KMAU Wailuku, Hawaii**, to 9/19/56; **KWWL-TV Waterloo, Iowa** to 9/20/56; **WAEL Mayaguez, P. R.**, to 4/13/56; **WWRI West Warwick, R. I.**, to 9/13/56.

Actions of Feb. 20

WGAL-TV Lancaster, Pa.—Granted cp to change ERP to 53.9 kw vis. and 27 kw aur.

WFMZ-TV Allentown, Pa.—Granted cp to replace expired cp which authorized new tv station.

WHEN-TV Syracuse, N. Y.—Granted mod. of cp to change description of trans. location (not a move), change ERP to 209 kw vis. and 112 kw aur. change type ant. and make other equipment changes; ant. 958 ft.

WKLZ Kalamazoo, Mich.—Granted license for new am station.

WDSP DeFuniak Springs, Fla.—Granted mod. of cp to change studio location and operate trans. by remote control from 18 8th St.

WLOX Biloxi, Miss.—Granted cp to move ant. location 180 ft. south and 78 ft. west of present site and make changes in ground system.

WMFD Wilmington, N. C.—Granted license covering cp for decrease in height of center tower of DA.

WDUN Gainesville, Ga.—Granted license covering cp for change in ant.-trans. location and changes in ant. system (increase height).

KRIV Camas, Wash.—Granted license for am station and to specify studio location and remote control point as 314 N. E. Cedar St.

Following were granted extensions of completion dates as shown: **WHFC-TV Chicago, Ill.; WJPB-TV Fairmont, W. Va.; WQMC (TV) Charlotte, N. C.; WRAK-TV Williamsport, Pa.; WJDW (TV) Boston, Mass.; WHEF-TV Brockton, Mass.; WRAY-TV Princeton, Ind.; WPFA-TV Pensacola, Fla.; WNET Providence, R. I.**, (all to 7/16/56); **KRGV-TV Weslaco, Texas**, to 9/15/56; **WPNX Columbus, Ga.**, to 3/1/56; **WINX Rockville, Md.**, to 5/1/56; **WJKO East Longmeadow, Mass.**, to 4/30/56.

February 28 Applications

Accepted for Filing

Modification of Cp

KOEL Oelwein, Iowa—Seeks mod. of cp (which authorized increased D power and change to DA-2) for extension of completion date.

WBRC-FM Birmingham, Ala.—Seeks mod. of cp (which authorized new fm station) for extension of completion date.

WCBE (FM) Columbus, Ohio—Seeks mod. of cp (which authorized new educational fm station) for extension of completion date.

WREX-TV Rockford, Ill.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Sept. 15.

KLFY-TV Lafayette, La.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Sept. 24.

WATV (TV) Newark, N. J.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Aug. 16.

WCHS-TV Charleston, W. Va.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Oct. 11.

KETA (TV) Oklahoma City, Okla.—Seeks mod. of cp (as mod. which authorized new non-commercial educational tv station) to extend completion date to Sept. 18.

Remote Control

KROY Sacramento, Calif.; WBOW Terre Haute, Ind.; WJBW New Orleans, La.

February 29 Decisions

By the Commission

Granted Modification of Cp

WSTF (TV) Stamford, Conn.—Granted extension to July 16 to complete construction.

UPCOMING

MARCH

March 5: RAB Clinic, Nashville.
March 6: RAB Clinic, Memphis.
March 7: RAB Clinic, New Orleans.
March 8: RAB Clinic, Houston.
March 9: RAB Clinic, Dallas.
March 10: Michigan State U. Dept. of Speech 11th Annual Radio-Tv Conference, East Lansing.
March 12: RAB Clinic, Burlington, Vt.
March 13: RAB Clinic, Boston.
March 14: RAB Clinic, Pittsburgh.
March 14-16: Assn. of National Advertisers Spring Meeting, The Homestead, Hot Springs, Va.
March 15: RAB Clinic, Rochester, N. Y.
March 16: Connecticut Broadcasters Assn., Waverly Inn, Cheshire, Conn.
March 16: Ohio Assn. Radio & Tv Broadcasters, Hotel Statler, Cleveland.
March 16: RAB Clinic, Schenectady, N. Y.
March 16: Indiana Broadcasters Assn., Indianapolis Athletic Club, Indianapolis.
March 16-17: West Virginia Broadcasters Assn., McLure Hotel, Wheeling.
March 19: RAB Clinic, Billings, Mont.
March 19-22: Institute of Radio Engineers National Convention and Radio Engineering Show, Waldorf-Astoria, New York.
March 20: RAB Clinic, Minneapolis.

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.

CHECK ONE

- ☐ 52 weekly issues of BROADCASTING • TELECASTING $7.00
- ☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

☐ Enclosed ☐ Bill

name *title/position*

company name

address

city *zone* *state*

Please send to home address — —

Damned If You Do . . .

THE extent to which television has become big business is reflected in the formal confirmation last week by Assistant Attorney General Stanley Barnes that his Antitrust Division is looking into network and film syndication practices. It was an open secret that the government had been nosing around in tv, but it took the Senate Interstate Commerce Committee hearings to bring the fact into the sunlight, even though garbed in the guarded language of the Dept. of Justice.

An investigation, of course, doesn't necessarily mean prosecution. Some inquiries go on for years and then are dropped. Several culminated recently in consent actions—the most notable the case against the American Assn. of Advertising Agencies.

But there must be confusion among the networks and the advertising agencies over the disclosure that the department is studying complaints that tv networks are pressuring sponsors into using programs owned or controlled by the networks. It was not too long ago that in both radio and tv, the government complaint was that the networks had abdicated control of programs to Madison Ave. The big question was whether the networks were simply serving as conduits for the advertisers and their agencies.

The station or network operator is responsible for his programming to the same extent that a publisher or editor decides the editorial content of his publication. There must be balance. Programs are developed and positioned—many of them initially on a speculative, or sustaining basis—to provide this balance.

There may be some practices which tend to run counter to the antitrust laws developing in television. If that's so, now is the time to root them out. We doubt, however, whether Mr. Barnes will find anything horrendous in the networks' trend toward assuming more and more responsibility for their own programming. We think they have been rather slow in reaching that point.

Statistics by Sarnoff

BY SETTING its goal at one-tenth of one per cent above the 1955 level and aiming at 2.4% instead of 2.3% of the national economy, advertising this year could add a cool $400 million to the $9.25 billion which has been forecast as its 1956 total, NBC President Robert W. Sarnoff stated in his address as chairman of National Advertising Week [B•T, Feb. 27]. He noted that this was no impossible target, as in the prewar years advertising revenues totaled 3% of the overall figure.

Mr. Sarnoff did not pursue this point, but we should like to. If television's share of the 1956 advertising total were to be the same per cent as for last year, $46 million of that $400 million extra would be added to the tv total. And, as the youngest and most rapidly growing advertising medium—even without color which inevitably will bulk up tv's share this year—the tv share would probably be well above that sum.

Radio, if its 1955 proportion of the advertising total continues unchanged through 1956, would benefit by some $24 million if that extra one-tenth of one per cent of the national economy were to go into advertising. Printed media would similarly benefit.

Tidy sums, those, and well worth the extra effort on the part of all media called for by Mr. Sarnoff, even if the motive were purely mercenary. But when it is realized, as he so clearly put it, that this added $400 million for advertising would be "well spent in terms of increasing the nation's gross consumption and in terms of strengthening industry's profit base," the achievement of this goal becomes a responsibility of advertising, an integral part of advertising's role in maintaining national prosperity.

The Spiked Canon

IT WOULD be difficult to exaggerate the importance of last week's decision of the Colorado Supreme Court to allow radio and television coverage of trials within its jurisdiction.

While the decision applies only to courts in Colorado, it will have wide effects. In the administration of law, precedent is valued highly, and precedent for contemporizing the judiciary's attitudes toward modern journalism has definitely been set. It is a precedent which courts outside Colorado cannot ignore.

We commend to the reading of anyone who pretends interest in the basic freedoms of this country the language of the decision which is reproduced on other pages of this magazine. It is the language of Justice Otto Moore, who admitted that before conducting the hearing of the broadcasters' case he was prejudiced against the admission of radio and television to court proceedings but that after observing radio-tv equipment in action and listening to the broadcasters' arguments he was obliged to conclude that the historic restrictions were absurdly out of date.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Is that what you call the idiot board?"

Justice Moore was finally persuaded that those who have upheld the validity of the American Bar Assn.'s Canon 35 prohibiting photography, radio and television in courtrooms "have failed, neglected or refused to expose themselves to the information, evidence and demonstrations of progress . . . in this field."

In his decision—which was adopted by the entire court—Justice Moore batted down all the arguments which have been used to oppose the broadcasting of legal proceedings. He denied that radio and tv provide distractions, encourage ham acting or invade privacy. These arguments against radio-tv will sound very empty from now on.

The Colorado decision is a break-through in the broadcasters' long campaign for equality with the press in access to public events. All who represented radio or television in testimony and in preparing the demonstrations for the Denver hearing have earned a place in broadcasting history. We would particularly mention Judge Justin Miller, former president and chairman of the NARTB, who appeared not only as a representative of broadcasting but also as a distinguished member of the bar.

As said above, the Colorado action is a break-through, and it must now be exploited. It becomes the job of broadcasters everywhere to intensify the fight for equal access and to capitalize—to the benefit of themselves and the U. S. public—on what their fellows have done in Denver.

IT WAS appropriate that the rights which radio and television won in the Colorado Supreme Court last week were obtained in part by the exercise of another right which was won only a few years ago—the right to editorialize.

The Colorado court set the special hearing after broadcasters had protested the exclusion of radio and television from a court hearing involving John Gilbert Graham, accused of planting the bomb that killed his mother and 43 others on an airplane. The most vociferous protest came in an on-the-air editorial broadcast by Hugh Terry of KLZ-AM-TV.

Timid broadcasters who have questioned the wisdom or effectiveness of using the right to editorialize should take courage from the KLZ example. If ever an editorial produced results, this was it.

The right to editorialize and the right to cover news as it happens where it happens must be exercised if radio and television hope to take their place as basic news media. There is encouraging evidence that broadcasters are working toward that place. More and more stations are beefing up their news operations. More and more are speaking their opinions, as representatives of any mature news medium must do.



It's NEW and EXCLUSIVE in the Northwest!

KSTP FEATURE FOODS MERCHANDISING is now at work for food advertisers in the important Northwest market!

In 200 high-volume supermarkets, the full-time KSTP FEATURE FOODS staff handles continuing promotions for products which qualify for this service. During each 13-week period there are *50* days of "Bargain Bar" promotions where samples, coupons and special literature may be distributed; *75* special one-week displays in key food outlets; *200* merchandising calls and store checks, and, twice during each period, a complete report on all merchandising activities is issued to each advertiser.

Regular program or announcement schedules on KSTP Radio and Television qualify an advertiser for KSTP FEATURE FOODS MERCHANDISING. There are no premium prices, gimmicks or special programs to buy.

The cooperating chain and independent supermarkets are concentrated in the Twin City metropolitan area which, in 1955, accounted for more than $326,000,000 in food sales . . . approximately *half* of all food sales in the state.

Your nearest Edward Petry office or a KSTP representative can give you complete details on this exceptional merchandising service. Why not give them a call today?



The No. 1 TV Buy in Kansas City

"BIG-TIME" DAYTIME

on

KMBC-TV



In KANSAS CITY, daytime is BIG TIME on KMBC-TV!

The fresh, new KMBC-TV "Big-Time" Daytime format is producing ratings and results that are positively amazing!

EXAMPLE: The latest Kansas City Nielsen Survey shows that KMBC-TV out-rates all other Kansas City channels during 18 quarter hours from 9:30 a.m. to 6:30 p.m. on the average broadcast day. Station B is first during 10 quarter hours, Station C captured only 8 quarter-hour firsts. The survey was begun *less than two weeks* after KMBC-TV launched its new daytime format, so the KMBC-TV peak is yet to come.

On the strength of the overwhelming audience reaction to KMBC-TV "Big-Time" Daytime programming, it's little wonder that so many sponsors are swinging to daytime schedules on KMBC-TV. No matter what comparative basis you use—ratings, cost per thousand or complete versatility of commercial handling—KMBC-TV "Big-Time" Daytime is far and away the No. 1 TV buy in Kansas City!

For details on this productive new kind of television programming, see your Free & Peters Colonel.

the Swing is to "BIG-TIME" DAYTIME

on **KMBC-TV**

Kansas City's Most Powerful TV Station

DON DAVIS,
First Vice Pres. & Commercial
JOHN SCHILLING,
Vice Pres. & Gen. Mgr.
GEORGE HIGGINS,
Vice Pres. & Sales Mgr.
MORI GREINER,
Director of Television
DICK SMITH,
Director of Radio

...and in Radio, it's **KMBC** of Kansas City — **KFRM** for the State of Kan

MARCH 12, 1956

35c PER COPY

BROADCASTING TELECASTING

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25TH year

THE NEWSWEEKLY OF RADIO AND TV

KPRC-TV
HOUSTON
CHANNEL 2



Most Potent Advertising Force in the Houston Market . . .

surpassing all other stations and all other media!*

*Most of the 475,000 television homes in the Houston-Gulf Coast market watch KPRC-TV most of the time, according to January ARB and all other surveys for the past seven years.

Jack Harris,
Vice President and General Manager

Nationally Represented by
Edward Petry & Co.

First in TV with over 700 man years of experience



...NOT SEVENTEEN?

YES...WBRE-TV does have a 17 County Coverage

With the SPEED of a Jack Rabbit WBRE-TV's expert NEWS staff of reporters and cameramen scoop every TV station in this 2,000,000 populated area of N. E. Pennsylvania. WBRE-TV is the only station staffed and equipped to render a personal news service to the hundreds of communities that comprise this great industrial and agricultural market. News gathering and reporting is backed with high speed equipment. Teleprompter service is used for maximum quality and efficiency of presentation, and UP Facsimile photo service for up-to-the-minute National news. Call WBRE-TV or your Headley-Reed representative. Get in on WBRE-TV NEWS!

AN NBC BASIC BUY : National Representative : The Headley-Reed Co.

Counties Covered: LUZERNE LACKAWANNA LYCOMING COLUMBIA SCHULYKILL NORTHUMBERLAND MONROE PIKE WAYNE WYOMING SULLIVAN SUSQUEHANNA BRADFORD UNION SNYDER MONTOUR CARBON

WBRE
TV Channel 28
WILKES-BARRE, PA.

The Jack Rabbit or Antilope Hare is one of the worlds speediest mammals... it can leap 17 feet without effort.

JEEPERS!



LOOK AT THE NEW RATINGS IN IOWA

ARB and PULSE AGREE:

KRNT CBS TV

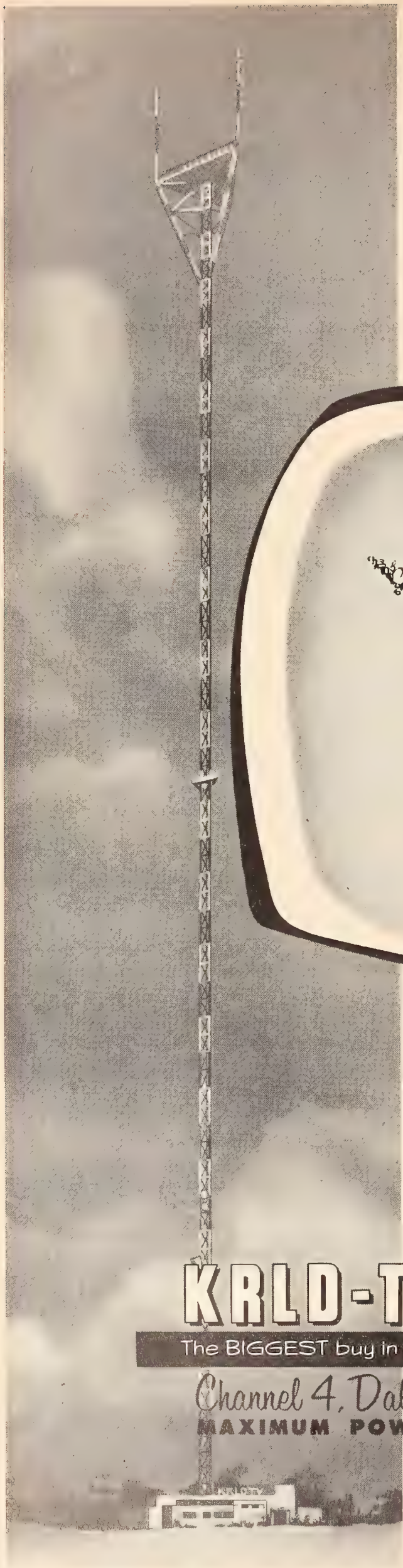
NOW DOMINATES
In Des Moines

TO MENTION A FEW OF THE CHANNEL 8 LEADS IN ARB NOVEMBER SCOREBOARD:

- 7 of the top 10 once-a-week evening shows
- 9 of the top 10 multi-weekly quarter hours
- 10 to 10:30 P.M. News & Sports
- The 2 local afternoon kid shows
- Late evening movies

KATZ HAS ALL THE FACTS ON KRNT & KRNT-TV .... Cowles Operations

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



KRLD-TV

TELECASTING FROM TEXAS' TALLEST TOWER.....

1685 FEET ABOVE AVERAGE TERRAIN



REACHES OVER

2,250,000 people

WITH MORE THAN 564,080 TELEVISION SETS
WHO SPEND IN EXCESS OF

$86,729,000.00

EACH YEAR ON DRUG PRODUCTS IN THE

TOP O' TEXAS MARKET

KRLD-TV

No other medium sells the Top O' Texas Market like . . .

The BIGGEST buy in the BIGGEST market in the BIGGEST State

CBS

Channel 4, Dallas
MAXIMUM POWER

Owners and operators of KRLD, 50,000 Watts
The Times Herald Station . . . The Branham Co.,
Exclusive Representative.

JOHN W. RUNYON, Chairman of the Board
CLYDE W. REMBERT, President

Figures from official registrations and U. S. Census of Business for 1954.

closed circuit®

SPOTS FOR CASH • Democratic National Committee this week will begin series of experimental tv spots soliciting contributions for upcoming political campaign, using three tv outlets in as many states. Plans are to run 20-second spots on stations in Des Moines and two other cities, five nights weekly in prime time for four weeks to test potentialities of fund-raising via tv. If campaign successful, it will be expanded. Reggie Schuebel, head of her own New York agency, is doing timebuying for Norman, Craig & Kummel, New York, Democratic agency, and is considering dozen cities in clearing remaining two stations. Tv spot fund solicitation idea is said to have arisen after collapse of publisher-broadcaster Phillip Graham's plan to promote small contributions to both parties by use of radio-tv and other media, under bi-partisan aegis of Ad Council.

B•T

REPUBLICAN National Committee, through BBDO, New York, is planning to buy hour-long show near election time to be heard on two or three networks simultaneously. Republicans also understood to be considering several closed-circuit telecasts, via Theatre Network Television, so that President Eisenhower can talk personally to Republican organizations and rallies in number of cities at same time. Republicans used hour-long telecast in 1952 and TNT for Salute to Eisenhower and fund-raising dinners in 50 cities last month.

B•T

TRY, TRY AGAIN • Despite avowed effort of FCC to clean up pending tv hearing cases with greatest possible dispatch, it's learned that within past fortnight Commission has sent back at least two cases, one for reopening of hearing and other in what amounts to proposed reversal of original tentative decision. To be reopened for further testimony is Seattle ch. 7 case, apparently because Commission felt there might be "reversible error" in fact that one of main witnesses, Saul Haas, KIRO, had not been cross-examined on entire testimony. Other case, involving ch. 8 in Peoria, was sent back to Opinions & Review to rewrite opinion after it had been tentatively decided other way weeks ago.

B•T

WITH newspapers in many areas suffering because of tight newsprint supply, radio and television budgets are being bolstered, both locally and nationally. Reports last week from Rochester, where city's two newspapers carried no national advertising Wednesday, Thursday and Friday, and no local on Wednesday and Friday, were that broadcast outlets were getting windfall in new business. Similar situations are foreseen elsewhere if newsprint situation worsens.

HUSH, HUSH • Very much under wraps is plan of Sears, Roebuck & Co. to introduce 21-inch color receiver sometime during April. While leading mail-order catalog firm won't even divulge manufacturer, it's common knowledge in trade that its tv receivers are turned out by Warwick Mfg. Co. under RCA patents and with Silvertone brand name.

B•T

HAL DAVIS, timebuyer, Erwin, Wasey & Co., New York, is moving to Compton Adv., also New York, in similar capacity. Don Foote, timebuyer at Benton & Bowles, New York, succeeds Mr. Davis as timebuyer at Erwin, Wasey & Co. Both shifts take place this month.

B•T

REASONABLE FACSIMILE • Longer it goes on, more British commercial tv comes to resemble American original. With program sponsorship completely banned, commercial announcements were offered at first strictly on run-of-schedule basis, but before commercial telecasting actually began this had been modified to let advertiser pick general time (afternoon or evening) for his commercial, and now he can specify program his spot will be run in or next to. Soon, if London expectations are right, he will be able to pick specific time in program as well. If that's not sponsorship, it's so close as to be indistinguishable by most advertisers, and most viewers.

B•T

STANDARD Brands, New York, through Ted Bates & Co., New York, planning to use split-minute television commercial campaign including two different product mentions during minute of commercial time, starting April 2 for 10 weeks in number of markets. Blue Bonnet margarine and Royal desserts will share minute in some markets and margarine and Kendall dog food will share in others. In most cases margarine is 40 seconds and other products 20 seconds. Almost all stations queried reportedly have accepted split-minute.

B•T

UP AND DOWN • Stock value of Zenith Radio Corp., sponsor of Phonevision pay-tv system, shot up approximately $4.9 million last week after FCC Comr. Robert E. Lee's article advocating pay-television trial appeared in *Look* magazine (also see page 66). This based on approximately 492,000 Zenith shares outstanding and rise in New York Stock Exchange quotations from 126¾ at closing Monday, date *Look* appeared, to 136¾ at closing Friday afternoon. Stock of Skiatron Electronics & Television Corp., sponsor of another pay-tv system, behaved contrarily, dropping from 4⅞ at Monday closing to 4⅛ Friday, representing change of about $825,000 on 1.1 million shares on American Stock Exchange.

THAT subscription tv demonstration over wire lines, promised by Jerrold Electronics Corp., Philadelphia, community tv system equipment maker, is still over horizon —because company has decided to use metropolitan area for test rather than small community. Lack of program sources in smaller cities was given as major reason for change and company is casting about for likely city with one million or more population for this purpose.

B•T

PARAMOUNT PLANS • Strengthening reports Paramount has big plans in tv film production, syndication and possibly network fields, KTLA (TV) Los Angeles, Paramount-owned station, will announce this week appointment to its staff of Harry P. Warner, former Washington lawyer specializing in copyright practice. Importance of copyright counsel to major program operation is obvious.

B•T

HALLMARK Cards is understood to be unhappy with its present time period on NBC-TV, Sundays, 4-5:30 p.m., which is shared with Wide Wide World *and frequently pre-empted by that program. As result, Hallmark feels it has inadequate consistency to build audience watching habit. Advertiser understood to be in discussions with both CBS-TV and ABC-TV but so far has not found solution. Agency: Foote, Cone & Belding, New York.*

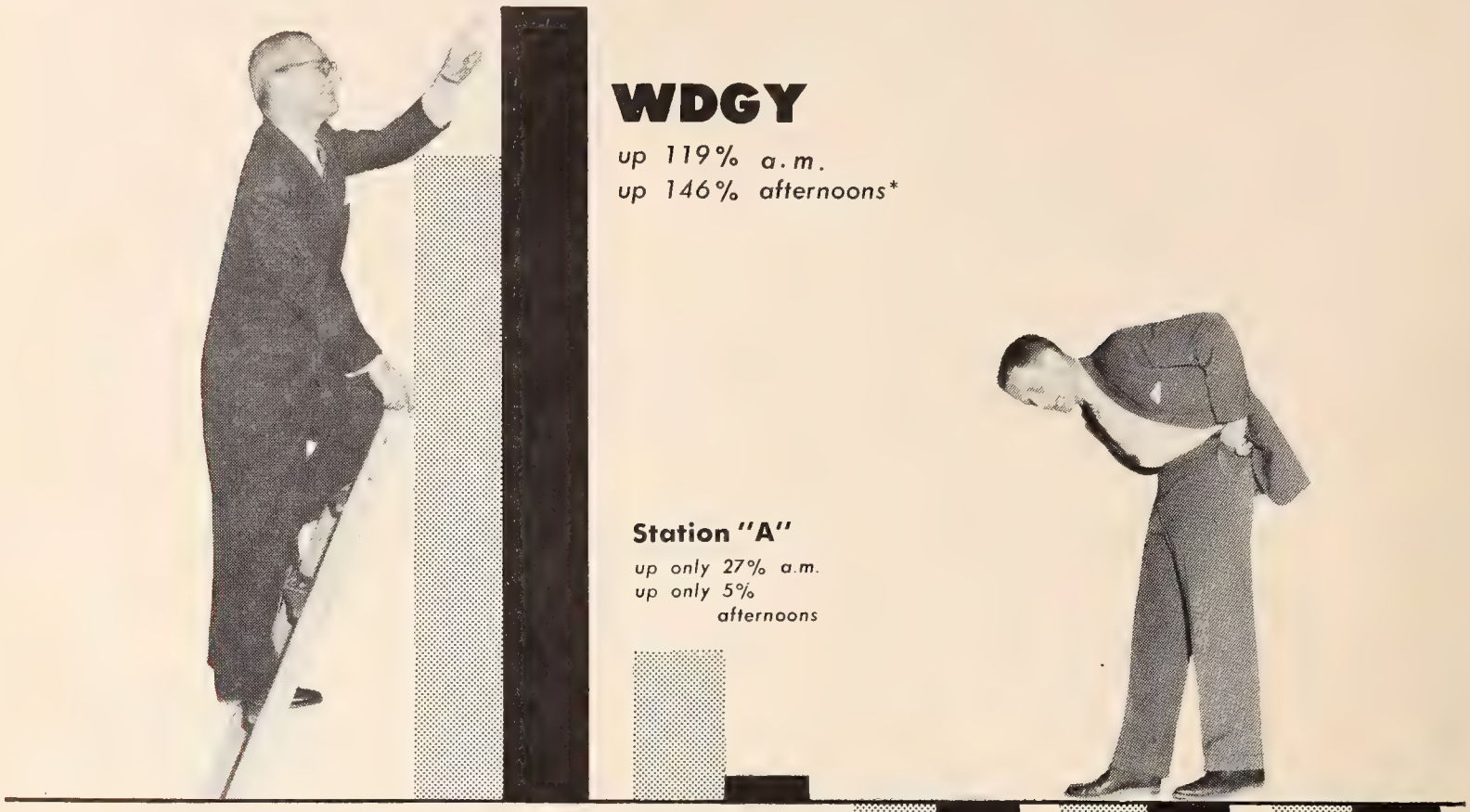
B•T

MINNEAPOLIS DEAL • Currently in negotiation is projected sale of KEYD-AM-TV (ch. 9) Minneapolis by Minneapolis Tower Co., with Morris T. Baker and family 85% owners, to syndicate which includes J. Elroy McCaw and John M. Shaheen. Transaction is on basis of $1.5 million for 100% but with Baker family retaining 25%. Messrs. McCaw and Shaheen and associates own KTVR (TV) Denver (ch. 2). Mr. McCaw is also principal owner of WINS New York, KYA San Francisco and KTVW (TV) (ch. 13) Seattle-Tacoma. Among Shaheen interests are WTAC Flint, KPOA Honolulu and WFBL Syracuse.

B•T

ONE of first communications to land on desk of President Eisenhower's new air traffic planner, Edward P. Curtis, when he was sworn in at White House March 1, was letter from FCC Chairman George C. McConnaughey alerting him to tv tall tower problem and desirability of having high structures (maximum 2,000 ft.) to provide maximum service. Gen. Curtis, who became Special Asst. for Aviation Facilities Planning at White House, is on leave as vice president of Eastman Kodak Co. and is long-time friend of President. He was major general and chief of staff to Gen. Carl A. Spaatz in World War II.

It's happening fast . . . in Minneapolis-St. Paul!



Just 2 weeks of Mid-Continent programming have increased WDGY's daytime audience 133%!

Meanwhile, only *one* of the other principal stations showed *any* increase at all—and the other 3 went down, down, down! In the process, WDGY has already passed *one* of the Twin Cities' 50,000 watt networkers. That's how fast listening habits are changing in Minneapolis-St. Paul, as a result of two weeks of Mid-Continent ideas, music, and news. Add to this momentum WDGY's big, big, 50,000 watt coverage plus an almost perfect-circle daytime signal . . . and you can see why in Minneapolis-St. Paul . . . the exciting buy is WDGY. Talk to Avery-Knodel, or WDGY General Manager Stephen Labunski.

** All data based on Hooper, February 1956, 7 a.m.-6 p.m. Mon.-Sat.*

WDGY

Minneapolis-St. Paul 50,000 watts

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

WDGY, Minneapolis-St. Paul
Represented by
Avery-Knodel, Inc.

KOWH, Omaha
Represented by
H-R Reps, Inc.

WHB, Kansas City
Represented by
John Blair & Co.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

at deadline

SARNOFF STOCK OPTION PLAN SUBMITTED

RESTRICTED stock option for purchase of 100,000 shares of RCA common stock, granted Board Chairman David Sarnoff at time of signing new 10-year contract to continue his services to RCA to March 1, 1966, will be submitted for stockholder approval at his request, RCA proxy statement showed Friday.

New contract, signed last July 1, extends Brig. Gen. Sarnoff's services for 10 years from his normal retirement date, March 1 this year. Gen. Sarnoff was 65 Feb. 27 [B•T, Feb. 27]. New contract provides for 10-year continuation of services "among other things" and is at present rate of compensation, $200,000 annually. Proxy statement, issued in preparation for stockholders' annual meeting May 1, notes he was granted restricted stock option to buy 100,000 common shares at $49.64 per share. This, statement explains, represented 95% of stock's market price at date of grant and is $4.89 more than its closing price on March 1 this year. Option is exercisable in whole or in part on or before June 30, 1965. Although RCA counsel advised that stockholders' approval is unnecessary, statement noted, Gen. Sarnoff himself requested that it be made subject to their ratification.

Proxy statement showed Gen. Sarnoff was highest salaried RCA officer in 1955, with $200,000 salary (he did not participate in incentive plan and will not under new contract). It placed his retirement income, had he retired at age 65, at $85,400 per year but pointed out that payment is deferred as result of contract's extension. Next highest salaried was President Frank M. Folsom, $165,000 salary plus $32,991 incentive award paid in 1955 and $132,009 to be paid over next four years "if earned out." Next were research and engineering executive vice president Elmer W. Engstrom ($85,000 salary, plus incentive awards) and vice president and technical director Charles B. Jolliffe ($72,500 salary plus incentive awards).

Daly Will Take Time Demand To FCC If Networks Refuse

LAR DALY, Republican candidate for nomination for U. S. President and governor of Illinois in that state's primary April 10, told B•T Friday he will carry equal time appeal (early story page 42) to FCC if networks refuse request or if they fail to respond to his time bid by today (Mon.).

Mr. Daly also reported receipt of letter from Julius Brauner, secretary of CBS Inc., asking more information on his political aspirations.

Offices of Illinois Secretary of State and Chicago Board of Election Commissioners confirmed Friday that Mr. Daly is within legal rights in entering name for both offices in Illinois primary on basis it is preferential, not tantamount to nomination itself and not binding on Republican national convention delegates from Illinois.

Don Butler, chief clerk, Illinois Secretary of State's office, told B•T that, therefore, Mr. Daly is not actually candidate for President and that it would "carry no weight" in national convention.

Mr. Butler said he has so advised networks and that he has received similar queries from newspapers and other groups. He noted 19 states maintain presidential primaries.

KTSA San Antonio Acquired By McLendon for $306,000

GORDON McLENDON, head of McLendon station group, acquired KTSA San Antonio, Friday for $306,000, subject to FCC approval. Station operates on 550 kc with 5 kw fulltime. Blackburn-Hamilton Co., media brokers, handled transaction.

Seller was O. R. Mitchell, Dodge-Plymouth dealer, who acquired station from *San Antonio Express* and *Evening News* year-and-a-half ago when newspapers had to sell station when they bought KENS-AM-TV San Antonio from Storer Broadcasting Co. Sale was made to McLendon Investment Corp., Dallas.

Mutual Makes First Sale Under Circulation Guarantee

IN FIRST new sale under its "guaranteed cost-per-thousand" plan, Mutual has signed Brown & Williamson Tobacco Co. (Viceroy and Kool cigarettes) for one minute participation per night in Mon.-Fri. nighttime "multi-message plan" shows, authorities reported Friday. One other advertiser renewed and expanded its contract on guarantee basis and another has renewed. In addition, J. B. Williams Co. (shaving products), through J. Walter Thompson Co., New York, has added two participations per week in *Standby With Bob & Ray* to bring its total to five per week, but this, it was understood, does not involve circulation guarantee.

Guarantee plan, initiated by Mutual last month [B•T, Feb. 20], offers to warrant advertisers that they will reach specified number of homes during course of contract—which usually must be reasonably long term in order to qualify—or Mutual will supply make-good time free. Number of homes guaranteed varies according to program involved, desirability of time period, and size of network lineup.

HAPPY BIRTHDAY

HALF-HOUR musical program in belated recognition of Mamie Eisenhower's 59th birthday will be presented by CBS-TV March 22 (1-1:30 p.m. EST) and will be offered to all other tv networks. It will consist of pickup from luncheon party being given for Mrs. Eisenhower by Wives of Federal Independent Agencies of U. S. Government at Washington's Willard Hotel, and presentation of First Lady's musical favorites from CBS-TV studios in New York. Mrs. George C. McConnaughey, wife of FCC chairman, is government wives' group's co-chairman in charge of entertainment.

• BUSINESS BRIEFLY

RETIRING QUIETLY • In contrast with hullabaloo created at time Hazel Bishop Inc., N. Y., bowed out of NBC-TV's Sunday night spectaculars, company is preparing to surrender co-sponsorship of NBC-TV's *This Is Your Life* (Wed., 10-10:30 p.m. EST) after April 4 telecast on friendly note with network. Hazel Bishop reportedly expressed disagreement with NBC-TV on using "repeat" kinescopes of *This Is Your Life* during summer. Procter & Gamble, Cincinnati, co-sponsor of show, understood to have negotiated with network to assume full sponsorship starting April 11 and extending through September 1957. Agency for P & G is Benton & Bowles, N. Y.

CROSS-COUNTRY • Studebaker Div. of Studebaker-Packard, through Benton & Bowles, N. Y., placing radio-television spot announcement campaign starting in April for 13 weeks, all over country. Campaign will run every day.

QUICK BUYS TV • Lambert Hudnut Div. (Quick home permanent) buying 40-week television spot announcement campaign in 15 markets starting this week. Kenyon & Eckhardt, N. Y., is agency.

TOBACCO PLACING • American Tobacco Co., N. Y. (Half and Half pipe tobacco), placing radio spot announcement campaign in 12 major cities for 13 weeks, starting April 1. Sullivan, Stauffer, Colwell & Bayles, N. Y., is agency.

BEER BUYS • Miller Brewing Co. (Miller High Life), Milwaukee, buys participations on NBC-TV's *Tonight* for 52 weeks starting June 28 in $700,000 deal closed by network's Central Div. Plans call for schedule of 120 spots to be staggered on two-or-three-per-week basis. Agency, Mathisson & Assoc., Milwaukee. Sum presumably represents part of monies diverted from Miller coverage of Milwaukee Braves baseball broadcasts, which it bought on co-sponsorship basis for 1956.

FTC Hits Co-op Ad Deals Between Drug Chain, Suppliers

CRACKDOWN on abuses of cooperative advertising arrangements received added impetus, and involved tv, Friday when Federal Trade Commission issued complaints against United Cigar-Whelan Stores drug chain (1,350 stores) and four suppliers. Cited with United Cigar-Whelan were Bymart-Tintair Inc (hair preparations); Serutan Co. (Serutan and R.D.X., dieting aid); Johnson & Johnson (baby products, first aid preparations), and Anahist Co. (Anahist, Hist-O-Plus).

Suppliers are charged with violating Clayton Act (Sec. 2 [d]) by giving drug chain special allowances in return for advertising on former's tv shows without making proportionate allowances available to competing customers. Drug chain is charged with "inducing or receiving" special allowances when it "knew or should have known" competitors weren't offered same. Alleged offenses occurred in 1954.

Tv programs the drug firm sponsored: *Whelan's Playhouse, Whelan's Film Playhouse* and *Whelan's Cavalcade of Stars.*

Open Minds Behind Closed Doors



These men came to the Meredith management meeting with open minds.

They came from Kansas City, Omaha, Syracuse and Phoenix to exchange ideas and solutions to common problems (and a few uncommon problems, too!) . . . to improve the local Meredith radio and television station they represent.

These people know what they're doing. They've been in radio, television, showbusiness, and allied fields for more years than they sometimes care to remember. When they leave one of these regular two- and three-day meetings, they carry back valuable ideas gleaned from their associates in the Meredith radio and television group.

Got a sales problem you need help with? Take it to the Meredith station. You'll soon discover why every Meredith station is recognized for alert programming, selling effectiveness, well-planned merchandising, experienced talent and management.

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW	WOW
RADIO	TV	RADIO	TV	RADIO	TV	RADIO	TV
810 kc.	Channel 5	620 kc.	Channel 8	910 kc.	Channel 5	590 kc.	Channel 6
CBS	CBS	ABC	CBS	ABC		CBS	CBS

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. — BLAIR TV, INC.

MEREDITH *Radio and Television* STATIONS

affiliated with **Better Homes and Gardens** and **Successful Farming** magazines

at deadline

WSPA-TV Gets Paris Mt. Site After Two-Year Controversy

TWO-YEAR-LONG fight to locate its transmitter on Paris Mt. was finally won Friday by ch. 7 WSPA-TV Spartanburg, S. C., when FCC issued final decision on protest case.

Officially, FCC confirmed 1954 grant allowing WSPA-TV to move transmitter from Hogback Mt. to Paris Mt. Move had been attacked by ch. 23 WGVL (TV) Greenville, S. C., and by ch. 40 WAIM-TV Anderson, S. C. Hogback Mt. is 26 miles from Spartanburg, 23 miles from Greenville and 50.2 miles from Anderson. Paris Mt. is 27 miles from Spartanburg, 5.6 miles from Greenville and 32.2 miles from Anderson.

Walter J. Brown, WSPA-TV president, said Friday he plans to have ch. 7 outlet on air sometime in April. Spartanburg studios are complete and closed-circuit telecasting has been underway since last September, he said.

Protestants—who had gone to court to secure ruling that FCC must give them hearing and stay disputed grant—claimed misrepresentation, that site was forced on WSPA-TV by CBS, that move changed allocations plan without rule-making proceeding, and that Paris Mt. site would wreak economic ruin on their operations.

FCC found (1) protestants failed to prove misrepresentation (in first move, WSPA-TV had asked for Commission approval to operate temporarily from Paris Mt.; after court ordered stay, WSPA-TV sought and received formal Commission authority to make move); (2) that move does not conflict with basic rules (at least 77 dbu signal over principal city, and conformance with mileage separations); (3) that increased coverage in Greenville and Anderson areas "negligible" and decrease in Spartanburg "not appreciable"; (4) that CBS did not "dictate" move, but that WSPA-TV voluntarily took steps in order to secure CBS affiliation (CBS had questioned affiliation possibilities from Hogback Mt. because WSPA-TV would overlap with CBS-affiliated WBTV [TV] Charlotte, N. C.), and (5) that claimed economic losses by Greenville and Anderson outlets were "speculative" and anyway Commission could not guarantee profitable operations.

Comrs. Rosel H. Hyde and Edward M. Webster issued concurring opinions; Comr. Robert T. Bartley dissented. Mr. Webster said he had "some doubts" whether WSPA-TV had "mental reservations" when it requested authority to operate temporarily from Paris Mt. Mr. Bartley said he questioned whether affirmative showing had been made that move was in public interest.

WERC Sale in Negotiation

NEGOTIATIONS for purchase of WERC Erie, Pa., by Joseph L. Brechner and Basil Polyzois, both Washington, D. C., reported Friday. Price given as about $130,000. Erie outlet is 5 kw on 1260 kc; ABC affiliation. Mr. Brechner is 30% owner of WGAY Silver Spring, Md. (Washington suburb), 26% of WLOF Orlando, Fla., and will hold 60% of WERC. Mr. Polyzois, accountant, is minority stockholder in WLOF and will hold 40% of WERC. Sellers are Jacob B. Young and B. Walker Sennett.

Clears Answer Daytimers, Cite 'Ruinous' Interference

"RUINOUS" interference not only to clear channel stations but also to regionals was answer of Clear Channel Broadcasting Service to petition of Daytime Broadcasters Assn. to revise rules to permit daytimers to remain on air from 5 a.m. or sunrise, whichever is earlier, to 7 p.m. or sunset, whichever is later [B•T, Dec. 12, 1955].

Present daytime rules limit daytime stations to local sunrise and sunset.

CCBS opposition cites fact there are 1,125 daytime stations operating and authorized. Of these, 5.1% operate on U. S. Class 1-A channels; 5.4% on U. S. Class 1-B clear channels; 32.6% on Mexican or Canadian clear channels, and 56.9% on regional channels, CCBS said. This means, CCBS said, that regional stations would be more seriously affected by daytimers' proposals than clears. CCBS also questioned need for additional service from daytimers (unlimited locals and regionals plus clears furnish local services); said that proposal would cause serious objectionable interference to all classes of stations; and even if merit in Daytimers' position, no action should be taken pending conclusion of Clear Channel case and Daytime Skywave cases.

Clear channel document contained engineering study of effect of Daytimers' proposal on 1210 kc (WCAU Philadelphia). This indicates, CCBS said, that entire skywave service of WCAU would be eliminated. This encompasses, CCBS said, more than 30 million people receiving secondary WCAU service and almost 4.5 million people receiving interference-free primary service.

KUAM Seeks Guam Ch. 8

KUAM Agana, Guam, late Friday filed application with FCC asking for ch. 8 Agana, following by one day FCC assignment of chs. 8 and 10 to that city (see story, page 72).

Emerson Reports Profit Drop

EMERSON Radio & Phonograph Corp., Jersey City, announced Saturday that consolidated net profit of company and subsidiaries for 13-week period ended Jan. 28 amounted to $163,825, after provision for federal income taxes, as against net profit, after taxes, of $499,392 in corresponding period of 1955.

UPCOMING

March 14-16: Senate Interstate & Foreign Commerce Committee resumes hearings in investigation of tv networks and uhf-vhf problems, U. S. Capitol.

March 14-16: Assn. of National Advertisers Spring Meeting, The Homestead, Hot Springs, Va.

March 16: Ohio Assn. of Radio & Tv Broadcasters, Hotel Statler, Cleveland.

March 16: West Virginia Broadcasters Assn., McLure Hotel, Wheeling.

For other Upcomings see page 101.

PEOPLE

W. BARRY McCARTHY, account supervisor, BBDO, N. Y., and **EDGAR L. WEIBRECHT,** account supervisor, BBDO, Cleveland, elected vice presidents.

BEN LAITIN, account executive on Tussy cosmetics and Amitone, Grey Adv., N. Y., appointed vice president. Mr. Laitin formerly was vice president of Cecil & Presbrey, now defunct.

THEODORE BARASH, formerly with Al Paul Lefton, Philadelphia, to Young & Rubicam, N. Y., as account executive.

RONALD A. POST named assistant media director of Ross Roy Inc.

JOHN V. L. HOGAN, co-founder of Institute of Radio Engineers and founder and former owner of WQXR New York, will receive IRE's highest technical award, Medal of Honor, at annual banquet March 21 (story page 64).

Miami, Houston Stays Denied; Court Keeps Evansville Appeal

APPELLATE COURT in Washington Friday turned down request for stay against FCC grant of Miami ch. 7 to Biscayne Television Corp. (Knight-Cox-Trammell interests) and also denied motion to dismiss appeal against FCC grant of Evansville ch. 7 to Evansville Tv Inc.

Late Thursday, same court denied stay request against FCC action granting ch. 11 KGUL-TV Galveston to move transmitter nearer Houston.

Miami stay had been asked by ch. 23 WGBS-TV Miami and ch. 17 WITV (TV) Fort Lauderdale. Case argued before Circuit Judges Henry W. Edgerton, Charles Fahy and Walter M. Bastian. Uhf outlets represented by Vernon K. Wilkinson, Biscayne by Duke M. Patrick and FCC by Richard A. Solomon. Court also dismissed Biscayne and FCC motions to dismiss appeals.

Move to dismiss Evansville appeal was made by Evansville Tv Inc. Appeals had been brought by ch. 62 WFIE (TV) Evansville and ch. 50 WEHT (TV) Henderson, Ky. Court panel was same as in Miami case. Arguing for Evansville Tv was Vincent Pepper; uhf stations, J. Roger Wollenberg, and FCC, Henry Geller.

Stay in KGUL-TV move had been asked by ch. 13 KTRK (TV) Houston. Argument heard by Circuit Judges E. Barrett Prettyman, Charles A. Danaher and Walter M. Bastian. Arthur Scharfeld represented KGUL-TV; W. Ervin James and Benedict P. Cottone, KTRK, and J. Henley Smith, FCC.

Investigators Order Local 47 To Ignore Rebel Meeting

AFM International Executive Board committee investigating revolt at Hollywood Local 47 against James Caesar Petrillo Friday ordered halt to special membership meeting called tonight (Mon.) to impeach local's pro-Petrillo President John te Groen (story page 54). AFM panel ordered Mr. te Groen not to answer charges and not to attend meeting and ordered Local 47 members not to attend any meeting for such purpose until investigation is completed and AFM ruling is made and enforced.

Anti-Petrillo leader Cecil Read challenged authority of investigators to interfere in Local 47 affairs, citing inalienable American right to assemble and discuss problems. He said tonight's meeting was lawfully called and said "intimidation" by investigators should not be tolerated. Local 47 Secretary Maury Paul said AFM group is empowered under national by-laws to act.

the week in brief

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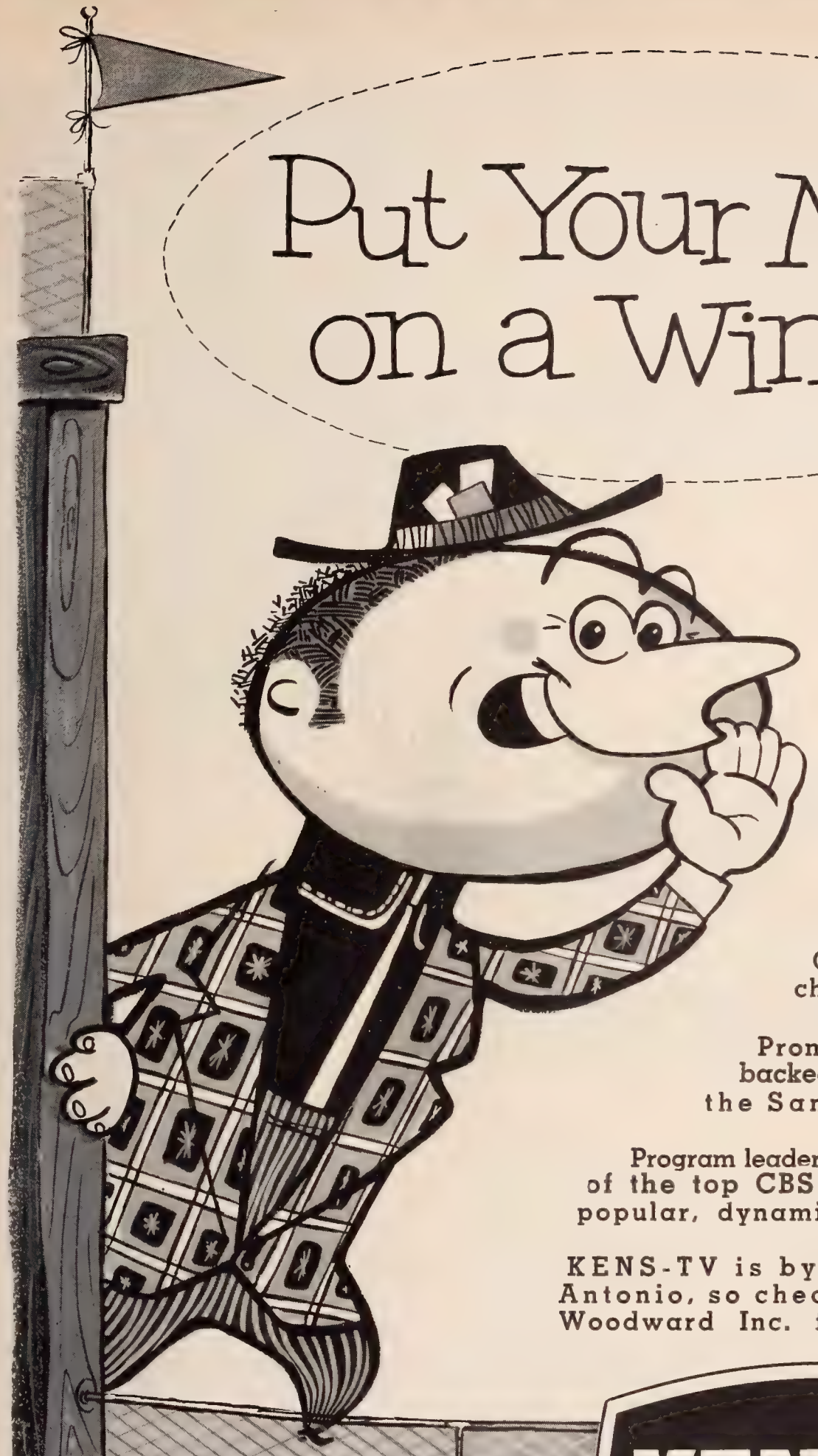
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*Reg. U. S. Patent Office

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Put Your Money on a Winner!



And KENS-TV is a winner in more ways than one

Audience . . . both Pulse and ARB show KENS-TV as the number one station

Coverage . . . 100,000 watts, channel 5, serving 58 counties

Promotion . . . station department backed by the combined forces of the San Antonio Express-News

Program leadership . . . the perfect combination of the top CBS network shows . . . and popular, dynamic locally produced shows

KENS-TV is by far the winner in San Antonio, so check with Peters, Griffin, Woodward Inc. for complete information

CBS IN SAN ANTONIO

KENS-TV

EXPRESS-NEWS STATION

5

CAPITAL TYPES #23



THE GOSSIP

Social activity centers around the cloak room; adept at starting rumors when authentic material runs thin. Female acquaintances consider her awful, keep her booked solid for luncheon weeks in advance. Avid reader of historical novels. Keeps two diaries, three cats, and nine rubber plants. Once played the cello but gave it up as unladylike. Fancies people talk about her.

But there's nothing fanciful about the success of WTOP Radio. Small wonder. WTOP gives its advertisers (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's most popular personalities and (4) ten times the power of any other radio station in the Washington area.

WTOP RADIO
Operated by The Washington Post Broadcast Division • Represented by CBS Radio Spot Sales

POLITICS AND PRIMARIES

WITH *Dateline: New Hampshire,* broadcast from 9:05 to 10 p.m. last Tuesday, NBC Radio launched a special spring series of programs that will cover the pre-primary activities in eight states: Minnesota, Illinois, Pennsylvania, Florida, Ohio, Oregon and California, as well as New Hampshire.

To present the political status report on New Hampshire, NBC newsmen Herb Kaplow and Art Wakelee spent a week touring the state with a mobile unit, recording interviews with citizens, ranging from the lowliest voter to Gov. Lane Dwinell, picking up town meetings, political debates and corner store conversations. The listener learned: that New Hampshire is traditionally Republican and not likely to break with tradition this year; that with Ike's announced candidacy, the conservative and liberal Republican factions in the state have joined forces to back what they consider a sure winner; that the Democratic primary fight is the more interesting, more intense and more suspenseful, with Sen. Kefauver's personal campaigning balanced by the skill of Gov. Stevenson's backers in securing better known, more influential New Hampshire personalities as candidates for delegates.

The appeal of this special NBC Radio series will doubtless vary in direct proportion to the listener's interest in the political primary fights in the various states. To one who can take politics or let it alone, 55 minutes was a little too much. And while merely presenting the various viewpoints and letting the listener reach his own decision is probably admirable, this listener would have appreciated a summary by a commentator with political savvy.

Broadcast sustaining on NBC Radio, March 6, 9:05-10 p.m. EST.

Supervisor: Joseph O. Myers, manager of NBC news; overall producer: Reuven Frank; producer: Arthur Wakelee; director: Jack Sughrue; script writers: Elliot Frankel and William Hiel; production assistant: Pat Trese; narrator: Herb Kaplow.

CAESAR & CLEOPATRA

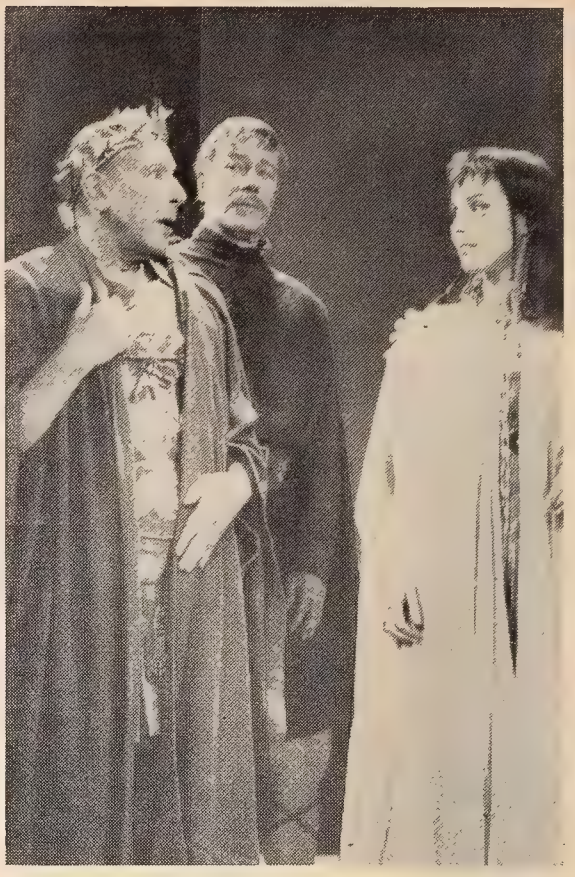
FORTUNATE indeed was the fact that ABC-TV shrewdly scheduled J. Arthur Rank's 1946 film of "Caesar and Cleopatra" on its *Famous Film Festival* a week ago Sunday. Otherwise it would have been difficult to follow all the excitement on NBC-TV's live and tinted version of the same play some 24 hours later.

Overwhelmed as we were by the galaxy of stars that paraded across the 21-inch screen, by some of the lushest scenery on tv since the Metropolitan Opera telecast its "Aida" several years ago and by the brilliant costuming, we couldn't help but feel that something was missing. Say, a plot. Certainly, the chaff that remained following Joseph Schrank's surprisingly brutal editing and Sir Cedric Hardwicke's hesitant and inaudible reading of Caesar, bore little resemblance to what Shaw had in mind when he wrote the play. Spectacular television, yes; *good* television, no.

In contrast to the performances of Sir Cedric and Claire Bloom, the rest of the cast—Cyril Ritchard, Judith Anderson, Jack Hawkins, *et al.*—boasted some good acting and, we suspect, universal discomfort.

Production costs: Approximately $200,000.

Sponsored by Ford Motor Co. and RCA Victor, both through Kenyon & Eckhardt, N. Y., on NBC-TV's Producer's Showcase,



HARDWICKE, RITCHARD, BLOOM

March 5, 8-9:30 p.m. EST.

Cast: Sir Cedric Hardwicke, Claire Bloom, Judith Anderson, Jack Hawkins, Cyril Ritchard, Anthony Quayle, Farley Granger, Thomas Gomez.

"Caesar and Cleopatra" by George Bernard Shaw; adaptation: Joseph Schrank; staging: Anthony Quayle; supervisors: Donald Davis and Dorothy Mathews.

Director: Kirk Browning; assoc. director: Dean Whitmore; assoc. supervisor: Andrew McCullough; unit manager: Perry Cross; technical director: Jack Coffey; settings: Otis Riggs; costumes: Guy Kent; music: George Bassman.

THE GORDON MacRAE SHOW

GORDON MacRAE sang, laughed and lounged through the first quarter-hour of his new NBC-TV series in the fashionable California "casual" manner. That is, he wore no tie and delivered his songs from a replica of his den at home, with side trips to the backyard to join Phil Harris for a few swings at a golf ball and a few choruses of a song.

Of Mr. MacRae's musical ability there's no question. His songs are pleasing enough. His manner is, too, and incredibly relaxed. (Crosby and Como may be "out-casualed" yet.) Producer and star have a format that looks like it will wear well.

Production costs: $10,000.

Sponsored from Hollywood on NBC-TV Mondays, 7:30-7:45 p.m. EST, by Lever Bros. Co., for Lifebuoy, Pepsodent, and Lux Liquid through BBDO.

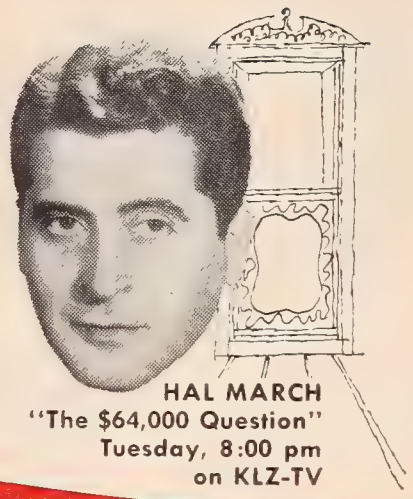
Producer-director: Irv Lambrecht; musicians: Cheer Leaders quartet and orchestra under Van Alexander.

UNCLE JOHNNY COONS

NBC-TV's latest offering to the youngsters lacks originality, but through the performance of its host retains enough backbone to rank as a hot Saturday morning competitor.

Uncle Johnny opens his show with the standard "Now I see some of you boys and girls sitting too close to the tv set" . . . or . . . "some of you didn't brush your teeth this morn-

Pick Your CATEGORY



HAL MARCH
"The $64,000 Question"
Tuesday, 8:00 pm
on KLZ-TV

Q. *What is Denver's highest rated TV newscast?*

A. "Carl Akers News"
10:00 pm
Rating 28.2
on KLZ-TV.

Q. *What is Denver's highest rated network TV show?*

A. "The $64,000 Question"
Rating 63.7
on KLZ-TV.

Q. *What is Denver's highest rated locally produced children's TV program?*

A. "The Sheriff Scotty Show"
Weekly cumulative rating 26.0
on KLZ-TV.

Q. *What is Denver's highest rated TV weather program?*

A. "Jim Bennett Weather"
10:10 pm
Rating 23.2
on KLZ-TV.

Q. *What is the top Denver daytime theater program?*

A. "Starr Yelland Matinee"
Weekly cumulative rating 14.1
on KLZ-TV.

Q. *What is the top syndicated film show in Denver?*

A. "Death Valley Days"
Rating 30.9
on KLZ-TV.

(12 of the top 15 syndicated film shows in Denver are on KLZ-TV).

Q. *What is the highest rated local live program in Denver?*

A. "Carl Akers News"
10:00 pm
Rating 28.2
on KLZ-TV.

Q. *What is the highest rated TV sports show in Denver?*

A. "Starr Yelland Sports"
10:20 pm
Rating 18.3
on KLZ-TV.

Q. *What is Denver's top syndicated film program for children?*

A. "Buffalo Bill Jr."
5:00 Saturday afternoon
Rating 25.2
on KLZ-TV.

Answers based on January, 1956 ARB

ARB, JANUARY 1956, PROVES

KLZ-TV is FIRST AGAIN in DENVER

MORNINGS—AFTERNOONS—NIGHTS
ALL WEEK LONG!

Any Further Questions?
CALL YOUR KATZ MAN OR KLZ-TV SALES TODAY

Represented nationally by The Katz Agency

KLZ TV *Channel* **7**

CBS-TV IN DENVER

It pays to have

WFAA-TV *has* the reach — over 100 miles in all directions! From atop Texas' tallest structure, Channel 8's 316,000-watt selling signal booms over 42 counties comprising the Dallas-Ft. Worth Television market!

WFAA-TV'S reach PAYS off for advertisers! They have seen the favorable results reflected on their own ledgers. Their message blankets an area where 2,272,600 Texans spent $2,582,192,000 in one year! Don't settle for just a part of this vast market. Let WFAA-TV put that long reach to work for you!

CHANNEL 8

WFAA-TV

REACH!



Your NBC-ABC Station

A Television Service of The Dallas Morning News
Ralph Nimmons, Station Manager
Edward Petry & Co., National Representatives

DALLAS

Hot News from Cleveland!



1st AWARD by AFTRA

BILL GORDON . . . . Best Radio Performer for 1955! Naturally, he's on WHK!



1st AWARD by AFTRA

KEN COLEMAN . . . . Best Radio Sportscaster for 1955! Naturally, he's on WHK!

1st AWARD by ADVERTISERS

Naturally, they're on WHK for the best results . . . year in . . . year out!

WHK

more proof that WHK is your 1st buy in Cleveland!

Represented by Headley-Reed Company

ing." Then he does a few short skits, aided by zany characters like Joe Giant, who's so tall (40 feet) that he only gets his feet into the picture; Flash Camera, and Blackie, the invisible dog.

The program falls short when Uncle Johnny, sticking to the usual children's show formula, uncans the old-time movies. Some of these little "gems" have been shown so many times the kids probably have the scripts memorized. Uncle Johnny will make out better if he relies more on his own antics than on somebody else's.

Production costs: $3,500.

Sponsored by Swift & Co., through McCann-Erickson, alternate weeks on NBC-TV, Sat. 11:30-12 noon EST.

Producer: Bill Newton; director: Phil Bodwell; writer: Ray Chan.

BOOKS

ELECTRONS, WAVES AND MESSAGES, by John R. Pierce. Hanover House, Garden City, N. Y. 318 pp. $5.

DR. PIERCE concludes this lucid exposition of the art of electronic communications with speculation on the future of communications *per se*. The ultimate, if his pondering is to be taken at literal face value, is the decline of the written and spoken word in favor of symbols which are more easily transferred to punch cards or recording tapes so that the messages can be used to control machines (producing, sorting, processing). The age of the computer and automation will be at hand and—still taking Dr. Pierce literally—men will live with men as brothers and there will be no more war or disharmony (the symbol must be exact; no nuances of the spoken or written word will be there to open the way for disagreements over meanings).

Basically, Dr. Pierce has done an excellent job in discussing his field (he's Bell Labs' electrical communications research director and writes science fiction in his spare time). Eschewing the formidable language of electronic science as much as possible, he tries hard (and successfully) to bring his discussion down to simple and familiar things. He foresees major advances in the use of transistors, ferrite cores, scatter propagation, telephonic tv, personal telephones and—as indicated in the above paragraph—great strides in machines talking to machines.

THE RADIO AMATEUR'S HANDBOOK, by the Headquarters Staff of the American Radio Relay League, West Hartford 7, Conn. 760 pp. $3.

THE 1956 (33d) edition of this standard manual on amateur radio communication recognizes the changes in technical practice that have occurred in recent years and shows much new equipment in all categories. One new chapter deals with semiconductors. The chapter on receiver construction emphasizes the simpler designs; the transmitter section features units created with the novice in mind, as well as advanced equipment for the experienced amateur. The more than 1,350 illustrations include 95 charts and tables and 571 tube-base diagrams.

SEEN & HEARD

From a tv commercial for Kellogg's cereals, CBS-TV's *Lassie*—". . . any cereal that talks must be good enough to eat. . . ."



Meet the Pied Piper of the Piedmont

Here's the Pied Piper of the Piedmont . . . the newest, most magnetic member of the WFMY-TV sales family.

This cherubic little character is tripping the light fantastic throughout station-breaks, program promotion, and point of purchase merchandising material. He even goes so far as to pop-up in audience participation shows in the form of a marionette.

The "T-Viewers" of the 46-county Prosperous Piedmont love this little character in print or on the screen. He is being taken into the hearts and homes of WFMY-TV's 2 million viewers in the Prosperous Piedmont section of North Carolina and Virginia.

Combined with full power of 100,000 watts, plus basic CBS programming, the Pied Piper of the Piedmont is another reason why you should contact your H-R-P man today and get in on the exclusive sales features offered by WFMY-TV in this $2.3 billion market.

wfmy-tv
Channel 2
GREENSBORO, N. C.
Represented by
Harrington, Righter & Parsons, Inc.
New York — Chicago — San Francisco — Atlanta

CBS TELEVISION NETWORK
Now In Our Seventh Year



OPEN MIKE

No Repression, Says B of A

EDITOR:

In your report of Oliver Treyz' address to the Television & Radio Advertising Club of Philadelphia [B•T, Feb. 13], there are some misstatements of fact which we believe require prompt and clear correction.

The Continuing Study of Newspaper Reading was not "repressed" by the Bureau of Advertising, ANPA, in any sense whatever. Insofar as the making of new studies was concerned, its operation was suspended in 1952—not because of any dissatisfaction whatever with its findings but because each new study served merely to confirm the validity and value of the findings accumulated through the 12 years of CSNR's operation . . .

Beyond that, and perhaps more significant, the Bureau has cooperated with individual newspapers in the conduct and analysis of 20 readership studies since 1952—produced with techniques identical to those used in the Continuing Study, although they do not bear the aegis of the Advertising Research Foundation. The findings of these studies, too, are in constant use.

There is no question of anyone's having "resurrected" the Continuing Study. If its findings have ever been dead, they have certainly constituted—and still do—the liveliest corpse in history.

Harold S. Barnes, Dir.
Bureau of Advertising, American Newspaper Publishers Assn., New York

Good News Travels Fast

EDITOR:

Please accept our thanks for the story on our news department here at WARL Arlington, Va. [B•T, Feb. 6].

We've had letters and long distance phone calls from Florida to California, and back again, as a result of the article, asking for further information on how *The News That's Live at 55* operates.

We'll be glad to answer all inquiries, for the information of any other broadcasters who might be interested.

Bob Sandin, News Ed.
WARL Arlington, Va.

More, Better, Faster

EDITOR:

I notice from your magazine that you always print stories about radio stations that try to help promote themselves, since so many people seem to think that radio is dead. If radio dies it will be because the radio industry killed itself. Tv will never kill it, nor newspapers. . . .

Most of our promotions are done the cheapest and best way . . . on the radio. Why should we pay a newspaper or poster company to tell people what *we* can tell to more people better, faster?

Archie Rushing Jr., Prog. Dir.
WRJW Picayune, Miss.

Ratings Revalued

EDITOR:

It is not a secret any more among the trade, even among the clients, what a rating means as far as viewing audience is concerned. At one time, not so very long ago, a rating was added, multiplied and slide-ruled within the confines of the agency's media office. Times have changed, and now many clients even receive rating guides from the networks to aid them in breaking down a share of audience from a figure point figure.

Does this simplification of reading and trans-



In the Baltimore market

one station

delivers the most listeners

at the lowest cost per thousand

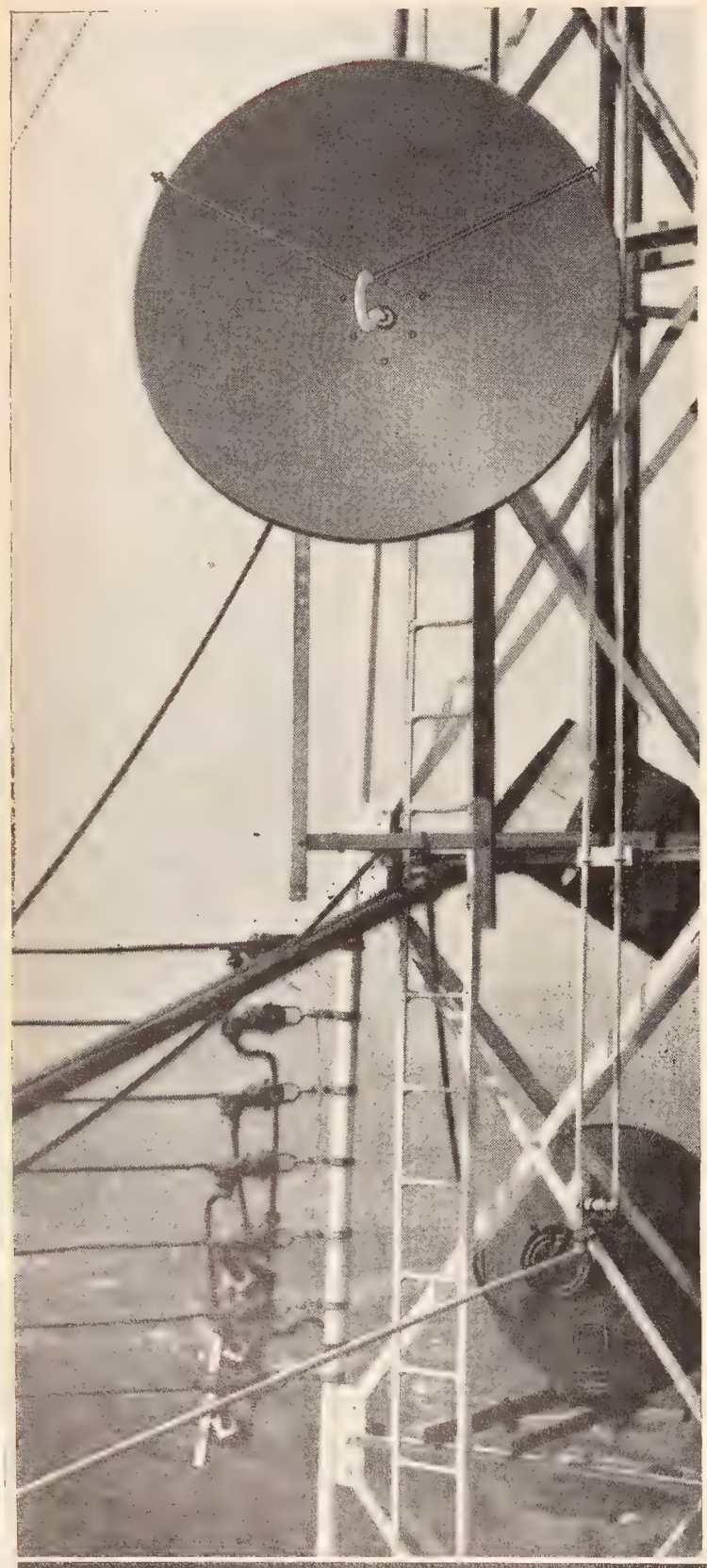
WFBR

BALTIMORE'S BEST BUY

REPRESENTED BY JOHN BLAIR AND COMPANY

how WHIS-TV got

RCA 3-HOP MICROWAVE SYSTEM BRINGS NETWORK OVER



If you want network programs but no common carrier facilities exist, what do you do? Faced with this problem, Jim and Hugh Shott of Station WHIS-TV, Bluefield, W. Va., decided to install their own microwave relay system to bring NBC programs from Roanoke, Va.—a distance of some 70 air line miles. For this use they chose the new RCA TVM-1A Microwave. Administrative Technical Director for WHIS-TV, Pat Flanagan, laid out the 3-hop system, designed relay towers and buildings and installed the RCA equipment.

PRETESTING THE SYSTEM—Prior to the installation, RCA Service Company bench-tested the radio relay equipment and each piece was marked. Then the system was set up as a complete 3-hop system in the studio and tested. This test took two days. After that it was transported to relay sites to Roanoke, and to the terminal site for installation in rack and towers. Unitized chassis and simplicity of construction facilitated installation.

INSTALLATION OF EQUIPMENT—Final setups at terminal and relay points were made in four days by Flanagan and his staff, using two crews of three men each. On the fourth day, in Bluefield, the signal was received at the terminal and final adjustment of antennas was made. Final tune-up and final alignment of the system was performed by an RCA Service Company engineer. In the first month of operation only one hour was lost even though personnel were unfamiliar with the new equipment.

UNATTENDED OPERATION—This RCA Microwave System is designed for automatic operation, with no personnel

Parabolic reflectors on WHIS-TV transmitter tower. The one in front receives network programs from relay point; the other picks up signals from the downtown studios.

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TV

network...fast!



WHIS-TV Administration and Technical Director, "Pat" Flanagan.

70 MILES OF MOUNTAINOUS TERRAIN

at relay sites. When the NBC network signal is received at Roanoke, it is fed to the transmitter which is turned on by a local technician. The beamed signal then starts the next transmitter, and so on all down the line. Should anything go wrong, the system will shut itself down. This is accomplished by means of a solenoid-operated radiation switch. When the fault is cleared, the system automatically starts up by means of the network signal.

POINT OF ORIGIN—The microwave connects into existing AT&T circuits in Roanoke. Arrangements were made with Station WDBJ in Roanoke to lease space for the equipment. Special advantages of RCA TVM-1A Microwave include:

HIGH POWER—An increase of 10 in transmitter power and 3 db in receiver noise figure over previous models. 20 times the fading margin of the popular RCA TTR-TRR series, for greater propagational reliability.

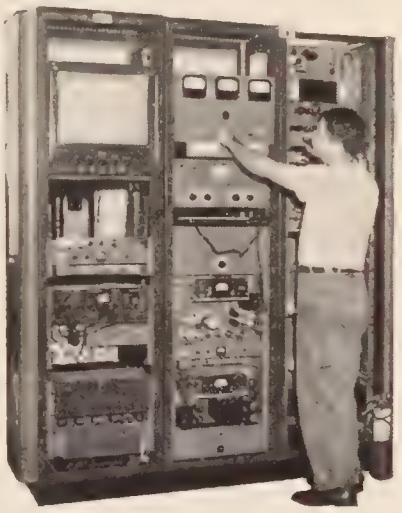
SOUND DIPLEXING—High Quality audio channel for simultaneous transmission of sound along with picture information. This channel exceeds FCC requirements for a studio-to-transmitter link.

TRANSMITTER PICTURE MONITORING—Assures high quality "air" signal for monitoring at transmitter. Simplifies trouble shooting procedures. Also extremely useful in operation of unattended repeater stations.

For descriptive literature on this newest of Microwave Systems or for help in planning your microwave setup, see your RCA Broadcast Sales Representative.



Relay tower on Poor Mountain. The men on tower are making final adjustments.



Microwave Control Rack.

Microwave reflector with transmitter on back, at Roanoke, Virginia.



RCA®

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT, CAMDEN, N. J.

This Personality
SELLS
To The People Who
BUY
In The
Textile Center
of the World



The Earl of Country Music

No. 1 Country Music artist of Greenville's No. 1 station for coverage and programming.

Earl masters 'Wake Up, Carolina' part 2 from 8:00 to 8:40 AM and 'Country Music Time' from 10:00 to 11:00 AM daily. Ratings? They're tops! He's a favorite in WESC's 27 PRIMARY COUNTY coverage.

RADIO
WESC
"660 IN DIXIE"
FIRST IN GREENVILLE, S.C.

REPRESENTED
BY RAMBEAU
SOUTHERN - CLARKE BROWN

5000 WATTS
THE CLEAR CHANNEL
VOICE OF GREENVILLE

lating figures on ratings lessen the effectiveness of an advertising agency? Does reading a physics book produce the atom bomb? Does reading the McCall's Pattern Book create a Ceil Chapman? Of course not!

If anything, they serve as a true yardstick of appreciation for work well done in the past and offer a decided help for the future as far as their particular phase of work is concerned. At best, offering the client a rating on various shows was, and is, a mechanical service.

With retail selling practices becoming more specialized every day, an advertising agency must constantly stay several jumps ahead . . . carefully examining, then planning a campaign at the shopper's level designed to really move his client's merchandise. This, to my way of thinking, is not done with a rating card, but rather with hard-hitting, on-the-spot merchandise promotion and plenty of market research.

Robert W. Jensen, Radio-Tv Dir.
Bearden-Thompson-Frankel Agency
Atlanta, Ga.

Boxing Match

EDITOR:

I note in B•T, Feb. 27, you featured in a box on page 7 the feud between D.J.'s in Mississippi and Chicago.

Since a certain Senator is trying to start the Civil War all over again by asking other southern states to line up behind him (or in front of him) against Supreme Court decision on segregation and feeling on the subject is bad enough, it seems to me the CAA could use their office better than to promote this needless activity on a very touchy subject.

How about a box on that.

Dick Barrett, DJ
WTVB Coldwater, Mich.

[EDITOR'S NOTE: Mr. Barrett's objection is to use of airplanes by D.J. Al Benson of WGES Chicago to shower copies of the Constitution on Jackson, Miss., and by D.J. Allan English of WSUH Oxford, Miss., to reply by dropping paper Confederate flags on Chicago. The latter attack was foiled by bad weather.]

The California Story

EDITOR:

I have just come back from a two weeks vacation in Guatemala and Yucatan and just before I left I tore out the pages from B•T [Jan. 30], containing "The California Story" and took them along with me . . . I read them with a great deal of pleasure and want to congratulate you upon a wonderful story which gave a tremendous amount of information concerning the state of California.

Neville Miller
Miller & Schroeder, Washington, D. C.

EDITOR:

I want to congratulate you on the wonderfully interesting and comprehensive "California Story," which I have read with interest and passed on to some of my associates for their general guidance.

My one regret is that the banking quote came from a good friend of mine who unfortunately represents a competitive organization.

Richard M. Oddie, Asst. Vice Pres.
Bank of America, San Francisco

EDITOR:

. . . It is a fine story of our growing economy and we appreciate the manner in which you have presented the timber resources place in that economy.

We are especially happy that you included the statement, "These forests are being preserved by private industry through scientific tree farming backed by the California Redwood Assn. and the Western Pine Assn." It is important that the public know what strides have been made by private industry toward ensuring "tree crops for the future."

Bernarr Bates
California Redwood Assn.
San Francisco

EDITOR:

. . . In this presentation, you have done an exceedingly fine job and I am sure that you have provided a wealth of information which will be exceedingly helpful to your readers.

As you have recorded, San Francisco, the Bay Area and all of California are making phenomenal progress and there is every indication that it will continue indefinitely. . . .

G. L. Fox, Gen. Mgr.
Chamber of Commerce
San Francisco

Acknowledgment

EDITOR:

In your Jan. 30 issue you told of the closed circuit television operations of Michigan State.

There was, however, one fact you didn't mention. We would like to call attention to the fact that, with the exception of Robert Pincumbe, the engineering supervisor, the entire crew for this operation is provided gratis by Alpha Epsilon Rho, the national radio and television honorary fraternity. The crew is composed of approximately 15 members of Delta chapter of Alpha Epsilon Rho.

Donald A. DeCook, Chapter President
Michigan State U., East Lansing

Yearbook Comments

EDITOR:

Another year has rolled around and with it has come the YEARBOOK issue of B•T.

Having run out of superlatives, I am going to fall back on the good old Navy commendation "Well Done."

George W. Bailey, Exec. Sec.
The Institute of Radio Engineers
New York City

EDITOR:

Please enter our order for 30 copies of the 1956 BROADCASTING YEARBOOK-MARKETBOOK at $3 each. To be picked up by our messenger.

David Y. Bradshaw, Office Mgr.
Radio-Tv Dept.
Young & Rubicam, New York.

EDITOR:

I am notifying you of the fact that I have received all of the back issues that I missed. I would like to thank you and your staff for the prompt action you gave the matter.

I also would like to compliment your company on the very fine edition of the 1956 BROADCASTING YEARBOOK-MARKETBOOK. They seem to get better each year.

May I again state that your publication is a must for everyone connected with the radio industry. Your concise coverage brings this writer a wealth of information and knowledge.

E. A. Beasley
WBEE Harvey, Ill.



The Fourth Estate Looks to Five

Seattle daily newspapers "covered" KING Radio and Television recently to get two of their biggest stories on the recent football controversy at the University of Washington.

The furor which followed an unprecedented player "revolt" at the school commanded national sports headlines. But everyone—including the reporting press—relied exclusively on KING when two of the principals involved elected to take their case to the people via Seattle's leading radio and television station.

Such exclusive news coverage is one more reason for KING's consistent superiority in this booming Pacific Northwest market.

FIRST IN SEATTLE / TACOMA

ABC Television, Channel 5, 100,000 watts
ABC Radio, 1090 kc., 50,000 watts

KING

CASE HISTORY—FURNITURE



Furniture Chain Sells Southern California With Saturation Radio

McMahan's Furniture Company, pioneer Southern California chain, plunged into saturation radio with both feet in 1955 . . . and saw sales soar steadily as a reward.

Writes ad manager John Embry:

"Let me express a word of appreciation to KBIG for one of the biggest years in McMahan's history. The addition of saturation radio spots is about the only major thing we did in '55 differently from '54 . . . and you will notice by our current schedule that we will be on KBIG even more in 1956. We find the KBIG audience responsive and of a stable income bracket for the purchase of home furnishings."

For 1956 McMahan's agency, Hunter, Willhite and DeSantis of Long Beach, has scheduled 1800 KBIG spots—a third more than 1955. Personal appearances in a variety of McMahan stores again will be made by KBIG disc jockey and special events director Stu Wilson. The combination, says Embry, "really pays off in additional volume of business."

Huge, sprawling, rich Southern California can be reached best by radio . . . KBIG plus other stations if, like McMahon's, you want 100% dominance; KBIG alone, if you want greatest coverage at lowest cost. Ask any KBIG or Weed account executive.



JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd,. Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

our respects

to WILLIAM WILLARD WARREN



THE MILESTONES in W. W. Warren's life have come in clusters—and most of the important ones have to do with his career in radio and television.

For instance, on Feb. 1 of this year, KOMO-TV Seattle aired the first local live color television in the Pacific Northwest. Less than three weeks later the station announced a nationwide scoop in the swift processing of color film for tv. The technical research and experimentation were undertaken because W. W. Warren, general manager of the station, said, "Let's find a way to do it."

For an earlier instance, when Bill Warren—fresh out of the U. of Washington—joined radio stations KOMO-KJR Seattle in July 1933, he stood low on the totem pole, despite his impressive title of "research director." Nine months later, when he was only 22, he became program manager for both stations. He held this position with KOMO until 1952, when he became general manager of the radio station.

It is not surprising that Mr. Warren's impact on radio-tv should have been so frequent and so impressive, since broadcasting has claimed his attention for all of his working years.

He was born Aug. 22, 1911, in Fisher, La., a town named for his grandfather, O. W. Fisher. The president of Fisher's Blend Station Inc., who bears the same name, is Bill Warren's uncle, as well as his predecessor in the general manager's job at KOMO.

Mr. Warren moved to Seattle in 1914, when his father transferred his lumber-business activities to the Evergreen State. The son was educated in Seattle, and except for part-time jobs in college days and a wartime stint in the U. S. Navy, has made his home and his career there ever since.

'Firsts' and 'Mosts'

During his years in programming for KOMO (and, until the separation of ownership, for KJR too), Mr. Warren was associated with a long string of "firsts," "mosts," and commercially successful broadcasting innovations.

In 1936, for example, KOMO-KJR sold all its newscasts to the Bon Marche. With some 35 quarter-hours of news, a half-hour Sunday show and a quarter-hour Monday-to-Friday women's program, this was the largest radio time sale to a department store anywhere in the United States. It is believed this record still stands.

It was Mr. Warren who developed the first radio news department in the Pacific Northwest, and as early as 1934 the station had a full-time news staff of three men. Among the programs which originated live from the KOMO studios during his years as program director were the *Greater Washington Hour, Northwest Theatre, Across Horizons, Voices of the Northwest, Youth Views the News* and *Scandia Barn Dance.* Though some of these shows have been off the air almost a decade, the names are still remembered in Puget Sound broadcasting and advertising circles.

27 Years Later

When the station entered telecasting, the facilities were constructed in four months, and KOMO-TV went on the air on its target date—Dec. 11, 1953—as the first maximum power station in the Northwest, with 14 hours a day programming. Twenty-seven years earlier —on Dec. 31, 1926—KOMO Radio had gone on the air with 14 hours a day programming.

A year ago, the tv operation of Fisher's Blend Station Inc. was transferred to a new corporation, Fisher's Television Co., which is owned two-thirds by the parent company. Mr. Warren is a director and executive vice-president of both firms and general manager of both stations.

He also is a director of Fisher Flouring Mills, Warren Investment Co., Gallatin Valley Milling Co. and White-Dulaney Co.; a member of the Seattle Chamber of Commerce, the Rotary Club, and the Washington Athletic Club; a director of the Better Business Bureau; member of Radio Pioneers and member of the NBC-TV Affiliates Committee.

"At KOMO and KOMO-TV," Mr. Warren says, "we are constantly seeking ways to improve our service to the public, because we feel strongly our responsibility to the community in which we live. We also take a tremendous pride in fulfilling our objective of always doing an effective job for the advertiser."

His hobbies, he notes with a wry smile, have changed in recent years. His earlier love—sailboats and sailboat racing—have been "given up for television." The Warren family does own a stretch of beach near Port Lamble, however, and Mr. Warren occasionally gets away for some salt-water fishing.

Mr. Warren is married to the former Mary Elizabeth Douglas. They have four children, three boys and a girl. The oldest, who is 17, is the third generation representative to bear the name William Willard Warren.

turning high adventure into high ratings

(and that means high sales) For years CRUNCH and DES have had a faithful following among the 11,750,000 weekly readers of the Saturday Evening Post. On TV these Philip Wylie characters are more popular than ever. Already, this new program is hard at work in over one hundred markets, building success after success for sponsor after sponsor. If you'd like to know what CRUNCH and DES can do for your product, call or wire NBC Television Films at 663 Fifth Avenue in New York, Merchandise Mart in Chicago, Sunset and Vine Streets in Hollywood. In Canada: RCA Victor, Ltd., Toronto.

Crunch and Des

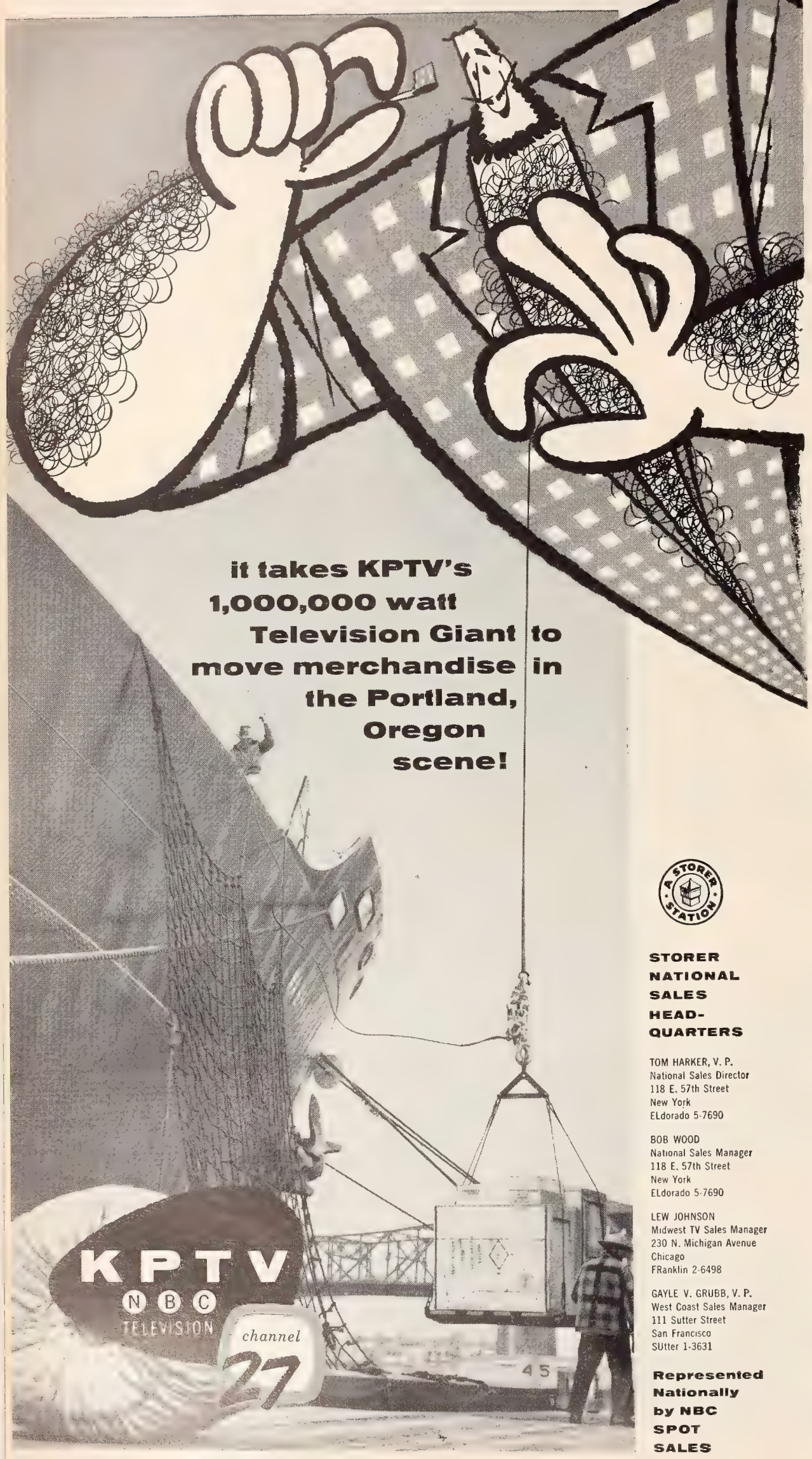
popular characters of the Saturday Evening Post series, now available for syndication

NBC Television Films

Programs for All Stations All Sponsors

A DIVISION OF KAGRAN CORPORATION







JEAN L. SIMPSON

on all accounts

CLIENT-CONTACT for Jean L. Simpson, timebuyer with Doyle Dane Bernbach, New York, begins each weekday morning at 7:58 on the platform of the Old Greenwich, Conn., station of the New York, New Haven & Hartford Railroad. It ends at the same place about 6:51 p.m.—if the trains are running on time.

Should she ever have the least desire to complain about the service—which these days isn't often—she would think better of it, for the New Haven is one of the accounts she buys time for at DDB. Should things get *especially* "difficult," she's more likely than not to grit her teeth and say, "try commuting from New Jersey on the Erie."

Which is just what she did following her 1947 graduation from Oberlin College until several years ago when—following her marriage to architect John E. Crocco—she moved into a 40-year-old "pseudo-Colonial" house in Connecticut. Starting as a radio-tv secretary at Anderson, Davis & Platte in the days before it became Anderson & Cairns, Miss Simpson became a timebuyer there in 1952, serving such accounts as Melville Shoe Corp., the Hillman Minx car and a group of fabric manufacturers. Her soft goods experience landed her a similar post with DDB three years later.

One of the many attractive timebuyers in the business, Miss Simpson sees "great things ahead for spot buying" and currently is actively engaged in switching DDB's clients "from space consciousness" to that of time.

Among the clients she buys time for are Polaroid Corp. (photographic equipment), Chemstrand Corp. (nylon fibers), Regal Shoe Co., Buxton Inc. (leather goods), Fairmont Foods Co., Henry S. Levy & Sons (bread), Weldon Farm Products (non-fat dry milks), Barton's Inc. (chocolate), Ohrbach's Inc. (department stores), American Pencil Co. and, of course, the "nice railroad people." With 10 out of 11 clients using spot radio-tv (the exception being Polaroid, which buys regular participations in NBC-TV's *Tonight),* any comments on spot from Miss Simpson would seem superfluous.

At home in the exurbs, Mrs. Crocco joins her husband in "constantly remodeling," attends auctions in nearby Westchester County with what would seem to be a religious fervor, swims, skis and scans NY, NH&H RR timetables.

For the record, she would like to clear up that little matter as to why the Messrs. Doyle, Dane and Bernbach don't like commas in their corporate name. "They say they don't like physical symbols separating them, and besides," she adds, "I'm sure their secretaries find it makes for easier typing."

Don't miss the

Important Announcement

on the next two pages!

We salute a new name...



PETERS

PETERS, GRIFFIN, WOODWARD, INC.

Today* all we Colonels and Colonelettes bow our congratulations to Lloyd Griffin and Russel Woodward as their names go on the door.

Woody and Griff have been active management partners in this company for many years. Their contributions to whatever success we have achieved — have earned them this important recognition.

We look forward to the future determined to even better serve our stations — and advertisers and their agencies from coast to coast.

We are grateful, too, to James L. Free whose vision and foresight founded this company and enable us to say:

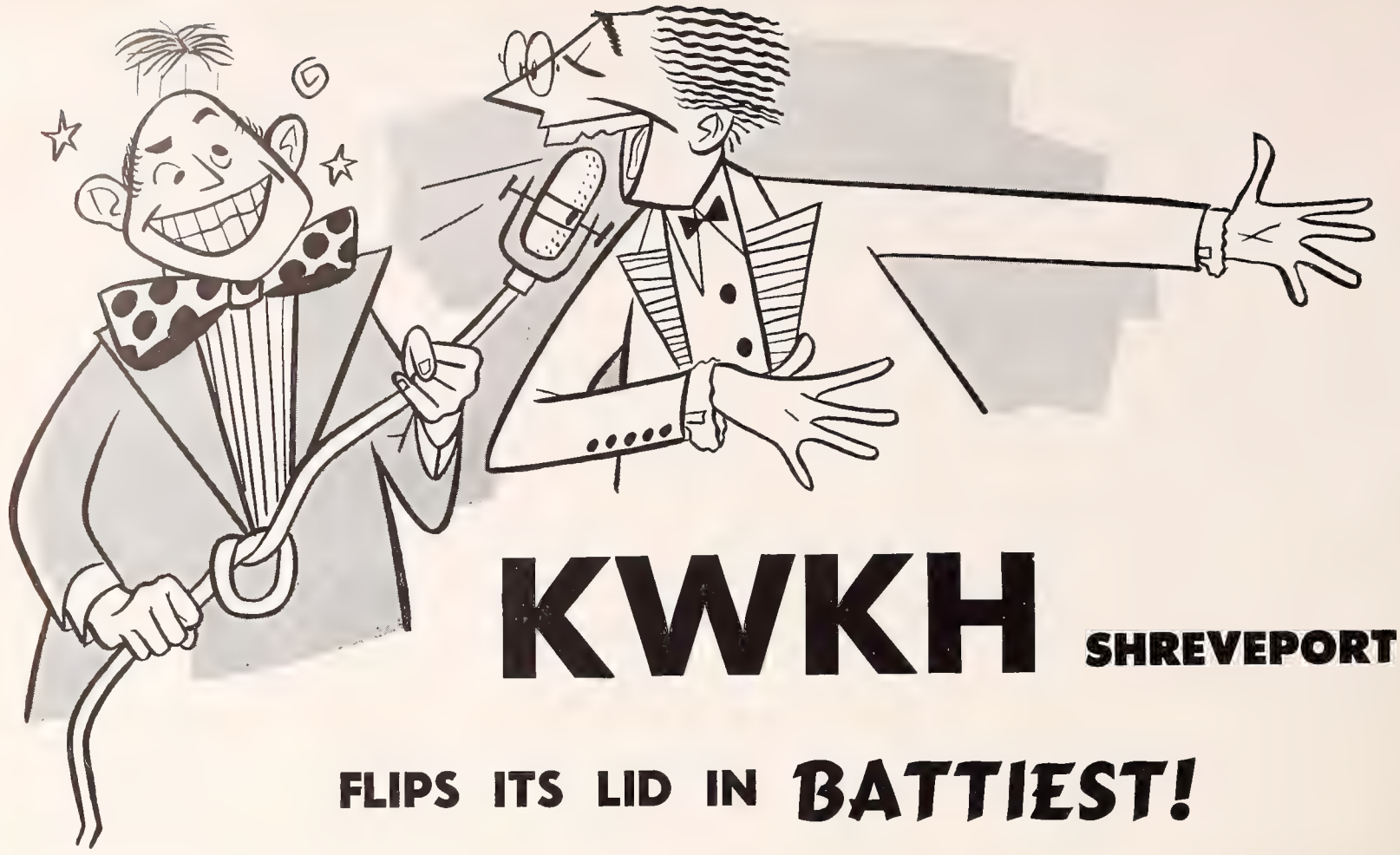
"Pioneer Station Representatives Since 1932".

President

GRIFFIN, WOODWARD, INC.

NEW YORK • CHICAGO • ATLANTA • DETROIT
FT. WORTH • HOLLYWOOD • SAN FRANCISCO

**March 15, 1956*



KWKH SHREVEPORT

FLIPS ITS LID IN BATTIEST!

KWKH runs amuck throughout its 80-county daytime SAMS area, bringing top radio enjoyment to scores of small cities, thousands of farming areas, hundreds of hamlets (including Battiest, Oklahoma, with its 35 souls!).

Home town figures show that Shreveport is "batty" about KWKH, too. Latest Hoopers give KWKH preference over the second station *morning, noon* and *night*—up to 104%!

KWKH reaches more people, daytime, than all *six* other Shreveport stations combined. Get all the facts from The Branham Company.



Nearly 2 million people live within the KWKH daytime SAMS area. (Area includes additional counties in Texas, Oklahoma and New Mexico not shown in map).

KWKH

A Shreveport Times Station

TEXAS
SHREVEPORT, LOUISIANA
ARKANSAS

50,000 Watts • CBS Radio

The Branham Co.
Representatives

Henry Clay
General Manager

Fred Watkins
Commercial Manager

BROADCASTING TELECASTING

March 12, 1956 Vol. 50, No. 11

THE TOP 25 AGENCIES IN SPOT BROADCAST BUYING

B•T presents herewith its analysis of the spot television and spot radio expenditures of the 25 advertising agencies who were last year's leaders in the use of spot broadcast campaigns for their clients. This exclusive feature, which to our knowledge has never before been attempted, was prepared by Florence Small, agency editor, who also compiles B•T's annual analysis of agency expenditures for all broadcast media, network as well as spot [B•T, Dec. 12, 1955].

Four agencies, the B•T study shows, spent more than $20 million each for time and talent used in spot broadcast campaigns during 1955. Ted Bates & Co. led the field with spot billings of $29 million—$24 million for spot tv, $5 million for spot radio. Young & Rubicam ranked second with a total spot volume of $27 million; McCann-Erickson was third with $22 million and BBDO a close fourth with $21.5 million.

Compiled in the main from data supplied B•T by the agencies themselves, this authoritative survey reveals that there is no correlation between spot and network expenditures but that a wide variation exists from advertiser to advertiser. The makers of low-cost packaged products—foods, drugs, toiletries, cigarettes, beverages and the like—are the major users of spot radio and tv, but not the only ones, as the manufacturers of such items as automobiles and watches also bank heavily on spot broadcast campaigns.

TED BATES & CO., New York, led the nation's advertising agencies in spot billing in 1955 with a combined tv-radio spot outlay of $29 million. The agency billed $24 million in spot tv and $5 million in spot radio.

Ranking second and third respectively in B•T's first annual review of agency spot activity were Young & Rubicam, with combined tv-am spot billings of $27 million, and McCann-Erickson, with a combined spot total of $22 million.

Y & R spent $16 million in spot tv and $11 million in radio; McCann-Erickson invested $20 million in spot television and $2 million in radio spot placement.

Completing the list of the Big 10 in combined tv-am spot expenditures: BBDO, $21.5 million; Leo Burnett Co., $18 million; N. W. Ayer & Son, $15 million; J. Walter Thompson Co., $12.7 million; Benton & Bowles, $11 million; Kenyon & Eckhardt, $10 million, Dancer-Fitzgerald-Sample, $9 million.

Ted Bates rated first also in the category of tv spot buys, expending $24 million in that medium alone, followed by McCann-Erickson, which deployed $20 million into tv spots. Third in television spot purchases was Young & Rubicam with a billing total of $16 million.

The leader in radio spot purchases in 1955 was Young & Rubicam, spending $11 million for am spots, well ahead of second-ranking BBDO with a radio spot of $7.5 million. J. Walter Thompson Co. plowed $3.2 million into spot radio to emerge third in that category.

Ted Bates, ranking eighth in B•T's recent survey of 1955 overall agency tv-am billings [B•T, Dec. 12, 1955], achieved its dominance in the spot field in large measure as a consequence of the advertising policy of one client, Brown & Williamson. Second largest spot advertiser in the nation—exceeded only by Procter & Gamble Co., which has strongly divided agency representation—B & W devotes nearly $7.5 million of its radio-tv budget to spot. The company underwrote massive spot campaigns in 1955 for each of its products in the Ted Bates fold, Viceroy and Kool cigarettes and Tube Rose Snuff.

Other heavy spot advertisers at the agency, contributing to the record total, were Colgate-Palmolive Co., Carter Products and Anahist.

Young & Rubicam, on the other hand, displayed no similar imbalance in favor of spots, arriving at its position largely as a natural result of general strength in tv and radio, as recorded in B•T's earlier agency report on overall tv-radio billing.

McCann-Erickson, third in rank, owes some of its position to Bulova Watch Co., which devotes its entire $6 million budget to spots, plus an array of spot advertisers such as National Biscuit, Esso Standard Oil, and others.

At both these agencies, spot billings last year amounted to roughly two-thirds those of network spending. At Ted Bates the ratio was better than three to one in favor of spot.

The figures in this spot survey represent expenditures for both time and talent. The estimate in almost all cases is based on information received directly from responsible officials in each agency.

A summary of the status of each of the 25 leading spot agencies follows.

TED BATES & CO.: Combined tv-am spot billing, $29 million; television only, $24 million; radio only, $5 million. Network tv-am total billing, $8 million. Total broadcast billing, $37 million. Leading spot advertisers: Brown & Williamson, Colgate Palmolive Co., Carter Products and Anahist.

YOUNG & RUBICAM: Combined tv-am spot billing, $27 million; television only, $16 million; radio only, $11 million. Network tv-am total billing, $45 million. Total broadcast billing, $72 million. Leading spot advertisers: Borden Co., General Foods, Procter & Gamble,

General Cigar, Bristol-Myers and *Life*.

McCANN-ERICKSON: Combined tv-am spot billing, $22 million; television only, $20 million; radio only, $2 million. Network tv-am total billing, $38 million. Total broadcast billing, $60 million. Leading spot advertisers: Bulova, National Biscuit Co., Esso, Cheseborough-Ponds Inc., Swift & Co., S.O.S. Co. and California Packing Corp.

BBDO: Combined tv-am spot billing, $21.5 million; television only, $14 million; radio only, $7.5 million. Network tv-am total billing, $39.5 million. Total broadcast billing, $61 million. Leading spot advertisers: Lever Bros., Campbell Soup Co., Penick & Ford, F & M Schaefer Brewing Co., American Tobacco Co. and TWA.

LEO BURNETT CO.: Combined tv-am spot billing, $18 million; television only, $15 million; radio only, $3 million. Network tv-am total billing, $24.1 million. Total broadcast billing, $42.1 million. Leading spot advertisers: Kellogg Co., Motorola Inc., Philip Morris & Co. (Marlboro), Procter & Gamble, Tea Council.

N. W. AYER & SON: Combined tv-am spot billing, $15 million; television only, $12 million; radio only, $3 million. Network tv-am total billing, $6 million. Total broadcast billing, $21 million. Leading spot advertisers: Atlantic Refining Co., Johnson & Johnson, Plymouth, Seabrook Farms and Yardley.

J. WALTER THOMPSON CO.: Combined tv-am spot billing, $12.7 million; television only, $9.5 million; radio only, $3.2 million. Network tv-am total billing, $45.3 million. Total broadcast billing, $58 million. Leading spot advertisers: Ford Dealers, Seven-Up Bottling Co., Ward Baking Co. and Shell Oil Co.

BENTON & BOWLES: Combined tv-am spot billing, $11 million; television only, $10 million; radio only, $1 million. Network tv-am total billing, $28 million. Total broadcast billing, $39 million. Leading spot advertisers: Instant Maxwell House coffee, Florida Citrus Commission, General Food's Post cereals, Studebaker and Procter & Gamble (new brand).

KENYON & ECKHARDT: Combined tv-am spot billing, $10 million; television only, $7 million; radio only, $3 million. Network tv-am total billing, $24.5 million. Total broadcast billing, $34.5 million. Leading spot advertisers: Ford's Lincoln-Mercury Div., Mennen Co., National Biscuit Co., Quaker State Oil Refining Co. and Pepperidge Farm Co.

DANCER-FITZGERALD-SAMPLE: Combined tv-am spot billing, $9 million; television only, $6 million; radio only, $3 million. Network tv-am total billing, $21 million. Total broadcast billing, $30 million. Leading spot advertisers: Falstaff, Procter & Gamble, General Mills, Best Foods, American Chicle.

CUNNINGHAM & WALSH: Combined tv-am spot billing, $8.4 million; television only, $6.7 million; radio only, $1.7 million. Network tv-am total billing, $8.6 million. Total broadcast billing, $17 million. Leading spot advertisers: Liggett & Myers Tobacco Co., Folger's coffee, Sunshine Biscuit, Narragansett beer.

GEOFFREY WADE: Combined tv-am spot billing, $8 million; television only, $6 million; radio only, $2 million. Network tv-am total billing, $3 million. Total broadcast billing, $11 million. Leading spot advertisers: Alberto-Culver Co. of Hollywood and Miles Labs.

RUTHRAUFF & RYAN: Combined tv-am spot billing, $7.1 million; television only, $4.5 million; radio only, $2.6 million. Network tv-am total billing, $8.4 million. Total broadcast billing, $15.5 million. Leading spot advertisers: Bosco, Packard, Sun Oil, Wrigley and Tums.

BIOW-BEIRN-TOIGO (now The Biow Co.): Combined tv-am spot billing, $7 million; television only, $5 million; radio only, $2 million. Network tv-am total billing, $23 million. Total broadcast billing, $30 million. Leading spot advertisers: Procter & Gamble Co. (Fluffo), Anacin, Ruppert Inc., Hudson Pulp & Paper Co., Pepsi-Cola, P&G's Spic and Span and Lilt, and Philip Morris cigarettes.

WILLIAM ESTY: Combined tv-am spot billing, $6.5 million; television only, $4 million; radio only, $2.5 million. Network tv-am total billing, $32.5 million. Total broadcast billing, $39 million. Leading spot advertisers: Prestone, R. J. Reynolds Tobacco Co. (Camel & Winston cigarettes) and Colgate-Palmolive Co.

GRANT ADV.: Combined tv-am spot billing, $6.3 million; television only, $4 million; radio only, $2.3 million. Network tv-am total billing, $4.8 million. Total broadcast billing, $11.1 million. Leading spot advertisers: Dodge, National Airlines, Florist's Telegraph Delivery Assn. and Dr. Pepper.

COMPTON ADV.: Combined tv-am spot billing, $5.7 million; television only, $5 million; radio only, $700,000. Network tv-am total billing, $19.8 million. Total broadcast billing, $25.5 million. Leading spot advertisers: Procter & Gamble, Standard Brands, Goetz beer, Personal Products Co., Socony-Mobile Oil and Sterling Drug.

HARRY B. COHEN: Combined tv-am spot billing, $5.5 million; television only, $4 million; radio only, $1.5 million. Network tv-am total billing, none. Total broadcast billing, $5.5 million. Leading spot advertisers: Block Drug, Grove Labs, Lydia Pinkham, B. T. Babbitt Co. and Chattanooga Medicine Co.

LENNEN & NEWELL: Combined tv-am spot billing, $5 million; television only, $2.4 million; radio only, $2.6 million. Network tv-am total billing, $15 million. Total broadcast billing, $20 million. Leading spot advertisers: Colgate-Palmolive Co., American Airlines, P. Lorillard and National Biscuit (Dromedary).

FOOTE, CONE & BELDING: Combined tv-am spot billing, $4.5 million; television only, $3.3 million; radio only, $1.2 million. Network tv-am total billing, $16 million. Total broadcast billing, $20.5 million. Leading spot advertisers: Lever Bros., Rheingold beer, Paper Mate Co., Breast of Tuna and Sunkist.

NEEDHAM, LOUIS & BRORBY: Combined tv-am spot billing, $3.8 million; television only, $1.8 million; radio only, $2 million. Network tv-am billing, $8.2 million. Total broadcast billing, $12 million. Spot advertisers: Monsanto Chemical, S. C. Johnson & Son, Kraft.

SULLIVAN, STAUFFER, COLWELL & BAYLES: Combined tv-am spot billing, $3.5 million; television only, $2.5 million; radio only, $1 million. Network tv-am billing, $14.3 million. Total broadcast billing, $17.8 million. Spot advertisers: American Cigar & Cigarette Co. (Pall Mall), Carter Products and Lever.

D'ARCY: Combined tv-am spot billing, $3.5 million; television only, $2.5 million; radio only, $1 million. Network tv-am billing, $6.5 million. Total broadcast billing, $10 million. Leading spot advertisers: Standard Oil Co. (Indiana), Anheuser-Busch, Coca-Cola Co. and General Tire & Rubber Co.

GREY ADV.: Combined tv-am spot billing, $3 million; television only, $1.5 million; radio only, $1.5 million. Network tv-am billing, $5 million. Total broadcast billing, $8 million. Leading spot advertisers: Block Drug, Five-Day Deodorant, Amitone and *Collier's* magazine.

TATHAM-LAIRD: Combined tv-am spot billing, $2.9 million; television only, $2.84 million; radio only, $60,000. Network tv-am billing, $9.3 million. Total broadcast billing, $12.2 million. Leading spot advertisers: Weidemann Brewing Co., Toni Co. and General Mills.

HOW SPOT SHARES IN THEIR BILLING

(All dollar figures in millions)

Rank in 1955	Agency	Combined Am-Tv Spot Billing	Spot Share of Total Broadcast Billing	Tv Spot Only	Radio Spot Only	Combined Am-Tv Network Billing	Total Broadcast Billings
1.	Ted Bates	$29	78.4%	$24	$ 5	$ 8	$37
2.	Young & Rubicam	27	37.5	16	11	45	72
3.	McCann-Erickson	22	36.7	20	2	38	60
4.	BBDO	21.5	35.2	14	7.5	39.5	61
5.	Leo Burnett Co.	18	42.7	15	3	24.1	42.1
6.	N. W. Ayer & Son	15	71.4	12	3	6	21
7.	J. Walter Thompson Co.	12.7	21.9	9.5	3.2	45.3	58
8.	Benton & Bowles	11	28.2	10	1	28	39
9.	Kenyon & Eckhardt	10	29.0	7	3	24.5	34.5
10.	Dancer-Fitzgerald-Sample	9	30.0	6	3	21	30
11.	Cunningham & Walsh	8.4	49.4	6.7	1.7	8.6	17
12.	Geoffrey Wade Adv.	8	72.7	6	2	3	11
13.	Ruthrauff & Ryan	7.1	45.8	4.5	2.6	8.4	15.5
14.	Biow-Beirn-Toigo (now Biow Co.)	7	23.3	5	2	23	30
15.	William Esty Co.	6.5	16.7	4	2.5	32.5	39
16.	Grant Adv.	6.3	56.7	4	2.3	4.8	11.1
17.	Compton Adv.	5.7	22.3	5	.7	19.8	25.5
18.	Harry B. Cohen	5.5	100.0	4	1.5	0	5.5
19.	Lennen & Newell	5	25.0	2.4	2.6	15	20
20.	Foote, Cone & Belding	4.5	21.9	3.3	1.2	16	20.5
21.	Needham, Louis & Brorby	3.8	31.7	1.8	2	8.2	12
22.	Sullivan, Stauffer, Colwell & Bayles	3.5	19.7	2.5	1	14.3	17.8
23.	D'Arcy Adv	3.5	35.0	2.5	1	6.5	10
24.	Grey Adv.	3	37.5	1.5	1.5	5	8
25.	Tatham-Laird Co.	2.9	23.8	2.84	.06	9.3	12.2

MAJOR ADVERTISERS TO HOLD AGENCY RELATIONS SESSION

Assn. of National Advertisers delegates to discuss impact of AAAA consent decree in closed session Wednesday at Hot Springs, Va. Broadcast, merchandising, research and communications topics on agenda of spring meeting. 'Brainstorming' demonstration set.

ALMOST 300 of the nation's top advertisers will gather this week at The Homestead, Hot Springs, Va., for a three-day series of wide-ranging workshop sessions in the 47th spring meeting of the Assn. of National Advertisers.

The meeting, which opens Wednesday, will explore — through case history presentations, panels, and special discussions — such major subjects as advertising management, television and other media, agency relations, merchandising, sales promotion, research, and communications [AT DEADLINE March 5]. The program was arranged by a group headed by Arthur Dimond, advertising manager of H. J. Heinz Co.



MR. DIMOND

One of the highlights is expected to be a Wednesday afternoon closed-session discussion of changes in advertiser-agency relations that may evolve from the consent decree settling the Justice Dept.'s anti-trust suit against the American Assn. of Advertising Agencies [B•T, Feb. 6] and from the department's still-pending suit against several non-broadcast media associations.

In tv, A. C. Nielsen Co.'s Vice President T. R. Shearer will discuss "How to Adapt Television to Your Specific Needs—An Up-to-date Road Map of Tv Markets, Costs, and Strategies" at a Thursday morning session. Gerald Light, director of advertising and sales promotion for CBS-Columbia, is one of the speakers scheduled for Thursday afternoon.

ANA Board Chairman Edwin W. Ebel, General Foods vice president for advertising and consumer relations, will open the sessions Wednesday morning with a keynote presentation cautioning his audience not to let the trend toward "marketing agencies" obscure the vital necessity for greater creativeness in advertising as such. Mr. Ebel, a veteran of both advertiser and agency fields, has titled his talk: "Let's Get the Horse Before the Cart."

He will be followed by Fairfax M. Cone,



MR. CONE



MR. EBEL

president of Foote, Cone & Belding, who in a speech on "Wanted: More Creative Advertising Power" will detail the agencies' prime responsibility in sparking the creativity which he deems to be the vital element in developing effective, stand-out advertising.

Henry Schachte, Lever Bros. vice president and ANA Advertising Management Committee chairman, will stress that every advertising manager's job has management aspects. He will speak on "Advertising's Most Promising Frontier—Good Advertising Management!" Specific examples from interviews with a number of ANA's leading member companies will be cited by Russell H. Colley, consultant to the ANA Advertising Management Committee, to show effective step-by-step procedures in comprehensive advertising planning.

Richard K. Van Nostrand, assistant advertising director of Bristol-Myers Co., will outline the various steps planned for and used in the introduction of the new deodorant, Ban. His presentation, "How Thorough Planning Assured the Successful Launching of a New Product," will point out that careful advance scheduling of the various moves can enhance the results of any advertising and promotional campaign.

Don C. Miller, vice president of Kenyon & Eckhardt, Detroit, will wind up the Wednesday morning session with a talk on "Advertising Must Be the Automation of Marketing."

The entire Wednesday afternoon session, for members only, will deal with possible effects of the government's advertising anti-trust actions.

Wednesday evening has been designated "Monte Carlo Nite," with delegates competing for prizes donated by ANA member companies.

Agenda for Thursday

Thursday morning's session will deal with practical ideas and procedures that have been effective in solving advertisers' problems in research, television trends, merchandising the advertising, and industrial advertising.

Donald B. Armstrong Jr., vice president and director of research for McCann-Erickson, will discuss advertising's increasing responsibility for profit, plus the rise in advertising costs and the resultant need to reduce the risk of less-than-adequate creative approaches. In connection with his presentation, titled "How to Sharpen the Penetration of Your Advertisements Before They Run," he will describe and illustrate a new procedure designed to provide greater advance assurance that a campaign's ads will reach and score on their targets. The presentation by Mr. Shearer of The Nielsen Co. will deal with coverage and cost trends, the more varied buying alternatives in television today, the number and kinds of people who can be reached through tv (and at what cost), and various strategies involving differences in timing, programming, etc.

Leroy F. Newmyer, vice president and advertising director of the *Toledo Blade* and *Times* and chairman of the marketing committee of the Newspaper Advertising Executives Assn., will describe devices developed by newspapers in a talk on "How to Double Your Advertising's Impact on Distributors and Dealers—Some Ingenious Merchandising Approaches."

Elmer Ward Jr., executive vice president of The Palm Beach Co., will present a case history on "The Planning Behind a 'Merchandising the Advertising' Program That Paid Off in Dealer Support and Sales."

Dr. George Perkins, director of product development of the sales organization of Reynolds Metals Co., will complete the Thursday morning program by describing the company's integrated sales-advertising marketing operation in a presentation on "Uses of Creative Advertising for an Industrial Product."

Thursday afternoon's session, which like Wednesday afternoon's will be closed, will explore "Brainstorming: How Your Company Can Develop More Ideas." A demonstration of "brainstorming," a technique of getting new ideas quickly and in quantity, will be led by Willard Pleuthner, BBDO vice president. After this, ANA members will meet in round-table groups to exchange ideas on how to merchandise advertising to the trade and how to merchandise it to management, employes, and stockholders. Then Mr. Pleuthner and a "jury" of ANA members will play back the best ideas produced at the brainstorming session and he will indicate the next steps in capitalizing on them.

ANA's annual spring dinner will be held Thursday evening.

"Communications—How to Get Through to



MR. SCHACHTE



MR. VAN NOSTRAND

People" will be the subject at the final business session Friday morning. A new color film produced by Champion Paper & Fibre Co., illustrating "The Enormous Differences Between What We Say and What We Frequently Mean," will be presented by R. C. Skillman, Champion's public relations director. William Kelly, sales promotion manager of Sinclair Refining Co., will show how "Effective Communications Pay Dividends." Mr. Light will outline "A Case for Advertising That Whispers—But Still Shouts Its Head Off," illustrating his points with facts, figures, and examples of the advertising of CBS-Columbia and other companies. Cartoonist Al Capp will wind up the session with a talk on "Getting Through to People—Dogpatch Style."

Roscoe Drummond, of the *New York Herald Tribune* Washington bureau, will speak on "This Election Year" at the luncheon on Friday.

Circus Again for Gen. Foods

GENERAL FOODS Corp., White Plains. N. Y., which earlier this winter sponsored CBS-TV's "Christmas With the Greatest Show on Earth" as a special one-time program, will sponsor a special circus program again for an hour-long "Highlights of the Greatest Show on Earth," April 3 on CBS-TV. The network said the 7:30-8:30 p.m. special event would necessitate pre-empting the time periods occupied by Whitehall Pharmacal Co.'s *Name that Tune* and the R. J. Reynolds Tobacco Co.-Amana sponsored *You'll Never Get Rich* show with Phil Silvers. Agency for General Foods is Benton & Bowles.

RTES SEMINAR HEARS AGENCYMEN DEBATE ALL-MEDIA BUYING VS. SPECIALIZATION

- **MacDonald of Y&R says all-media man helps overall strategy**
- **And avoids becoming a 'pleader for a special medium'**
- **Pardoll of FC&B cites complexity of today's buying**
- **And says specialist can get better results with one medium**

SHOULD an agency's radio-tv buying be handled by a specialists or by an all-media executive who buys not only for the broadcast medium but for print media as well? This was the highly-controversial question handled Tuesday by two agency executives at this season's windup Timebuying & Selling Seminar of the Radio & Television Executives Society in New York.

Outlining the all-media buying system as it is utilized by Young & Rubicam was Edward B. MacDonald, associate media director at Y&R, New York, and pleading the case for the timebuying specialist was Arthur Pardoll, director of broadcast media, Foote, Cone & Belding, New York. (Also see excerpt of Mr. Pardoll's talk below.)

Mr. Pardoll asserted that at the media buying level a "clear-cut division of responsibility between radio-television buying and print media" was necessary, although of course during the planning stage of an advertising campaign "it is desirable to coordinate thinking about use of print and broadcast media."

Admitting that agencies differ as to the implementation of strategy in the actual purchase of time and space, Mr. Pardoll said that FC&B's stand in favor of the timebuying specialist was based primarily on the "phenomenal" growth of media which makes it "virtually impossible for one man to digest all the information he needs to do his job properly."

On the contrary, Mr. MacDonald argued that by employing the all-media buying system at Y&R, the agency encourages its buyers to help plan for an advertiser's overall strategy and marketing. This, he said, avoids the situation of buyers becoming "pleaders for a special medium."

At what level buying duties should be separated, Mr. Pardoll said, depends on several agency factors, among them the organization, integration, delegation of responsibility, and the quality, as well as quantity, of manpower available. FC&B, he said, has the "ideal" conditions for separation of timebuying and spacebuying. He continued:

"In broadcasting . . . position is everything, since in most cases it must be known in advance of purchase. There are only a certain number of radio or tv hours available and no one can manufacture more. Capturing the best possible position for a client is usually the result of personal contact, much maneuvering and long negotiation by the timebuyer.

"However, if the buyer who is negotiating all broadcast time for a client is also responsible for the client's commitments in print, it is difficult to see how he can do a good job. . . . His responsibilities have been multiplied beyond what any first-line agency can reasonably expect a buyer to handle. His contacts are multiplied to a point where he cannot see as many people as he should."

Mr. Pardoll asserted that "concentrating solely on the broadcast medium, a timebuyer is in the strongest possible position. He has the time properly to develop valuable contacts. He has an opportunity to devote more time to studying a client's marketing problem and copy theme, hence is in a position to buy more intelligently.

"He has, above all, time for negotiation. And the degree to which he is able to negotiate successfully is usually the measure of the timebuyer's value to the agency."

In setting up criteria for the agency that maps its media department on the line of all-media buying, Mr. MacDonald noted that primarily the agency must be big and have the money to spend as well as have the people who

TIMEBUYING: SKILL OR NUMBERS RACKET?

IN HIS TALK on the timebuying specialist last week, as reported above, Arthur Pardoll, director of broadcast media, Foote, Cone & Belding, New York, had some specifics to offer regarding the Pepsodent spot radio campaign and FC&B's Rheingold account, as well as some comments on a report that Roger Bumstead, media director of David J. Mahoney Inc., New York, made earlier in the year [B•T, Feb. 6].

This particular section of Mr. Pardoll's speech follows:

"Let me be specific. Most of you know, I'm sure, that the major portion of Pepsodent's 1956 budget was allocated to broadcast media, with the remainder going into print. It's a classic example of the value of separating space and time buying.

"Over half of the broadcast appropriation will go to spot radio, making Pepsodent one of the year's biggest users of spot radio. What we have planned is an all-year-round effort averaging close to 100 spot radio announcements a week in the leading markets across the country. These will include the major metropolitan areas where the spot frequency builds up to close to 400 weekly.

"Clearing that much time before the campaign got under way, even with a gratifying degree of cooperation from stations and reps, involved the full-time services of two timebuyers plus myself. And most of the spots were individually negotiated, since we were stressing early morning time, the most desirable periods in radio today.

"Perhaps I should qualify that. If not the most desirable periods, morning spots are at least the most sought after today.

"I hardly need add that none of the timebuyers had time on his hands. And certainly no time to weigh and decide on the purchase of several hundred thousand dollars worth of print media over and above his responsibilities.

"It's true that we do what we have to do, and faced with the job of buying both space and time for Pepsodent, we would somehow have managed. But I don't believe that either the radio time we cleared or the publication space we arranged would have been as well-suited to the client's marketing problem if responsibility for both had been lodged in one buyer.

"The same holds true for all our clients who invest their advertising dollars in radio and television as well as newspapers and magazines. I'm thinking particularly now of Rheingold. One buyer is assigned to broadcast media and the activity on this one account does not permit him to handle any other account, let alone print media.

"In reviewing this entire question of specialization in time and space buying, I was very much interested in a report made recently to the Radio & Television Executives Society by David J. Mahoney Inc.'s Roger Bumstead [B•T, Feb. 6]. Perhaps you are familiar with it, but it is so pertient to the discussion today that I would like to review quickly the four major points the report made and, if I may, add my comments.

"In a poll of 60 leading station men and representations, Bumstead found four characteristics that were considered most valuable in a timebuyer. They have special bearing on the question today.

"I quote: 'Timebuyers should be more familiar with markets and should take the same interest in sales problems and distribution that most space buyers do.'

"My comment: Agreed. But I seriously question whether a buyer can be familiar with the market and interest himself in sales and distribution problems if he is responsible for buying both time and space. It's a physical impossibility. He can handle no more than the mechanics of the job.

"Bumstead continues: 'Agencies should have personnel policies requiring better trained people for timebuyers and should give them more authority.'

"My comment: Certainly. By better trained people I believe the station men mean buyers who know the medium better and how to use it. It would seem logical that a buyer whose activity is restricted to broadcast media better answers that description. And if the buyer hasn't the time to study his medium carefully and develop his contacts, who is to blame the agency for not granting him more authority?

"Point three: 'Campaigns should be planned well in advance of the starting dates. The eleventh hour buy is never the best of what might have been had.'

"Comment: Quite true. I'm all in favor of coordinated planning of all buying activity before a campaign gets under way. But once it's cleared, the buyer must be able to move quickly and surely. And recalling the Pepsodent experience, I'm convinced that only the buyer who is devoting full time to one medium is in a position to enter into negotiations that lead to the best possible buy in the shortest possible time.

"And the survey's final finding: 'Buyers should be in a position to depend more on their judgment and experience than on imperfect formulas and yardsticks.'

"To that I can only add 'Amen.' But judgment comes only with experience, and a buyer can accumulate experience quickly only if his time and efforts are concentrated on one medium rather than two. That has been our experience and I suspect the experience of many other agencies. Too much to do results in buying by the numbers. Burdened with responsibility for all media, it is not hard to visualize timebuying becoming a numbers racket."

can perform the job.

He said that although an agency thus set up loses much in specialization, the all-media buying department lends itself to better strategic planning and a "far more desirable approach in servicing the clients." Viewing the argument for specialization in buying time, Mr. MacDonald asked: "Where do you stop?" "Why not go further?" he said, suggesting that perhaps buying logically then would be broken down in print media to specialist handling business publications, farm publications, etc., with no end to a breakdown in functions.

In explaining how it takes size and money to effect the all-media buying structure, Mr. MacDonald revealed that Y&R has a 167-man media department, which aside from the top media director and his assistant, includes seven associate directors, 26 buyers, 26 assistant buyers and various "service groups" including statistical, estimating, contract section, typing and files or library section. In addition, he said, the media department can draw upon a 150-man research department in New York, and a radio-tv department (handling programming and talent) staffed by more than 100.

Mr. MacDonald noted that a direct benefit from the four-year old changeover from time-buying specialist to all-media buying was to relieve the buyer immediately from a heavy workload, for instead of handling some eight accounts, he now handled perhaps three or four. But, he emphasized, where formerly the buyer had to know something about all eight accounts, with the current Y&R system, his need for exhaustive knowledge was cut by more than half.

Y&R, in going ahead with the all-media buying system, at first pre-tested it with two of its large accounts, Bordens and General Electric. The result indicated success, Mr. MacDonald said, and the system was instituted.

Mr. MacDonald said that the question was not whether the all-media system was "wise or needed" but rather on what level it should be instituted. "Someone," he said, must function at media planning, at overall media strategy. At Y&R, he said, the level was put at the time-buyer. By creating all-media buyers, an agency puts these people into a better position to check or challenge the thinking of the department's associate directors, he said.

In addition to bringing the buyer into strategy and marketing planning, the all-media system has the advantages of making for a "more rounded approach" by buyers as well as drawing upon the value of service units in cutting down the time ordinarily consumed by the buyer.

In a question and answer period that followed, both Messrs. Pardoll and MacDonald said that at both agencies a "group effort" was responsible for overall media planning and actual budgeting for a given campaign.

Moderator at the luncheon meeting was Roger Bumstead, media director of David J. Mahoney Inc., New York.

Seeks Network Show

REALEMON-PURITAN Co., Chicago, currently is shopping for a major radio or tv network property to cap a spring-summer advertising drive on behalf of its ReaLemon lemon juice.

Availabilities are being screened by its agency, Rutledge & Lilienfeld Inc., Chicago, to go along with the use of newspaper and magazine ads in selected markets. A network radio or television program was described by the agency as a "must" for the firm.

Current schedule of spot radio and tv is being continued in local markets, it was reported.

CIGARETTES IN SAN FRANCISCO TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers

(Based on Broadcast Advertisers Reports' monitoring)

THE NATIONAL (NETWORK) INDEX

Rank	Product & Agency	Network Shows	Total Stations	Commercial Units	Hooper Index of Broadcast Advertisers
1.	R. J. Reynolds Co.	8	2	21.5	520
	Camel (William Esty)		2	12.5	251
	Cavalier (William Esty)		2	2	46
	Winston (William Esty)		1	7	223
2.	American Tobacco Co.	8	3	20	394
	Herbert Tareyton (M. H. Hackett Co.)		2	5	75
	Lucky Strike (BBDO)		2	4	141
	Pall Mall (SSC&B)		3	11	178
3.	Liggett & Myers Co.	3	3	18	375
	Chesterfield (Cunningham & Walsh)		3	9	248
	L&M (Cunningham & Walsh)		3	9	127
4.	P. Lorillard Co.	3	2	11	261
	Kent (Young & Rubicam)		1	3	50
	Old Gold (Lennen & Newell)		2	8	211
5.	Brown & Williamson Corp.	2	2	7	135
	Raleigh (Russel M. Seeds Co.)		1	2	22
	Viceroy (Ted Bates & Co.)		2	5	113

THE SAN FRANCISCO INDEX (NETWORK PLUS SPOT)

Rank	Product & Agency	Network Shows	Total Stations	Commercial Units	Hooper Index of Broadcast Advertisers
1.	Liggett & Myers Co.	3	3	26	425
	Chesterfield (Cunningham & Walsh)		3	9	206
	L&M (Cunningham & Walsh)		3	17	219
2.	Brown & Williamson Corp.	2	3	28	384
	Kool (Ted Bates & Co.)		3	10.5	159
	Raleigh (Russel M. Seeds Co.)		3	6	31
	Viceroy (Ted Bates & Co.)		3	11.5	194
3.	R. J. Reynolds Co.	8	2	21.5	291
	Camel (William Esty)		2	12.5	134
	Cavalier (William Esty)		2	2	24
	Winston (William Esty)		1	7	133
4.	American Tobacco Co.	7	3	16	282
	Herbert Tareyton (M. H. Hackett Co.)		1	1	13
	Lucky Strike (BBDO)		2	4	65
	Pall Mall (SSC&B)		3	11	204
5.	Philip Morris Co.	0	3	12.5	193
	Marlboro (Leo Burnett)		3	7.5	108
	Philip Morris (Biow-Beirn-Toigo)		2	5	85
6.	P. Lorillard Co.	3	2	9	173
	Kent (Young & Rubicam)		1	1	4
	Old Gold (Lennen & Newell)		2	8	169

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial.** When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.

* "Commercial Units": Commercials are taken from the monitored reports published by Broadcast Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."

** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks the average of the ratings for the preceding and following time periods is used wherever feasible; otherwise, the rating is that of either the preceding or following time period, normally the preceding.

In the above summary, monitoring occurred Feb. 4-11, 1956.

CHURCHES RESIST PAYING FOR TIME

National Council of the Churches of Christ in the USA sets $1.8 million radio-tv-film production budget—reportedly largest of its kind in church history—but formally advised against buying time. Group cites NARTB code public service provisions.

THE BROADCASTING & Film Commission, National Council of the Churches of Christ in the USA, which met in New York last week, approved a $1.8 million radio-tv-film production budget and formally went on record advising against buying of time for religious programs.

The new NCCC budget reportedly is the largest of its kind in church history.

The policy statement which advised radio and tv stations to heed the NARTB code in making free time available to religious groups was contained in a special resolution drafted by a Committee on Commercial Broadcasting of Religion. Though not mentioning stations or programs as such, the complaint obviously referred to ABC and MBS which, together, carry 17 paid-for religious programs on a regular basis. Pointing out that the NARTB code specifies "time charges to churches and religious bodies are not recommended," the church resolution said time sales to religious groups which exist today "are not in the best public interest."

The resolution is the result of a month-long study, during which the Rev. S. Franklin Mack, executive director of the Broadcasting & Film Commission privately queried members of network public affairs staffs about the topic of "free vs. paid religious time." Dr. Mack told B•T Thursday that though adamant in his position toward a number of sects which sponsor radio or tv programs, he had nothing but unreserved praise for such programs as ABC-TV's *Crossroads,* sponsored by the Chevrolet Div. of General Motors Corp., or NBC-TV's *The Greatest Story Ever Told,* sponsored by Goodyear Tire & Rubber Co. "In fact," Dr. Mack said, "we commend the serious effort to spread the good word about religions by these sponsors."

Point in Contention

A spokesman for the Methodist Church, which is part of the council and which last month launched a series of 13 teleplays entitled *The Way,* for free distribution to U. S. tv stations, told B•T that "our bone of contention is that in this trend to buy more and more time—instead of getting it free—some of our local groups who aren't well off financially will be shunted into the graveyard shift of broadcasting." This sentiment was expressed in the resolution as "scheduling of sustaining religious broadcasts only in marginal or unsalable time."

So far, only two network organizations are actively engaged in sponsored religious programming. Altogether, ABC Radio and ABC-TV and MBS list the following sponsors: Billy Graham Evangelical Assn., Radio Bible Class, Healing Waters Inc., Wings of Healing Inc., Lutheran Laymen's League, Voice of Prophecy, Christian Reformed Church, Dawn Bible Students Assn., First Church of Christ Scientist, Highland Church of Christ, Free Methodist Church of North America, and the Gospel Broadcasting Assn. NBC confirmed last week a report that it "was considering" a request from Dr. Graham for regularly paid time. Should such a program contract be signed, it would be NBC's first of that kind, and provide Dr. Graham with a third nationwide outlet (he is also on ABC and Mutual). Thus, CBS would remain as the only network not engaged in selling time to religious organizations.

Programs Supplied Free

Free church programs currently being supplied by the National Council and its affiliated organizations to networks and stations include: *The Way,* produced through "an emergency fund of $296,000" [B•T, Feb. 6]; *This Is the Life,* a series of 26 half-hour films produced by the Missouri Synod of the Lutheran Church; a series of *Person to Person* type of tv interviews titled *Man to Man; Frontiers of Faith; Look Up and Live; The Pastor* and a series of puppet films portraying four parables of Jesus and stories in the lives of Moses and Joseph. The seven radio programs produced by the council include Dr. Norman Vincent Peale's *The Art of Living* and *The National Radio Pulpit.*

Miner Announces Changes In Radio-Tv Department

SEVERAL staff assignments have been changed at Dan B. Miner Co., Los Angeles, in a departmental reorganization, according to Hilly Sanders, vice president in charge of radio-tv.

Al Buffington, veteran Miner staffer, has been elevated to associate radio-tv director in charge of production. Prior to joining Miner, Mr. Buffington headed his own production companies in Baltimore and Los Angeles. S. James Andrews, who recently joined Miner after



S. JAMES ANDREWS (l), formerly with Maxon, is welcomed to Dan B. Miner Co. as associate radio - tv director by Hilly Sanders, vice president in charge of radio-tv, and Al Buffington, associate radio-tv director in charge of production for the Los Angeles agency.

five years with Maxon Inc., New York, also was named an associate radio-tv director.

Timebuying duties were reorganized with Kay Ostrander named executive timebuyer and Sylvia Schultz timebuyer. Both are longtime members of the department.

Barbara Ford, former secretary to Miss Sanders and prior to that with Ziv, was moved into the newly created post of radio-tv coordinator.

Baseball Road Service To Cut Pickup Costs

A NEW DEVELOPMENT that promises to reduce the costs of radio and television coverage of road games of major league baseball clubs was outlined to B•T last week by Dick Bailey, president of the newly-formed Sports Network Inc., New York. Mr. Bailey has made arrangements with all radio-tv agencies for handling all mechanical details of road coverage of games and estimated that cable costs and other expenses will total about $1 million this year for a savings of about 25% over the old system of individual handling.

Sports Network Inc., Mr. Bailey said, will arrange the leasing of tv cables, lines for radio transmission, local connections, camera pickups in the various parks and other facilities for the broadcasts and telecasts on a contract basis with utility companies and stations. He explained that previously the agency for each sponsor negotiated separately for facilities as needed, and the costs were necessarily higher.

Mr. Bailey, who currently is network and traffic coordinator for ABC and who held a similar post with NBC over the past 18 years, told B•T he conceived this method of operation several years ago, and discussed it several months ago with agency executives. Among the agency officials who assisted in formulating plans, he said, were Tom Villante, sports director of BBDO, and Harry K. Renfro, director of radio and television for D'Arcy Adv., St. Louis.

Mr. Bailey believes that the economies effected through Sports Network Inc. will encourage the use of more road games on tv, which will number about 300 this season. He also is planning to handle road coverage of professional and collegiate basketball and football games.

Mr. Bailey will leave ABC in a few weeks to devote full time to his new project. He will maintain offices at 33 W. 46th St., New York City.

Mautner Elected President Of Midwest Agency Network

MIDWESTERN Adv. Agency Network, comprising a dozen agencies with billings of $250,000-$1 million, discussed financial problems at a quarterly meeting in Chicago March 2 with Allan Copeland, head of the agency bearing his name, presiding as MAAN president.

New officers elected by MAAN at its meeting were Norman Mautner, The Mautner Agency, Milwaukee, president; Fran Faber, Faber Adv. Inc., Minneapolis, vice president; Gladys Lamb, Kelly & Lamb Adv. Agency, Columbus, vice president and treasurer, and Harold M. Baum, Allan J. Copeland Adv., Chicago, secretary.

Winners in MAAN's new annual exhibits award competition were Roman Adv. Co., St. Louis (for Wee Walker shoes), Kelly & Lamb (for campaigns for Belmont gaskets and Norman furnace) and Mautner Agency (for a complete campaign for Ma Bench's herring).

The regional agency group will hold its second quarterly meeting at Milwaukee's Schroeder Hotel May 25-26.

B•T's Engelhardt Resigns

WALLACE H. ENGELHARDT, western sales manager of BROADCASTING • TELECASTING, has resigned effective March 7.

A successor will be named soon, according to Maury Long, B•T vice president and general manager.

Mr. Engelhardt has not announced future plans.

Baltimore is STILL *different*

There are now nearly one and a half million people in the Baltimore metropolitan area. But they're *still* concentrated in a small geographical area.

That's why you don't need great power in a radio station to reach them. That's why you don't have to pay high rates to reach them.

W-I-T-H covers this market thoroughly—at low, low rates. W-I-T-H delivers more listeners-per-dollar than any other advertising medium in Baltimore. Get the whole story from your Forjoe man!

In Baltimore buy

W-I-T-H

Tom Tinsley, President **R. C. Embry, Vice President**



in plumb center

Go along the Ohio River in our Upper Ohio Valley, and you'll see the biggest industrial boom in today's America. Dozens of multi-million dollar factories expand across the landscape . . . National Steel, Wheeling Steel, Olin Mathieson Aluminum, Ohio Ferro-Alloy and many other industrial giants who have nearly half a billion earmarked for growth in the next three years!

We're "plumb center" in the middle of this vast Steubenville-Wheeling phenomenon—surrounded by 11 busy counties where annual income now approaches *a full billion dollars!* In six of them, though, you'll find nearly two-thirds of the area's retail sales, almost two-thirds of its total buying power, and 58% of its TV homes!

These are the same six super-counties where (says Telepulse) WSTV-TV dominates viewing habits by an impressive margin. No other station wins such consistent shares-of-audience.

You can't beat facts! (1) The Steubenville-Wheeling market is an industrial bonanza. (2) Six of its 11 counties are more important because more people there earn more, spend more. (3) The same families also spend more time watching WSTV-TV. (4) It's easy to put yourself in "plumb center" of all this prosperity. Just call Avery-Knodel TV.



IN PLUMB CENTER OF INDUSTRIAL STEUBENVILLE-WHEELING

DAVID BOTSFORD JR. NEW BC&G PRESIDENT

DAVID BOTSFORD JR., is the new president and chief executive officer of Botsford, Constantine & Gardner, Portland, Ore., agency.

Mr. Botsford's election was announced a fortnight ago at the firm's annual dinner in Portland for staff members, clients and business associates. He steps into the position formerly occupied by his father, who was head of the organization for more than 30 years and now becomes chairman of the board of directors.

Botsford, Constantine & Gardner was founded in Portland in 1919 and now has offices in Seattle, San Francisco and New York in addition to the Oregon headquarters.

David Botsford Jr., 39, comes to his new position after three years as vice president-manager of the San Francisco office, chairman of the company's operating committee and member of the board of directors.

An executive committee to work directly with the new president also has been elected. The committee is composed of Joseph Maguire, vice president, Seattle; Bryce Spruill, vice president, Portland, and Karl Bender, treasurer, Portland.



ANNOUNCEMENT of a new president for Botsford, Constantine & Gardner—David Botsford Jr.—was made at the agency's annual dinner in Portland. In conversation at the affair are (l to r) Paul C. Smith, president of Crowell-Collier Publishing Co., speaker of the evening; David Botsford Jr. and David Botsford Sr., who becomes the agency's board chairman.

ARB Rating Accuracy Chart Available to Subscribers

A TURN to the right, or left, will give American Research Bureau subscribers information as to how accurate their program ratings are if they have one of the ARB standard deviation rotating charts being made available by the rating firm.

The chart consists of two wheels connected by a centered grommet—a larger white wheel with ratings from 1 to 50 printed along its outer edge and a smaller, red wheel showing sample size by hundreds from 100 to 500. The inner wheel has a slot through which the printed deviations show when the wheel is rotated to the proper rating.

If the inner wheel is dialed to a rating of 25, for example, a sample of 400 is shown to have a plus or minus deviation of 4.3 in either direction of the figure published as the rating. In other words, if the rating were based on a 100% sample, it could be expected to lie somewhere between 20.7 and 29.3.

ARB President James Seiler pointed out that ratings "are not intended to be and cannot be absolutes. Any published rating based on a sample merely establishes a confidence range within which the true rating lies. Ratings provide, though, more than adequate accuracy for all audience research use."

SOME TV COMMERCIALS HURT SALES, SAYS GUILD

Many manufacturers have seized upon "opportunity for making an unfavorable impression on television," agency president says.

SOME television commercials now being used actually are destroying sales rather than building them, according to Walter Guild, president of Guild, Bascom & Bonfigli Inc., San Francisco agency.

"The opportunity for making an unfavorable impression on television is very great, and in our opinion, many manufacturers have seized upon it," Mr. Guild said in a speech last week before the San Francisco Advertising Club.

"Simply because a television program is extremely popular does not necessarily mean that it is providing the opportunity for sales," he declared. He expressed the opinion that some of the less popular shows—"those which do not have the viewer hanging by his eyelashes"—are perhaps a better frame for commercial selling.

Other points made in Mr. Guild's address:

"My guess is that a great deal of money now being spent on television simply to remind people of a brand name is money that would be better spent in other media.

"In our opinion . . . the so-called 'magazine' concept of television is doing the entire television industry a great disservice.

"Isolated spot announcements once every four weeks, or thereabouts, do not pay off." (He feels that the advertiser pays for program television without the advantage of sponsor or product identification.)

"We can only come to the conclusion that over-spending on production is intentional, with the intent idea of making it a rich advertisers' medium. We think this is a mistake and will some day be regretted."

GM Talks to Dealers Via National Tv Link

IN A REPORTED "first" closed-circuit telecast March 2, linking top-level executives of General Motors Corp. with their 1,800-man dealer sales force throughout the country, GM President Harlow H. Curtice detailed "revolutionary" changes in the auto corporation's selling agreement with its dealers.

The telecast, produced by Theatre Network Television under direct supervision of TNT President Nate Halpern, originated from the Los Angeles showing of the 1956 GM Motorama exhibit. The "inter-office" speech covered GM dealers in 39 cities in 29 states and the District of Columbia. Telecast was seen on large—9 x 35 ft.—tv screens installed by TNT in hotels and theatres throughout the country.

Mr. Curtice used the closed-circuit telecast to spell out GM's new policy in regard to its field force, following a Senate investigation in January of GM-dealer policy. During the telecast, he predicted a record year for the company in 1956.

COLORCASTING

Advance Schedule Of Network Color Shows
(All times EST)

CBS-TV

Mar. 17 (7-7:30 p.m.) *Gene Autry Show,* William Wrigley Jr. Co. through Ruthrauff & Ryan (also March 24, 31).

Mar. 20 (9:30-10 p.m.) *Red Skelton Show,* S. C. Johnson & Son, through Needham, Louis & Brorby, and Pet Milk Co. through Gardner Adv. on alternate weeks (also March 27).

Mar. 29 (8:30-9:30 p.m.) *Climax,* Chrysler Corp., through McCann-Erickson.

NBC-TV

Mar. 12-16 (5:30-6 p.m.) *Howdy Doody,* participating sponsors (also March, 19-23, 26-30).

Mar. 12 (11 a.m.-12 noon) *Home,* insert at approximately 11:45-12, participating sponsors.

Mar. 13 (3-4 p.m.) *Matinee,* participating sponsors (also March 16, 19-23, 26-30).

Mar. 13 (8-9 p.m.) *Milton Berle Show,* Sunbeam Corp. through Perrin-Paus, and RCA and Whirlpool Corp. through Kenyon & Eckhardt.

Mar. 14 (10-10:30 p.m.) *This Is Your Life,* Hazel Bishop through Raymond Spector, and Procter & Gamble Co. through Benton & Bowles, on alternate weeks (also March 21).

Mar. 18 (3:30-4 p.m.) *Zoo Parade,* Mutual of Omaha through Bozell & Jacobs, and American Chicle through Ted Bates, on alternate weeks (also March 25).

Mar. 18 (4-5:30 p.m.) *Hallmark Hall of Fame,* "Taming of the Shrew," Hallmark Cards Inc. through Foote, Cone & Belding.

Mar. 20 (7:30-7:45 p.m.) *Dinah Shore Show,* Chevrolet Motor Div. of General Motors Corp. through Campbell-Ewald (also March 22).

Mar. 24 (9:30-10 p.m.) *Jimmy Durante Show,* Texas Co. through Kudner.

Mar. 25 (7:30-9 p.m.) *Sunday Spectacular,* "Heaven Help the Working Girl," participating sponsors.

Mar. 29 (10-11 p.m.) *Lux Video Theatre,* Lever Bros., through J. Walter Thompson.

[Note: This schedule will be corrected to press time of each issue of B·T]

GM Hikes Co-op Ad Funds

GENERAL MOTORS Corp. President Harlow H. Curtice in testimony before a Senate Commerce subcommittee last week said his company has, effective March 1, increased its contribution to cooperative advertising funds to 50 cents for each dollar contributed by dealers.

LATEST RATINGS

NIELSEN

Top Radio Programs
Two Weeks Ending Feb. 4, 1956

Rank	Program	HOMES (000)
Evening, Once-A-Week (Average for all Programs)		(842)
1.	Our Miss Brooks (CBS)	2,059
2.	Two For The Money (CBS)	2,012
3.	People Are Funny (NBC)	1,966
4.	Dragnet (NBC)	1,825
5.	You Bet Your Life (NBC)	1,732
6.	News & Gene Autry (CBS)	1,732
7.	Edgar Bergen (Anahist) (CBS)	1,685
8.	Gunsmoke (CBS)	1,685
9.	Edgar Bergen (CBS Columbia) (CBS)	1,638
10.	Great Gildersleeve (NBC)	1,498
Evening, Multi-Weekly (Average for all Programs)		(796)
1.	One Man's Family (NBC)	1,872
2.	News of the World (NBC)	1,825
3.	Lowell Thomas (CBS)	1,591
Weekday	(Average for all Programs)	(1,498)
1.	Wendy Warren (Philip Morris) (CBS)	2,387
2.	Wendy Warren (Hazel Bishop) (CBS)	2,293
3.	Helen Trent (CBS)	2,200
4.	Arthur Godfrey (Kellogg) (CBS)	2,200
5.	Arthur Godfrey (Corn Products-Tue.) (CBS)	2,200
6.	Arthur Godfrey (Pillsbury) (CBS)	2,200
7.	Young Dr. Malone (T & Th) (CBS)	2,200
8.	Arthur Godfrey (Lever) (CBS)	2,153
9.	Wendy Warren (St. Brands) (CBS)	2,153
10.	Arthur Godfrey (Staley-10:15) (CBS)	2,059
Day, Sunday	(Average for all Programs)	(562)
1.	Woolworth Hour (CBS)	1,170
2.	Your Nutrilite Theatre (NBC)	1,076
3.	Robert Trout (News-10:00) (CBS)	889
Day, Saturday	(Average for all Programs)	(842)
1.	Gunsmoke (CBS)	1,685
2.	True Theatre (CBS)	1,544
3.	Allan Jackson (News-1:00) (CBS)	1,544

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VIDEODEX

Top 10 Spot Shows*
Feb. 1-7, 1956

	Name of Program	Homes (%)	Homes (000's)	Cities
1.	Dr. Hudson's Secret Journal (MCA-TV)	19.3	4132	105
2.	I Led Three Lives (Ziv)	18.8	5928	128
3.	Liberace (Guild)	18.4	3639	79
4.	Highway Patrol (Ziv)	18.2	6636	166
5.	The Man Called X (Ziv)	17.9	1693	36
6.	Badge 714 (NBC Film)	17.8	4808	117
7.	Eddie Cantor (Ziv)	17.7	1657	50
8.	Mr. District Attorney (Ziv)	16.1	4000	104
9.	Science Fiction Theatre (Ziv)	16.0	4897	125
10.	Kit Carson (MCA-TV)	15.8	874	32

*Appearing in a minimum of 20 markets.

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Nielsen Reports Subscribers To Coverage Service No. 2

COINCIDENT with an announcement that NBC-TV had subscribed to Nielsen Coverage Service No. 2, A. C. Nielsen Co., Chicago, reported last week that personal interviewers are at work on the survey and that questionnaires have been mailed to some 250,000 families. CBS-TV, CBS Radio and Keystone Broadcasting System previously had signed for the service. Nielsen's No. 2 service is a county-by-county measurement of stations' coverage.

Nielsen said that by March 1, a total of 235 stations had subscribed to the service, with 64 new station contracts signed in February. Contracts from agencies and advertisers total 75, according to Nielsen, with the 10 agencies with largest domestic billings represented in the group. Nielsen listed these as J. Walter Thompson, Young & Rubicam, BBDO, McCann-Erickson, N. W. Ayer, Leo Burnett, Foote, Cone & Belding, Benton & Bowles, Kenyon & Eckhardt and Kudner. Agencies signing during February included N. W. Ayer, Foote, Cone & Belding, J. Walter Thompson, Biow, Benton & Bowles, Kenyon & Eckhardt and Vansant, Dugdale.

Klik-Klak Toy Clicks on Tv; Sales $85,000 in Four Days

HOW A TOY called Klik-Klak clicked with television to the tune of almost $85,000 in sales in four business days on a total advertising investment of $1,050 was told last week by WATV (TV) Newark.

Station spokesmen said Klik-Klak, through Ovesey & Straus, New York, ordered one announcement in *Junior Frolics* for Wednesdays and one segment of the program on Fridays, using no other advertising medium. They said the commercials started Feb. 22 and that by Feb. 27 every Klik-Klak in the Metropolitan New York area—600 gross of them—had been sold and Pico Novelty Co., the distributor, was airfreighting fresh stock from the West Coast.

In addition, according to WATV, the demand among youngsters was such that some candy retailers, learning that a Klik-Klak vice president was in town, besieged his hotel seeking to buy more toys. Moreover, officials said, the demand stirred up by the two Klik-Klak commercials resulted in Woolworth's ordering the toys for its 1,900 stores.

RKO Names JWT as Agency

RKO RADIO PICTURES has appointed J. Walter Thompson Co., New York and Los Angeles, to handle its advertising program, Daniel T. O'Shea, RKO Radio president, announced Wednesday. RKO Radio Pictures is a division of RKO Teleradio Pictures Inc., parent company of General Teleradio Inc.

JWT's appointment was to start with the completion of "The First Traveling Saleslady," feature film, last week. The agency will handle advertising for all forthcoming productions. Current agency is Foote, Cone & Belding, whose contract with RKO Radio Pictures terminates after two or three productions currently for release and previously designated to be handled by FC&B are placed in circulation.

Retailers to Be Feted

WINNERS of the ninth annual "Retailer-of-the-Year" contest will be feted over a three day period, beginning April 16 and climaxed by an awards banquet at New York's Waldorf-Astoria April 18, it was announced last week by Henry E. Abt, president of the Brand Names Foundation, New York, which has sponsored the contest since 1947. With April 15-21 designated by New York's Mayor Robert F. Wagner as Brand Names Week, the 120 winners will be guests of NBC and other media groups at a series of breakfasts, luncheons and cocktail parties, tour New York advertising agencies and attend the banquet which is scheduled to be addressed by Vice President Richard M. Nixon.

Kimmel Forms Tucson Agency

NORMAN H. KIMMELL, with varied experience in radio-tv, has established an advertising agency bearing his name in Tucson, Ariz. The agency, at 215 N. Court Ave., will function in all media for local and regional accounts.

Mr. Kimmel originated and produced the *Naval Air Reserve Show* while radio-tv director for the Naval Air Reserve Training Command, Chicago. He left the Naval program in 1951, moved to Tucson and has since been associated with a television film production firm and has been personnel and public relations director for Darr Aero Tech Inc. (flight school) and advertising and sales director for a Tucson construction firm.

Find DAV's Treasure

DISABLED American Veterans is currently producing a filmed, hour-long quiz program, *Hidden Treasure Show,* in association with William Tell Productions, New York tv program packager, for future spot placement throughout the country. For the series, DAV has allocated a $390,000 budget for the first group of programs on which $50,000 in cash prizes per show will be awarded. DAV will use the programs to appeal for funds, 30% of which will be designated toward future productions, and the balance to the DAV fund. Arrangements have been made for Allen B. Du Mont Labs' electronicam tv-film system to film the show. Margaret Farrar, crossword puzzle expert, will set up the quiz structure and Remington-Rand will electrically judge the entries. W. T. Clemons & Assoc., parent firm of William Tell Productions, is DAV's agency.

Newsprint Shortage Forces Newspapers to Curtail Ads

SHORTAGE of newsprint led the *Rochester Democrat & Chronicle* and *Times-Union* to curtail advertising last week, with radio and tv stations taking up some of the slack for local and national advertisers.

Only classified and small service ads were carried Wednesday and Friday by the newspapers. National advertising was omitted Thursday. The newspapers explained that news content was being maintained, with full coverage given to local, national and international events. They traced the shortage to delivery problems and to lack of production by mills now producing special paper items of newsprint. They predicted the shortage was temporary.

The *Times-Union* recalled that the newspaper shortage started to develop late last year, with some papers going into the gray market. Cost of newsprint went up $4 a ton recently, with some of this increase earmarked for expansion of production facilities and pulpwood supplies.

FC&B Plans Detroit Setup To Service New Ford Account

FOOTE, CONE & BELDING held discussions last week looking toward the opening of a Detroit office in mid-year to service its newly-acquired automobile account of the Ford Motor Co. [B•T, Feb. 13].

According to present plans, Charles S. Winston Jr., vice president in the agency's Chicago office, is slated to head the Detroit branch. Clyde Rapp, also a FC&B Chicago vice president, will remain in that city to service new Ford automobile account for that office.

SPOT NEW BUSINESS

San Francisco Brewing Corp., supporting introduction of quart cans for Burgermeister beer with series of radio and tv spots through BBDO, S. F. Initial distribution is in California, Nevada, Arizona and Hawaii. Firm plans to extend throughout West.

Glamur Products, Syracuse, N. Y., using radio-tv spots in Midwest, Pacific Northwest and New York for Easy Glamur rug and upholstery cleaner. Agency: Rockmore Co., N. Y.

Towne Talk Co., L. A., using more than 500 radio spots on Southern California stations during March for Towne Pride icings. Summer plans call for ice cream toppings promotion through Mottl & Siteman Adv. Agency, L. A.

Collier's Magazine buying four-day radio spot campaign for news stand sales promotion in New York, Detroit, San Francisco and Chicago, starting March 14. Agency is Grey Adv., N. Y.

Baltimore Liquors Inc., Baltimore, Md., signed to sponsor 1956 Brooklyn Dodgers' baseball games over WSID and WITH, both Baltimore, for Melody Club wine. Agency is Applestein, Levinstein & Golnick, Baltimore.

NETWORK BUSINESS

Kraft Foods Co., Chicago, will extend schedule of five daily newscasts on MBS from five to six days, adding Saturday. Company has shelved plan to buy other radio time after hearing presentations from four networks. Agency: Needham, Louis & Brorby, Chicago.

Pharmaceuticals Inc. (Geritol), Newark, N. J., will sponsor *Guy Lombardo Diamond Jubilee* program on CBS-TV show, scheduled to start March 20 as replacement of *Meet Millie,* situation comedy it now sponsors on Tuesdays, 9-9:30 p.m. EST. Agency is Edward Kletter Assoc., N. Y.

Procter & Gamble Co., Cincinnati, replacing its two daytime CBS-TV programs, *Love Story* (Mon.-Fri., 1:30-2 p.m. EST), and *On Your Account* (Mon.-Fri., 4:30-5 p.m. EST), with serials, *As the Earth Turns* and *World Within,* respectively, effective April 2. Agency for P&G is Benton & Bowles, N. Y.

American Chicle Co., Long Island City, N. Y., is new alternate week sponsor of 30 minutes of ABC-TV's Saturday *Ozark Jubilee.* Chicle's sponsorship, in behalf of Beeman's Pepsin, Dentyne and Chiclets chewing gum, alternates with American Home Products and local sponsorships placed on co-op basis. Agency for American Chicle is Ted Bates & Co., N. Y.

Bayuk Cigars Inc., Phila. (Phillies and Webster cigars), through Al Paul Lefton Co., Phila., sponsor *Meet the Champions*—interviews of prominent sports figures by Jack Lescoulie—on limited NBC-TV eastern regional network, Fridays, 10:45 p.m. EST, or immediately following fight telecasts.

Keyes Fibre Sales Co. (molded paper and plastic products), N. Y., and Waterville, Me., launching campaign it claims "heaviest promotion by a paper plate manufacturer" May 14-Sept. 3 for Royal Chi-Net "Throw-Away" plates, and supported by 13-week participating sponsorship of *Marjorie Mills Hour,* woman's radio show on New England Regional Network. Agency is Charles W. Hoyt Co., N. Y.

Armour & Co. (Dial soap), Chicago, renews for 52 weeks alternate sponsorship of *George Gobel Show* on NBC-TV, Sat., 10-10:30 p.m. (EST), effective this fall. Agency: Foote, Cone & Belding, Chicago.

A&A SHORTS

RCA dealers will receive spot radio-tv scripts as part of RCA Tube Div.'s new advertising and merchandising program for RCA batteries.

National Retail Hardware Assn. is shipping Hardware Week promotion kits to 23,000 independent retail hardware stores. Kits contain recording of four singing commercials and are part of special radio-tv portfolio which includes other radio-tv material and complete instructions on its use. Agency is Bozell & Jacobs Inc., Indianapolis.



SCUDDER FOOD PRODUCTS Inc., Los Angeles, will begin a spot saturation campaign March 14 on 11 Los Angeles and San Diego stations for its Laura Scudder potato chips, with KNX Los Angeles carrying a major portion. Completing arrangements are (l to r), Edward F. Baltz, Mottl & Siteman agency, Los Angeles; Colburn Hull, Scudder sales manager, and George Stellman, KNX account executive.

AGENCY APPOINTMENTS

John Andre (drug and cosmetic products), New York, names Product Services, N. Y., to handle tv advertising for new product to be introduced this month.

M. Goldseker, realtor, Baltimore, Md., appoints Applestein, Levinstein and Golnick Adv. Inc., Baltimore. Radio will be used.

Church Point Wholesale Grocery Co., Church Point, La., appoints Aubrey Williams Adv. Inc., New Orleans, for T & T Wines.

Walter J. Klein Co., Charlotte, N. C., announces acquisition of following clients: Political campaign of Senator Ralph Scott, Burlington, N. C.; Charlotte Society of Optometrists, Charlotte; Terry Co., Asheville, N. C.; J. I. Case Farm Equipment Co., Charlotte; Va. Plastics & Chemical Co., Roanoke, Va., Nationwide Insurance Co. (regional tv only), and United Dairies, Gastonia, N. C., Kannapolis, N. C., Statesville, N. C., and Shelby, N. C.

A. C. Liepe Pharmacy Inc. (pharmaceutical products), Milwaukee, Wis., appoints Walker B. Sheriff Inc., Chicago.

Rosarita Mexican Foods, Phoenix, Ariz., appoints Goebel Co. Inc., same city, to handle national and regional advertising and merchandising for canned and frozen food lines.

Mennen Co., Morristown, N. J., appoints Grey Adv., N. Y., to handle Hair Creme, effective April 1. Agency already services Mennen's baby products, Quinsana and Skin Magic.

Flotill Products Inc. (fruit and vegetable packers and canners), Stockton, Calif., appoints The Biow Co., N. Y. Also retained: L. G. Maison Medical Agency, Chicago, to handle medical copy for Tasti-Diet foods. Former Flotill agency was Roy S. Durstine, Inc., S. F.

Freihofer Baking Co., Phila., names Gray & Rogers, Phila.

Allen Solly & Co. Ltd. (knitwear for men), London & N. Y., names Victor A. Bennett Co., N. Y.

RCA Custom Records Division, Camden, N. J., appoints Grey Adv., N. Y., effective immediately. Grey already services RCA Victor Records, NBC Radio and NBC-TV.

A&A PEOPLE

Carroll P. Newton, BBDO vice president, account supervisor and plans board member, and **J. G. Motheral,** vice president in charge of S. F. office, elected directors of agency. **Arthur C. Kammerman,** copy group head, BBDO, N. Y., elected vice president. **Richard L. Demmerle,** formerly a consultant with Booz, Allen & Hamilton to BBDO, N. Y., as account executive on E. I. DuPont de Nemours & Co. **Jean C. Harris,** former publicity director, *Living for Young Homemakers* magazine, Street & Smith, N. Y., to BBDO public relations department.

Henry A. Haines, vice president and head fiscal officer, Compton Adv., N. Y., elected to board of directors.

Raymond C. Stricker, formerly vice president at Ruthrauff & Ryan Inc., Chicago, and member of agency for 18 years, to Maxon Inc., same city, as vice president and account executive.

Robert O. Archer, vice president of Ruthrauff & Ryan Inc., Chicago, to Dancer-Fitzgerald-Sample Inc., same city, in similar capacity.

James C. Windham, vice president and controller of Schenley Industries Inc., New York, elected president of Blatz Brewing Co., Milwaukee, Schenley subsidiary. **Frank C. Verbest,** president and board chairman since 1946, continues as chairman.

James S. Morgenthal, Gordon Best Co., Chicago, and formerly with Grey Adv., N. Y., for 18 years, to Bresnick Co., Boston agency, as vice president and account supervisor.

George T. Sweetser, former publisher and currently member of executive staff, N. W. Ayer & Son, N. Y., elected vice president of agency.

H. Edward Lehman, media director, Maxon Inc., N. Y., to Victor A. Bennett Co., N. Y., as media director. He will also serve on agency's plans board.

John F. Van Deusen Jr., formerly with Grove Labs, St. Louis, and Cunningham & Walsh, N. Y., to The Biow Co., N. Y., as account executive.

Howard Gossage, account executive, Brisacher, Wheeler & Staff, S. F. agency, named director of tv production.

Paul J. Caravatt Jr., account executive, The Biow Co., to Ogilvy, Benson & Mather Inc., N. Y., in similar capacity.

Channing M. Hadlock, formerly radio-tv account executive, Quality Bakers of America, N. Y., appointed director of radio and television, Rose Martin agency, N. Y.

Arthur R. Penfield, assistant to director for outdoor-newspaper-magazine advertising, Theo. Hamm Brewing Co., St. Paul, Minn., named director of point-of-purchase advertising. **Vince J. Lonergan,** assistant to radio-tv director, appointed director of media.

Jim Spear, program director, WTAP (TV) Parkersburg, W. Va., appointed television production manager, Alvin Epstein Adv., Washington.

Marshall Hawks, formerly operator of own Baltimore agency, to Baltimore office of W. B. Doner Adv. Agency, Detroit.

Peg Harris, media department, Guild, Bascom & Bonfigli Inc., S. F. agency, named a media director.

William Weber, art director, Lennen & Newell, N. Y., re-joined Kenyon & Eckhardt, N. Y., as art supervisor. **Walter E. Grandberg,** former member of art department, Norman, Craig & Kummel, N. Y., to K. & E., N. Y., in similar capacity.

ONE OF A SERIES

What Makes a Radio Station Great?

SERVICE to Rural Listeners!

Venezuela Got Its Hogs

The Breeders Got a Premium

Murray Cox Got

Kudos



When representatives of the Venezuelan government recently came to Texas to buy 1080 purebred hogs they were faced with a problem. Within three weeks they had to locate an exact number of certain breeds in certain weights.

Head of the Texas Swine Breeders' Association thought immediately of Murray Cox, WFAA's well-known farm editor. Tracked down at Texas A & M College, Cox put out a hurry call on his farm program broadcasts.

Result: Venezuela got its hogs on time, the swine breeders got a premium on the sale, and Murray Cox added another "mission accomplished" to his long list.

Cox's excellent farm news and market reports are responsible for the fact that 42.1% of North Texans having a station preference say that the best farm news is on WFAA.* This is a mighty prosperous audience and a mighty productive market—we might add.

If you want to sell them — or any other North Texas market ... ask your Petry man about WFAA.

*Whan Study — A. C. Nielsen, N.S.I.

WFAA
820 • 570
50,000 WATTS 5000 WATTS
DALLAS
NBC • ABC • TQN

WFAA
is a great radio station
Edward S. Petry & Co., Representative

JOHNSON BILL SEEMS SURE TO PASS; AMERICA FIRSTER DEMANDS EQUAL TIME

Sixty-seven senators have lined up behind majority leader's measure to eliminate some of the equal time problems created by the political broadcast laws. Meanwhile, Chicago splinter candidate claims broadcast time equal to Eisenhower's. Mutual awards facilities to Democratic demand.

PARTIAL RELIEF from the provisions of federal laws and rules subjecting broadcasters to the whims of minority candidates loomed last week as two-thirds of the U. S. Senate indicated support for legislative action.

This hope developed as a vivid example of the dilemma appeared in Chicago when Lar Daly, an America First candidate for the GOP nomination for President, demanded equal network time to answer President Eisenhower's broadcast explaining why he would stand for reelection [B•T March 5]. Mr. Daly also is a certified candidate for governor of Illinois.

Another instance of the pressures applied by law (Sec. 315 of the Communications Act) developed as Mutual Broadcasting System met a second Democratic request to answer the President by offering equal time to Paul M. Butler, Democratic national chairman. All networks denied Chairman Butler's first request for equal time but MBS heeded his contention that networks owed a "moral obligation' to provide free time. Sen. John J. Sparkman (D-Ala.) appeared for the Democrats last Wednesday (10-10:20 p.m. EST).

John B. Poor, MBS executive vice president, had offered the time to Chairman Butler "for a spokesman who is not a candidate for public office this year." He said MBS specified the speaker must not be a candidate on the ground a precedent would be set if a candidate spoke, with danger that a flood of free-time requests would come from opponents.

Other networks had not replied to Chairman Butler's request at the weekend.

Senate approval of the bill (S 3308) which would allow broadcasters to deny equal time to small minority and splinter party presidential candidates seemed virtually assured as the number of Senators co-sponsoring the measure rose to 67. Introduced by Senate Majority Leader Lyndon B. Johnson (D-Tex.), the bill would allow broadcasters to present presidential and vice presidential candidates of the major political parties on an equal time basis without being required to furnish equivalent time to candidates of such splinter groups.

The measure has been referred to the Senate Rules Committee. This committee meets Wednesday and is likely to report favorably on the measure, which then would be referred to the Senate Privileges & Election Subcommittee. A spokesman for the latter group told B•T last week that—in view of the heavy endorsement by senators and because extensive hearings on Sec. 315 (a) already have been held by the subcommittee in considering the Hennings bill (S 636) on election campaign laws [B•T, April 25, 1955, *et seq.*]—Senate leadership may request an early report, and the measure may go to the Senate floor without a subcommittee hearing.

The Johnson bill leaves Sec. 315 (a) intact as it regards all but presidential and vice presidential candidates. The parties of those candidates, to be eligible for equal time, must have polled 4% of the votes at the last presidential election or must present a petition with names totaling 1% of the vote at the past election.

The bill also would raise the legal ceiling for political committees from the present $3 million to $12.3 million and increase the amounts which may be spent on behalf of a candidate for senator or representative. It also would allow income tax deductions for individual contributions up to $100.

Sen. Johnson's bill, approved by the leadership of both Democrats and Republicans in the the Senate, is looked upon as a compromise between the present provisions of Sec. 315 (a) and a proposal by CBS President Frank Stanton. The Stanton plan (S 2306 in the Senate, HR 6810 in the House) would relieve broadcasters



SEN. JOHNSON

of the equal time requirements in presenting any candidate on news, forum, debate and similar type programs.

A bill (HR 9668) identical to S 3308 has been introduced in the House by Rep. Stewart L. Udall (D-Ariz.). The measure is in the House Administration Committee.

The Daly request had networks and politicians in a dither at the weekend. His time request was made in letters to these network executives—Robert Sarnoff, NBC; Frank Stanton, CBS Inc.; Robert Kintner, ABC, and Harry Trenner, MBS.

His action had lawyers scurrying through law books and Illinois state records to see if there was some way out of the incongruous and compulsory offsetting of President Eisenhower with a qualified candidate of a splinter group.

Mr. Daly is director of an organization called America First Republican National Committee, which he claims operates in 42 states. Known as "Never Say Die Daly," he has been a candidate for President and for governor of Illinois for a score of years. His activities include such groups as America First, Daly Labs. and American Stool & Chair Co.

Text of Mr. Daly's identical letters to network officials follows:

"I am a candidate for the Republican nomination for President of the United States, and am officially certified as such for the Illinois Republican ballot, for the primary election to

HABIT STATION

'round the clock

...all 'round Detroit

WJBK

RADIO

Michigan's Most Powerful Independent Station •
10,000 watts day • 1,000 watts night • 1500 KC •
AM-FM • Tops in News, Music and Sports

A STORER STATION

Represented Nationally by THE KATZ AGENCY
National Sales Director, TOM HARKER
118 E. 57th, New York 22, MURRAY HILL 8-8630

be held on April 10, 1956. Activities in my behalf have been taken in six or seven states in the past three months, and are now being taken in three or four more states.

"On Feb. 29, 1956, President Dwight D. Eisenhower, over your network's facilities, spoke to the American people as a candidate for the Republican nomination for President.

"According to the FCC, 'only Republicans contending for the Republican Presidential nomination can demand equal time for reply.' This FCC statement appeared in press reports of March 1, 1956.

"I hereby request free and equal time of your network's facilities, the same as accorded President Eisenhower. I am prepared to meet with your designated representative, at his earliest convenience, to discuss arrangements.

"The Illinois Secretary of State, the county clerk of Cook County, Ill., or the chairman of the Chicago Board of Election Commissioners will verify the fact that I am an avowed and certified candidate for the Republican nomination for the office of President of the United States.

"Awaiting your reply, I remain,

"Sincerely yours,

"(Signed) Lar 'America First' Daly."

Mr. Daly told B•T he would appeal the case to the U. S. Supreme Court, if necessary. He described America First Republican National Committee as a combination of principles of the original America First Committee, For America, and other elements of an ultra-conservative GOP type. He professes loyalty to Gen. Douglas MacArthur and will support him as a vice presidential candidate.

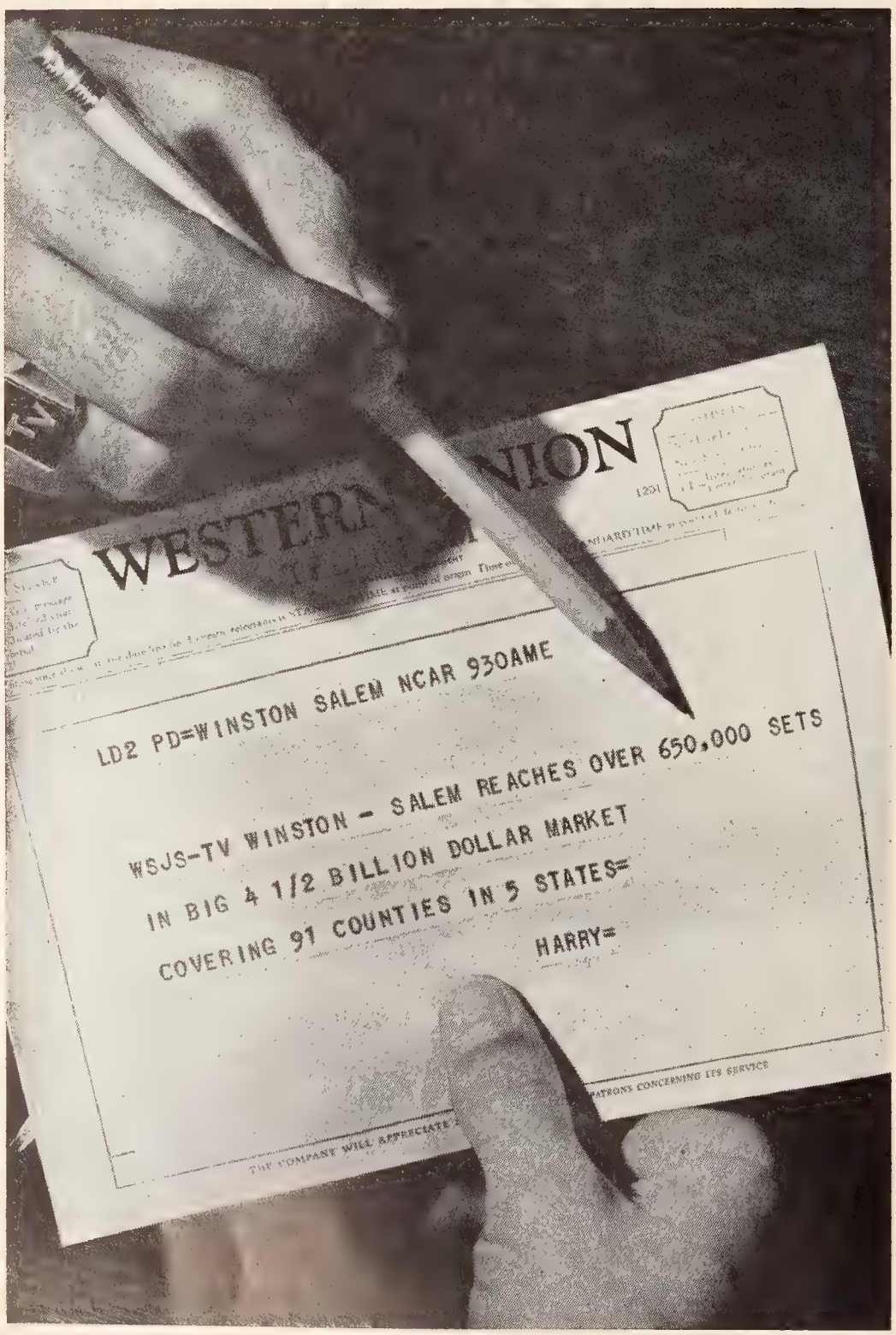
His headquarters are at 12022 S. Halsted St., on Chicago's far South Side. His office is a two-story brick building with an American Stool & Chair Co. sign and another proclaiming "America First." He is a jobber for stools and chairs. Reaching him wasn't easy, since phone calls brought busy signals via an automatic device. The key was in the lock of his door, with the postman instructed to leave mail for a variety of organizations and names such as Daley and Dailey as well as Daly.

While he uses the America First tag, he disclaims any association with Gerald L. K. Smith or Harry Romer, backers of the original America First (Christian Nationalist) movement.

"You can't do anything for this country unless you get into politics," Mr. Daly said, "and the Supreme Court guarantees equal justice under law." He asked B•T how much it would have cost President Eisenhower for his Feb. 29 time.

In his office Mr. Daly, a tall, articulate man, has data showing deadlines for state primaries. In past campaigns he is said to have promised to legalize horse betting, policy games, bingo and lotteries as well as to abolish some state and city sales taxes. He advocated greater protection for women against rape and strengthened law enforcement.

Chicago newspapers seldom recognize his activities. He once promised to paint the governor's mansion red, white and blue. He would "get America out of phony, spy-infested United Nations," support the Bricker amendment and attack Communism in a variety of ways.



WSJS-TV
316,000 WATTS
NBC
AFFILIATE FOR
WINSTON-SALEM
GREENSBORO
HIGH POINT
CALL
HEADLEY-REED
REPRESENTATIVES

ABC Outlets Planning To Tutor Tv Politicos

State and local level candidates to be offered free instruction in proper tv delivery techniques.

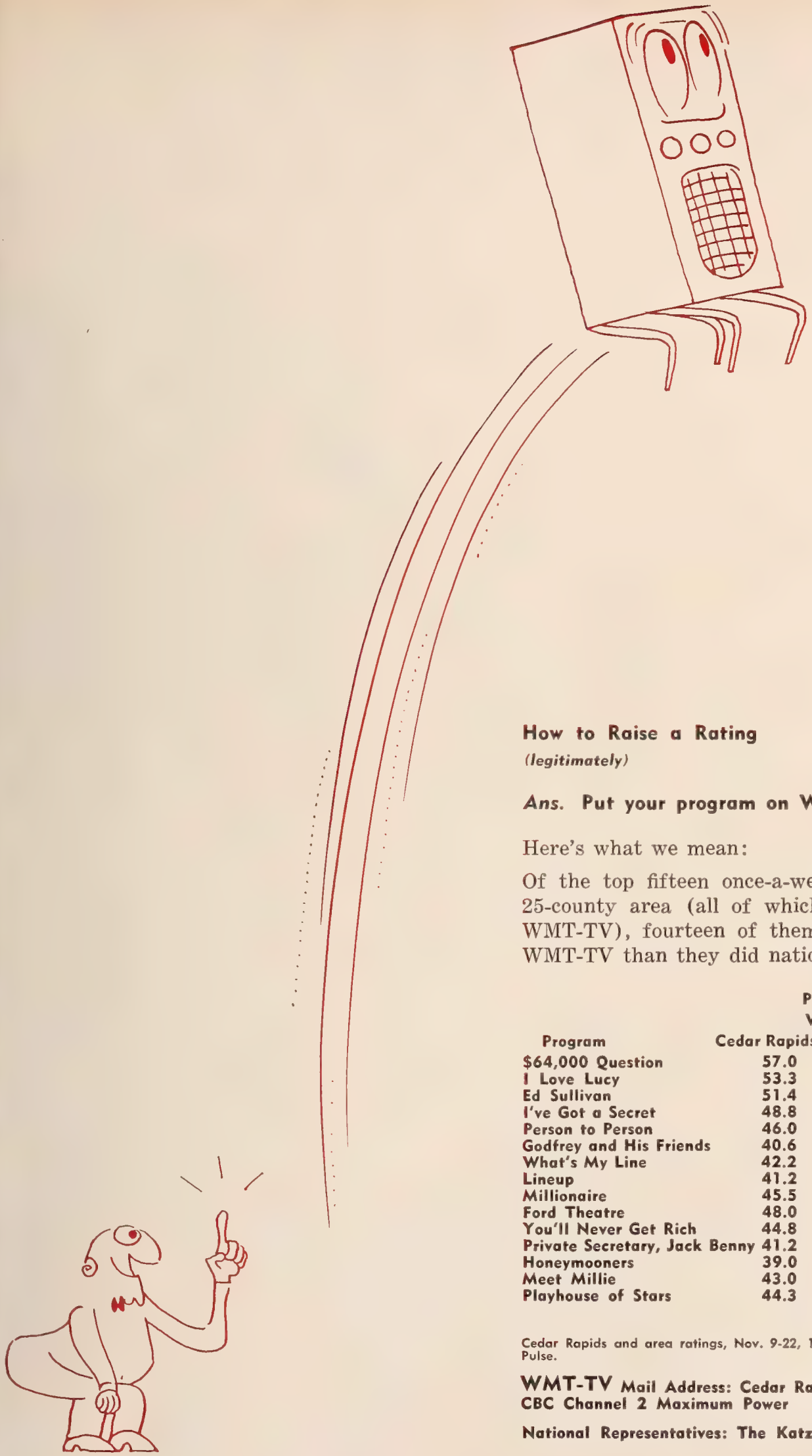
TV coaching schools to instruct state and local political candidates in how to use television in campaigning will be conducted by ABC-TV affiliates across the country, network officials are announcing today (Monday).

They said affiliated stations have reacted "enthusiastically" to the plans, which are being announced jointly by John Daly, ABC-TV vice president for news and public affairs, and Alfred R. Beckman, national director for station relations.

Purpose of the "schools"—which will use

Politicians in Red

WRCA-TV New York, which plans to "occasionally" colorcast public affairs events during the remainder of this election year, announced Thursday it had postponed its closed-circuit "Candidates Color Clinic" for two weeks. Scheduled for this past Friday, the "clinic" was changed to March 23. Reason for the change in dates, according to Bill Berns, WRCA-AM-TV director of news and special events, was a sudden increase in demand for attendance by "prospective candidates." The color clinic, which will instruct politicians or politicians-to-be in lighting, costuming, make-up, stage presence and prompting, is open to all "comers" from the New York, New Jersey and Connecticut areas served by the ch. 4 outlet.



How to Raise a Rating

(legitimately)

***Ans.* Put your program on WMT-TV.**

Here's what we mean:

Of the top fifteen once-a-week shows in WMT-TV's 25-county area (all of which, by the way, were on WMT-TV), fourteen of them had higher ratings on WMT-TV than they did nationally.

	Program Average Rating		
	WMT-TV		Nationally
Program	Cedar Rapids	25-County Area	
$64,000 Question	57.0	49.0	51.9
I Love Lucy	53.3	43.9	39.1
Ed Sullivan	51.4	43.0	40.0
I've Got a Secret	48.8	39.9	27.3
Person to Person	46.0	39.0	22.4
Godfrey and His Friends	40.6	38.3	21.2
What's My Line	42.2	37.9	23.2
Lineup	41.2	37.7	21.5
Millionaire	45.5	36.7	19.7
Ford Theatre	48.0	36.5	23.9
You'll Never Get Rich	44.8	36.5	20.5
Private Secretary, Jack Benny	41.2	35.9	26.5*
Honeymooners	39.0	35.5	30.1
Meet Millie	43.0	35.5	19.0
Playhouse of Stars	44.3	35.5	22.3

**Benny only*

Cedar Rapids and area ratings, Nov. 9-22, 1955; national ratings, Nov. 1-7, 1955; Pulse.

WMT-TV Mail Address: Cedar Rapids
CBC Channel 2 Maximum Power

National Representatives: The Katz Agency

newsmen of the stations' own staffs as "faculty" —was described thus by Mr. Daly:

"Most of the big names in politics, running for national offices, are television veterans. But on the local and state levels, there are hundreds of candidates—for judgeships, state legislatures, city posts, some even for Congress —who never have appeared before a tv camera, but who will want to use television in their campaigns this year. It is primarily for their benefit that the ABC-TV stations are setting up these schools."

There is no charge for the "courses." The stations no doubt feel, however, that candidates taking advantage of them will be inclined to spend more of their tv money there as a result.

Each of the participating stations will brief candidate-students on tv production and general procedures, show problems of camera distortion and accentuation, demonstrate right and wrong ways of taking cues, etc., show good and bad mannerisms, and offer "practice sessions" in which the candidate can watch his performance on a tv monitor. Station news or program directors will also lecture the "classes" on general do's and don'ts. If the candidate wants to return for a "refresher" or "post-graduate course," officials said, the stations have indicated willingness to giv additional instruction.

ABC-owned tv stations already are getting their "schools" organized, network officials reported. Robert L. Stone, general manager of WABC-TV New York, plans to use members of Mr. Daly's news staff as instructors. Sterling C. Quinlan, vice president in charge of WBKB (TV) Chicago, has named Con O'Dea, news and special events head, to direct the school there. James H. Connolly, vice president in charge of the San Francisco office, has appointed Russ Baker, program manager of KGO-TV San Francisco, to run that station's school. Selig J. Seligman, general manager of KABC-TV Hollywood, has designated News Director Pat O'Reilly and Program Director Hunt Stromberg Jr. to organize the operation, and James G. Riddell, president and general manager of WXYZ-TV Detroit, also has news and program leaders in charge.

Among affiliates, Bob Hendrickson, program director of WLWA (TV) Atlanta, was quoted as saying "this is an excellent idea and we will offer this service." Ashley L. Robison, general manager of KCCC-TV Sacramento, gave it "full approval, backing, and cooperation." John Schile, general manager of KLOR-TV Portland, Ore., said it "sounds good, and we will go along."

Others quoted by ABC as having indicated they will participate were Fred Weber, general manager of WHTN-TV Huntington, W. Va., who said Marshall College and local high schools may join in presenting the course at his station; Martin Umansky, general manager of KAKE-TV Wichita, Kan.; George Koehler, manager of WFIL-TV Philadelphia; Louis J. Appel Jr., manager of WSBA-TV York, Pa., and James L. Harper, director of operations for WSIX-TV Nashville, Tenn.

Convention Accreditation

THE political conventions committee of the Radio-Tv Correspondents Galleries of Congress has mailed out applications to radio-tv stations for use in requesting credentials to the Democratic and Republican national conventions in August, it was announced last week. Deadline for return of the applications is April 15. Requests for hotel space should be addressed to the respective national committees [B•T, March 5].



SALES OFFICES: New York, Cincinnati, Dayton, Columbus, Atlanta, Chicago, Miami



Three times the impact

Just a little momentum—the famous Crosley Television Stations offer the triple advantages of top shows . . . top audience . . . top promotion through the exclusive Crosley client service department. So rock and roll!

Crosley Broadcasting Corporation, a division of AVCO MANUFACTURING CORPORATION

WLW-T *Cincinnati* **WLW-D** *Dayton* **WLW-C** *Columbus*



BROADCAST plans for the year are discussed by Adlai Stevenson, Democratic candidate for the presidential nomination, and his radio-tv team, Melvin Helitzer (l) director of programs emanating from New York City, and William P. Wilson, Mr. Stevenson's advance representative. Mr. Helitzer is director of public relations for the Ideal Toy Corp. and Mr. Wilson is a former producer and writer for WBBM-TV Chicago.

Democratic Nat'l Committee Takes Additional D. C. Office

THE Democratic National Committee has moved several of its functions in Washington to the third floor of the LaSalle Bldg., 1728 L St., N. W., according to Jack Christie, tv-radio director.

Included in the move from the 1001 Connecticut Ave. site to the LaSalle Bldg. will be the committee's tv-radio division and office space for representatives from Norman, Craig & Kummel, New York, the committee's agency, when they are in Washington. Other activities in the move will be the treasurer's office, speakers bureau and the fund-raising campaign headquarters. All mail will continue to be received at the Connecticut Ave. address.

Spots Suit Sachs

MORRIS B. SACHS, Chicago city treasurer, clothier and long-time radio-tv advertiser, will concentrate on radio saturation spot campaign in a bid for Illinois Democratic gubernatorial nomination. Wesley, Heyne & Cuca, Chicago agency handling his campaign, is buying 40-60 weekly spots on three Chicago stations and over 20 downstate outlets. It's estimated Mr. Sachs, who has sponsored *Sachs Amateur Hour* on radio for 22 years and tv for eight, will place 60-70% of an estimated $50,000 budget in broadcast media. He launched his downstate campaign last week with "paid time" appearances on WICS (TV) Springfield, WTVP (TV) Decatur and WPRC Lincoln. Norman Heynt, vice president of Wesley, Heyne & Cuca and producer of *Sachs Amateur Hour*, is serving as personal advisor to Mr. Sachs.

NATFD SURVEY ANALYZES FILM PROBLEMS

Answers to questionnaire indicate late arrival of film and repairs to damaged film create biggest film room headaches.

LATE ARRIVAL of films and repairs to damaged films cause the most trouble in film room operations, according to a survey by the National Assn. of Tv Film Directors. Results of a questionnaire sent every tv station were announced by Bill Cooper, film director of WJAR-TV Providence, R. I.

Besides late arrival (33%) and damage (33%), 10% of the answers mentioned editing to fit time slots, 10% blocking out old cues and 8% had trouble with syndicated shows not marked for commercial inserts. Other troubles included dirty film; lack of time to preview, keep records or make last-minute changes; requests to trans-ship film with no shipping cases provided, and lack of directions about spots when schedule is completed.

As to cueing, Mr. Cooper reported 24 different methods were listed; 38% use 5 & 1 sec; 14% use audio and visual cues only, and 5% each use 9 & 7 & 2, 10 & 5 & 1 and 3 & 1. The association, formed originally to simplify cueing, seeks station cooperation to standardize the 5 & 1 sec. cue to reduce print damage, print replacement costs and extra handling. Ninety-one percent said they have abolished hand-type punch cuers and 51% said they placed Society numbered leaders on all film used.

As to records for transhipment, 49% use a card file, 40% a shipping ledger, 5% have notices posted on film room walls and 3% use a daily shipping report. Other methods include colored cards that travel with films, special shelf for shipping cases, typed labels, permanent shipping schedules, and file of express waybills.

What do stations want? These ideas were supplied—40% want a standard cue, 22% ask for better checking by distributor for print quality, 12% want a better system for transhipments, 8% have a cleaning problem, 5% want a standard method of shipping charges, 3% need new equipment better suited for tv use, and 3% want a standard type of leader. The first issue of an NATFD newsletter on film room operation was distributed by Jim Bently, formerly of KCEN-TV Temple, Tex.

Ad Agency Setup Copied In New Roach Studios' Units

FORMATION of separate creative units, designed along the lines of ad agency account representatives, features an expansion planned for the Hal Roach Studios commercial division, Sidney S. Van Keuren, vice president-general manager of the Hollywood production firm, announced.

Four such units are planned, to be headed by Cecil Underwood, managing director, and Jack Reynolds, production head. They will be housed in a new $210,000 commercial studio designed exclusively for telecommunication production, to be constructed on the Roach lot. The personnel units will be composed of liaison executive, creative artist and production staff tailored to service individual accounts.

Roach executives are currently in New York seeking available studio sites for the east coast part of the expansion. They also have begun plans for a sales staff to service midwestern and eastern clients, to be headquartered in New York. An overall 110% personnel increase is planned for the commercial division, caused by a 55% increase in telefilm sales, a company spokesman said.

10 Tvs Spend $2.5 Million On Screen Gems Film Package

IN A SERIES of transactions said to represent more than $2.5 million in gross billings, Screen Gems Inc., New York, last week announced the sale of its Hollywood Movie Parade package of 104 Columbia Pictures feature films to 10 tv stations. Previously SG had sold the films to WCBS-TV New York for more than $700,000 [B•T, March 5].

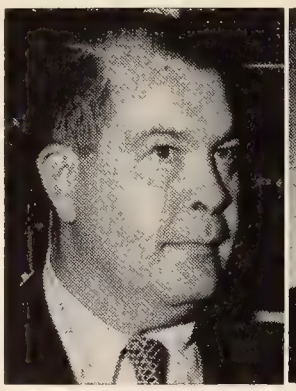
Robert H. Salk, Screen Gems director of sales, said the films, produced before 1948, will start on some of the stations in early April. The stations which bought the package are: KTTV (TV) Los Angeles, KRON-TV San Francisco, KFJZ-TV Fort Worth, Tex., KCMO-TV Kansas City, WOW-TV Omaha, Neb., WTTV (TV) Indianapolis, KCRA-TV Sacramento, Calif., KOB-TV Albuquerque, N. M., KUTV (TV) Salt Lake City, and KSYD-TV Wichita Falls, Tex.

McClure Becomes Film Dir. Of International Latex Inc.

DON McCLURE, general sales manager of Bonded Tv Film Service, New York, moved to International Latex Inc. last week as director of film, and Wade Barnes, former southwest area sales manager of General Teleradio's film div., was named to succeed him.

Mr. McClure is widely known in broadcasting, currently serves on the Radio & Tv Executives Society board of directors and is chairman of the RTES workshop committee. Before joining Bonded, he was associate producer with Owen Murphy Prods., New York.

Mr. Barnes started in radio in 1937, subsequently serving with WTAM Cleveland, WCAU Philadelphia, World Broadcasting System, NBC's Recording Div., and, in 1949, with RCA Recorded Program Services as sales manager. He later was a senior account exec-



MR. McCLURE



MR. BARNES

utive with Foote, Cone & Belding in Texas and covered the southwest sales territory for the former Consolidated Tv organization before joining General Teleradio. His affiliation with Bonded was announced Thursday by President Chester Ross.

DuMont Selling Commercials

DUMONT BROADCAST Div. has reported it is handling sales of film commercials produced by Famous Studios, New York, subsidiary of Paramount Pictures Corp. A DuMont spokesman said that this move does not signify that DuMont is entering the film syndication field.

2 heads are better than 1



ESPECIALLY when they're watching your commercials

and in the Portland, Oregon Market

KOIN-TV delivers

2½ times the audience of the other two stations combined

★ All top 15 weekly shows

★ 9 of the top 10 multi-weekly shows

*November 1955 ARB, 19-County Portland Market

TOP RATINGS • TOP COVERAGE • TOP VALUE

HIGHEST TOWER • MAXIMUM POWER

KOIN-TV Channel 6

PORTLAND, OREGON

Represented Nationally by CBS Television Spot Sales



VIDEO BORROWS THE SNEAK PREVIEW

An old Hollywood custom is put to use for filmed television series by ABC Film Syndication and Brisacher, Wheeler & Staff agency, each using a different technique with successful results.

DISTRIBUTOR'S DIAGNOSIS—

SNEAK PREVIEWS, for many years an important part of motion pictures, now have made their way into the television industry.

ABC Film Syndication, in an effort to show advertisers that its new *The Three Musketeers* film series is destined for high audience acceptance, has conducted a test of the series on WNHC-TV New Haven, Conn., chosen because the station covers an area combining rural, urban and suburban residents. Following the showings, set owners were solicited for comments—both by mailed questionnaires and by on-the-air invitations from the station.

Only $250 was invested in the audience research study, and ABC Film Syndication executives believe they have come up with a set of conclusions that will prove most helpful to advertisers and their agencies.

To insure impartiality, the study was conducted by the Fordham U. Dept. of Communication Arts in collaboration with Robert Galen, research manager of ABC Film Syndication.

Questionnaires were mailed to people whose names were selected on a random basis from the New Haven and Hartford telephone directories. They were asked to watch the preview on WNHC-TV on Feb. 5 (1-1:30 p.m. EST.) and then to fill out and return the questionnaire. WNHC-TV, meanwhile, asked viewers to watch the "sneak preview" and invited mail comments, comprising the second part of the study.

ABC Film Syndication believes its study is an accurate indication of the likes and dislikes of WNHC-TV viewers, and by projection, of the audience throughout the country. Fordham U. mailed out 1,917 questionnaires, of which 1,885 were delivered. Total responses amounted to 149, representing 9.1% of the number delivered. ABC Film Syndication concluded that the responses represented a valid cross-section of the viewing public, pointing out that about 10% of the recipients did not own tv sets and sets in use for the time period totalled about 20%. It estimated that the potential audience was about 500 for the total mailing, with the 149 responses representing about 30% of the potential audience.

In response to specific questions posed in the questionnaire, according ABC Film Syndication, it was indicated that *The Three Musketeers* is:

- A program which is above average, with the show rated excellent, above average, or average by 95.1% of the respondents.
- A program which is better than most popular programs.
- A program which has a star that the viewers like. Some 91% liked Jeffrey Stone.
- A program which is good entertainment for the entire family. More than 89% of the people considered *Musketeers* good family entertainment.
- A program which will build a loyal audience. Almost 90% of the respondents said they wanted additional episodes.

More than 100 pieces of mail were received by WNHC-TV, of which 94% liked the program and 66.6% expressed a desire to see additional episodes of *Musketeers.*

AGENCY'S APPROACH—

TO OBTAIN a representative reaction to new tv film properties, Brisacher, Wheeler & Staff agency has inaugurated a system of sneak previews in its San Francisco office whereby prints of new programs being considered for use are shown to a pre-selected group of agency personnel, from account executives to clerical staff.

After the showings, which are held during lunch hours, questionnaires are passed out and the viewers are asked to make comments. These questionnaires then are evaluated by Howard Gossage, head of the BW&S television department, for consideration in future agency recommendations.

The agency describes the procedure this way:

"A notice is sent to the entire staff, generally on the day preceding, which requests general attendance. Individual invitations to the control group are made in person, and in this control group we try to obtain, insofar as is possible within the agency group, a representative cross-section from the people of various economic backgrounds, social strata and intellectual capabilities. We get homemakers, non-homemakers, family men and bachelors."

Questions asked on the form include:

"From the standpoint of a television viewer, *forgetting for the moment that you are a member of an advertising agency staff,* how would you rate the program you have just seen? Excellent? Good? Fair? Poor?

"In your considered judgment as a member of an advertising agency, how would you rate the program you have just seen? Excellent? Good? Fair? Poor?

"With what client, if any would you relate this type of show?

"Would you recommend this show for a client you may have named above or for any of our clients?

"If this show has appeared on the air before—have you seen it? Have you made a point of watching it before?

"Would you make a point of viewing this show if it appeared on the air?

"To what audience do you think this show would most appeal? (You may check multiple categories) Male? Female? Teens? Juvenile? Older? Younger? Married? Single?

"With what show now on the air would you compare this show? How does it compare? Better? Poorer?"

The agency sums up the value of the previews in this manner:

"First, they provide this department with an opportunity to present account executives the programs available to them for their accounts in a manner somewhat more dramatic than is usually the case.

"Second, they provide documented ammunition for the department in selling a departmental recommendation for a show to an account executive and possibly, at a later date, to a client.

"Third, they provide a good opportunity for the vendor to display and discuss his wares, thus assuring us a high screening priority when new shows come on the market. This, of course, presupposes we can and do buy some of the shows screened."

Editorial Film Takes Time, Large Staff, Says Salomon

WHAT does it take to produce 53 minutes worth of editorial film material?

Henry Salomon, producer of NBC-TV's *Project 20* series, supplied B•T with these statistics:

The idea for an hour-long program on the rise and fall of Adolf Hitler—to be shown Wednesday night at 9-10 p.m., EDT—was born five years ago during the filming of Mr. Salomon's prize-winning *Victory at Sea* series and took over four years of basic research to begin with before the *Project 20* staff could go ahead with actual production. Then, it took a staff of more than 15 people close to 3,000 man-hours to initially screen 90 million feet of film footage. Out of this, 15 million feet were "rough material." Third and fourth screening cut the figure down to five million feet. Out of this, 150,000 feet were ordered from sources that included official government agencies of the U. S., France, Great Britain, West Germany, U.S.S.R., confiscated war films, private collections and commercial motion picture companies. First editing left 25,000 feet out of which 4,770 feet were left after some 14 editorial sessions. Additional time was put in logging up flights between New York and various European capitals, Mr. Salomon said.

Aside from newsreel and war combat films, the *Project 20* staff sat through a crop of German-produced films that filled in gaps not otherwise recorded.

New Appointments Announced By Fred A. Niles Productions

ADDITIONAL key appointments at Fred A. Niles Productions Inc., Chicago and Los Angeles, have been announced by President Fred A. Niles [B•T, AT DEADLINE, Feb. 13]. They include Robert Boutier, formerly J. Walter Thompson Co., as art director; Frank Richter, formerly with Encyclopedia Britannica Films and CBS, as chief sound engineer; Tom Ryan as production manager; John Reese, supervising editor; Edward E. Katz, formerly with Eddy Arnold Co., as controller, and Gray Stafford as assistant director.

Rogers Keene will supervise production and William E. Harder will be unit director on Oral Roberts evangelist series now being filmed by Niles and seen on 147 stations. New company also has effected agreement with George Nasser, owner of General Service studios, for use of sets and crews now engaged on other Hollywood tv film properties.

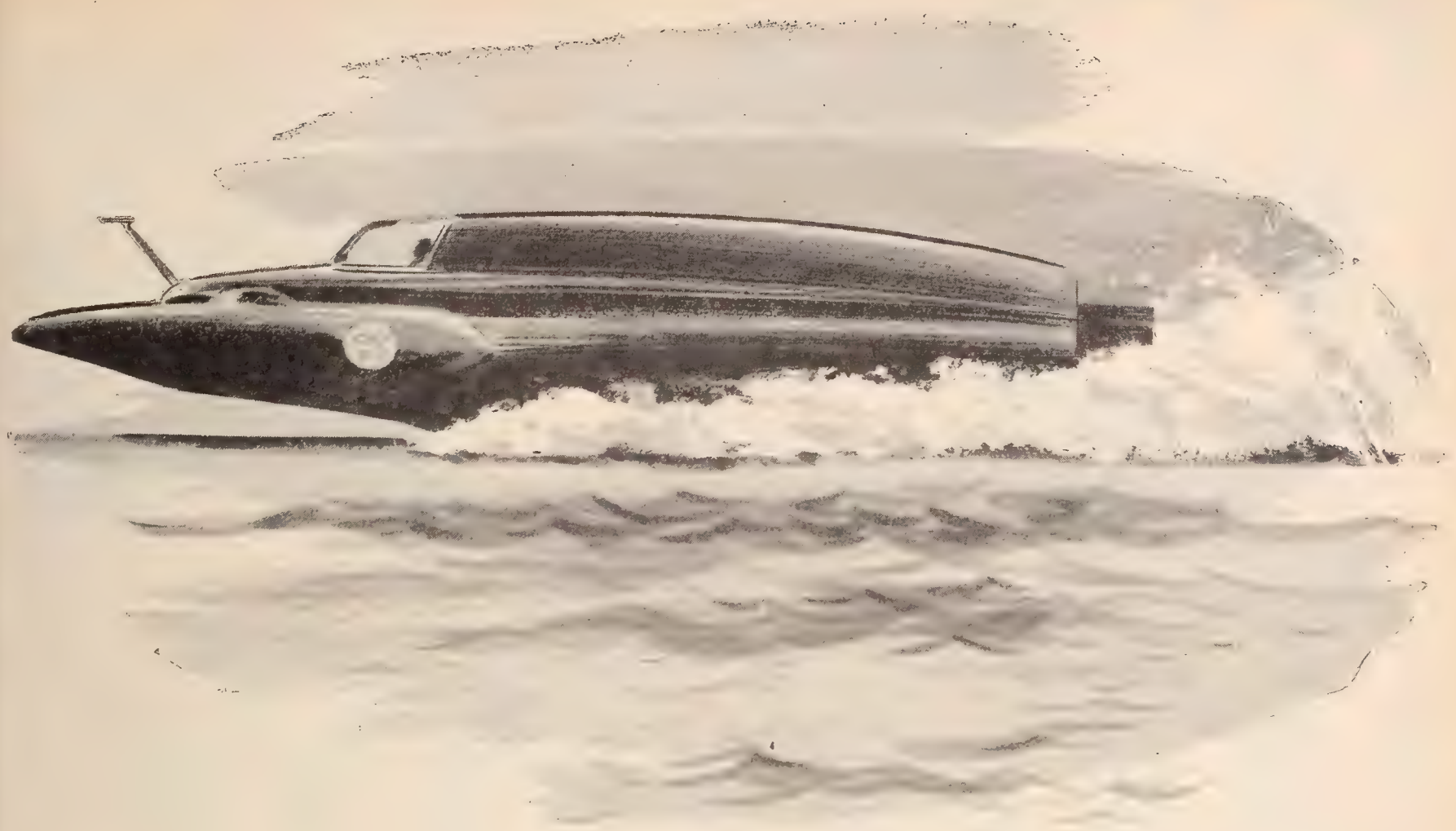
Niles Productions also reported it had received $500,000 worth of new business since it started operation as a tv production firm last Dec. 12 and anticipates a volume of $1 million by the end of this year.

Christian Scientists Release Second Group of Tv Films

THE RELEASE of a second group of Christian Science tv films was announced last week by Will B. Davis, manager of Christian Science Committees on Publication.

More than 160 television stations have broadcast the initial 13 programs in the series *How Christian Science Heals* since they were first released last September.

Documented examples of "the solution of character, business, health, and other problems" are described in the 15-minute programs, performed by non-professionals. The programs,



You Might Go 239.5 MPH in a Speedboat—*

BUT . . . YOU NEED WKZO RADIO TO SET RECORDS IN KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN!

6-COUNTY PULSE REPORT
KALAMAZOO-BATTLE CREEK AREA—MARCH, 1955
SHARE OF AUDIENCE
MONDAY—FRIDAY

STATIONS	6 a.m. 12 noon	12 noon 6 p.m.	6 p.m. midnight
WKZO	41%	37%	35%
B	18	17	16
C	10	12	11
D	10	9	7
E	8	7	8
OTHERS	14	18	24
Sets-In-Use	20.1%	20.2%	17.5%

NOTE: Battle Creek's home county (Calhoun) was included in this Pulse sampling, and provided 30% of all interviews. The other five counties: Allegan, Barry, Kalamazoo, St. Joseph and Van Buren.

WKZO—CBS Radio for Kalamazoo-Battle Creek and Greater Western Michigan—is one of those very few radio stations that have *overwhelming* audience preference in its area.

Its use is really essential, as shown by the Pulse figures, left. They credit WKZO with more than TWICE as many listeners as the next station, *morning, afternoon and night!* WKZO actually leads in all 72 quarter hours measured.

Avery-Knodel has the whole story.

AM — TV — FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS

WKZO

CBS Radio for Kalamazoo-Battle Creek and Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives

**Donald Malcolm Campbell set this world's record at Boulder City, Nevada, in November, 1955*



All
wound up
on news and views,

Talked too long,
Missed cut-off cues!

BUT - not with
TELEPROMPTER
SERVICE

That's why —
ADVERTISERS PREFER
TelePrompTer stations like

WJHP-TV
Channel 36
Jacksonville, Fla.

WINK-TV
Channel 11
Ft. Meyer, Fla.

TELEPROMPTER SERVICE
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TELEPROMPTER CORPORATION
300 W. 43 St., New York • JU 2-3800
LOS ANGELES CHICAGO WASHINGTON TORONTO

filmed in Hollywood by Cinefilm Inc., under the direction of Robert G. Walker, are produced under the supervision of the tv staff of the First Church of Christ, Scientist, Boston, Mass. Radio programs of the denomination currently are on 800 stations throughout North America and overseas.

TPA to Launch New Series

NATIONAL SALES meeting will be held by Television Programs of America March 19-25 at New York's Chatham Hotel in conjunction with the syndication introduction of TPA's newest filmed anthology series, *Stage 7*, Executive Vice President Michael M. Sillerman announced last week. William Fineshriber Jr., vice president for New York; Hardie Freiberg, eastern region vice president; Bruce Eells, western division vice president, and Leon Bernard, midwestern division manager, will attend along with all TPA account executives. *Stage 7* is sponsored by Standard Oil of California, through BBDO, in 16 markets in nine western states under the title *Chevron Hall of Stars.*

Guild Films to Australia

GUILD Films Co., New York, has announced that the Australian Broadcasing Commission has signed a three-year contract calling for rights to five Guild tv film programs for telecasting in Melbourne and Sydney. The Australian tv outlets are expected to go on the air this fall.

The agreement provides for 112 *Liberace* episodes, 65 *Life With Elizabeth* films, 39 *Florian ZaBach*, 39 *Frankie Laine* programs, and 26 *Joe Palooka* episodes.

FILM SALES

Sterling Television Co., N. Y., reports sales of its cartoon library to WGEM-TV Quincy, Ill.; children's film package to WBRE-TV Wilkes-Barre, Pa.; *Sports on Parade* to WEAU-TV Eau Claire, Wis.; *Texas Rasslin'* to WTVP (TV) Decatur, Ill., and *Tales of Tomorrow* to KTSM-TV El Paso, KTVH (TV) Hutchinson, Kan., and WJAC-TV Johnstown, Pa.

Dawson's Brewery, New Bedford, Mass., signed for sponsorship of Ziv TV's *Man Called X* on WBZ-TV Boston starting April 16, brings to total of seven number of regional brewers backing series. Sponsorship was placed through Reingold Co., Boston.

Inter-Tv Films Ltd., Montreal, has sold *This Is Your Music* filmed series to Marven Biscuit Co. and Harbour Tea and Coffee, both Montreal, for showing over CBHT-TV Halifax, N. S.; CKCW-TV Moncton, N. B., and CKSO-TV Sudbury, Ont. Agency is Harold F. Stanley Ltd., Montreal.

FILM RANDOM SHOTS

Ely Landau Inc., N. Y., wholly-owned subsidiary and production arm for National Telefilm Assoc., N. Y., announces name change to National Telefilm Productions Inc.

Rapid Film Technique Inc., N. Y., film rejuvenation-preservation specialist firm, has opened new laboratory and transferred executive offices to 37-02 27th St., Long Island City, N. Y. Company maintains service office at its old address: 21 W. 46th St., N. Y.

BEZ Inc., N. Y., has been established by Barry & Enright Productions, N. Y., and songwriter Hy Zare to produce animated films, including tv commericals, public service entertainment and industrial motion pictures. Bez Inc. has established offices at 667 Madison Ave., N. Y. Telephone: Templeton 2-8600.



LOUIS F. GARRARD, president, American Brewing Co. (Regal Premium beer), Miami, signs for the *Crunch & Des* series for four Florida markets, marking American's first sponsorship of a tv program. Also present were (l to r), Sherman Adler, NBC Television Films; George H. Smith, television director, Tally Embry advertising agency, and T. H. Embry, Tally Embry president.

WEWS (TV) Cleveland is making available filmed program "Hands That Saved a World" for showing during Lent.

FILM DISTRIBUTION

Fifeshire Motion Pictures Co., Toronto, Ont., is offering two Canadian-produced 15-minute film series to Canadian, U. S. and British tv advertisers. *Sports College* is based on popular Canadian radio sports program and *Memo From Rosemary* is woman's program. Fifeshire Motion Pictures is subsidiary of Joel Aldred Ltd., Toronto.

Alfred LeVine, Chicago, has acquired exclusive distribution rights to *Let's Go Golfing* film series from Photo Enterprises Inc., Wichita Falls, Tex. Titled *Byron Nelson, Golf* and comprising 13 quarter-hour programs, series was originally produced and distributed by Photo Enterprises in 1955.

Commonwealth Film & Television Inc., N. Y., tv film distributor, announces it will make available to tv stations United Artists' "As You Like It." Shakespeare film starring Sir Laurence Olivier was released for motion picture theatres in the 1930's.

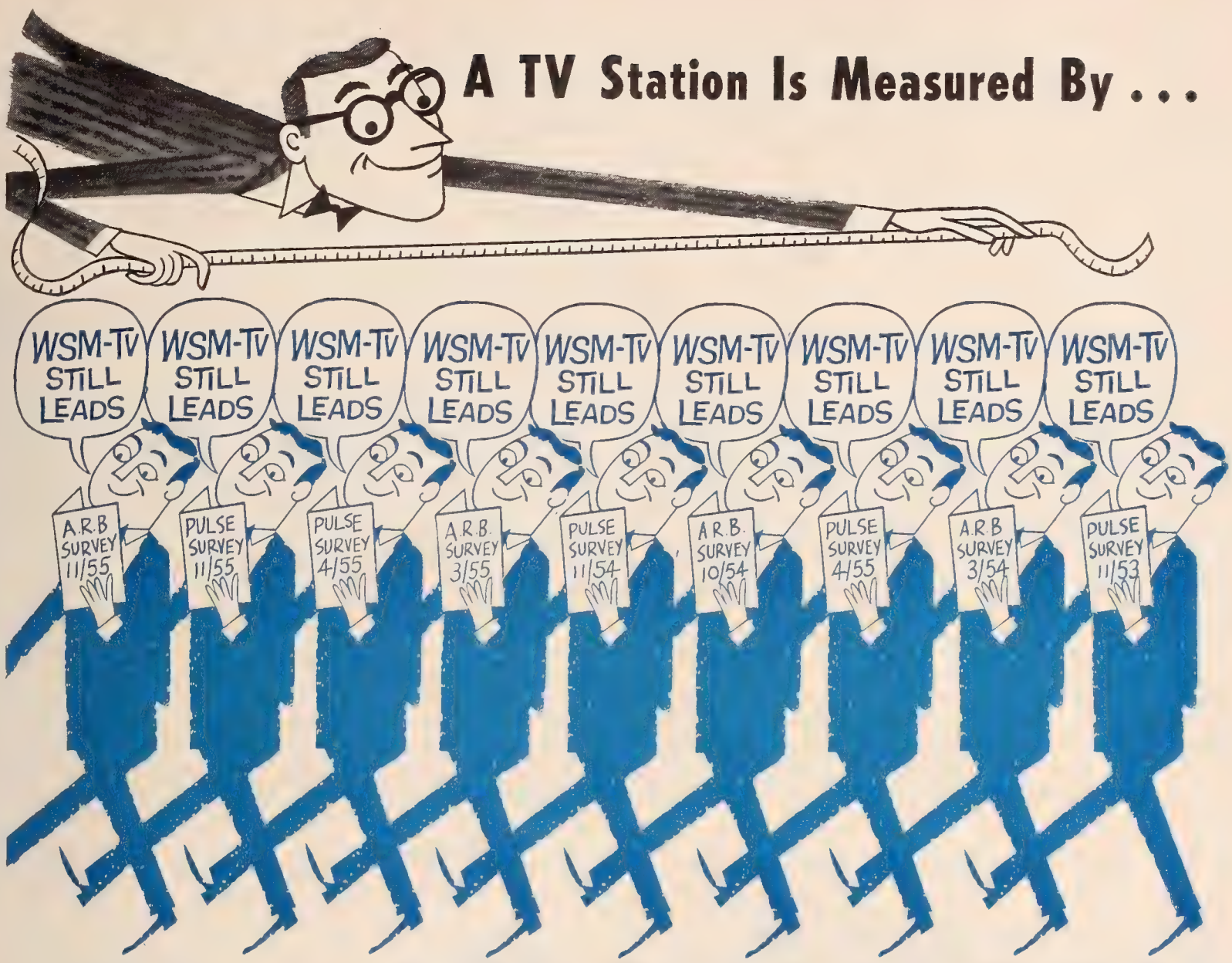
FILM PEOPLE

Wade Barnes appointed general sales manager, Bonded Tv Film Service Inc., N. Y., succeeding **Don McClure,** moved to International Latex Inc., N. Y., as director of film.

Wells Bruen, supervisor of station relations, Official Films, N. Y., assuming additional duties as assistant sales manager of company.

Georgia McCarty, formerly publicity and merchandising director, WORZ Orlando, Fla., and WVEC-AM-TV Norfolk, Va., appointed supervisor of audience promotion, MCA-TV Film Syndication Div., N. Y.

Gerd Oswald, director of CBS-TV *20th Century Fox Hour*'s production of "The Ox-Bow Incident," signed by Screen Gems Inc., L. A., to directorial contract.



. . . Its AUDIENCE!

Of the top 10 shows in this three-station market, 7 are on WSM-TV . . . *Survey by A.R.B., November, 1955*

That's the latest in a long parade of ratings—all of which showed WSM-TV far out in front. By every audience yardstick, WSM-TV is clearly Nashville's #1 TV station—and always has been. A rating of this market by The Pulse, Inc., was taken also in November, 1955, immediately preceding the A.R.B. rating cited above. Using a much larger sample of homes, it reflected even more favorably on WSM-TV, reporting that 9 of the top 10 multi-weekly shows and 10 of the top 15 once-a-week shows are on WSM-TV.

And when it comes to comparing TV stations, there's no substitute for audience.

There *are* other important yardsticks, of course—coverage, sales results, experience, initiative, public service, and programming (to name just a few). In these respects, too, WSM-TV still leads. For proof of this, watch for our sequel ads in this "Measuring A TV Station" series.

WSM-TV { *Channel 4 Nashville, Tennessee*
NBC-TV Affiliate
Clearly Nashville's #1 TV Station
IRVING WAUGH, Commercial Manager
EDWARD PETRY & CO., National Advertising Representatives

MAJOR BATTLES BEGUN BY BOTH SIDES IN AFM HOLLYWOOD LOCAL'S CIVIL WAR

Union's International Executive Board begins secret investigation of revolt against Petrillo "dictatorship." Special membership meet tonight seeks to formally impeach Local 47 President John te Groen.

THE WEST COAST civil war against American Federation of Musicians President James Caesar Petrillo was on the brink of three major battles last week as both anti-Petrillo and pro-Petrillo forces within Hollywood Local 47 held legal strategy meetings in neighboring offices of the $1.5 million clubhouse and quietly nursed their wounds from several weeks of sharp verbal skirmishes [B•T, March 5].

The first major engagement began Thursday afternoon at the Hollywood Plaza Hotel as a special committee of the AFM International Executive Board began its secret investigation of the open revolt against Mr. Petrillo's "dictatorship."

The second big battle begins at midnight tonight (Monday) at the Hollywood Paladium in a special membership meeting called through a petition by anti-Petrillo members to formally impeach Local 47 President John te Groen for siding with Mr. Petrillo contrary to the majority vote of a Feb. 27 general membership meeting. The Feb. 27 gathering, advertised for the purpose of hearing Vice President Cecil F. Read report on his futile January appeal before the International Executive Board in New York on trust fund issues, culminated in a voice vote which "temporarily suspended" Mr. te Groen and named Mr. Read as "acting president."

Hollywood musicians are fighting extra payments put in the $14 million national trust fund when movies are released to tv. They want part of this money since they made the films. All but musicians get extra pay, they claim.

Major fight number three is scheduled March 16 when Mr. Read and other anti-Petrillo leaders must stand trial before AFM and answer charges brought against them by Mr. te Groen.

Mr. Read meanwhile warned west coast radio-tv and movie firms to refrain from any interference in the fight and pointed out reports that some employers of musicians were taking sides. He cautioned that any threats or discriminations are in violation of the National Labor Relations Act.

All through the March 3-4 weekend, auto shuttle services to key Hollywood drive-in restaurants were operated by the Read group to compile a petition of more than 500 names to call for today's special membership meetings since formal board approval could not be obtained. The never-before-used procedure requires 300 signatures to order a membership meeting when the officers fail to do so.

Last Monday afternoon Mr. Read filed the petition with Local 47 Recording Secretary Maury Paul and at the same time served Mr. te Groen with the formal charges.

The notice said "written charges will be presented of a nature justifying the removal from office of John te Groen, president, pursuant to article one, sections 14 and 16 of the (Local 47) bylaws, and action will be taken thereon by secret ballot."

Signed by Read supporters Uan Rasey, Marshall Cram, Earl Evans and William Ulyate, the written charges against Mr. te Groen released to B•T state:

"(1). That said John te Groen has been guilty of improper conduct in office, in that he has failed and refused to accept the policies endorsed by the general membership of this association (Local 47) in the protection of its best interests.

"(2). That on Feb. 27, 1956, during a general membership meeting, said John te Groen demonstrated his disloyalty to the membership of this association and to the better protection of their interests by stating that in any contest or issue in which this association has taken or will take one position and James Caesar Petrillo an adverse position, that said John te Groen will obey the instructions and directions of Petrillo.

"(3). That said John te Groen is subservient to and dominated by his personal loyalty to James Caesar Petrillo individually and as president of the American Federation of Musicians, and has openly affirmed his willingness to follow the instructions and directions of Petrillo and the federation, although such instructions or directions are directly contrary to the wishes, desires and instructions of the general membership of this association, and to

Now! BIRMINGHAM'S NEW SELLING SOUND!

wild

SHOWMANSHIP is the key to Birmingham's *new* radio sound—showmanship sparked by the fresh, new ideas of the Gordon Broadcasting Co.

On WILD-Radio there's excitement for listeners — excitement for advertisers—sales excitement that means in Birmingham your best radio buy is the new WILD!

IN BIRMINGHAM... EVERYBODY LOVES THE NEW SOUND ON

wild

GORDON BROADCASTING CO.

Sherwood R. Gordon, *President*

Charles A. Black, *Vice President and Managing Director*

Nat'l. Representatives BURKE-STUART



THE NEW SOUND IN BIRMINGHAM WITH A CASH REGISTER RING!

the general policies endorsed by this association.

"(4). That said John te Groen has openly assumed a position inconsistent with his duty and loyalty to this association and to the obligations of his office as president thereof in each of the respects stated herein.

"(5). That said John te Groen by his conduct and statements has indicated that he no longer is competent and qualified to continue to act as the president of the association, in that he is not sympathetic to nor in accord with the aims and objectives of the association and the desires of its membership.

"(6). John te Groen is guilty of improper conduct in office in that he has made, caused to be made, and approved untrue statements about the general membership and the general meeting at which he was temporarily suspended, in that he has wrongfully and improperly informed the federation and James Caesar Petrillo that the general membership meeting of Feb. 27, 1956, 'was improperly packed' and that his temporary suspension was the result thereof, whereas in truth and in fact, said John te Groen well knows that he has lost the confidence of the great majority of the 'working' members of Local 47 and that his temporary suspension pending formal removal proceedings was voted by reason thereof.

"(7). That said John te Groen has been guilty of misconduct in office in attempting to paralyze the activities of the board of directors of this association and in improperly preventing the discharge of their duties and obligations to this association, in that on March 1, 1956, John te Groen wrongfully threatened members of the board with disciplinary action including expulsion if they proceeded in the discharge of their duties as members of the board of directors in holding or purporting to hold a special meeting of the board duly scheduled for hearing on that date."

The March 1 board meeting was a special night session called by Mr. Read to plan today's impeachment meeting and draw up formal charges but it was never held because Mr. te Groen and Financial Secretary G. R. Hennon protested it was illegal and walked out, leaving the remaining Read faction of the board without a quorum. Instead, the weekend petition drive was undertaken.

Both rebels and loyalists received encouraging news March 1 which was equally discouraging to their respective opposition. Mr. Petrillo wired all Local 47 officials that upon appeal by Mr. te Groen the AFM president was staying the effectiveness of Mr. te Groen's "suspension" and nullifying all board of directors actions after Feb. 27 where Mr. te Groen did not preside as chairman. Mr. Petrillo declared that pending the appeal, Mr. te Groen "shall continue in his official elected position as president of Local 47 with full powers of that office and as chairman of the board of directors of that local."

In an all-day general membership election, however, the Read group won a smashing victory over the loyalists in a vote for officers of the Musicians Club, legal operator and

Battle-Weary Local 47 Hit with 35 Subpoenas

MORE TROUBLE hit AFM Local 47 in Hollywood Thursday with disclosure that 35 of its members have been subpoenaed to appear April 16 at renewed hearings of a House Un-American Activities Subcommittee to investigate Communist infiltration of the Hollywood entertainment profession. Action came a week after rebel members had assumed control of the local [B•T, March 5].

William Wheeler, committee investigator, told B•T that mass service of subpoenaes was made at 9:30 a.m. Wednesday. He said the radio, tv or film fields, explored by the committee earlier, would not be involved at this time.

He said the April 16 hearing has been in the planning stage for five or six months, and in no way is connected with the current anti-Petrillo fight within Local 47. "The Hollywood section of the Communist party has a musicians' group as one of its units. It is the activities of that Communist group in behalf of the Communist party in which the committee is interested," Mr. Wheeler said.

No questions will be asked witnesses about internal affairs at Local 47, Mr. Wheeler said.

Heading the investigation will be Subcommittee Chairman Clyde Doyle (D-Calif.). The congressional group was assigned to conduct the hearing by Rep. Francis Walter (D-Pa.), chairman of the parent Un-American Activities Committee.

THE *RADIO* STATION THAT *SELLS* CINCINNATI!

wsai

1ST FOR MUSIC!
1ST FOR NEWS!
1ST FOR SPORTS!

WSAI-Radio's cost-per-thousand story will amaze you!
WSAI-Radio's rating story will astound you!
WSAI-Radio's acceptance story will convince you that WSAI is the station you *must* buy to *sell* Cincinnati.

IN CINCINNATI . . .
EVERYBODY LOVES
wsai
GORDON BROADCASTING CO.
Sherwood R. Gordon, *President and General Manager*
Nat'l. Representatives WEED



THE NEW SOUND IN CINCINNATI HAS A CASH REGISTER RING

owner of the swank headquarters-clubhouse of Local 47 on Vine St. below Hollywood and Vine. Only the te Groen slate was printed on the ballot and the anti-Petrillo faction headed by Mr. Read won by a 2½-to-1 margin through write-ins of a full slate of a half-dozen names. It was said to be the largest Musicians Club election in history.

Decision to have the general membership meeting today to impeach Mr. te Groen was decided at the regular board meeting of Local 47 on Feb. 28, day after the membership named Mr. Read "acting president." Mr. Read took the chair at the board meeting and refused to relinquish it to Mr. te Groen who retired to his office. The remaining directors, excepting Messrs. Pauls and Hennon, voted "ratification" of the Feb. 27 general membership meeting which "suspended" Mr. te Groen and put Mr. Read in power.

In Washington, Rep. Joe Holt (R-Calif.) (Los Angeles County), said he has asked the House Education & Labor Committee, of which he is a member, to mail questionnaires to Mr. Petrillo and Local 47 asking an explanation of the AFM trust fund. The committee expects to hold hearings on all union health, welfare and pension plans.

Both the committee staff and Rep. Holt emphasized that the AFM squabble was not being singled out for congressional investigation and that the committee check of the AFM fund was routine along with welfare and pension plans of other unions.

Rep. Holt said, however, that if facts indicate there should be some correction in an area where the House group has proper jurisdiction, he then will ask action by the committee.

The California Republican, who said he guessed he has more musicians in his district than any other congressman—"unless some New York City congressman has some tall buildings in his district full of musicians"—said he had received "hundreds" of telegrams from members of the rebellious faction in the AFM chapter calling for an investigation.

A spokesman for the House group said it is not committee policy to interfere in the internal affairs of a union; that there is no law which authorizes such an action.

Rep. Edgar W. Hiestand (R-Calif.) (also Los Angeles County), author of a bill (HR 9398) to repeal present law exempting labor organizations from prosecution as monopolies, hailed the Local 47 revolt as "new evidence proving the need of a strong law to prevent the tyranny of labor czars over the individual worker." He said the AFM-Local 47 situation "is not unlike others studied by Senate and House investigating committees."

When Mr. Read appeared before the International Executive Board in January he claimed 95% of the tv money and 33% of the recording royalties put into the trust fund come from efforts of Local 47 members while they get back only 4% in benefits. The IEB discounted his claims and denied his plea.

At least 17 witnesses were identified as called to testify before the IEB special Investigating Committee at the Hollywood Plaza Hotel. Testimony began last Thursday and will run into the early part of this week. Chairman of the investigation is Herman D. Kenin, Local 99, Portland, Ore. Others of the committee include Lee Repp, Local 4, Cleveland; Stanley Ballard, Local 73, Minneapolis; William Harris, Local 147, Dallas, and Walter Murdoch, Local 149, Toronto. With them is AFM legal counsel Henry Kaiser, of San Francisco. Counsel for the Read faction is Robert Rissman, of Los Angeles.

Mr. Read told B•T Wednesday the investigation was being conducted, tried and decided by the same group who turned down his plea last January in New York, although not the full IEB was in Hollywood for the inquiry. Others who must face trial before AFM March 16, besides Mr. Read, include the union members named as signers of the written protest against Mr. te Groen. All were notified by AFM Secretary Leo Cluesmann they are charged by Mr. te Groen with assisting on, before and since Feb. 27 "in setting up and each participated in an organization having as its object the taking away from the AFM its status as exclusive bargaining agent of musicians employed in the motion picture industry, the recording industry and the broadcasting industry. On Feb. 27, 1956, at a meeting each of them advocated by speeches or by assisting in the presentation of speeches and organizing efforts the creation of a union which would supplant the AFM as such bargaining agent." Mr. te Groen also charged them with illegally calling a board meeting March 1 in the face of Mr. Petrillo's telegram advising that Mr. te Groen was to remain in office pending appeal.

Mr. Cluesmann gave them until March 16 to file written replies and notified them that they will be summoned to appear for trial at a place and time to be designated "and that you should be prepared for such trial not later than March 16." Failure to comply means "you will be in default and the case will proceed to a decision without further delay," Mr. Cluesmann wired.

In his letter to various Hollywood employers, Mr. Read said "we are advised that representatives of your studio have threatened members of Local 47 with possible discharge and other types of job discrimination because of their activities and positions in the pending controversy between the membership of Local 47 and James Caesar Petrillo. Apparently your representatives have taken sides in this matter.

"As you know, under the National Labor Relations Act, employes are free to engage in concerted and union activities without interference, restraint or coercion from their employer or the employer's agents or representatives. For any employers and representatives to persist in discrimination and threats against the employes may subject your studio to responsibility for violations of the National Labor Relations Act."

SAG PROTESTS CBS' AFTRA AGREEMENT

Network pact with American Federation of Television & Radio Artists regarding jurisdiction over actors engaged in Electronicam film production draws fire from Screen Actors Guild.

SCREEN ACTORS GUILD has protest CBS' participation in the agreement with the American Federation of Television & Radio Artists, calling it a "flagrant violation" of jurisdictional agreements between the guild and the network. In a letter to William Paley, CBS board chairman, the guild said it has a contract with CBS, as well as National Labor Relations Board certification, covering all actors employed in the production of television motion pictures.

Though the guild did not spell out in its letter the specific clause of the AFTRA agreement with CBS to which it objected, an SAG spokesman said its criticism was centered on this provision in the "clarification" of the AFTRA Code of Fair Practice for Network Television Broadcasting:

"All of the terms and provisions of said 1954-56 AFTRA code are applicable to network and television programs originating in New York, Chicago and Los Angeles which are produced or recorded by means of any electronic video equipment (including a combination electronic and motion picture or 'slave' camera) used either in connection with live broadcasting or in connection with electronic video recording, whether by means of disc, wire, tape, kinescope, audio tape recorders, video tape recorders, wire recorders, disc recorders and any other apparatus now or hereafter developed which is used to transmit, transfer or record light or sound for immediate or eventual conversion into electrical energy. (Excluded from the foregoing are programs recorded solely by motion picture camera not in connection with a radio broadcast or live telecast.)"

Though the attack on the agreement was directed at CBS, NBC and ABC also signed the agreement. A spokesman said that CBS is the sole network producing a significant amount of its film programming through Electronicam process, over which SAG had been granted jurisdiction. Both *The Honeymooners* and *You'll Never Get Rich* are produced via electronicam.

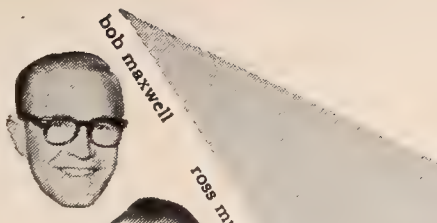
In its letter to Mr. Paley, SAG said the agreement with AFTRA "eliminates the present requirement of the AFTRA code that prerecorded tv programs, in order to come within the jurisdiction of AFTRA, must be 'by kinescope or similar device, done in the manner of a live broadcast'." SAG's letter continued:

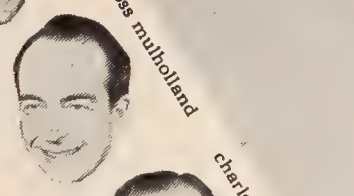
"You are signatory to the memorandum of agreement for the 1955 tv supplement to the producer-Screen Actors Guild codified basic agreement, under which you recognize SAG as the exclusive bargaining agent for all actors employed in the production of tv motion pictures. Under this contract and your contract with AFTRA, you and the tv industry have historically recognized and agreed that the dividing line which separate pre-recorded tv programs from tv motion pictures is whether such pre-recorded broadcasts are done by 'kinescope or similar device done in the manner of a live broadcast.'

"Under the guise of being a 'clarification,' the above referred to agreement attempts to substantially enlarge the scope of AFTRA's bargaining unit and clearly impinges upon the bargaining unit certified by the NLRB and recognized by you under our several collective bargainings with you. We also call to your attention the letter to you dated August 10, 1954, written by us at your and AFTRA's behest, agreeing that the *status quo* would be maintained with reference to jurisdiction over new methods and devices of television production. Your unilateral action constitutes a flagrant violation of the letter and spirit of all our agreements.

"In order to avoid a most serious controversy, we consider it imperative that a meeting be arranged in Los Angeles and that you include among your representatives at such meeting the same persons who represented you in the negotiations of the 'clarification' with AFTRA. We await your immediate reply."

As far back as last October, AFTRA had served notice on producers that its code cov-



















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Only WWJ in Detroit presents NBC'S "Weekday" and "Monitor", bringing listeners the wealth of entertainment and information for which these network innovations are so justly famous.

"Stay all day with WWJ." That's good advice for listeners, sound business for advertisers.

WWJ AM-FM

Associate Television Station WWJ-TV

Basic NBC Affiliate

AM—950 KILOCYCLES—5000 WATTS

FM—CHANNEL 246—97.1 MEGACYCLES

WORLD'S FIRST RADIO STATION • *Owned and Operated by* THE DETROIT NEWS

National Representatives: PETERS, GRIFFIN, WOODWARD, INC.

ered actors who appear on programs produced by Electronicam. Though AFTRA agreed in May 1955 to grant jurisdiction to SAG for actors appearing on Electronicam programs, Alex McKee, then acting national executive secretary of SAG, said that AFTRA had altered its position because the Electronicam system had changed. He said the Electronicam system in operation last May was not precisely the same as the one in operation last fall [B•T, Oct. 10, 1955].

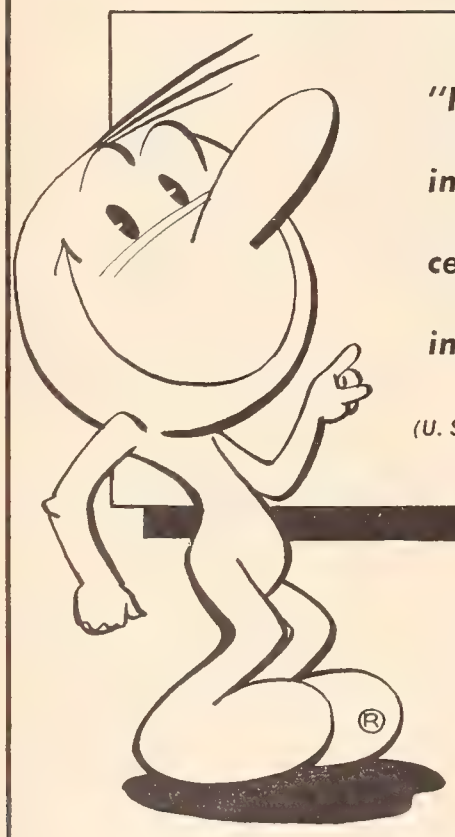
Petrillo at White House

JAMES C. PETRILLO, president of the American Federation of Musicians, attended a luncheon meeting at the White House Thursday with Sherman Adams, Assistant to the President, and Secretary of Labor James P. Mitchell. The meeting was arranged, Secretary Mitchell said, so Mr. Petrillo could outline his opposition to the 20% federal cabaret tax on live music.

DuMont, Labor Union Renew

A NEW two-year contract was signed last week by Allen B. DuMont Labs and Local 420 of the International Union of Electrical & Radio & Machine Workers (AFL-CIO) at Paterson, N. J., providing a 3% wage hike each year for the next two years. The increase represents an additional four to eight cents per hour. Other benefits included in the contract, which went into effect March 4, were liberalization of eligibility for holiday pay, vacation pay and attendance bonus.

Kansas Personal Incomes Reach An ALL-TIME HIGH!



"From 1940 to 1954, the per capita income of Kansas increased 296 per cent, the second highest percentage increase in the United States."

(U. S. Department of Commerce Survey of Current Business)

Kansas with its "Balanced Economy" is one of your best markets

To reach this rich Central Kansas Market, your best buy is KTVH, with unduplicated CBS coverage in Wichita and 14 other important communities.

To Sell Kansas . . . Buy **KTVH**

VHF 240,000 WATTS
KTVH, pioneer station in rich Central Kansas, serves more than 14 important communities besides Wichita. Main office and studios in Hutchinson; office and studio in Wichita (Hotel Lassen). Howard O. Peterson, General Manager

KTVH HUTCHINSON KANSAS

CHANNEL 12
CBS BASIC
Represented Nationally by H-R Representatives, Inc.

NARTB CONVENTION ASSIGNMENTS MADE

Areas for display of both light and heavy equipment designated. Special meeting feature will be labor relations clinic on second day.

ROOM AND SPACE assignments for exhibitors at the NARTB convention in Chicago April 15-19 were announced Friday. Heavy equipment displays will be shown in the lower lobby of the Conrad Hilton Hotel, with light gear and service companies exhibiting on the fifth and sixth floors in sample rooms.

A feature added to the 1956 convention will be an off-record labor relations clinic, scheduled April 16 at 4 p.m., following the tv membership business meeting. Outside labor relations experts and industry speakers will appear, with panel discussions on multi-employer bargaining, management rights at the bargaining table and union and non-union wage problems.

Final event of the clinic will be a "give-and-take" discussion of station labor problems. Leslie C. Johnson, WHBF-AM-TV Rockford, Ill., will preside.

A second convention feature covering employment matters will be a wage-hour breakfast, scheduled April 18. This is a repetition of the successful breakfast held last year, according to Charles H. Tower, NARTB employer-employe relations manager.

Formal opening of the convention is scheduled Tuesday, April 17 [B•T, Feb. 27]. The annual Engineering Conference will open April 16, with joint management sessions scheduled the next day.

The annual NARTB Golf Tournament for the B•T trophies will be held April 15 at Midwest Country Club, Hinsdale, Ill. B•T will supply buses at 9 a.m.

The Exhibitors

Exhibitors in the lower lobby display of heavy equipment are (with space number): Adler Communications Labs., New Rochelle, N. Y., 19; Alford Mfg. Co., Boston, 9; Andrew Corp., Chicago, 21-B; Bell System (AT&T Long Lines Dept.), New York, 26; Caterpillar Tractor Co., Peoria, Ill., 17; Century Lighting, New York, 18; Collins Radio Co., Cedar Rapids, Iowa, 28; Dage Television Div. of Thompson Products, Michigan City, Ind., 5; Allen B. DuMont Labs., Clifton, N. J., 22; Elgin Metalformers Corp., Elgin, Ill., 11; Gates Radio Co., Quincy, Ill., 4; General Electric Co., Syracuse, 23; General Precision Lab., Pleasantville, N. Y., 24; General Radio Co., Cambridge, Mass., 1; Harwald Co., Evanston, Ill., 16-A; Kay Lab., San Diego, Calif., 20; Kliegl Bros., Universal Electric Stage Lighting Co., New York, 21; Lambda-Pacific Engineering, Van Nuys, Calif., 27; Philco Corp., Philadelphia, 14; RCA, Engineering Products Div., Camden, N. J., 15; Raytheon Mfg. Co., Waltham, Mass., 10; Rust Industrial Co., Manchester, N. H., 16; Sarkes Tarzian Inc., Bloomington, Ind., 3; Standard Electronics Corp., Newark, N. J., 2; Telechrome Sales Corp., Amityville, N. Y., 12, and TelePrompTer Corp., New York, 25.

Exhibitors in rooms on the fifth and sixth floors (with first room number): M&A Alexander, Hollywood, 535A; Allied Radio Corp., Chicago, 610A; American Research Bureau, Washington, 610; Ampex Corp., Redwood City, Calif., 529; Associated Artists Prod., New

York., 509A; Berlant-Concertone, Audio Div. of American Electronics, Los Angeles, 516; *Billboard,* New York, 534; Blaw-Knox Co., Pittsburgh, 546; Conrac Inc., Glendora, Calif., 561; Dage Television Div., Thompson Products, Michigan City, Ind., 609A; Dresser-Ideco Co., Columbus, Ohio, 604; General Precision Lab., Pleasantville, N. Y., 553; Harry S. Goodman Prod., New York, 556A; Gray Research & Development Co., Manchester, Conn., 521A; Harwald Co., Evanston, Ill., 603; Hollywood Television Service, N. Hollywood, 550A; Hughey & Phillips, Burbank, Calif., 549; Keystone Broadcasting System, Chicago, 546A; Lang-Worth Feature Programs, New York, 556; MCA-TV Ltd., Beverly Hills, Calif., 504A; National Telefilm Assoc., New York, 504; Nems-Clarke, Silver Spring, Md., 542A; Phelps Dodge Copper Products Corp., New York, 539A; Photo-Video Labs., Little Falls, N. J., 545; Prodelin Inc., Kearney, N. J., 609; RCA Broadcast Marketing Div., Camden, N. J., 602A; RCA Recorded Program Services, New York, 600; *Radio-Television Daily,* 658A; Paul Schafer Custom Engineering, Burbank, Calif., 521; Screen Gems, New York, 519A; SESAC, New York, 528A; Stainless Inc., North Wales, Pa., 539; Standard Radio Transcription Services, Chicago, 612A; Sterling Television Co., New York, 560A; TelePrompTer Corp., New York, 512; Television Programs of America, 515A; U. M. & M., New York, 532A; United Press Assn., New York, 509; Unity Television Corp., New York, 542A; World Broadcasting System, New York, 512A, and Ziv Television Programs, New York, 500.

Radio-Tv Weathercasts Subject of Conference

TIPS on radio-tv weather forecasting were presented at a conference and workshop sponsored jointly by the American Meteorological Society and NARTB March 3-4 at Hartford, Conn.

Top speakers at the session included Jim Fidler, WLW Cincinnati; Paul W. Morency, WTIC Hartford and Clint Youle, NBC, Chicago. Dr. Thomas F. Malone, director of *The Travelers Weather Service* on WTIC Hartford, who was program chairman, presided. One morning was devoted to radio and the afternoon to tv weather forecasting. Sample forecasts on film and tape were viewed and listened to the following day by "jury panels" which offered suggestions and criticisms.

Mr. Fidler told how the Crosley Broadcasting Corp., in addition to putting a radar picture of approaching storms on home television sets, expects to use on weather programs this spring direct reports from an aerial scout.

Radio management's viewpoint was given by Mr. Morency, who noted that radio is still dominant in weather reporting and that its immediacy provides the most useful way for the weatherman to get his information across. Mr. Morency's suggestions for improving radio weather forecasting included: more information on local weather conditions; more professionalism in forecasting to give an "air of authenticity"; freeing radio weather reporting from gimmicks; simplifying of weather terminology and labeling source and time of the forecast.

Mr. Youle said radio-tv weather reporting should be informative and interesting, while providing a living for the forecaster. He said the forecaster should point out any uncertainty or deviation in weather conditions and if a forecast turns out "sour," the weather reporter should tell why.

Dr. F. W. Reichelderfer, chief of the U. S. Weather Bureau spoke at a luncheon outlining the bureau's work.

NCAA FOOTBALL GOES TO NBC-TV

ACQUISITION by NBC of national television rights to college football games next fall was announced jointly last week by Howard Grubbs, chairman of the 1956 National Collegiate Athletic Assn. tv committee and Thomas A. McAvity, vice president in charge of NBC-TV. Price of the television rights, not divulged, was reported to be slightly less than $1.5 million.

Under its agreement with NCAA, NBC gains the rights to nationwide telecasts on eight dates, seven of them Saturdays and the other Thanksgiving Day. Under NCAA's 1956 plan, regional telecasting will prevail on five other Saturdays, and the rights for these games will be handled by individual conferences and colleges, subject to the limitations of the NCAA football plan. The schedule of national games will be announced shortly by NBC.

It could not be ascertained last week if other organizations had entered a bid for the national rights. It was reported that neither CBS nor ABC had presented bids.

The 1956 NCAA football plan is virtually identical to the one covering football telecasts last year. Under its terms, one national game of the week will be telecast on each of eight dates. Five other Saturdays are reserved for regional telecasts, which are to be arranged by individual conferences or colleges.

Representing NBC in negotiations with the committee were Davidson Taylor, vice presi-

MILWAUKEE'S NEW WISN

PRESENTS



JACK RAYMOND
QUIET HOUR
9:05-11:00 P.M.

RAMBLING WITH RAYMOND
11:05-MIDNITE DAILY

The New WISN presents good music, news and weather
. . . and now the cream of the ABC network . . .
and everybody's feeling the results!
Jack Raymond . . . Milwaukee's favorite evening entertainer
. . . presents music in a quiet mood on the QUIET HOUR
. . . and a bit of rambling in the past, present and future on
RAMBLING WITH RAYMOND . . . nightly on WISN! Put Jack to work
for you on WISN's growing evening audience.

FOR AVAILABILITIES
call, wire or write
WISN SALES or
Edward Petry & Co., Inc.
NEW YORK • CHICAGO • ATLANTA • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

Basic ABC Affiliate

Milwaukee's First Station WISN 1150 Milwaukee

YOUR BEST TELEVISION BUY

IS

KSLA

IN SHREVEPORT

*19 OF THE TOP 20 SHOWS

*68% OF THE NIGHT-TIME AUDIENCE

*61% OF THE DAY-TIME AUDIENCE

* LEADS IN 150 OUT OF 168 NIGHTIME QUARTER-HOURS

*Based on ARB Survey of television viewing — week of October 9-15.

CBS

- NOW FULL POWER
- BASIC CBS TELEVISION AFFILIATE
- 25 MONTHS ON AIR

PAUL H. RAYMER COMPANY, INC.
National Representatives

KSLA 12 CHANNEL

FIRST in Shreveport, Louisiana

dent in charge of public affairs, and Tom S. Gallery, director of sports.

The network carried the NCAA-approved schedule in 1951, 1952, 1953 and 1955, with ABC-TV airing the schedule in 1954. Last fall the NCAA-TV national schedule was on NBC-TV with one-quarter sponsorship each by Avco Mfg. Corp., Schick Inc. and General Cigar Co. (White Owl cigars). One-fourth sponsorship was made available for local co-op sale. No information was forthcoming from NBC-TV as to whether it will utilize the same sponsorship formula this year.

Big 10 Expects Drop In Television Revenue

THE BIG 10 is expected to receive less money from its teams' appearances on NCAA's national tv schedule this fall than it did last year, the conference has been advised.

For the 1955 football season the Western Conference divided some $650,000 among its members, receiving $300,000 for national appearances on NBC-TV and $350,000 for regional games on CBS-TV. The national sum (for four team appearances last year) is expected to be halved this fall, with perhaps only two team appearances at $75,000 per game per team, because of NCAA rules prohibiting more than two national programs from the same region.

60 Stations Join Drive To Sell Radio in Texas

RADIO stations in at least 60 Texas cities are taking part in the "Listen While You . . ." campaign recently started by the Texas Assn. of Broadcasters to sell radio to listeners and advertisers.

As developed by TAB, the campaign includes billboard sheets, newspaper mats, bumper strips, counter cards, envelope enclosures, gummed labels, recorded spots and rubber stamps. TAB underwrites the cost of art work and production.

To date eight cities are using 106 poster boards and 20 are using newspaper ads. Stations have bought 46,500 envelope stuffers, 38,900 gummed labels, 5,560 bumper strips, 490 counter cards as well as rubber stamps. In addition 56 stations are using recorded promotion announcements.

Ohio Meeting Set March 16

MEETING of the Ohio Assn. of Radio & Television Broadcasters will be held March 16 at the Hotel Statler, Cleveland. Speakers include Vincent Wasilewski, NARTB government relations manager; Frank Pellegrin, vice president, H-R Representatives; FCC Chairman George C. McConnaughey; Dr. Donald Pelz, U. of Michigan; Edward Gorman, Standard Rate & Data; Victor C. Diehm, WAZL Hazleton, Pa., and Richard P. Doherty, Television-Radio Management Corp. Officers will be elected.

RETMA Makes Staff Changes

STAFF CHANGES at the Washington headquarters of Radio-Electronics-Tv Mfrs. Assn. have been announced by James D. Secrest, executive vice president. Tyler Nourse, editorial director and editor of RETMA's *Industry Report,* has been named acting head of the international department and will serve as staff assistant for the parts division. Herbert F. Hodge Jr. becomes editorial director and editor of the *Report.* Albert Coumont, service coordinator and staff assistant to the parts division, has resigned to join Sprague Electric Co. Louis E. DeLaFleur has resigned as manager of the international department to represent Federal Telephone & Radio Co. in Latin America with headquarters in Mexico City.

Capt. Henry E. Bernstein, commanding officer of the Navy Electronics Lab., San Diego, Calif., will join RETMA July 1 as military engineering coordinator.

RAB Reorganizes Units Under Arch L. Madsen

MERGER of RAB's station relations and local sales service departments under Arch L. Madsen, and his promotion to director of station service, were to be announced today (Monday) by Kevin R. Sweeney, RAB president. Mr. Madsen joined RAB two years ago as director of membership activities.



MR. MADSEN

He will continue in this capacity, but also will have overall supervision of the sales clinic and sales committee activities formerly headed by R. David Kimble, who has resigned to join Grey Adv. [B•T, March 5].

Chain store and trade association selling activities, formerly conducted by local sales and service, will be transferred to the national sales department and supervised by John F. Hardesty, RAB vice president, Mr. Sweeney said.

Mr. Madsen was vice president and general manager of KOVO Provo, Utah, in May 1954 when he resigned to join RAB. He also had been president of the Utah Broadcasters Assn. and a member of the board of directors of RAB and the Intermountain Network. His career in the radio broadcasting field began in 1934 as an engineer for KSL Salt Lake City. Later he became director of operations of KSL and vice president in charge of operations of the Intermountain Network.

Coyle Named to TvB Board

DONALD W. COYLE, ABC-TV's director of sales development and research, has been appointed to Television Bureau of Advertising's board of directors. Mr. Coyle's appointment was concurrent with ABC-TV's joining TvB [AT DEADLINE, Feb. 20]. Mr. Coyle, who joined ABC in 1950 as a tv sales development writer, advanced in the network's research department, becoming ABC's director of research in September 1954. Last month he was named to his current post as a result of the division of ABC's sales development and research department into separate radio and tv groups [B•T, Feb. 13].



MR. COYLE

NARTB Political Pamphlet Out

NARTB has published a third edition of its *Political Broadcast Catechism,* covering obligations of broadcast licensees under Sec. 315 of the Communications Act. Recent FCC decisions covering political broadcasting were added to the pamphlet by the NARTB legal staff.

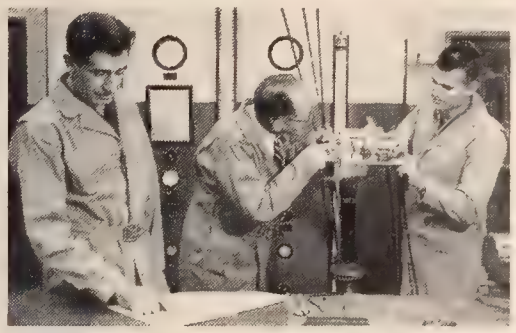
Robert Angell

...or how automation makes more and better paying jobs

"You hear a lot of talk these days about how automation is going to cost people their jobs.

"Me, I work in the most 'automatized' industry of them all—petroleum. And far from costing me my job, automation has made it a better one.

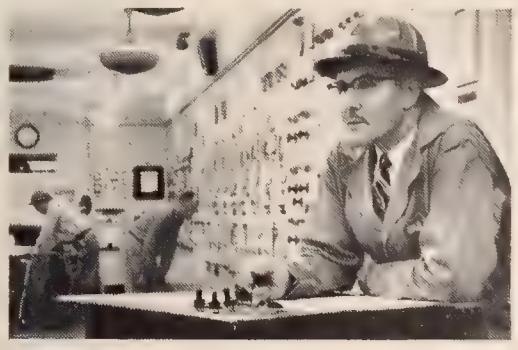
"When I was just getting started in the refinery back in 1925 the average production for the industry was 32 barrels



of product a day per man. The average investment in refinery tools at the time was $10,000 per man.

"Today the industry's investment in tools for each refinery employee is $50,000. Offhand you'd think that that much machinery would put some refinery people out of work. But just the opposite is true.

"Back in 1925 the refineries employed just over 65,000 people. Today they give jobs to over twice as many—133,000. What's more, our production has gone up to 59 barrels a day per man.



"We produce these 59 barrels in 40 hours a week, instead of the old 51 in 1925. And we make more money. In my case my pay is up 288.89% since I started on the job.

"If this is automation, I'm all for it."



"MY PAY IS UP 288%. IF THIS IS AUTOMATION, I'M ALL FOR IT."

Automation, it seems to us here at Union Oil where Angell works, illustrates again the basic strength of America's free competitive economy.

So long as business *has* to compete, it must constantly improve its products. This calls for the fullest use of new and better machines.

This has sometimes caused temporary readjustments in an industry. But in the long run it creates better paying jobs for more and more people.

Which is another reason why the number of Americans at work and the standard of living they enjoy continue to climb.

YOUR COMMENTS ARE INVITED. *Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.*

Union Oil Company OF CALIFORNIA

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL

Advertisers Change Agencies As Defense Move, Biow Says

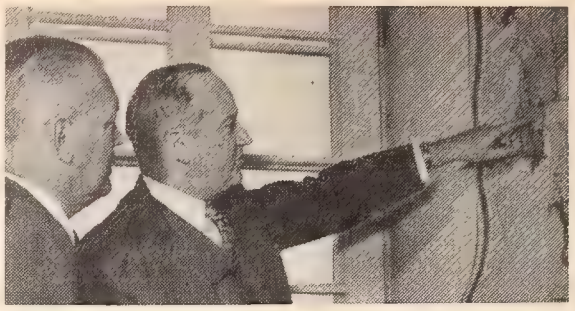
ADVERTISERS often change their agencies because they need a defense for a position, Milton Biow, head of The Biow Co., New York, said Tuesday in an address to the Washington Ad Club. Mr. Biow was presented the club's award of achievement.

Discussing recent personnel developments in his agency, formerly Biow-Beirn-Toigo, he said, "I was not happy with the people around me." He added this was no reflection on these individuals. He said his personnel changes cost him "$20 million in billings" with Schlitz running probably half this sum and Pepsi-Cola an important part of the remainder. The Schlitz contract, he explained, specified an individual who was to work on the account, with the advertiser having the right to withdraw the account if the individual left the agency. His agency had the Schlitz account only a few weeks, with the beer company moving to J. Walter Thompson Co. [B•T, Jan. 30, 23].

John Toigo, executive vice president, left the agency in January at the time the firm name was changed. John Hamm, special assistant to Mr. Biow, was promoted to executive administrative head of the company.

Mr. Biow offered this test of an advertisement's effectiveness, "If my client's competitor ran this ad, would I give a damn?"

Commenting on commercial television in England, he said "Advertisers are selling too much merchandise—they're getting short of goods." He said commercial tv has become "a powerful force" in England.



ROBERT F. KELLEY (r), deputy to the European president of the American Committee for Liberation from Bolshevism, points out one of Radio Liberation's targets to Harold E. Fellows, NARTB president, during Mr. Fellows' Munich stop on his tour of Radio Free Europe facilities.

Radio Week Set May 13-19

PROMOTION of National Radio Week May 13-19 will have the joint support of NARTB, Radio Advertising Bureau, Radio-Electronics-Tv Mfrs. Assn. and National Appliance Radio-Tv Dealers Assn. The annual radio-tv week has been separated, with the television event scheduled in the autumn.

The steering committee to direct the promotion consists of John F. Meagher, NARTB radio vice president; Kevin B. Sweeney, RAB president; James D. Secrest, RETMA executive vice president, and Albert Bernsohn, NARDA managing director. Purpose of the week will be to mark advances made by radio as an educational, entertainment and advertising force.

Racies Answers Objections Of U. of Ala. Against Radio-Tv

A FURTHER PROTEST against the barring of radio-tv and newsreel coverage of the U. of Alabama's Feb. 16 convocation of students in connection with the Autherine Lucy case was filed last week by Larry Racies, president of the Radio-Newsreel-Television Working Press Assn. In reply to an earlier protest by Mr. Racies, university President O. C. Carmichael had said that the ban had to be imposed or "we could not possibly have achieved the purpose for which the meeting was called." He also cited lack of space, and said the decision was announced well in advance so as to avoid inconvenience to tv and other media people.

Mr. Racies, in his answer to Dr. Carmichael last week, noted that cameras are "inherently objective" and that accordingly could not understand the university's position that radio-tv-film coverage would have prevented attainment of the meeting's objective. Moreover, he said, the ban applied only to the "electronic press," not the printed press.

"It is possible," Mr. Racies wrote, "that in the midst of the far-reaching problem at the U. of Alabama, you were not aware of a second nationwide fight against discrimination: the discrimination against the electronic press media as compared to printed press media." He cited the Colorado Supreme Court ruling of 10 days ago [B•T, March 5], pointing out that "it recognized the fact that rules of entry for the press must be made to include the whole press and not just segments thereof."



A HAIL of MAIL
from As Far As 120 MILES AWAY!

Talk about *COVERAGE!* WKHM has it! Our recent mail poll proved beyond the least shadow of doubt that WKHM not only covers Jackson thoroughly, but reaches a tremendous audience in cities and towns as much as 120 miles from here. Our mail bag is always full because we've got the power to reach untold thousands of homes for many miles around . . . and programming that reaches millions of hearts. No wonder WKHM advertisers are enjoying the big pay-off!

Save up to 15%
By buying 2 or more of these Powerful Stations
BUY ALL 4 STATIONS . . . SAVE 15%
BUY ANY 3 STATIONS . . . SAVE 10%
BUY ANY 2 STATIONS . . . SAVE 5%

WKMH — Dearborn-Detroit
WKMF — Flint, Mich.
WKHM — Jackson, Mich.
WSAM — Saginaw, Mich.
Jackson Broadcasting & Television Corp.

Represented by HEADLEY-REED

Get the Jack out of Jackson on
WKHM
JACKSON, MICHIGAN
Fred A. Knorr, *President*
John O. Gilbert, *Managing Director*
Jackson Broadcasting & Television Corp.
KNORR Broadcasting Corp. Affiliate

Legislative Problems On RETMA Agenda

LEGISLATIVE and tax problems affecting electronics manufacturers will be reviewed at the spring conference of Radio-Electronics-Tv Mfrs. Assn., to be held March 13-15 at the Biltmore Hotel, New York. The program includes a score of committee and group meetings.

The Senate inquiry into uhf-vhf, proposed cut in the 10% excise tax on tv and radio sets and FCC's order on spurious radiation will be discussed at group sessions. Dr. W. R. G. Baker, General Electric Co., chairman of the RETMA Television Committee, will direct the discussion on the Senate inquiry. The committee will formulate industry views prior to the March 16 testimony by H. Leslie Hoffman, Hoffman Electronics Corp. and RETMA board chairman, before the Senate Interstate & Foreign Commerce Committee.

All set makers have been invited to a meeting of the set division executive committee to decide if RETMA will develop and recommend a uniform seal attesting compliance with the FCC radiation order. Plans for National Radio Week, starting May 13, will be taken up by the public relations and advertising group.

The fifth annual meeting of commercial and military electronic manufacturers will be held March 18 at the Plaza Hotel, New York.

Qualities of Acct. Executives Detailed by Agencyman Mogul

"MY CONCEPT of an account executive doesn't include back-slapping, glad-handing, cocktail-drinking and fancy pants," Emil Mogul, board chairman and president of the agency bearing his name, told members of the Advertising News Assn. in New York last week.



MR. MOGUL

The good account executive in an advertising agency should be a "shirt sleeves business man" who thoroughly understands the client's business, he said in giving an account of the workings of his agency. Mr. Mogul repeated a talk given his account service staff in a briefing session the previous week.

He advised account executives to learn "your client's business from top to bottom and don't be afraid to ask him for information." Executives at his agency, Mr. Mogul pointed out, are instructed to make "How's business?" the first question asked when visiting a client.

"Don't wait for a client to ask you to do things," he said. "Always be in there with fresh thinking ahead of him. Don't be afraid to have your ears pinned back. Better throw out 10 lousy ideas than to come up with none at all."

Mogul account executives are told to "never sell a client advertising only because it will mean increased billings. We're satisfied to have an account buy advertising only after he has determined that he can afford it on the basis of actual potential sales, or on the basis of the *business-building* advertising ideas we have proposed," he said.

Tulsa is now the 43rd* television market

* CBS REPORT TO FCC, DEC. 1955
re: "100 Largest Television Markets"
(Larger than Omaha, Denver, Oklahoma City, San Diego)

KOTV Completely Dominates the 43rd television market!

- **24 out of 25** of the most popular once-weekly shows.
- **17 out of 25** of the most popular multi-weekly shows.
- **82%** of the most popular quarter-hours from 6:00 to 10:30 p.m.

SOURCE • ARB, NOV. 1955

KOTV channel 6 CBS TULSA

5 YEAR LEAD IN VIEWING HABITS — BASIC CBS AFFILIATE

Represented by
Edward Petry & Co., Inc.
NEW YORK • CHICAGO • ATLANTA • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

ONE
will get you...
FIVE



There is nothing "chicken" about the way WTAR-TV dominates its market. Buy the one and only "V" Station for *five* of Virginia's busiest cities, all well within WTAR-TV's "Grade A" Signal. Combined, they make America's 26th Market.

IN FOOD SALES, for example, The Bureau of the Census (Preliminary Report) shows that WTAR-TV's total coverage area had total Food Sales of over $161,628,000. And here are food sales by cities:

NORFOLK	$96,031,000
HAMPTON	$16,419,000
PORTSMOUTH	$23,344,000
WARWICK	$ 9,717,000
NEWPORT NEWS	$16,117,000



WTAR-TV CHANNEL 3 NORFOLK, VA.

Represented by Edward Petry & Co., Inc.

For a real Sales KNOCKOUT in the Detroit area



TRADE ASSNS.

Tv Code Board, Networks To Confer on Continuity

FIRST meeting of NARTB's Tv Code Review Board with tv network continuity acceptance directors will be held during the March 21-22 session of the code group, to be held in New York. The board also will study the proposed new affiliation type of membership which has been suggested for producers and distributors of tv film.

G. Richard Shafto, WIS-TV Columbia, S. C., tv code board chairman, said the meeting with network representatives "is another indication of the major role played by the tv networks in the industry's ever-growing program of self-regulation." Network participants in the code meeting will be Grace Johnsen, ABC-TV; Herbert A. Carlborg, CBS-TV, and Stockton Helffrich, NBC-TV.

IRE Convention Program Set

A SPECIAL SYMPOSIUM on "Color Television Tape Recording" will be among highlights of 1956 Institute of Radio Engineers Convention, which is expected to attract some 45,000 engineers and scientists to New York March 19-22, IRE spokesmen said in releasing the convention program. A color tv tape recording session is slated the evening of March 20. Other subjects, among scores to be considered during the four-day convention, include tv equipment trends, color tv receivers, tv transmitting equipment and techniques, broadcast and tv receivers, antennas and propagation, design approaches with printed wiring, "new horizons" in broadcast transmission systems, U. S. earth satellite program, medical electronics, nuclear effects on communication systems and air traffic control.

Oklahoma UP Group Formed

FORMATION of Oklahoma United Press Broadcasters in Lawton has been reported. Leo Morris, KSWO Lawton, presided at the organization meeting which elected an executive committee that will meet at a later date to elect officers. The committee includes T. M. Raburn, KGYN Guymon; Frosty Troy, KSWO; Bruce Palmer, KOMA-KWTV (TV) Oklahoma City; Ray Van Hooser, KNED McAlester, and Jack Morris, KTUL-KTVX (TV) Tulsa-Muskogee.

Ky. Assn to Hear Chandler

GOV. A. B. CHANDLER will be luncheon speaker at the March 22 meeting of the Kentucky Broadcasters Assn., to be held at the Brown Hotel, Louisville. Gov. Chandler will receive the Kentucky Mike award for service to the industry. He recently signed into law a libel bill affecting broadcasting. FCC Comr. Robert E. Lee also will speak at the banquet. KBA President Gilmore Nunn, WLAP Lexington, who is recuperating from a broken leg, is expected to attend the meeting.

Music Fee Facts Wanted

QUESTIONNAIRES covering the amount of money spent for music license fees have been sent all stations by NARTB to develop a reservoir of information on industry music licensing practices. Stations answering the questionnaire will be supplied total figures but individual returns will be confidential. The survey was directed by the NARTB Copyright Committee at its Feb. 14 meeting. Questionnaires are returnable March 17.

Don't forget the NARTB Convention!
It's April 15-19 in Chicago.

If you can't make it,
read all about it in the
B•T issue of April 23.

Even if you make it,
some of the things
that happen may be
a little bit hazy (!)
So read
all about it etc.

But whether you make it or not,
your advertisement should be
in the April 16th Convention Issue.
B•T is read by practically
everybody in radio-tv;
the Convention Issue is even more so.



Deadline for space reservations: March 19.



**Executive and
Publication Headquarters,
Broadcasting • Telecasting Bldg.,
1735 DeSales St., N. W.,
Washington 6, D. C.**

LEE'S PAY TV ARTICLE CAUSES UPROAR

FCC commissioner says let the public decide. Angry reactions come from subscription tv opponents who claim that he has disqualified himself by expressing a position on the controversial issue. Question of monetary compensation also raised by critics.

OUTSPOKEN FCC Comr. Robert E. Lee—who's never been shy about expressing a viewpoint popular or unpopular (he was one of the first who publicly and without equivocation called for giving up on uhf, for example)—had a few things to say about subscription tv last week. They appeared in the March 20 issue of *Look* Magazine, on the newsstands March 6, and they caused an immediate outcry.

Comr. Lee's approach was: Let the public decide whether it wants pay tv or not. And, he added, if it is successful it might prove to be the salvation of uhf stations.

The angry reactions were immediate. They came from New York City Council President Abe Stark and from the co-chairmen of the Joint Committee Against Pay Tv, Alfred Starr, Theatre Owners of America, and Trueman Rembusch, Allied States Assn.

Late in the week, actor Ralph Bellamy, president of Actor's Equity Assn., came to Comr. Lee's defense. In a letter to the magazine, Mr. Bellamy said that "Mr. Lee . . . has had the benefit of the best thinking of all those directly interested, pro and con, from which to draw his opinion." He added: "I hope Mr. Lee's opinion . . . will have wide and persuasive influence." Mr. Bellamy has been a proponent of pay tv from its inception.

Gist of the protests was that Mr. Lee had disqualified himself by openly expressing a position on the controversial fee tv issue, still pending before the Commission.

Is he going to disqualify himself? "I do not intend to do so," he told B•T last Wednesday.

Mr. Lee's four-page signed article in *Look* concluded with four recommendations. They were for the FCC to: (1) Approve pay tv on a "broad" basis; (2) apply some temporary restrictions initially, like limiting subscription tv to uhf stations, putting a ceiling on the amount of time to be used for pay tv, etc.; (3) permit the test to run long enough so that the efficacy of pay television is proved or disproved, and (4) permit broadcasters to drop pay tv if it proves unsuccessful, or, if the converse, the FCC or Congress should establish regular rules for it.

The article appeared only two weeks after Comr. Lee had expressed much the same attitude in a question and answer period following his speech at the Radio & Television Executives Society meeting in New York [B•T, Feb. 27]. The round of protests included a demand for a Congressional investigation.

Stark Blasts Lee

Mr. Stark—sponsor of a New York City Council-approved resolution opposing pay television [B•T, Feb. 20]—denounced "government by magazine article" and called Comr. Lee an "avowed propagandist for pay-as-you-see television while holding quasi-judicial office." He wrote all members of Congress calling for an investigation.

Messrs. Starr and Rembusch maintained that Comr. Lee should "disqualify himself" in the FCC's consideration of the toll tv issue.

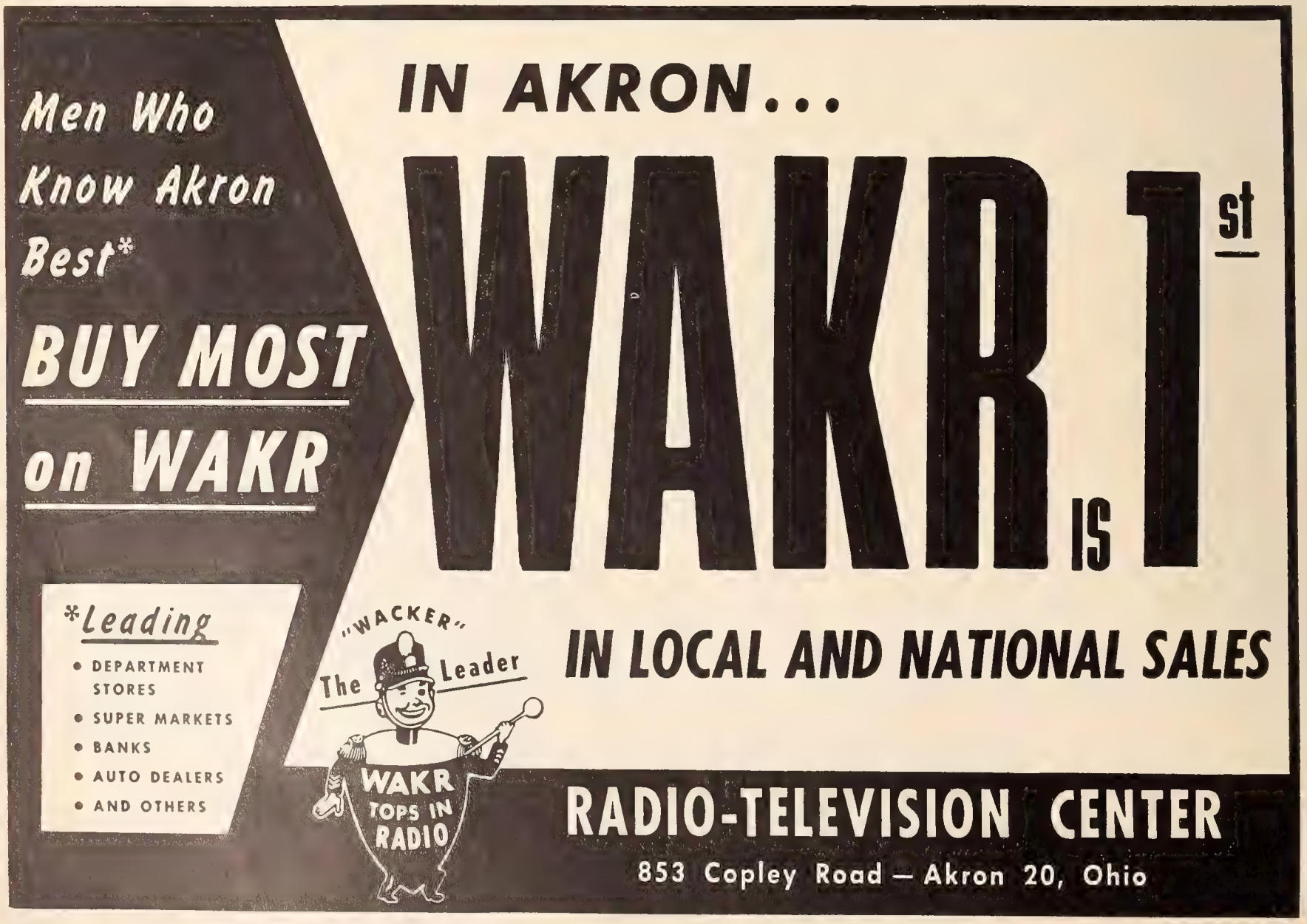
They claimed he "has taken a highly unethical stand on an issue which a whole group is to pass upon by writing an exclusive article for his own personal gain," and has used his office to influence others.

Mr. Stark also raised the question of payment for the article. His office said he asked for public confirmation or denial that Comr. Lee received "a substantial payment for the magazine article at the same time that subscription tv is still pending before the FCC." If he did, Mr. Stark charged, it represents abuse of the Communications Act section which provides that "no commissioner shall participate in any hearing or proceeding in which he has a pecuniary interest."

Mr. Lee told B•T that he had received an "honorarium" for the article.

So Soon?

A PROPOSAL to investigate "paid television" (HB 1599) has been introduced in the Massachusetts Legislature, according to Massachusetts Broadcasters Assn. It provides for an unpaid commission of seven to study the need for legislation and regulation of pay tv. The commission would report by Jan. 1, 1957.



Pay Tv 'Guinea Pig' Offer Turned Down by Commission

AN OFFER by WFMZ-TV Allentown, Pa., (ch. 67) to serve as a guinea pig for subscription television [B•T, Aug. 1, 1955] was turned down last week by the FCC as "premature."

The whole question of pay tv is being considered under a rule-making proceeding, the FCC said. Therefore the proposal to test subscription tv on an experimental basis cannot be accepted until the Commission makes up its mind on the "complex issues" involved, the FCC declared in a letter sent to the uhf station.

"Owing to the voluminous record which has been created in the rule-making proceeding on subscription television," the FCC wrote, "the Commission will require more time to review the many comments on file and to consider the complex issues involved, before it will be possible either to make decisions concerning the further conduct of these proceedings, to determine whether it would be useful to authorize experimental subscription television operations, or to establish the standards, criteria and rules which should govern such experimental operations.

WFMZ-TV, which is 32% owned by Ben Strouse, vice president-general manager of WWDC-AM-FM Washington, D. C., proposed to operate on a pay tv format for 56% of its time, and with normal broadcast service the other 44% of the time. The uhf station ceased operating in April 1955. The plan to use WFMZ-TV and Allentown as the proving ground for fee tv was conceived by Raymond F. Kohn, station president-general manager.

Rep. Anfuso Rejects Pay-Tv

REP. VICTOR L. ANFUSO (D-N. Y.), in a statement entered in the *Congressional Record* last week, said the subscription tv idea should be regarded as "the camel's nose under the tent" and "stopped before it gets started." He said that although he feels the tv industry has not given the public the entertainment it deserves, the quality of programs would not necessarily be improved under a pay tv system.

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 14

Bristol, Va.-Tenn., ch. 5; Canton, Ohio, ch. 29; Corpus Christi, Tex., ch. 10; Miami, Fla., ch. 10; Norfolk-Portsmouth, Va., ch. 10; Omaha, Neb., ch. 7; Peoria, Ill., ch. 8; Seattle, Wash., ch. 7; Springfield, Ill., ch. 2; Jacksonville, Fla., ch. 12; Raleigh, N. C., ch. 5; Elmira, N. Y., ch. 18; Redding, Calif., ch. 7; Caguas, P. R., ch. 11.

AWAITING ORAL ARGUMENT: 10

Boston, Mass., ch. 5; Charlotte, N. C., ch. 9; Hartford, Conn., ch. 3; Indianapolis, Ind., ch. 13; New Orleans, La., ch. 4; Orlando, Fla., ch. 9; Paducah, Ky., ch. 6; San Antonio, Tex., ch. 12; St. Louis, Mo., ch. 11.

AWAITING INITIAL DECISION: 3

Hatfield, Ind. (Owensboro, Ky.), ch. 9; McKeesport, Pa. (Pittsburgh), ch. 4; San Francisco-Oakland, Calif., ch. 2.

IN HEARING: 10

Beaumont-Port Arthur, Tex., ch. 4; Biloxi, Miss., ch. 13; Cheboygan, Mich., ch. 4; Mayaguez, P. R., ch. 3; Onondaga-Parma, Mich., ch. 10; Pittsburgh, Pa., ch. 11; Toledo, Ohio, ch. 11; Lead-Deadwood, S. D., ch. 5; Caribou, Me., ch. 8; Coos Bay, Ore., ch. 16.



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JERROLD OFFERS TRANSLATOR PLAN

Proposal to FCC would wed proposed service and community television systems. FCC also receives suggestions concerning 'land-locked' areas.

A WEDDING of the proposed translator tv service and community television systems was proposed last week to the FCC. The idea was submitted officially to the FCC by Jerrold Electronics Corp., Philadelphia, major manufacturer of community antenna equipment, and followed by a week Jerrold President Milton Shapp's testimony before the Senate Commerce Committee [B•T, March 5].

At the same time, comments began arriving at the FCC on the proposal to permit "land-locked" areas, unable to receive tv signals directly, to establish a low power translator service using the upper 14 uhf channels (chs. 70-83). Deadline for comments is March 15 [B•T, Jan. 16].

Essence of the Jerrold proposal is that translators be permitted to be used for point-to-point relay. The heart of the Jerrold plan is that a translator be used at the mountain top point where vhf signals are picked up to beam the program down into a central point of the community, from where it would be distributed over coaxial cable lines to individual subscribers.

Benefits would be two-fold, Jerrold said. The translator-coaxial system would obviate the need for set owners to buy uhf sets or converters and uhf antennas. It would also permit the translator owner (individual, company or cooperative) to confine service to those paying for the benefits.

At the present time, community tv systems bring signals down from a mountain top receiving antenna via coaxial cable. Use of the translator relay would decrease the systems' cost, Jerrold indicated.

The FCC's translator proposal was issued after the Commission had moved against unlicensed boosters operating in the northwestern states—particularly Washington. There, automatic boosters had been established, picking up signals from vhf stations in Spokane and rebroadcasting them into valley areas. The FCC moved against the unauthorized broadcasters with a full-scale hearing on the question of whether or not a cease and desist order should be issued against them. A hearing examiner issued an initial decision which held that no order should be issued since they were performing a service and not interfering with any other broadcast service. After oral argument before the full Commission, a final decision was issued ordering them off the air.

Last week, the Bridgeport, Wash., booster group appealed the FCC's decision to the U. S. Court of Appeals in Washington. It also asked for a stay order. The court (Circuit Judges E. Barrett Prettyman, John A. Danaher in favor; Walter M. Bastian, dissenting) granted a stay. The Bridgeport group's case was argued by Richard K. Pelz, secretary to Rep. Don Magnuson (D-Wash.). Assistant General Counsel Richard A. Solomon argued for the FCC.

Jerrold said in its comments that it was proposing not a substitute for the translator proposal, but an addition to it. There probably are areas which could be served most economically by a translator service, Jerrold said, but in most areas, a combination translator-coaxial cable service would be financially more attractive to viewers.

Jerrold figured that the cost of a straight 10 w translator transmitter would be from $5,000 to $15,000 per channel.

The cost for a 100-milliwatt translator transmitter should be in the range of $1,000 per channel, Jerrold said.

The costs of the "in-town" distribution are roughly comparable, Jerrold said, although as subscriber saturation rises the per-viewer costs in the translator-coaxial cable system begins to fall below that for straight translator service.

Jerrold estimated that the cost of installing a uhf converter and antenna to receive signals from a translator would be about $70 per set. This is in addition to the pro-rated share of the purchase, construction and maintenance of the translator itself.

In charts submitted with the Jerrold comments, it was indicated that where 50% saturation was achieved in Quincy, Wash., the cost for the straight translator service (including share of translator transmitter construction and operation plus converter and antenna conversion for uhf) would be $83 per subscriber, whereas with the combination translator-coaxial cable system, the cost was estimated to be $80 a subscriber. The charts indicated that the higher the saturation (number of subscribers) the greater the differential between the costs of the two systems in favor of the combination system.

Cites Backing

Jerrold also said it had found a Pacific Northwest bank which had indicated its willingness to lend prospective members of cooperatives using the translator-coaxial system two-thirds of the cost of membership. This should run, Jerrold said, in a community such as Quincy, about $75 for connections plus $2 per month.

In a supplemental petition, due to be filed this week, Jerrold will suggest that if the Commission feels that the use of broadcast frequencies for point-to-point communication jeopardizes the translator proposal then the Industrial-Scientific-Medical band (890-940 mc) be permitted to be used for this purpose.

At the same time, an application was being prepared asking FCC permission to test the translator-coaxial cable combination in Ellensburg, Wash. The Ellensburg-Jerrold Tv Corp. picks up ch. 4 KXLY-TV Spokane, and ch. 4 KOMO-TV and ch. 5 KING-TV, both Seattle, and sends these programs to its subscribers.

Other early comments, favoring the FCC's translator proposal, were from KIMA-TV Yakima; White Pine Chamber of Commerce, Ely, Nev.; Roger J. Houglum, manager, KRVM Eugene, Ore.; Lions Club, Ely, Nev.; KDJI Holbrook, Ariz.; C. J. Community Services Inc., Bridgeport, Wash., and KGVO-TV Missoula, Mont.

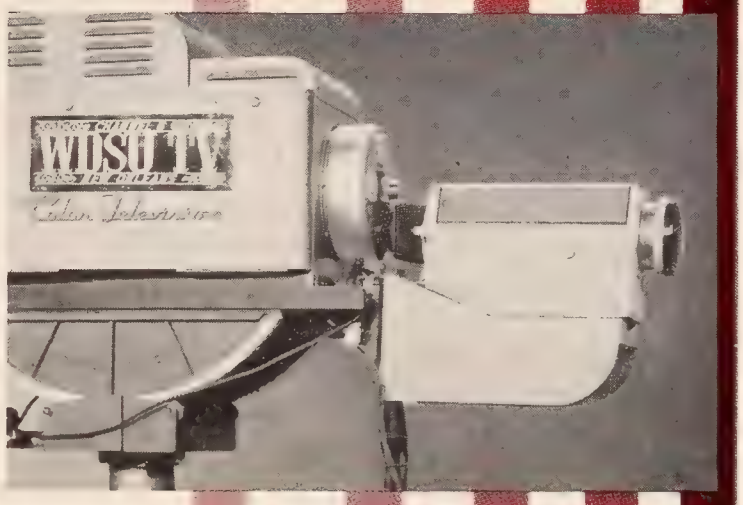
KIMA-TV suggested the rule be revised to limit translator service to those areas which have no local tv signal available, and that it be forced to discontinue when a local service begins operation. KIMA-TV operates "satellite" stations KEPR-TV Kennewick, Wash.; KLEW-TV Lewiston, Idaho, and holds a grant for KBAS-TV Ephrata, Wash. KEPR-TV is now providing some local live programming, KIMA-TV reported.

The Bridgeport booster group asks that the rule be broadened to permit use of vhf frequencies as well as uhf.

Umpqua Radio & Tv Inc., Roseburg, Ore., community tv system, asked that the rule be revised to permit use of translators as common carrier relays. It spoke of using such a system to bring Portland, Ore., signals (200 miles away) to Roseburg.



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says Mr. Edgar B. Stern, Jr., President, WDSU-TV, New Orleans, as reported in *Broadcasting-Telecasting*, Jan. 16, '56.

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APPEALS COURT: NEW BACKER FOR FCC

Recent decisions show little inclination to tamper with FCC's judgment, but only to see that each applicant is given opportunity to present its case fairly.

CARTE BLANCHE for the FCC to choose among applicants for tv stations? Is that the meaning of recent U. S. Court of Appeals decisions which have bolstered the power of the FCC tremendously in recent months?

For the second time in as many weeks, the Supreme Court has been asked to review such a comparative television FCC decision. WTSP St. Petersburg, Fla. (*St. Petersburg Times*-Nelson Poynter) two weeks ago petitioned the high court for a writ of *certiorari* to accept review of a lower court ruling which affirmed the FCC's grant of Tampa-St. Petersburg to WFLA-*Tampa Tribune* [B•T, Jan. 23]. Three weeks ago, Southside Virginia Telecasting Corp. (WSSV Petersburg, Va.) asked the Supreme Court to review an appeals court decision which upheld the Commission in granting Petersburg's ch. 8 to what is now WXEX-TV Petersburg [B•T, Feb. 13].

The appellate court's basic attitude toward FCC decisions in comparative television cases (there have been six such opinions and only in one was the FCC reversed) is that the FCC was established to choose among several applicants for the same facility. In essence, the court has said:

"We aren't going to substitute our judgment for the Commission's. Our only function is to see that the proper procedures were followed in hearings and in the decision and that the Commission has considered fully the evidence in behalf of each contestant."

This was the heart of the court's decisions, involving three comparative tv cases, in the last five weeks. The cases were Tampa-St. Petersburg, Fla., chs. 8 and 13, and Sacramento, Calif., ch. 10 [B•T, Jan. 23, Feb. 13 and Jan. 30, respectively].

Even earlier the lower court seemed wedded to the philosophy that the Commission can properly pick any applicant it desires—so long as all applicants receive a fair hearing and the FCC's choice was based on a reasoned and considered judgment.

The appeals court has upheld the FCC in the Portland, Ore., ch. 12 grant to what is now KLOR (TV) that city, and in the Savannah, Ga., ch. 3 case to WSAV that city. In the Beaumont, Tex., ch. 6 grant to KFDM that city, the court reversed the FCC. This involved stock options held by W. P. Hobby (KPRC-AM-FM-TV-*Houston Post*) and the court felt that the Commission should have taken note of one of these taking place after the initial decision but prior to the final decision.

These Court of Appeals rulings have raised a small-scale furor within the communications legal fraternity—although many radio-tv lawyers privately admit that the court's decisions are what they expected right along.

However, so serious is this blanket authority considered in some circles that there is hope the U. S. Supreme Court will review the lower court's pronouncements and reverse them.

And, in fact, the refusal of the appeals court to reverse the commission's decision in the Sacramento ch. 10 case has been re-appealed by the unsuccessful applicant, McClatchy Broadcasting Co. McClatchy two weeks ago submitted a formal petition to the appeals court to rehear the case with a full court in attendance [B•T, Feb. 13]. The cases are usually heard by three-judge panels.

Among the FCC comparative tv decisions still in the Court of Appeals are those involving the following:

Shreveport, La., ch. 12, where KSLA-TV Shreveport was granted, and KRMD Shreveport and Southland Television Co. were denied; Shreveport, La., ch. 3, where KTBS Shreveport was granted and KWKH Shreveport was denied; Sacramento, Calif., ch. 3, where KCRA Sacramento was granted and KXOA Sacramento was denied; Flint, Mich., ch. 12, where WJR Detroit was granted and Butterfield Theatres Inc. was denied; Fort Wayne, Ind., ch. 69, where WANE Fort Wayne was granted and Anthony Wayne Broadcasting Co. was denied; Fresno, Calif., ch. 12, where KFRE Fresno was granted and KARM Fresno was denied; Knoxville, Tenn., ch. 10, where WBIR Knoxville was granted and Tennessee Television Inc. and WNOX Knoxville were denied, and Miami ch. 7, where Biscayne Television Corp. was granted and South Florida, East Coast and Sunbeam Tv Corps. (all) were denied.

There are a number of issues involved in these cases. Most significantly, many touch on such subjects as the Commission's diversification policy, newspaper ownership, past broadcast record, program effectuation, and integration of ownership and management.

Unless the Supreme Court commands the lower court to reverse itself, it seems that the FCC has the power to pick and choose among the applicants on whatever basis it feels significant in a particular docket. Similarly, the Supreme Court's refusal to accept review in the two appeals now before it will leave as law the existing appeals court decisions giving the Commission these broad powers of choice.

UHF-VHF SESSIONS RESUME WEDNESDAY

THE Senate Commerce Committee will hold hearings Wednesday through Friday in its investigation of tv networks and uhf-vhf troubles with 13 witnesses scheduled. The networks are scheduled to testify on allocations problems March 26-28.

Committee Chairman Warren G. Magnuson (D-Wash.) said that with testimony this week by 13 witnesses he hopes to wind up one phase of the probe, except for network testimony. He said other phases of the tv inquiry will be explored at hearings in mid-April.

The list of network witnesses has not been compiled yet, Sen. Magnuson said.

Scheduled witnesses this week:

Wednesday—John Engelbrecht, WTSK-TV Knoxville (ch. 26) and WIKY-AM-FM Evansville, Ind.; Stephen A. Cisler, KEAR San Francisco; Benito Gaguine, Washington attorney representing WKOW-TV Madison, Wis. (ch. 27); John H. DeWitt Jr., WSM-TV Nashville (ch. 4); Paul W. Morency, WTIC-AM-TV Hartford, favored by an FCC initial decision for ch. 3 there, and Elmer W. Engstrom, RCA senior executive vice president.

Thursday—Paul Bartlett, KFRE Fresno, Calif., grantee of ch. 12 there; Arthur W. Scharfeld, Washington attorney representing Radio Wisconsin Inc., grantee for ch. 3 at Madison; Clifford F. Rothery, president, National Assn. of Broadcast Employes & Technicians (NABET); John J. Gunther, Americans for Democratic Action (ADA); Irving Ferman, American Civil Liberties Union (ACLU), and Andrew J. Biemiller, AFL-CIO.

Friday—H. Leslie Hoffman, president of RETMA and of Hoffman Electronics Corp., Los Angeles, set producer.

JUSTICE ACCEPTS 16 MM FILM EDICT

THE Dept. of Justice will not appeal a federal court judge's ruling throwing out its antitrust suit against 12 motion picture companies for conspiracy to withhold their films from television.

The government's suit—against such Hollywood majors as RKO, 20th Century-Fox, Columbia, Warner Bros., Universal, Republic—was brought in 1952. It charged that the producers had illegally conspired to restrain distribution of 16mm feature films to television and other outlets.

Last December, Los Angeles Federal Judge Leon R. Yankwich ruled that the government had failed to prove its case of conspiracy [B•T, Dec. 12, 1955]. He held that although the companies may have kept films off tv for economic reasons, no proof had been offered that they had conspired together in violation of the Sherman antitrust law.

Attorney General Herbert Brownell Jr. pointed out that in recent weeks many of those named in the suit have licensed or sold over 1,800 features and westerns to tv. In addition, he said, there have been reports that the remaining defendants are negotiating to release some of their features to tv.

One of the principal objectives of the suit, Mr. Brownell said, was to make feature movies available to tv. Since a "substantial" flow of feature films from major studios has started, he said, continuation of the litigation would serve no practical purpose.

House Bill Would Define Areas for Antitrust Action

A BILL to give the Attorney General authority to take antitrust action against industries under regulation by federal agencies, including the FCC, was introduced last week by Rep. Emanuel Celler (D-N. Y.), chairman of the House Judiciary Committee and of its Antitrust Subcommittee.

Rep. Celler said his bill (HR 9762) would make it plain Congress intended federal regulatory agencies "to supplement and not supersede" the free enterprise system. The Celler measure, introduced as a statement of congressional policy, provides that no antitrust action instituted by the U. S. "shall be barred or stayed for the reason that any official, agency, board, or commission has jurisdiction or is exercising jurisdiction over some or all of the activities included in the alleged antitrust violation."

In recent testimony before congressional committees [B•T, March 5], Stanley N. Barnes, assistant attorney general in charge of the Justice Dept.'s Antitrust Div., said the Justice Dept. has been left in doubt by one court decision about its jurisdiction in certain areas of FCC activity. He declined to comment at that time on whether he thought Congress should establish primary and secondary jurisdiction between the FCC and the Justice Dept. in enforcing antitrust laws.

In introducing his bill, Rep. Celler cited

several federal agencies which he said "have approved exemptions from the antitrust laws which are not necessary in the public interest."

The bill provides that "where Congress has authorized any . . . commission to restrict entry into an industry such authority shall be exercised in a manner to give the maximum effect practicable to the antitrust laws."

Ike Names Justice's Barnes U. S. Ninth Circuit Judge

NOMINATION of Stanley N. Barnes, Assistant Attorney General in charge of antitrust activities of the Dept. of Justice, to be a U. S. Circuit Judge for the Ninth Circuit, was made last week by President Eisenhower.

Mr. Barnes, who only two weeks ago disclosed Justice Dept. investigations of possible antitrust violations in the television industry [B•T, March 5], is a California Republican who was named to his Justice Dept. post in 1953. He is 55 and was a Los Angeles County Superior Court judge from 1947 to 1953. The Ninth Circuit includes seven western states (Arizona, California, Idaho, Montana, Nevada, Oregon and Washington, and Alaska and Hawaii). Mr. Barnes, whose appointment is subject to Senate confirmation, will succeed William E. Orr, who retired last January.

In two Capitol Hill appearances earlier this month, Mr. Barnes indicated that the Justice Dept. was looking into such television matters as: (1) networks requiring advertisers to take network-owned programs in order to secure prime time, (2) "block-booking" of films to tv stations, (3) NBC-Westinghouse stations swap and (4) wrestling on tv.

Under his aegis as chief administration antitrust officer, the Justice Dept. has settled antitrust suits against the following via consent decrees: AAAA, AT&T and IBM. Still pending are suits against American Newspaper Publishers Assn., other media groups and RCA (patent licensing). Also tried during Mr. Barnes' tenure with the Justice Dept. was the government suit against the National Professional Football League and the *Kansas City Star* case.

FCC Gets $7.8 Million In Bill Passed by House

THE House Wednesday passed by voice vote the Independent Offices Appropriation Bill (HR 9739), which includes $7.8 million for the FCC in fiscal 1957 starting next July 1 [AT DEADLINE, March 5].

The amount is $50,000 less than the Budget Bureau estimate but $930,000 over the current fiscal year (1956)—$6,870,000. Included is $141,000 to continue the FCC's current study of radio-tv network broadcasting, expected to be concluded at the end of fiscal 1957 (June 30, 1957). Congress gave the FCC $80,000 to begin the study for fiscal 1956.

A House Appropriations subcommittee headed by Rep. Albert Thomas (D-Tex.) said in reporting out the bill the previous week that the $930,000 increase over 1956 is for hiring 70 additional employes to reduce radio-tv and special services backlogs.

The appropriations measure went to the Senate, where it was referred to a Senate Appropriations subcommitee headed by Sen. Warren G. Magnuson (D-Wash.), who also is head of the Senate Commerce Committee, which has jurisdiction over Senate legislation affecting the FCC.

The appropriations measure went to the Senate, where it was referred to a Senate Ap-ing the FCC. A staff member of the Senate Appropriations group said Friday the FCC will not be called for hearing for "a month or more."

Competition Quits

POSSIBILITY of a comparative hearing between two applicants for establishment of a common carrier microwave relay to feed tv signals from Denver to a Rapid City, S. D., community television system evaporated last week when Bartlett & Reed management withdrew, leaving Black Hills Video Co. the surviving applicant. The withdrawing applicant was to be paid $3,000 for out-of-pocket expenses.

Hearing scheduled for March 20 will continue, however. Black Hills must convince the FCC that there is a need for the service. Intervenor in the hearing is AT&T. Black Hills proposes to spend $300,000 to build the nine-hop relay over the 300-mile route.

Community antenna system in Rapid City is a local corporation. As part of its agreement to withdraw, Bartlett & Reed secured an option to acquire 20% ownership in the community system. Black Hills is owned by a group of businessmen, mainly from Little Rock, Ark.

There is one tv station in Rapid City—KOTA-TV operating on ch. 3 and affiliated with all three tv networks.

Glasmann Purchases Get FCC Approval

AMONG station sales approved by the FCC last week was the $1 million-plus transfer of control of three radio stations and two tvs from the Frank C. Carman-Grant W. Wrathall-O. and Sharon Lee Powers interests to publisher A. L. Glasmann and family. Stations involved and sale prices are KUTV (TV) Salt Lake City, Utah ($1,033,333); KLIX-AM-TV Twin Falls, Idaho ($95,598); KGEM Boise, Idaho ($64,356); KOPR Butte, Mont. ($40,000), for a total of $1,233,287.

The *Ogden* (Utah) *Standard-Examiner,* 72.3% controlled by Mr. Glasmann, will own 51% of KUTV, and the *Salt Lake City Tribune,* 50% owner with the Carman-Wrathall group, retains 35%. Among other KUTV principals are Mr. and Mrs. George C. Hatch, the latter a daughter of Mr. Glasmann. KLIX-AM-TV, owned 50% by the Carman-Wrathall interests and 50% by J. Robb Brady and associates, will now be 100%-owned by the Glasmann family.

The Carman-Wrathall group is selling its 75% of KGEM to a corporation 100%-owned by KLO Ogden (*Standard-Examiner*). The *Standard* also holds interests in KIMN Denver, KMON Great Falls, Mont., and KALL Salt Lake City. The Carman-Wrathall group is selling two-thirds interest in KOPR to KALL, which is owned by Mr. and Mrs. Hatch. Ed. Cooney, KOPR manager will own one-third of KOPR.

The FCC also approved the sale of WOKO Albany, N. Y., from the Governor Dongan Broadcasting Corp. (James T. Healey) to Carl L. Lindberg and Howard B. Hayes for $64,701. Mr. Lindberg owns 67.2% of WPIK Alexandria, Va. Mr. Hayes is a Washington, D. C., consulting engineer and a former WPIK principal.

Also approved by the FCC was $90,000 assignment of license of WDOV-WDOX (FM) Dover, Del., to Henry Rau and associates (WOL-AM-FM Washington).

WMUR-TV PROTESTS FILM 'EXCLUSIVES'

Manchester, N. H., station seeks rule change to prevent station in one city from gaining film rights over other cities.

A CALL for FCC regulation to protect tv stations from exclusive film territorial arrangements outside their own communities was submitted by ch. 9 WMUR-TV Manchester, N. H., last week.

The New Hampshire station asked the FCC to add a new provision to its network rules which would forbid a station from contracting with a film distribution firm for exclusive showing of motion pictures in a community other than the one to which the station is licensed.

This is similar, WMUR-TV said, to the revised territorial exclusivity rule established last year. In that provision the Commission forbade any station from signing an affiliation contract with a network which provided exclusivity in any market but its own.

The petition for rule-making was accompanied with an affidavit by Norman A. Gittleson, executive vice president of WMUR-TV, relating the station's experiences in seeking the purchase of NBC Film Div.'s *Victory at Sea.*

Mr. Gittleson said that the Harvard Brewing Co., Lowell, Mass., had indicated an interest in sponsoring the film on WMUR-TV. When he approached NBC Film Div., Mr. Gittleson said, he was told that ch. 7 WNAC-TV Boston had contracted for the film and that the contract provided for exclusive use within a 75 mile radius of Boston. Manchester is 50 miles northwest of Boston.

When NBC Film Div.'s attention was called to the fact that the same film could be used in Providence, R. I., 44 miles south of Boston, NBC answered that Providence and Boston were considered two separate markets, the affidavit added.

WMUR-TV, using 279.3 kw from an antenna 1,027-ft above average terrain, is affiliated with ABC. But, the petition said, when the Boston ch. 5 case is completed (an initial decision is held by the greater Boston Tv Corp.) it undoubtedly will lose its ABC affiliation—since the Boston vhf stations all put a good Grade B signal into Manchester. This means that its only means of staying alive will be local live and film programs, the station said. If it cannot get good film product, it stated, it will not be able to survive.

The question of film contracts and the part they play in telecasting is one of the issues being explored by the FCC's network study staff. The subject has also been a principal topic at the Senate Commerce Committee's hearings on the uhf problem.

Text of the proposed rule is as follows:

"Sec. 3.659. Film Agreements. No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, expressed or implied, with a supplier of films for television stations which prevents or hinders another broadcasting station, located in a different community, from broadcasting any programs of said supplier of films. As employed in this paragraph, the word 'community' is defined as the community specified in the instrument of authorization as the location of the station."

The petition was filed by Arthur H. Schroeder of the Washington law firm of Miller & Schroeder.



FCC DELAYS DEBATE ON 1-NETWORK TIE

THE FCC gave the once over (lightly) last week to FCC Comr. John C. Doerfer's proposal to limit television stations to one network affiliation [B•T, March 5] and decided to pass it over for two weeks.

Mr. Doerfer, meanwhile, emphasized that his proposal was thrown into the hopper in order to engender comments which could be considered when the Commission weighs the various recommendations in the overall allocations proceeding. The target date for coming up with a final decision on this matter has been estimated generally as June 30. It has been pointed out, however, that following the Commission's determination on the overall situation, sundry follow-up rule-making notices may have to be issued.

"This is primarily an expedient," Mr. Doerfer told B•T last week, "in order to bring this idea into line with the pending proceeding. If we wait any longer, this idea will have to be processed as a separate and new rule-making—which may well throw the June 30 target date back another month or so."

The Wisconsin Republican iterated that he was not close-minded on the subject; he could be persuaded otherwise by cogent reasons. But, he declared emphatically. "At least let's get the thing out and the comments in and then we'll be able to judge along with all the other ideas.

"I'm a little bit disappointed that the Commission couldn't see its way clear to solicit comments now," Mr. Doerfer said. "Not that I wanted to see the FCC adopt the rule immediately, but at the moment it looks like an aid to uhf stations."

Comr. Doerfer's proposal—based on his consistent publicly stated belief that programming is the essence of the uhf-vhf problem—would have the FCC promulgate a new network regulation forbidding a tv station from affiliating with or carrying the programs of more than one network.

It is his contention that this would prevent the situation existing in some areas now where one or two vhf stations "skim the cream" of programs of all three networks. Under his plan, where there is one vhf and two uhf stations, each would be affiliated exclusively with one network.

He admitted that there had been some opposition expressed to him by one network, but he said he had received no clearcut expressions from the other two networks.

"That's the very point of the proposal," he said. "To get them all to make their viewpoints known, on the record."

Johnson, English Head Uhf Industry Committee

JOHN G. JOHNSON, general manager and 13% stockholder of the Winston-Salem Broadcasting Co. (ch. 26 WTOB-TV Winston-Salem, N. C.) has been elected chairman of the Uhf Industry Coordinating Committee, it was announced last week.

Elected vice chairman was John W. English, president-12.5% stockholder in ch. 28 WNAO-TV Raleigh, N. C., and a 7% stockholder in ch. 35 WSEE (TV) Erie, Pa.

The new leaders of the uhf group succeed Harold H. Thoms, owner of ch. 62 WISE-TV Asheville, N. C., chairman, and Fred Weber, formerly general manager of WFPG-TV Atlantic City (ch. 46; now dark), and now president-general manager of ch. 13 WHTN-TV Huntington, W. Va., vice chairman. Mr. Thoms resigned due to the press of business interests, and Mr. Weber because he is no longer a uhf operator.

The Uhf-ICC was organized in the spring of 1954 to present the uhf case before the Senate Commerce subcommittee headed by Sen. Charles E. Potter (R-Mich.).

Mr. Johnson has been active in the work of the committee since its inception. The Winston-Salem Broadcasting Co. (James W. Coan, president) also holds a grant for ch. 29 WOTV (TV) Richmond, Va., and owns WSGN-AM-FM Birmingham, Ala., and WLOW Portsmouth, Va.

Uhf WIRK-TV Leaving Air, Lashes Out at FCC Practices

IN a bitter denunciation of the FCC and its "inequities," ch. 21 WIRK-TV West Palm Beach, Fla., last week informed the Commission that the station was going off the air. The station has been on the air since September 1953.

In a letter to FCC Chairman George C. McConnaughey, Joseph S. Field Jr., WIRK-TV president, characterized the Commission as a tool of big business ". . . whose sole function is to protect the network and strong monopolistic vhf influences." Mr. Field said that WIRK-TV had "held out long past the point of good judgment" in hope that the FCC "would see the errors created and make the easy adjustments." He berated the Commission for seeking a solution to uhf problems not from "the people who are suffering" but from "monopolistic networks and powerful vhf interests—the source of our problem."

Mr. Field said the FCC has sown the seeds of uhf's demise ". . . simply by doing nothing—the easiest way out. You let the forces opposing us solve your problem for you. The problem of uhf, which you created, is being solved for you merely by the passage of time."

Speedy FCC Action Gives Guam Two Vhf Channels

ONLY 14 days following a request by KUAM Agana, Guam, asking the FCC to assign ch. 8 to that city [B•T, Feb. 27], the FCC has announced that its table of assignments has been amended to include Guam, and that ch. 10 as well as ch. 8 was being assigned to Agana. The speedy FCC action was unanimous and came as an answer to KUAM's plea for expedited rule-making.

In its petition, KUAM indicated it would apply for the vhf channel when it was assigned to Agana. KUAM also said that if an Armed Forces tv station were established, as contemplated by the Dept. of Defense, KUAM—which supports itself mainly through advertising directed to military personnel—would be ruined. Last year, KUAM vigorously campaigned against establishment of a military tv station on the island [B•T, May 30, 1955].

Caguas Initial Decision Down

RECOMMENDATION that ch. 11 at Caguas, P. R., be awarded to American Colonial Broadcasting Corp, was made last week in an initial decision issued by FCC Hearing Examiner H. Gifford Irion. American Colonial became the sole applicant when the FCC dismissed with prejudice the competing application of Supreme Broadcasting Co. Supreme failed to meet the deadline for notice of appearance at the hearing and asked the FCC to accept a late filing. The Commission denied the request.

Government Loses Appeal In 1950 WTOP-TV Tax Case

FOR tax purposes, a station comes into existence when it is given a construction permit, the U. S. Court of Appeals has ruled in upholding a U. S. Tax Court decision involving the 1950 sale of ch. 9 WOIC (TV) Washington (now WTOP-TV) by Bamberger Broadcasting Co., to the Washington Post Co. and CBS.

A suit was brought by General Teleradio Inc. (Bamberger-Macy interests) to recapture $37,257 paid in taxes under protest when the ch. 9 station was sold for $1.4 million. The District of Columbia tax collector ruled that liability came under a provision which holds that income from a sale of property held less than two years comes under an income and franchise tax. WOIC received a grant in 1946 and began operating in 1949. The U. S. Tax Court ruled last year that station ownership began in 1946 when a construction permit was issued [B•T, May 23, 1955]. The D. C. government appealed and the March 1 court ruling followed.

Initial Decision Favors Second Am for N. C. City

THE economic injury protest received another setback last week when FCC Hearing Examiner H. Gifford Irion recommended confirmation of an FCC grant for a new am station in Statesville, N. C. (550 kc, 500 w daytime). In an initial decision, Mr. Irion recommended denial of a protest by WSIC-AM-FM Statesville, which claimed the market could not support two stations and that so great are the chances that a new station would fail, the applicant could not be considered financially qualified to build and operate.

Mr. Irion, in conceding that there was a "strong possibility" that one of the stations might fail, reiterated that the law "does not insure the individual broadcaster a profitable return on his investment." And although the new station might succumb for lack of revenue, this possibility does not retroactively render the applicant unqualified, Mr. Irion stated.

Caribou, Me., Bid Withdrawn

REQUEST for permission to withdraw as an applicant for ch. 8 at Caribou, Me., was filed with the FCC last week by Elson Television Co., competing for the channel with Aroostook Broadcasting Co. The hearing on the applications is scheduled to begin next Monday, March 19. In its petition for dismissal, the Elson Tv Co. included an agreement with Aroostook, whereby the latter, upon being awarded the grant, will pay the Elson Tv Co. $3,150. The $3,150 represents Elson Tv Co.'s expenses incurred in prosecution of its application, it was stated.

Pa. Passes Anti-Bait Law

ANTI-BAIT legislation has been enacted in Pennsylvania, strengthening the state's penal code making it a misdemeanor to advertise anything which is untrue, deceptive or misleading. The measure was sponsored by Pennsylvania Newspaper Publishers Assn., Pennsylvania Retailers Assn. and other groups.

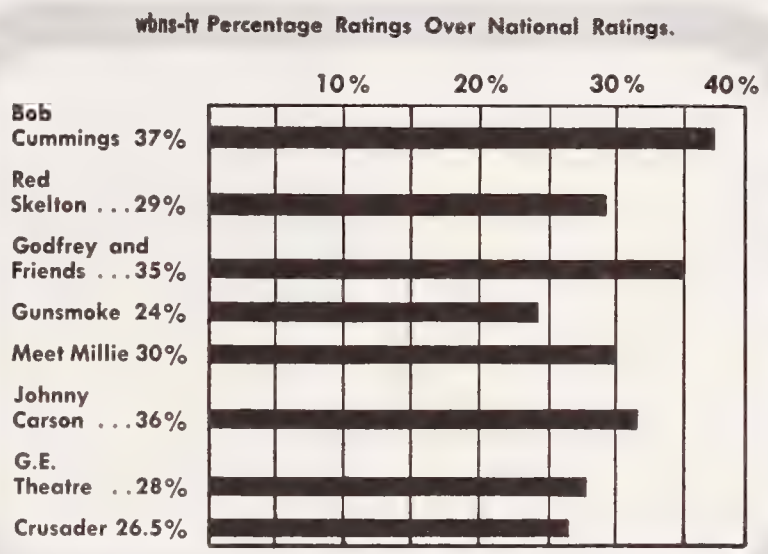
The state law now provides that those advertising or offering for sale to the general public with intent not to sell or with intent not to sell at the price advertised will be guilty of a misdemeanor and on conviction be subject to a $1,000 fine or six months in prison or both. Provision is made for innocent mistakes or typographical errors.



like Magic?

No. . . .

wbns-tv's dominant position in the rapidly growing Central Ohio market determines audience delivery.



In January, 1956, for instance, **wbns-tv's** audience delivery on "Stage Show" was 50% over national ratings.

Other ratings on popular CBS evening network programs* (illustrated in the graph) indicate strong market preference for **wbns-tv's** program schedule.

In the fast growing Central Ohio market, dominated by **wbns-tv,** the Columbus Metropolitan population alone now stands at 607,890 and is increasing at the rate of 48.8 persons per day.

Ask your "Blair" man about spot availabilities around these high rated programs. **wbns-tv** is a sure buy in one of America's fastest growing markets.

*Composite ratings for CBS-TV programs based on multiple markets and specially prepared for **wbns-tv** by the American Research Bureau.

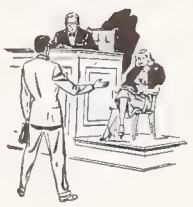
wbns-tv

channel 10
columbus, ohio

Affiliated with Columbus Dispatch. General Sales Office; 33 North High St.

CBS TELEVISION NETWORK





He'll go all-out to win a case! Millions of Americans know that and love him for it.

But Public Defender doesn't only swing juries. Entire segments of the population are influenced in their choice of food labels and merchandise brands by what they see advertised on these bristling-with-action Public Defender shows. In your market too, whatever you have to sell, Public Defender will tip the balance of public opinion in your favor!



69 HALF HOURS

First run in many markets! Powerful re-run value in ALL markets!

Interstate
TELEVISION CORPORATION

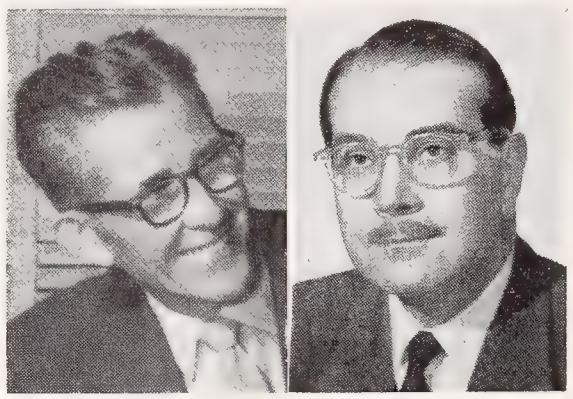
NEW YORK	CHICAGO	HOLLYWOOD
445 Park Ave.	1250 S. Wabash	4376 Sunset Drive
MUrray Hill 8-2545	WAbash 2-7937	NOrmandy 2-9181

WESTINGHOUSE BOOSTS KEY PERSONNEL

Lasky named in charge of all west coast operations; Conley assistant to the president; Bachman KEX general manager, and Blain midwest sales manager.

APPOINTMENTS of Philip G. Lasky, general manager of Westinghouse Broadcasting Co.'s KPIX (TV) San Francisco, as executive in charge of all WBC west coast operations, and John B. (Steve) Conley, general manager of KEX Portland, Ore., as assistant to the president on special projects, highlight new appointments announced by WBC President Donald H. McGannon.

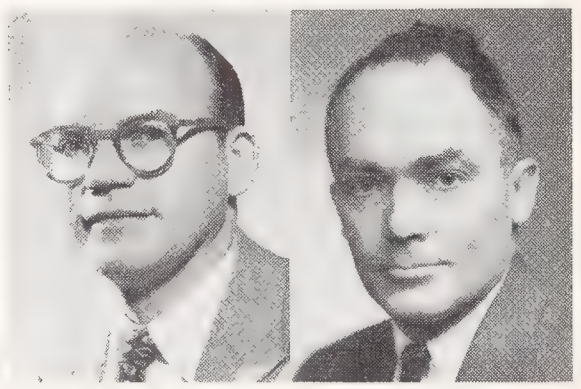
Mr. Lasky will continue as KPIX general manager in addition to his expanded responsibilities. Mr. Conley will remain in Portland while working directly with WBC's headquarters in New York, Mr. McGannon said.



MR. CONLEY MR. LASKY

Herbert L. Bachman, who has been advertising and sales promotion manager of KPIX, succeeds Mr. Conley as KEX general manager, the WBC president announced.

Also appointed at WBC last week was Ewart M. (Ewie) Blain, sales manager of the firm's KYW Cleveland, who becomes WBC's midwest sales manager, located in the Chicago office of Free & Peters, station representative. Mr. Blain, who succeeds George Tons, transferred to WBC's KDKA-TV Pittsburgh as national sales service manager, will represent Westinghouse Broadcasting in both radio and tv sales. Mr. Blain's appointment was the first made by Alexander W. Dannenbaum Jr., newly-named national sales manager [B•T, March 5].



MR. BACHMAN MR. BLAIN

In announcing the other appointments, President McGannon cited the growth, history and prospects of the West Coast, noting that "we have witnessed great expansions there . . . during our years of operation in San Francisco and Portland" but "are convinced that the real growth in both these markets is yet to come." He pointed out that both KPIX and KEX operate with maximum power.

Mr. Lasky, who with a group of associates founded KPIX in 1948, has been in broadcasting since the 20's, when he was a "one-man engineering department" at KFEL in his home town, Denver. During the early 30's he was general manager of KDYL Salt Lake City, much of whose transmitting equipment he made. He became general manager of KSFO San Francisco in 1935, and later acquired interests in other west coast stations.

In his new post, Mr. Conley will operate at the management and policy level, Mr. McGannon said. A member of the Westinghouse organization since 1925, when he joined the accounting department of the parent Westinghouse Electric Corp., Mr. Conley became auditor-treasurer of WBC in 1936, station manager at WOWO Fort Wayne, Ind., and later at KEX (both between 1940-46). In 1946, Mr. Conley was appointed general manager of the broadcasting company and a year later named a member of the board of directors, returning to Portland in 1950 as general manager.

Mr. Blain, a broadcast sales veteran since 1932 when he started at WFBL Syracuse, N. Y., joined Free & Peters, New York, in 1940. He left F&P in 1951 to become an account executive with CBS-TV, moved two years later to WEEU-TV Reading, Pa., as sales director, and in 1954 started his association with KYW (then Philadelphia).

Mr. Bachman joined KPIX in 1952 as promotion and research director. He formerly was director of the research and promotion department of Headley-Reed Co., having established the department in 1949. Before that, he was with ABC, starting in 1946 and becoming manager of television research in 1948.

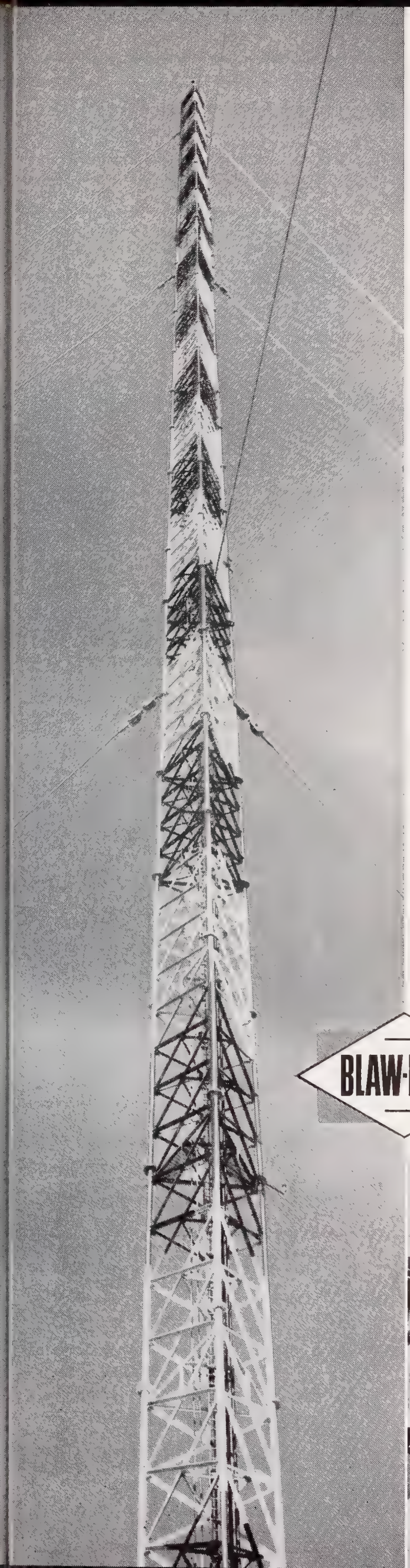
WDMJ (TV) to Pick Up Shows By RCA's Microwave System

RCA has announced that installation is underway of a "multi-hop" broadcast microwave system for WDMJ (TV) Marquette, Mich. (ch. 6) to pick up out-of-air, for subsequent transmission to its broadcast area, network programs carried by WBAY-TV Green Bay, Wis. (ch. 2), 170 miles away. Used will be three RCA microwave hops for relay of WBAY-TV signals to WDMJ's transmitter site. This first microwave repeater station will be set up within WBAY-TV's broadcast range to permit direct off-air reception and pickup of network programs, with signals then relayed through two other microwave stations to WDMJ's broadcast transmitter. Installation, according to A. R. Hopkins, manager, RCA Broadcast and Tv Equipment Dept., will use RCA's highpower broadcast microwave equipment capable of up to 10 kw effective radiated power. The transmitter produces 1 w power output on any selected frequency between 5,850 and 7,125 mc.

North Carolina Foundation Elects Essex as President

HAROLD ESSEX, vice president-general manager of WSJS-AM-TV Winston-Salem, N. C., has been elected president of the newly-formed Broadcasting Foundation of North Carolina Inc.

The foundation, established a fortnight ago at a meeting of North Carolina broadcasters at Chapel Hill, is described as a "non-profit and educational corporation formed to sponsor and promote the advancement of education in the fields of radio and television at the U. of North Carolina." Funds from the foundation will be used solely for education purposes in teaching



. . . 1088 foot guyed tower designed for triple service

This triangular, guyed type 1088 foot tower . . . with insulated base and sectionalizing insulators at the 640 foot level . . . does triple duty for WMCT, Memphis, Tennessee.

The lower part of the tower is used as an AM radiator for WMC. In the portion above the insulator and just below the top is mounted an 8-bay FM antenna for WMCF. On top of the tower is a 6-bay super turnstile antenna for television station WMCT.

In addition to this main tower, they use three Blaw-Knox self-supporting 315 foot towers in nighttime directional operation . . . plus a 310 foot guyed tower for an auxiliary. So at this one station they have a total of five Blaw-Knox towers.

This unusual installation is typical of how we are prepared to cooperate with you on any antenna tower problem you may have.

For more information on the many types of Blaw-Knox Antenna Towers, simply write for your copy of Bulletin No. 2417. Or, for prompt service send us your inquiry, specifying height of tower and type of antenna.

BLAW-KNOX COMPANY
BLAW-KNOX EQUIPMENT DIVISION
PITTSBURGH 38, PENNSYLVANIA

BLAW-KNOX

ANTENNA TOWERS

Guyed and self-supporting types—for AM • FM • TV • microwave • communications • radar



Distributed by GraybaR

Looking skyward, note the solid round corner legs and the double laced structural angle bracing. Insert shows the triple unit compression cone base insulator.

radio and tv script writing, operation and production in the university's Communications Center.

Other officers of the foundation are Richard H. Mason, WPTF Raleigh, vice president; J. Frank Jarman, WDNC Durham, secretary, and John H. Bone, WNAO-AM-TV Raleigh, treasurer.

Janet Anderson to Head Hollingbery's New Office

MRS. JANET ANDERSON has been appointed manager of the new office of George P. Hollingbery (station representative firm), opened in Minneapolis earlier this month.

The new office is located in Room 720 of the Roanoke Bldg. The telephone number is Federal 3-0519.

Minneapolis-St. Paul advertisers and agencies will be called on by the Chicago Hollingbery sales force, but the Twin City office "will make available faster and more effective service."

Mrs. Anderson previously was with the media and creative department of the Jaffe-Naughton-Rich Advertising Agency.

Henry Joins WAKE Atlanta

MICHAEL HENRY, former general manager, WKOW-AM-TV Madison, Wis., joined WAKE Atlanta as operating executive Feb. 27, it was announced last week by the Bartell Group, WAKE owners. Mr. Henry, a former newscaster in the Midwest, also is executive vice president of the Greater Boston Tv Corp., recently awarded ch. 5 in Boston.

FREE & PETERS CHANGES NAME MARCH 15

Firm becomes Peters, Griffin, Woodward Inc. on March 15 to identify top management more directly with company. Personnel, policies to remain the same, officials say.

THE NAME of Free & Peters, prominent in the station representation field for almost 20 years, will change on March 15 to Peters, Griffin, Woodward Inc.

Only the name is being changed. Officials said all management, organization personnel and operating policies will remain the same, and that the name change was made to identify top management more directly with the company. The principals are H. Preston Peters, president; Russel Woodward, executive vice president and director of radio, and Lloyd Griffin, vice president and director of television.

James L. Free, whose name was linked with that of Mr. Peters to form the corporate title new being relinquished, retired from active management in May 1946 and is living at Santa Barbara, Calif.

F&P's predecessor firm, Free & Sleininger, was founded in Chicago in May 1932 by Mr. Free & Clifford L. Sleininger. They were joined two months later by Mr. Peters, who left the *Chicago Tribune* to become the third member of the firm. The name was changed to Free & Peters in October 1936. Mr. Sleininger left the organization in that year.



MR. PETERS



MR. GRIFFIN



MR. WOODWARD

F&P's "old colonel" trademark, originated in the firm's early days to lend a mature identification to a young organization, will continue to be used by PGW.

The company currently represents 23 television and 30 radio stations. It has offices in New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood and San Francisco.

Mr. Peters has been with the firm since July 1932 and has been president since May 1942.

Mr. Woodward has been with the organization since Sept. 1, 1934. Before that, he had been with George Batten Co., and shortly after that agency's merger into BBDO he had been one of a group of five who opened Benton & Bowles in 1929.

Mr. Griffin was radio director of Knox Reeves, Minneapolis, before World War II. During wartime service with the Office of War Information—psychological warfare—he met Mr. Peters while both were assigned to the Far Eastern Div., and upon leaving OWI he joined Free & Peters in 1945.

Walton Succeeds Ragland

ROBERT J. WALTON, midwest sales manager for farm publications represented by The Katz Agency, New York, last week succeeded Tom Ragland as farm director of John Blair & Co., Chicago, radio station representatives. Mr. Ragland resigned several weeks ago to join WHBQ-TV Memphis, Tenn., as national sales manager.



MR. WALTON



FOR

"TOP O' THE MORNIN'"

PROGRAMS

ALL DAY LONG ON ST. PATRICK'S DAY . . .

Play the Gay, Irish Music from the

SESAC TRANSCRIBED LIBRARY

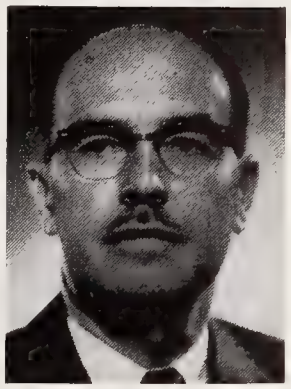
sesac 475 FIFTH AVE. NEW YORK 17, N. Y.

"THE BEST MUSIC IN AMERICA"

Celebrating Our 25th Anniversary

KSL-AM-TV Salt Lake City Names Halliday to New Post

EUGENE M. HALLIDAY has been named vice president and director of a newly-created service department at KSL-AM-TV Salt Lake City, it was announced last week by Jay W. Wright, administrative vice president of Radio Service Corp. of Utah, which owns and operates the station.



MR. HALLIDAY

Mr. Halliday has been with KSL-AM-TV for 22 years and has served in various executive capacities, including posts as KSL-AM program and production manager, KSL-TV sales manager and, most recently, as general manager of KSL-AM.

Clayton L. Perkins, purchasing agent for the corporation, will serve as assistant to Mr. Halliday.

Other changes in the KSL-AM-TV administration announced by Mr. Wright: Joseph A. Kjar, KSL-AM sales manager, named director of sales and promotion, and J. Allen Jensen, KSL-AM program director, appointed director of operations and programming.

Connors to KLZ-AM-TV

JOHN CONNORS has been named to head an expanded promotion-advertising department at KLZ-AM-TV Denver, according to Phil Hoffman, station vice president - general manager. He replaces Harold Storm, who resigned to enter private business.



MR. CONNORS

Mr. Connors was KLZ promotion chief from 1947-52 and returns to the station from Bob Betts Agency, Denver. His first move was to name Quinton McCredie, Bezoff Adv., Denver, promotion production manager, and Jean Roxie Mason, Alexander Film Co., Colorado Springs, promotion assistant, as part of the expansion program.

WGN-TV Boosts Rate Card

WGN-TV Chicago has announced new rate card (No. 15), boosting charges for the first time in nearly 18 months. The basic one-hour rate for Class A time has been increased from $1,500 to $1,800 and reclassified as 8-11 p.m. every day. The rate boost was pegged on the station's increase in power to 316 kw Jan. 15, according to Ted Weber, WGN-TV sales manager. New rates are effective March 1.

WCAU Lengthens Prime Time

WCAU Philadelphia has issued Rate Card No. 30, effective yesterday (Sunday), Jack deRussy, WCAU sales director, announced. The new rates cover an overall increase of 8 to 10% and extends Class "A" time from 7:30-10 p.m. to 6-10:30 p.m. However, the Class "A" hourly rate of $500 remains the same.



Advertisement

From where I sit
by Joe Marsh

Do-It-*Whose*-Self?

Monk McCarthy's almost as good at publicity stunts as he is at servicing and repairing cars—which is pretty darned good.

His latest gimmick is a handbill titled: "DO-IT-YOURSELFERS! Why Not Grease Your Own Car?"

Then he follows with two paragraphs about all the greases you'll need—the full set of wrenches, spray gun, grease gun, four jacks—the ability to work flat on your back with a face full of goo. And at the very end there's this line: "Or, if that's too much trouble, we'll do the job for 75¢."

From where I sit, I'll have to admit Monk's schemes attract attention. They often seem farfetched to me, but he and I always had different opinions on how to run a business—just as we have different opinions about what's the best beverage. He likes hot tea—I prefer a glass of beer—which doesn't keep us from having a "smooth-running" friendship.

Joe Marsh

Copyright, 1956, United States Brewers Foundation

IT'S HOT IN BOSTON

NOT THE TEMPERATURE

WCOP



WCOP

1150 on Your Radio

KLPM, KCRA-AM-TV TAP ON COURT DOOR

RADIO and television roles in covering court trials, bolstered by the Colorado Supreme Court's decision outlawing Canon 35 there [B•T, March 5], received further support last week as KLPM Minot, N. D., received judicial tributes for its coverage of a murder-sodomy case.

A new courtroom issue developed during the week as KCRA-AM-TV Sacramento, Calif., asked permission to broadcast a murder trial scheduled to start March 21 before Superior Court Judge Raymond Coughlin. The request was made despite Canon 30 of the constitution of the Conference of California Judges. This canon, resembling Canon 35 of the American Bar Assn., bans radio-tv or photo coverage.

Holding he was bound by the state canon, Judge Coughlin referred KCRA-AM-TV to Supreme Court Chief Justice Phil Gibson, president of the California Judicial Council, and Superior Court Judge Edward Bishop, president of the California Conference of Judges, as next authorities. George Greaves, KRCA (TV) Los Angeles, president of California State Radio & Tv Broadcasters Assn., is expected to cooperate in KCRA-AM-TV's effort to obtain permission to cover the trial with radio and tv. The case involves the knife slaying of a seven-year-old child in a Sacramento theatre.

Judge Coughlin told KCRA-AM-TV, "I see no objection to it (the broadcast) if the courtroom is properly constructed and equipped for taking tv pictures. That is, avoiding any interference with orderly conduct of the trial. The undoubted purpose prohibiting radio and tv as set out in Canon 30 (Calif.) is to prevent interference with the orderly and proper conduct of judicial proceedings."

Says Canon Dictates

He held he was bound by the canon provisions. The language of Canon 30 follows: "Proceedings in court should be conducted in an atmosphere of fair impartiality and dignity and decorum. Taking photos in courtrooms during court proceedings, broadcasting, or recording for broadcast, all or any part of a court trial by radio, tv or otherwise, is an improper interference with judicial proceedings and should not be permitted by a judge at any time."

KCRA-AM-TV has retained Judge Justin Miller, former NARTB board chairman who took a leading part in the Colorado Supreme Court hearing, to represent it in the effort to obtain permission to broadcast the trial.

The Minot broadcast, involving a case that aroused intense local concern, provided an important public service, according to Roy A. Ilvedson, chief defense attorney. The arraignment and sentencing were carried by KLPM, drawing praise from Judge A. J. Gronna, who presided [B•T, Feb. 27].

Judge Gronna later told Kenneth M. Knutson, KLPM news director, he "didn't even notice" the microphones. Mr. Ilvedson, a former district judge, told Mr. Knutson:

"So far as the public was concerned, I felt that hearing Olive (Charles Harlyn Olive, the defendant) testify, the inflection of his voice, the manner of telling his story, was far more effective than reading about it. I felt the public in listening to Olive felt that he was telling the truth when he said he wanted help (treatment) and couldn't get it.

"I wasn't too happy about the arraignment being broadcast, but after hearing it myself, and hearing the comments from people about it, I felt that in this particular case the broadcast served a good purpose in getting all the facts to the people." He added that he felt the microphones did not materially affect the testimony of his client.

The defendant heard part of the broadcast while riding in a car enroute to the penitentiary. He asked to hear the KLPM repeat, making no comment until he reached his own testimony when he said he had "heard enough."

The Rev. Forrest B. Sharkey, president of the local ministerial association, said that when the broadcast was announced, a member demanded action to prevent it. "Because the arraignment was held without notice," Mr. Sharkey said, "the broadcast was our only opportunity to hear it. Personally, I thought it was a very, very good presentation."

Mr. Knutson said comments made directly to the stations by listeners "seemed to run about eight-to-one in favor of the broadcast."

The arraignment time was moved up at the last hour without giving public notice because of the intense local interest in the case. The KLPM newsroom heard of the change shortly before the arraignment and asked permission to record proceedings for broadcast purpose. Mr. Knutson contended the broadcast would provide the community with its only opportunity to get a firsthand report of the story.

Judge Gronna granted permission, with engineers having less than a quarter-hour to set up microphones and recording equipment. KLPM agreed with Judge Gronna that the arraignment would be broadcast in its entirety, with the understanding that it would be carefully edited to delete any objectionable parts.

Such terms as "sodomy," "homosexual" and "private parts" were used. Mr. Knutson said the question of good taste in carrying the recording with these terms "was weighed carefully against the possibility that an attempt to make deletions would completely destroy the effectiveness of the broadcast." Therefore the recording of 1 hour and 53 minutes was carried without deletions, starting at 1 p.m., when it would be beyond the hearing of school-aged children. Public reaction led to decision to carry a rebroadcast at 9:45 the same evening when smaller children would not have ready access to it, he said. The station publicized both broadcasts and a paid advertisement was run in the city's only daily newspaper.



GEORGE C. HATCH (l), president, KALL Salt Lake City and Intermountain Network board chairman, congratulates Homer K. Peterson, newly-appointed KALL manager. For the past four years Mr. Peterson has been sales manager of Intermountain.

MADISON AM-TV MERGER PLANNED

PROPOSED merger of WIBA Madison with ch. 33 WMTV (TV) Madison, by which WIBA would own two-thirds of the uhf outlet, was disclosed last week by Gerald A. Bartell, president of the uhf television outlet.

WIBA (5 kw on 1310 kc) was 50% owner of the unsuccessful applicant for Madison ch. 3, granted last month to WISC Madison (Morgan Murphy interests). It is owned two-thirds by *The Capital Times* and one-third by *Wisconsin State Journal* and is affiliated with NBC.

No figures were released by Mr. Bartell in his announcement. It was understood, however, that WIBA would pay an aggregate of about $600,000 for the 66⅔% ownership in WMTV. A board of directors for the combined group was proposed at a meeting earlier this month. It would consist of Mr. Bartell, William T. Evjue and George R. Stevenson of the *Capital Times* and Don Anderson and Roy Matson of the *Journal*.

WMTV is affiliated with NBC and ABC. It began operating in 1953. The Bartell interests also own WOKY Milwaukee, WAPL Appleton, both Wisconsin; WAKE Atlanta, Ga.; KCBQ San Diego, Calif., and KRUX Phoenix, Ariz.

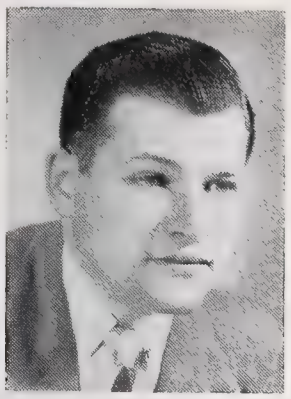
The proposed merger is subject to approval by stockholders of both corporations and by the FCC.

At the same time, a petition for reconsideration filed earlier with the FCC by WMTV against the Madison ch. 3 grant to WISC was withdrawn.

Also operating in Madison is CBS-affiliated ch. 27 WKOW-TV.

WLS News Chief W. J. Small To WHAS-AM-TV News Post

WILLIAM J. SMALL, director of news, WLS Chicago, has resigned effective March 19 to join WHAS-AM-TV Louisville as director of news. Mr. Small had been with WLS for the past five years and prior to that served with KROD El Paso.



MR. SMALL

Mr. Small is president of the Illinois News Broadcasters Assn., a member of the board of the Radio-Television News Directors Assn., and vice president of the Illinois AP Radio Assn.

Among many awards won by Mr. Small were the National Headliners Club award for consistently outstanding news reporting and the Radio-Television News Directors "Distinguished Achievement Award" in 1955.

REPRESENTATIVE APPOINTMENTS

The Branham Co., N. Y., appointed by WRDW-AM-TV Augusta, Ga., effective April 1, and WITI-TV Milwaukee, effective immediately.

REPRESENTATIVE PEOPLE

James Theiss, account executive, Forjoe & Co., N. Y., radio-tv station representative, to Hoag-Blair Co., tv station representative, in similar capacity.

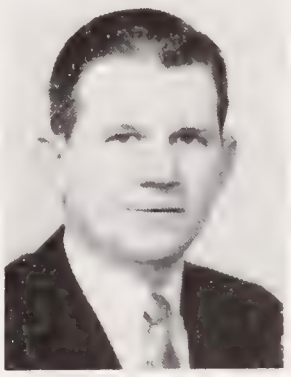


DISCUSSING Geritol sales by Peoples Drug Stores, Washington, D. C., chain, are (l to r) Fred Houwink, station manager of WMAL-TV that city; Ted Mack, m.c. of the *Original Amateur Hour,* sponsored by Pharmaceuticals Inc. (Geritol) on ABC-TV, and George Burrus, Peoples Drug Store president.

James Thrauh, salesman, Time Inc's *Sports Illustrated,* to CBS-TV Spot Sales, Atlanta, as account executive.

STATION PEOPLE

John B. Soell, H-R Television Inc., station representative firm, to WISN-TV Milwaukee as director of television, responsible for station operations.



MR. SOELL

Cyril J. Ackermann, account executive, WTRF-TV Wheeling, W. Va., appointed regional sales manager.

Jim Bailey, disc jockey, KBIF Fresno, promoted to program director, replacing Bill Barnard, resigned.

Aileen Hartigan, commercial department, KFEQ-TV St. Joseph, Mo., appointed promotion manager.



MRS. HARTIGAN

Stan Richards, disc jockey, WBZ-TV Boston, returns to WORL Boston as program director and disc jockey. He continues tv show on WBZ-TV.

Gilbert H. Spector, director of merchandising and advertising, Gates Engineering Co., Wilmington, Del., to WIP Philadelphia as promotion and publicity director.

Elaine McDonnell, former radio-tv promotion head, National Wildlife Federation, Washington, to WCOP Boston as publicity and sales promotion director.

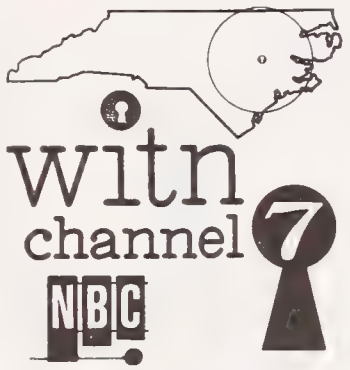
Jim Cowan, KIDO-AM-TV Boise, Idaho, assigned station's merchandising and promotion.

Bill Eames, program director, WEOK Poughkeepsie, N. Y., to KBOI-AM-TV Boise, Idaho, as news director.



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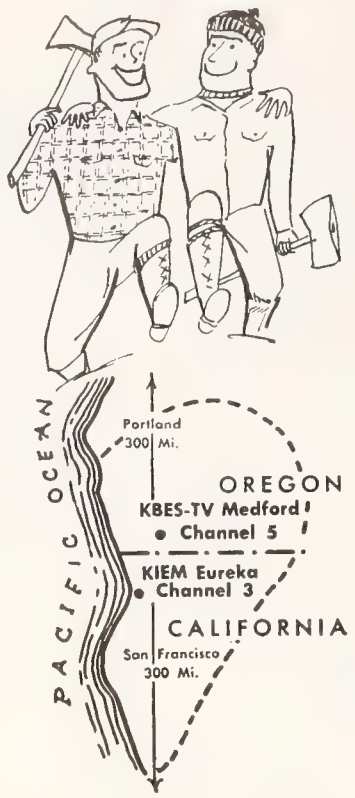


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MARKET FACTS

POPULATION	321,766
FAMILIES	106,535
TV FAMILIES	57,240
RETAIL SALES	$420,528,000
CONSUMER SPENDABLE INCOME	$467,743,000

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'EMMY' GETS ATAS VOTE OF CONFIDENCE

Academy President Don DeFore promises this year's television awards will be "most successful to date." Hal Roach Jr., Ed Sullivan among others answering critics of nominating procedures.

EMMY television awards on NBC-TV this Saturday under Oldsmobile sponsorship will be the most successful presentation to date, Don DeFore, president of Academy of Television Arts and Sciences, promised newsmen last Tuesday in Hollywood, assuring them that "not for a minute" has ATAS considered postponing the show to sooth its critics.

Mr. DeFore reported he received hundreds of telephone calls and telegrams over the previous weekend confirming faith in the Academy and the Emmy awards idea, counteracting the flurry of attacks which were made again this year on the nominating and balloting procedures [CLOSED CIRCUIT, March 5].

He said the ATAS board did not take up the suggestion of tv producer Bernard Fox to delay the award presentation for three months to calk up the chinks because it was too late and the ballots had ample write-in provision to cover oversights.

As for attacks on program categories set forth in the ballots, Mr. DeFore pointed out the lengthy membership and committee meetings last fall in which most critics could have participated and help plan them. He also cited the several meetings held with the newly-established New York chapter to work out a compromise on program categories. He described this as the first real sign of "harmony" between East and West in the tv field.

Sullivan to Head Committee

Ample evidence that Emmy is winning over its worst critics of previous years and will outlive the current complaints, Mr. DeFore said, is the announcement that CBS-TV's Ed Sullivan will chairman the national awards committee for next year. Formerly an outspoken Emmy critic, Mr. Sullivan was among the television notables who aided in formation of the committee of 100 which is operating the ATAS New York chapter until formal organization can be completed after the March 17 awards dinner.

New York enthusiasm for Emmy is shown by the fact the full limit of 1,000 tickets for the dinner at the Waldorf-Astoria was sold out early last week, Mr. DeFore said. Over 2,000 are expected at Los Angeles' Pan-Pacific Auditorium. The 1½-hour NBC-TV show will originate from both points, Art Linkletter acting as m.c. in the West and John Daly in the East. Complexity of the tv field is evident since only two dozen of 40 national awards will be possible on the telecast, the remainder set for closed circuit exchange between the two dinners.

NBC-TV this year is paying ATAS $30,000 for rights to the Emmy presentations, a $5,000 boost over last year. ATAS expects Emmy will be in color next year.

Thomas Freebairn-Smith, ATAS executive secretary, said Boston, Philadelphia and Chicago chapters may be organized this year and groups in St. Louis and Baltimore hope to get underway also. Present membership of 2,000 (1,100 Hollywood, 900 New York) may increase 50% this year, he said.

Tv producer Hal Roach Jr. told newsmen the attacks on the Emmy procedures have not resulted in a balanced press for the total ATAS yearly program in which the awards play only a small part. He cited the many technical and educational meetings and projects fostered by the Academy throughout the year to promote advances in the television art. The Emmy awards, he said, are designed only to single out those members of the profession whom ATAS members feel have made a significant contribution to the betterment of television and as merit awards are not supposed to represent a public popularity poll.

One of the first attacks on Emmy came several weeks ago when Jerry Lewis withdrew as m.c. for the March 17 program, charging he wouldn't do the show since ATAS hasn't recognized Martin & Lewis are on tv by including them in the nominating ballot. Mr. Lewis revealed he is going to m.c. the movie industry's Oscar awards show March 21 on NBC-TV for Oldsmobile instead.

ATAS noted Martin & Lewis appear on the ballot three times and also observed that the comedy team have never been on the Oscar nominations list. When informed of the mistake in his reference to the Emmy nominations ballot, Mr. Lewis told B•T he had no statement to make and did not plan to make one. He also denied he had been pressured by movie interests to do the Oscar show because "I am proud to do Oscar."

ATAS was criticized in various other quarters for failing to "nominate" this or that program or star for the Emmy award, Mr. DeFore noted. The important thing overlooked, he said, is that ATAS does not nominate anyone but merely lists those nominated by all segments of the tv field. It took only two votes to get on the nominating ballot, he explained. Some 20,000 people in all phases of the profession received forms on which to list the best efforts in their field, he said, followed by the lengthy nominating ballot sent both associate and active members of ATAS and the final ballot sent only to active members. Price Waterhouse & Co. is tabulating the votes.

Initial nominating information was gathered from the 20,000 forms distributed by guilds and unions to performers, producers, directors, engineers, film editors, cameramen, art directors, musicians, writers, costumers, make-up artists and scenic artists while others went to the major networks and to local stations in New York and Los Angeles. The latter station forms are for local awards only.

A fortnight ago, *Dragnet* producer-director-star Jack Webb asked ATAS to withdraw his name for possible award as best film director

1-2 sales punch

in WESTERN MONTANA



MISSOULA, MONTANA

in protest over the Emmy award procedures "confusion." ATAS said this was impossible "since although Mr. Webb nominated himself for consideration, there were other directors who submitted his name also." He has not withdrawn *Dragnet* from the best action series category since it is the property of Sherry Television, an MCA subsidiary.

Mr. Sullivan announced his national awards committee will begin an "exhaustive" study of the whole award procedure immediately after the March 17 presentations. A report will be made to the new national board of governors of ATAS, to be elected next month, for closer ties between the Hollywood and New York chapters and any others which may be formed.

"We will submit our suggestions to the board and entire membership for approval in ample time to prepare for next year's awards," Mr. Sullivan said. "The Academy has the cooperation and blessings of the entire television industry—from the three major networks, from the talent agencies involved in television, from advertising agencies as buyers of television time and from almost everyone connected with television. We are confident these awards shall continue to reflect the beliefs of these individuals, groups and the television industry as a whole, and that the awards will continue to be a recognized sign of achievement and merit from the industry to its individual members."

WRC-AM-TV Leads Way In NBC Competition

NBC-owned stations, WRC-AM-FM-TV Washington, have been tapped as winners of the "Leadership Contest" conducted among NBC owned stations for the past six months, Charles R. Denny, vice president of NBC owned stations and NBC Spot Sales, is announcing today (Monday).

The contest—it started Independence Day and ended on Jan. 1, 1956—was undertaken as a means of bringing forth the best public efforts of the stations and to stimulate the stations in "interpreting and furthering the American way of life." Performance in public service and profit were given equal weight in the judging.

The stations will receive the "NBC Owned Stations Distinguished Leadership Award"—a plaque. In addition, Carleton D. Smith, NBC vice president and general manager, WRC-AM-FM-TV, and Mrs. Smith, were awarded a trip to the major capitals of Europe. Also included in the recognition are prizes which will be distributed by Mr. Smith among his staff.

In being named to receive the award, the stations were congratulated by both Mr. Denny and NBC President Robert W. Sarnoff. According to Mr. Denny, the Washington stations had a slight edge in their public service and programming records.

Judges gave consideration to differences in various markets when ranking commercial accomplishments of the stations. It also was noted that no station gained nor lost advantage because of its (the station's) size.

Highlights of public service rendered by the Washington stations, earning them the award, were listed by Mr. Denny as including: a series, *Our Beautiful Potomac,* exposing a continuing menace of pollution of the Potomac River and resulting in Congress considering legislation that could lend federal aid to the river's cleanup; taping and/or filming of more than 40 messages of members of Congress expressing in their own words the meaning and significance of elements from which the country's greatness sprang;

WROW-TV • *ALBANY*
WAAM • *BALTIMORE*
WBEN-TV • *BUFFALO*
WJRT • *FLINT*
WFMY-TV • *GREENSBORO*
WTPA • *HARRISBURG*
WDAF-TV • *KANSAS CITY*
WHAS-TV • *LOUISVILLE*
WTMJ-TV • *MILWAUKEE*
WMTW • *MT. WASHINGTON*
WRVA-TV • *RICHMOND*
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more **OFTEN**

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DISPLAYING a certificate awarded KMA Shenandoah, Iowa, by United Press for 20 years association with the news gathering agency are (l to r) Ralph Childs, KMA; Owen Saddler, general manager, May Broadcasting Co., who signed the station's original contract with UP in 1935; William Drake, UP midwest representative, and Dean Naven, KMA morning news editor.

series of programs, *Y. O. U.—Years of Usefulness,* in cooperation with the District of Columbia Dept. of Health, analyzing problems of the aged.

Also, a tv series, *Freedom Tours,* documentaries of American life, supplementing daily classroom work of elementary school students; half-hour films on social diseases, *The Invader,* along with discussion by health officials; support of major community events and projects by publicizing them without charge—broadcasting in the six-month period, more than 10,000 free public service announcements, and the stations' annual Doll House campaign, which supplied Christmas toys and funds for Christmas Eve distribution to children in local charitable institutions.

DuPont Awards in Radio, Tv To Be Announced March 16

WINNERS of the 12th annual Alfred I. duPont Awards in radio and television will be announced Friday (March 16) at a dinner in Washington, D. C., it was announced by O. W. Riegel, curator of the awards foundation. The ceremony will be broadcast by CBS Radio, 10:30-11 p.m. EST.

Three awards will be presented by the foundation, which is administered by Washington & Lee University, Lexington, Va. One will go to a radio or television station of larger power, one to a smaller station, and a third will go to a commentator. All three awards—based on over-all performance in the public interest during 1955—recognize "meritorious service to the American people," Mr. Riegel said.

'Look' 1955 Movie Awards Cite Tv Industry Figures

LEONARD GOLDENSON, president, American Broadcasting-Paramount Theatres Inc., parent firm of ABC, has been cited by *Look* magazine in its 1955 movie awards for "leadership in binding movies and tv into closer working relationships" and "pioneering tv film programs that 'sample' new movies." Also cited for contributions in tying the two industries together: tv and movie writer Paddy Chayefsky and actor Fess Parker of the *Disneyland* Davy Crockett series on ABC-TV.

Peabody Board to Honor Weeks

EDWARD WEEKS, editor of the *Atlantic Monthly,* will be honored by his fellow members of the George Foster Peabody Radio & Tv Awards board when they convene tomorrow (Tuesday) to select the 1955 radio-tv winners. Mr. Weeks will be presented a resolution praising him for his service as board chairman from the awards inception in 1940 until his resignation last fall [B•T, Oct. 31, 1955]. He continues on the board and was replaced in the chair by Bennett Cerf.

NBC, Weaver to Get Award

NBC and its board chairman, Sylvester L. Weaver Jr., have been selected to receive the 1956 Seven Laffing Arts Award for radio and television by the National Laugh Foundation, a non-profit organization dedicated to the promotion of laughter and sponsor of the 11th annual National Laugh Week, April 2-8. Mr. Weaver was cited for his "contribution and stimulation to the art of comedy through the creation of NBC's Comedy Development Program." The award will be given Mr. Weaver April 2 by William G. Mennen Jr. The NBC Comedy Development Program is part of a multi-million dollar talent and show development project from which the network hopes to build its own stable of comedy writers.

AWARD SHORTS

California Academy of Sciences, S. F., *Science In Action* program, commercially sponsored in 14 cities, given recognition award by Wildlife Society of America for "major contributions to public education in conservation."

KBOL Boulder, Colo., awarded certificate of recognition by Boulder Chamber of Commerce, on station's ninth anniversary for "exceptional services rendered and outstanding achievements accomplished."

Easy Gwynn, disc jockey, WIBC Indianapolis, Ind., awarded plaque by Indianapolis Insurance Board for efforts in promoting safety on the streets and highways of Indiana.

John Merrifield, farm editor, WWJ-TV Detroit, Mich., honored by Agricultural Engineering Dept. of Michigan State U. in recognition of "outstanding service on the occasion of the Centennial of Farm Mechanization."

WCAU-TV Philadelphia, presented with recognition award from Philadelphia Section, National Council of Jewish Women, for its daily sign-off *Speaking for Freedom.*

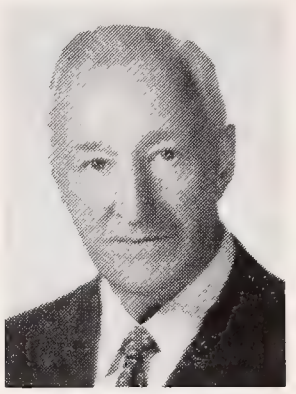
WBZ-TV Boston's interfaith religious series, *Our Believing World,* honored with citations from National Conference of Christians and Jews, and United Community Organizations.

WMGM New York awarded citation from Assn. for the Help of Retarded Children Inc. "in grateful recognition for the intelligent way in which the problem of mental retardation was presented to the public."

KNX Hollywood, cited by L. A. Community Chest for "outstanding" service rendered 1955 fund campaign.

SESAC Enters 25th Year, Issues Anniversary Brochure

SESAC, musical performance rights organization and producer of its own transcribed library, has entered its 25th year. To mark the anniversary—the organization started in February 1931—SESAC has issued a 12-page pamphlet describing its growth in providing the radio-tv industry with service.



MR. HEINECKE

SESAC Inc. was founded in New York by Paul Heinecke, who has been its president since the organization's inception. At that time, it catalogued five music publishers. By 1935, SESAC catalogued 48 music publishers, a figure that mushroomed over the years—to 125 in 1941 and more than 280 today.

In its far-flung operations, SESAC has been serving the radio, tv and entertainment industries in the U. S., Canada, Australia, Great Britain and the Hawaiian Islands. Its repertory of copyrighted musical and dramatic-musical works, as well as the SESAC Transcription Library, has provided performances on am and fm radio, tv motion pictures, phonograph records, transcription libraries, concert halls, opera houses, hotels, ballroom and symphony halls.

SESAC claims that today more than 98% of the entire radio industry are signees for SESAC performance licenses, and that more than 80% of the tv industry similarly is signed for performance rights.

These facts and a description of the organization are contained in SESAC's 25th anniversary brochure that also includes six pages of congratulatory messages from broadcasters, music publishers, record distributors and various leaders in industry, government and the entertainment field.

'Facts Forum Panel' Ends; New Program Format Planned

HARDY BURT Productions, New York, will produce the final program of *Facts Forum Panel,* transcribed radio and tv film series for showing on April 27, it has been announced by Hardy Burt, president. The film show is carried weekly on 125 television stations and the radio program on 270 outlets.

Mr. Burt explained that Facts Forum, the organization which finances the production of these shows, will drop them, but plans to originate a new radio-tv program with a different format from Washington, starting in May. He said he was asked to handle production on the proposed series, but pointed out that his current and pending commitments in radio and television in New York prevent him from assuming out-of-town assignments.

Broadcast Music Manuscripts Given to Library of Congress

TO MAKE the output of leading composers in contemporary music, both serious and popular, available to students for study now and in the future, Broadcast Music Inc., has presented to the Library of Congress the manuscripts of a number of the works it has made available to the American public during the past 15 years.

Presentation was made by Charles A. Wall, financial vice president of BMI, at a luncheon in Washington last Tuesday, where the manuscripts were received by Lawrence Quincy Mumford, librarian of Congress. The BMI musical manuscripts currently are on display at the Library of Congress.

Among the popular BMI works included in the exhibition are "Chattanooga Shoe Shine Boy," written by Harry Stone and Jack Stapp, manager and program director of WSM Nashville at the time; "The Ballad of Davy Crockett," "Pistol Packin' Mama," "Tennessee Waltz" and "Deep in the Heart of Texas." Serious works include Elliott Carter's string quartette, Henry Cowell's "Ballad for String Orchestra," "Two Songs of Nature," by Richard Donovan, "David Slew Goliath" by Roy Harris, Walter Piston's "Divertimento" and Frank Wigglesworth's Symphony No. 1.

Offers Youth Sports Series

RCA Recorded Program Services, New York, has invited representatives of youth organizations to a special screening in New York Thursday of its new half-hour tv film series on sports, *Junior Sports League*. Company initially is offering the series for network or national spot sponsorship.

The series, which is produced by Junior Sports Inc., New York, is designed to appeal to youngsters of the nation, and enlists the coperation of various youth agencies. Phil Rizzuto, New York Yankees shortstop, is national sportsmaster for early episodes of the series. Other outstanding sports figures will serve in this capacity in later films. Each episode contains a salute to a youth organization, an interview with a sports personality and a quiz for youngsters.

Gargan Joins TelePrompTer

APPOINTMENT of William Gargan Jr., former radio-tv director of Art Flynn Assoc., New York public relations counsel, and western sales manager for Autocue Sales Inc., visual aids manufacturer, by TelePrompTer Corp. as sales manager of the Hollywood office, was announced last week by TelePrompTer, New York. Mr. Gargan, son of actor William Gargan, at one time was with NBC Radio, New York, as associate production manager.

World Releases Local Shows

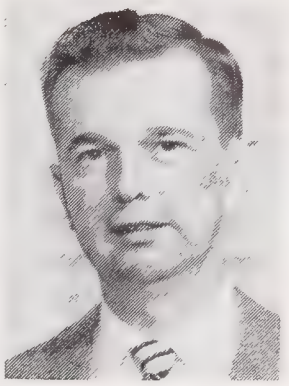
WORLD Broadcasting System reports it has released to station subscribers a new series of service programs geared to local-level audiences. The features, built around community activities, such as church news, birthdays and anniversaries, farm market information and school events, consist of script formats prepared by World for delivery by local live personalities.

PROGRAM SERVICE PEOPLE

William J. Barzen, formerly manager of ASCAP's office in New Orleans, named district manager of society's newly-opened Florida office at 754 41st St., Arthur Godfrey Road, Miami Beach. **Joseph J. Adlesic** has replaced Mr. Barzen as district manager in New Orelans.

Jack Davis, formerly with radio stations and advertising agencies in Cincinnati, Philadelphia and Denver, to Sam Gold & Assoc., Chicago premium house, as head of copy department. He also will work on sales promotion, publicity and public relations.

Snowden Joins Chapman Co.



MR. SNOWDEN

J. T. SNOWDEN Jr. has joined the Paul H. Chapman Co., station brokerage firm in Atlanta, Ga., it was announced last week.

Mr. Snowden, who previously was vice president and general manager of WBIA Augusta, Ga., since 1954, also has been associated with WCPS Tarboro, N. C., as general manager. He at one time was secretary-treasurer of the North Carolina Assn. of Broadcasters.

In his new position, Mr. Snowden will work out of the Atlanta office of Chapman.

PROFESSIONAL SERVICE SHORTS

Tv Guide magazine, Philadelphia, starts distribution of 40th regional edition March 17-24. New edition—*Tv Guide-Wichita*—will list five tv stations: KARD-TV, KAKE-TV, KEDD (TV), Wichita; KCKT (TV) Great Bend, and KTVH (TV) Hutchinson.

Arthur S. Katz, Beverly Hills attorney and counsel to KTLA (TV) Hollywood, to teach course at U. of Southern California Law School.

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TOPEKAREA

20 counties dominated by

WIBW-TV

WIBW-TV Channel 13 VHF
SEE YOUR CAPPER MAN
The Kansas View Point

CBS
ABC

TOPEKA, KANSAS
Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV in Topeka
KCKN in Kansas City
Rep: Capper Publications, Inc.

NBC Radio Chalks Up $5 Million in 10 Days

SALES representing over $5 million in net billing were reported last week by NBC Radio for the 10-day period beginning Feb. 27. Of this total, the network's participation sales plans—*Monitor, Weekday* and "Top Ten Plan" —accounted for about $3 million, NBC said.

Of the $3 million, *Monitor* garnered $2,109,000 and *Weekday* $588,700. The "Top Ten Plan," under which advertisers may purchase participating spots in NBC Radio's top-rated evening programs, picked up $281,500 in revenues.

Monitor advertisers signed include: Crowell-Collier Pub. Co., RCA, Miller Brewing Co., Miles Labs and Quaker State Refining Corp. *Weekday* billings for the period list Crowell-Collier, *McCall's* magazine, Tintex, Curtis Pub. Co., Carter Products, Miles Labs and Bourjois Inc., which bought a special heavy adjacent spot schedule to frame *Weekday's* coverage of the forthcoming Monaco wedding between Rainier III and movie actress Grace Kelly. (Agency for Bourjois is Lawrence C. Gumbinner, New York.) "Top Ten" sponsors include Crowell-Collier, Curtis, RCA, Carter Products and North American Accident Insurance Co.

New Business, Renewals Announced by ABC Radio

NEW BUSINESS on ABC Radio was announced Thursday. Advertisers include California Packing Corp. (Del Monte brand foods), San Francisco, buying Wed., 8:05-9:10 a.m. EST, Thur., 9:10-9:15 a.m. EST and Fri., 9:15-9:20 a.m. EST segments of Don McNeill's *Breakfast Club,* starting April 18, through McCann-Erickson, San Francisco; Fred Fear Easter Egg Color Co., Brooklyn, N. Y., buying March 27 and 29, 9:00-9:05 a.m. EST *Breakfast Club* time slot through Ted Bernstein Assoc., New York.

Renewals on ABC Radio include Bristol-Myers Co. (Mum), through Doherty, Clifford, Steers & Shenfield, New York; General Foods Corp. (Calumet), through Young & Rubicam, New York; Sandura Co. (floor and wall coverings), Philadelphia, through Hicks & Greist, New York; all for *The Breakfast Club.* Sterling Drug Inc., (Bayer Aspirin and other pharmaceuticals), New York, will renew *My True Story* (Mon-Fri., 10-10:30 a.m. EST) for 13 weeks starting April 2 through Dancer-Fitzgerald-Sample, New York, and Sleep-Eze Co. (sleeping tablets), Long Beach, Calif., renewed *Music for Dreaming* (Wed., 12:20-12:25 a.m. EST), effective Feb. 22, through M. B. Scott, Los Angeles.



EXECUTIVES of American Broadcasting-Paramount Theatres owned stations met in New York last week with ABC officials. Present for the meeting were (l to r): seated, Sterling C. Quinlan, vice president in charge of WBKB (TV) Chicago; Simon B. Siegel, AB-PT treasurer; Robert E. Kintner, ABC president; Harold L. Morgan Jr., ABC vice president and controller; Ernest Lee Jahncke Jr., vice president and assistant to the president of ABC; James G. Riddell, president and general manager, WXYZ-AM-TV Detroit; standing, John Pival, vice president for television, Detroit; Harold Neal, sales manager, WXYZ; Selig J. Seligman, general manager, KABC-TV Hollywood; Matthew Vieracker, treasurer, ABC central division; James H. Connolly, vice president in charge of San Francisco office (KGO-AM-TV); John S. Hansen, general manager, KABC; David M. Sacks, sales manager, KGO-AM-TV; Robert L. Stone, general manager, WABC-TV New York, and Michael Renault, general manager, WABC.

The group met Monday and Tuesday and resumed Thursday after a Wednesday recess to give the out-of-town executives an opportunity to confer with their station representation firms. Authorities said discussions included program plans, budget matters and general problems.

'Queen for a Day' Signs $2.9 Million in Billings

ADVERTISING billings of $2.9 million over a two week period were reported last week by NBC-TV for its *Queen for a Day* program (Mon.-Fri., 4:30-5 p.m. EST). The weekday tv program is now 90% sold out, with only one quarter hour during the week available for sponsorship, according to George H. Frey, NBC-TV vice president in charge of sales.

New advertisers signed include Maybelline Co., effective Feb. 23, through Gordon Best & Co., Chicago; Helene Curtis Industries Inc., starting March 21, also through Best; Corn Products Refining Co., starting March 23, through C. L. Miller Co., Chicago; Sandura Co., effective March 27, through Hicks & Greist, New York, and Van Camp's, starting April 17, through Erwin, Wasey, Los Angeles. Procter & Gamble Co., Miles Labs, Youngstown Kitchens, Dixie Cup and Reddi-Whip are the other *Queen* sponsors.

KFRE-TV Joins CBS-TV

KFRE-TV (ch. 12) Fresno, Calif., will join CBS-TV as a primary affiliate June 5, it was announced last week by Herbert V. Akerberg, CBS-TV vice president in charge of station relations. KFRE-TV is owned and operated by California Inland Broadcasting Co. The station plans to go on the air in June. Mr. Akerberg also announced CBS-TV affiliation—under the network's "extended market plan"—of WTAP (TV) (ch. 15) Parkersburg, W. Va., effective March 1. WTAP is owned and operated by the Zanesville Publishing Co., Zanesville, Ohio.

Syracuse Affiliates Switch

WFBL and WHEN, both Syracuse, will switch affiliations April 1, it was announced in New York last week by CBS' and ABC's station relations departments. WFBL—50 kw on 1390 kc—heretofore a basic CBS affiliate, will join ABC, while WHEN—50 kw on 620 kc—presently the ABC outlet in Syracuse, will join CBS. WHEN is owned and operated by the Meredith Syracuse Broadcasting Corp., a subsidiary of the Meredith Publishing Co., and WFBL is owned and operated by the Onondaga Radio Broadcasting Corp.

Taming Shakespeare for Television

IF William Shakespeare were alive today and editing his works for tv, how would he make his gory "Richard III" palatable to the more sensitive elements of the home viewing audience?

Stockton Helffrich, NBC "censor" (director of continuity acceptance) last week was faced with that problem in preparing NBC-TV's three-hour premiere telecast of the British feature film yesterday (Sunday). All that it took, reports Mr. Helffrich, was minor surgery—four minutes worth, to be exact.

Missing from the tv screening of the Olivier-Korda film:

- 15 seconds of Clarence's murder sequence: "Purely a matter of length and degree in exposing the corpse," says Mr. Helffrich.
- The boudoir scene between Hastings and Mistress Jane Shore: "Without the falling shoulder straps of Shore's gown, people'll still know . . ."
- The downsweep of the bloody axe that severs Hasting's head: "They'll get the idea, all right, after he puts his head on the block . . ."
- The smothering of the young Duke of York and his brother in the Tower of London: "Too nerve-shattering for the youngsters . . . might give them ideas . . ."
- Richard's nightmare before the Battle of Bosworth Field in which the executed Hastings' and Buckingham's ghosts come back to remind the king of his just deserts: "Too bloody, period."
- Richard's death spasms in the final scene: "All we took out were 15 seconds of the more gruesome movements."

Otherwise, says Mr. Helffrich, Shakespeare's writing as used in the movie was left intact, including the words "harlot," "strumpet" and "bastard."

CBS-TV Plans Pro Football Coverage for Next Fall

CBS-TV will cover professional football games of the National League next fall, programming the games on Sunday afternoons over a 12-week period, starting Sept. 30 and ending Dec. 16. The telecasts will be on regional networks across the country, according to William C. MacPhail, CBS' sports director.

The agreements between CBS-TV with the New York Giants, the San Francisco 49'ers, Los Angeles Rams, Chicago Bears, Washington Redskins and Green Bay Packers to telecast games, were announced by Mr. McPhail, who said similar pacts are under negotiation with the other teams in the league.

Also probable for CBS-TV is the annual Thanksgiving professional tilt at Detroit.

NBC Signs Guyman to Pact

BILL GUYMAN, radio and tv reporter-commentator, has been signed to a seven-year contract by NBC as a staff newsman, it was announced last week by Fred Wile Jr., NBC vice president of tv programs in Hollywood.

Mr. Guyman, who did freelance work in San Francisco for some time, since mid-January of this year has handled a news program on the NBC Pacific Coast radio network.

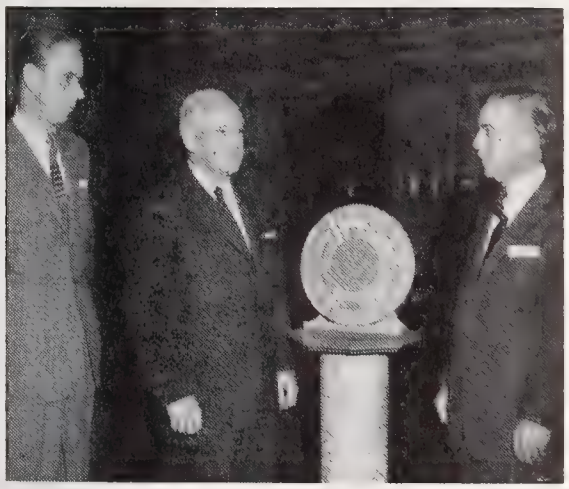
Under his new contract he also will handle special assignments for *Today* and *News Caravan* on NBC-TV and for *Monitor* and other programs on NBC Radio.

NETWORK PEOPLE

Ethel Gilchrist, west coast program promotion representative, CBS-TV, named manager of network's program promotion, Hollywood.

Milton Fishman, news department, KABC-ABC Hollywood, named assistant to **Patrick O'Reilly,** recently promoted to head of news and special events for radio-tv, ABC Western Div.

Clay Yurdin, staff director, ABC-TV, Hollywood, and **Lewis Freedman,** WCBS-TV New York staff director, to replace team of **Francis Moriarty** and **Robert Herridge** as CBS-TV's *Camera Three* director and producer, respectively. Mr. Moriarty and Mr. Herridge assigned to network's *Westinghouse Summer Theatre,* summer replacement for *Studio One.*



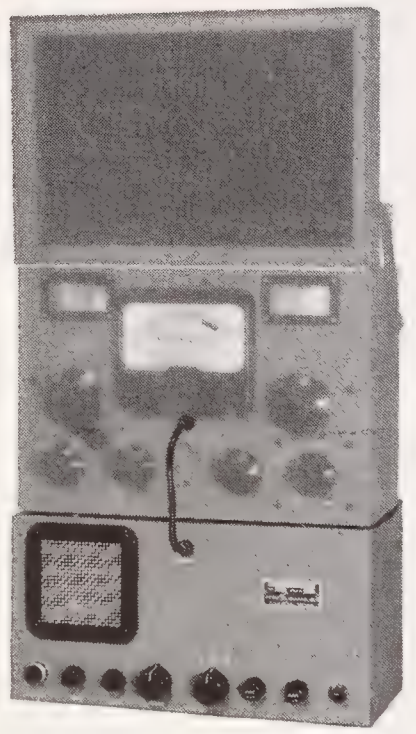
KINESCOPE recordings of the 1955-56 series of *Wide Wide World* have been presented to the Library of Congress in Washington, D. C., for its permanent collection—the first such assemblage of an entire series of live shows to be admitted by the library. At the presentation: (l to r) Davidson Taylor, NBC vice president in charge of public affairs; Sherrod E. Skinner, vice president of General Motors Corp. (sponsor of the program) and L. Quincy Mumford, librarian of Congress.

NEMS-CLARKE'S

ACCESSORY UNIT

TYPE 121

- **Provides an output for the operation of a 1 milliampere recorder**
- **Provides an acoustic output (panel mounted speaker) to eliminate need for headphones**
- **Provides a source of power for operation of the 120D over long or continuous periods**



The Model 121 Accessory Unit is designed as a companion unit to the 120-D field intensity meter (also the WX-2A, WX-2B, WX-2C and WX-2D).

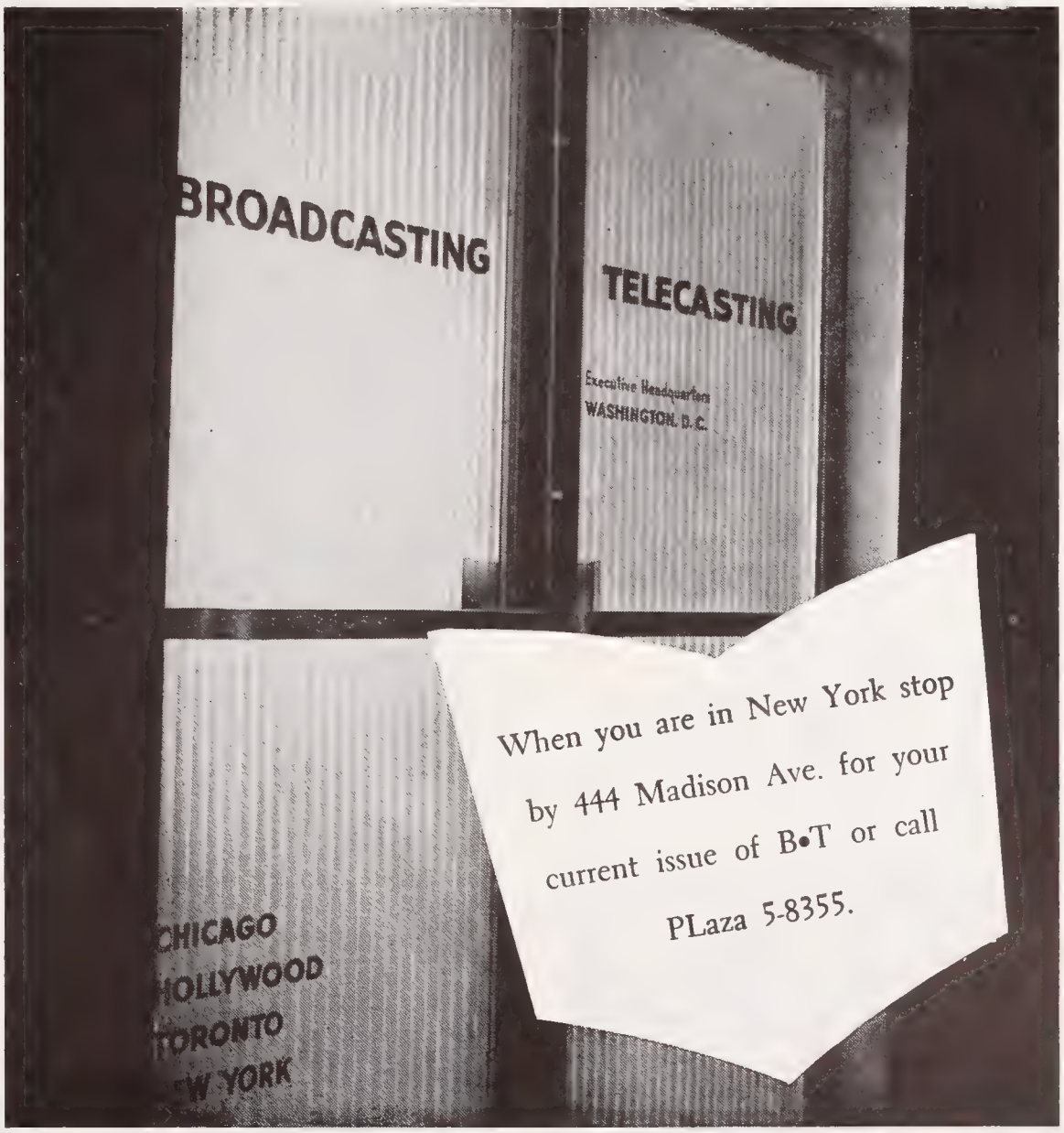
The principal function of the 121 is its ability to operate 1 milliampere recorders of the Esterline Angus type to give a permanent record of field strength. This may be at a fixed remote location where commercial power is available or for mobile operation, in which case a 6 volt storage battery is used for power. Filament and plate power for the 120D's receiver is available; however it is still necessary to have reasonably good batteries installed in the 120D for regulation and filtering purposes.

The 121 can also be used as a general purpose recording and monitoring amplifier when a high input impedance is desired and 5 volts D.C. signal available.

For further information write Dept. J-1

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Incorporated
919 JESUP-BLAIR DRIVE
SILVER SPRING, MARYLAND



EXPANSION MOVES MADE BY VISUAL ELECTRONICS

Company President James B. Tharpe says changes have established the business as a national distribution firm specializing in all technical supplies and accessory equipment for telecasting operations.

EXPANSION moves effected at Visual Electronics Corp., New York, have established the company as a national distribution firm specializing in all technical supplies and accessory equipment for television broadcasting operations, James B. Tharpe, president of the company, is announcing today (Mon.). He said it is the first firm of its kind.

Visual Electronics was established in April 1954 as a manufacturer's agent, handling broadcasting equipment for various companies on a non-exclusive basis. Under the current expansion, Mr. Tharpe said, Visual Electronics will sign as a distributor for all types of television accessory equipment and technical supplies from leading manufacturers, making these products available from a single source. He added that he is now in the process of signing distributor contracts with manufacturers.

Regional offices of Visual Electronics, Mr. Tharpe said, have been established in Atlanta, Dallas, Los Angeles and Chicago, staffed by sales engineers with experience in station construction and operation. He said the sales engineers will specialize in off-the-air pick-up and microwave relay systems, low power installations, and television studio equipment requirements.

Visual Electronics, Mr. Tharpe said, also will continue to operate as a manufacturer's agent for the larger manufacturers of electronic equipment.

In recent months, according to Mr. Tharpe, Visual Electronics has sold studio lighting equipment to KENS-TV San Antonio, WDBJ-TV Roanoke, Va., KVTV (TV) Sioux City, Iowa, and KELO-TV Sioux Falls, S. D.; studio accessory equipment to KYW-TV Cleveland, KSLA-TV Shreveport, La., and KING-TV Seattle; studio monitoring equipment to WTTG (TV) Washington and WFAA-TV Dallas, and color and transmitting test equipment to KOOK-TV Billings, Mont., WREX-TV Rockford, Ill., and KCRG-TV Cedar Rapids, Iowa.



R. C. ROLL, director of public relations for Smith, Kline & French Labs., Philadelphia, signs a purchase contract for an RCA color tv "studio-on-wheels," involving approximately $200,000 [B•T Feb. 27]. With Mr. Roll is A. R. Hopkins, manager of RCA Broadcast and Tv Equipment Dept. The new equipment will be used for closed-circuit presentations of surgical and clinical demonstrations and will enable SK&F to originate medical colorcasts from virtually any hospital in the country.

Home Intercom System Boosts Radio Audience

ACTUAL reports from home owners with built-in radio-intercom systems show that radio listenership has been boosted as much as 75%. And, although the systems have been on the market only one year, 8% of all builders surveyed already are installing them in homes, according to *American Builder* magazine.

One of the leading manufacturers of the radio-intercom system is S. D. Wooten, brother of the owner of WREC-AM-TV Memphis, Tenn., Hoyt B. Wooten. The Wooten system, called Musi-Kom, consists of a master unit containing a standard am receiver, speaker and controls and remote speakers. Each unit has its own volume and intercom switch. The system may be used to talk to someone at the front door from any room containing a speaker and blows a siren automatically in case of fire.

U. S. COLOR TV PROGRESS ENCOURAGED AT UN MEET

International Radio Consultative Committee also sees an eventual acceptance of an exchange of color tv programming between nations.

ENCOURAGEMENT for further color progress in the U. S. and eventually an acceptance of an international exchange of color tv programming were given in qualified tones last week at the opening meeting of the International Radio Consultative Committee (CCIR) of the International Telecommunication Union held at the United Nations in New York. Top tv engineers and scientists from 20 countries, including the U. S., Europe, parts of Asia and from Australia, heard:

• FCC Chmn. George C. McConnaughey say that while improvements are needed in the U. S. in both color studio equipment and receivers as to cost, size and "operating simplicity," this country was "fully confident that these will come in response to the need for them." He said 23 stations are equipped now for live color program origination, 70 equipped for slide and film origination and 19 additional expected this year to acquire live color equipment. He said the "announced plans" of tv manufacturers "indicate that we may expect several hundred thousand color receivers to be manufactured during 1956."

• Dr. Bath van de Pol, director of CCIR, noted that U. S. color tv theory and practice has developed to a "remarkable extent," while regular service for the public "is progressing at a rapid state." He said that "new possibilities, also of importance to international television, arise dimly over the horizon." These he enumerated as "special tropospheric radio wave propagation phenomena," which he said sometimes are called "forward scattering," the development of the transistor and "non-reciprocity."

The process of "rapid scattering," he said, "may perhaps open up new possibilities of connecting different continents by radio-television links." The transistor "will play a most important role in the near future of radio in its most general sense," while "non-reciprocity" (different behavior of circuits according to the direction in which signals are transmitted over these circuits) may occur in radio wave transmission through the ionosphere as well as in localized circuits, he said.

• A warning by Erik Esping, chairman of a CCIR study group and engineer in chief of the Royal Board of Swedish Telecommunications in Stockholm, that in most countries other than the U. S., black-and-white tv is still very much a big problem and one that places color tv development far in the future. Nevertheless, he said, because of the many differences in color tv—for example, should overseas color tv be placed in the uhf band—it was all-important for immediate exploration and progress in color toward a solution on standards.

• Dr. W. R. G. Baker, General Electric vice president and chairman of the National Television Systems Committee, said that "today, the problem of color tv does not rest as much with transmission as it does with reception." The trouble with the latter, he said, is basically economic and commercial—"stated simply, color television costs more money than monochrome because it does more things."

Mr. Baker said that it was generally conceded that the mass market will not develop strongly until the $500 mark is broken "and that

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*Sept.-Oct. Pulse

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—listening to WCKY;

10 years of 24 hour a day music and news programming has created in Cincinnatians, the habit of tuning to WCKY for

The Best in Music
The Latest in News

*21% of morning audience
22% of afternoon audience
21% of night time audience

BUY WCKY

Reds Veto Color at UN

A COLOR conspiciously "thinned" at Monday's color tv demonstration at the United Nations in New York: red. Missing — although their travel visas had cleared—was a Russian delegation, the number placed at nine or ten. While Soviet Union engineers did not show, their comrade tv experts from satellite countries Poland (three) and Czechoslovakia (one), were present and accounted for. The Russian delegation arrived in New York Wednesday and joined the touring party scheduled that day to visit Hazeltine Corp., Little Neck, L. I., and CBS color studios in New York City. A U. S. State Dept. spokesman said Thursday it was "presumed" the delegation was delayed in leaving Moscow.

it will not explode until the list price falls in the neighborhood of $300," a figure that probably will not be reached "in the very near future."

A number of other NTSC panelists described various phases of the color standards study made by that group. E. W. Allen, FCC's chief engineer, also spoke, presenting the history of the regulatory agency's association with color tv.

Foreign Engineers See Color Tv Show at UN

TOP television engineers and scientists visiting from abroad last week were given a closed-door color tv demonstration at the United Nations Building in New York City.

Used in the demonstration were color sets provided by Admiral, Capehart-Farnsworth, DuMont, Emerson, General Electric, Hazeltine, Magnavox and Philco. Two black-and-white sets also were used.

Shown were the so-called "apple" type tube developed by Philco, the shadow-mask tube of the RCA type, the post-acceleration tube of General Electric and the projection type tube of Hazeltine.

Before the demonstration, the group, representing about 20 countries, was addressed by FCC Chairman George C. McConnaughey, Dr. W. R. G. Baker, General Electric, and Arthur V. Loughran, Hazeltine, among others (see separate story, page 86). Details of U. S. color tv standards were explained by National Television System Committee members. The delegates spent the rest of last week and are to spend this week visiting American manufacturers—including Hazeltine, RCA, Philco, Bell Labs and DuMont—and the color broadcast and studio operations of two networks, CBS and NBC.

The U. S. demonstration is the first in a series, with similar showings of systems to follow in Paris, London and The Hague.

The UN demonstration and the other features for the visit were arranged cooperatively by the U. S. State Dept., Radio-Electronics-Tv Mfrs. Assn. and the Institute of Radio Engineers.

The group observed uhf color television in Philadelphia Thursday at the Philco experimental station. The demonstration included Philco receivers using Philco's shadow mask, post accelerated and apple tubes. After the demonstration they inspected uhf equipment.

Sylvania Reveals Plans For Color Set Production

COMMERCIAL production of color television sets by Sylvania Electric Products Inc., New York, will begin "in the very near future," Don G. Mitchell, chairman and president, revealed in the company's annual report, released last week.

Mr. Mitchell said that the company's work in color television had made "substantial progress in simplification and improvement of receiver and tube design." He added that color is "definitely on the way, and industry production should increase sharply this year."

Though the tv set business continues to be "extremely competitive," Mr. Mitchell said, Sylvania's volume in 1955 "held up well, with second-half sales being especially strong." He described sales of home radio sets as "good." During 1955, Mr. Mitchell continued, Sylvania's television picture tube sales set new records, and the receiving tube volume "not only was far ahead of 1954 but enabled the company to strengthen its industry position."

Mr. Mitchell estimated that the electrical-electronics industry volume would reach a new high of $18.7 billion in 1956, as compared with $17.4 billion in 1954. In the light of these prospects, Mr. Mitchell said, Sylvania has "accelerated its planning for future growth, both in our present field and those closely allied with it." In an advance report to shareholders last month [B•T, Feb. 20], Mr. Mitchell announced that net sales and income for the company in 1955 had been the highest in Sylvania's 54-year history.

January Tube Sales High

FACTORY SALES of cathode ray picture tubes in January totaled 892,385 units compared to 881,465 in December (five-week month) and 866,956 in January 1955, according to Radio-Electronics-Tv Mfrs. Assn. Receiving tube sales by factories totaled 40,141,000 in January compared to 38,049,000 in December and 37,951,000 in January 1955.

Crescent Sales Set Record

CRESCENT INDUSTRIES Inc., Chicago, last week reported a record-breaking increase in the sale of its high fidelity record-changers, phonographs and tape recorders for the first two months of 1956 over the same period last year. James F. White, general sales manager of Crescent, claimed a 180% rise for January and a 225% boost for February in shipments over those months last year.

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PETERS, GRIFFIN, WOODWARD, INC.

41% Rise in Profits Reported For Zenith During 1955

AN INCREASE of 41% in consolidated net profits and 10% in consolidated sales for 1955 was claimed by Zenith Radio Corp. in a preliminary financial report issued Tuesday.

Net profits were $8,034,491, compared to $5,676,264 for 1954, and were the highest for any complete fiscal year except 1950 when they reached $8,479,390. Sales hit $152,905,-005, second largest in the company history, compared to $138,608,360 for the previous year.

Zenith profits in terms of shares last year were $16.31 each compared to $11.53 for 1954.

DuMont Forms Sales Group

FORMATION of a new transmitter sales organization was announced last week by Allen B. DuMont Labs as part of an expansion and realignment for closer station-manufacturer contact. The new field organization will cover all of the U. S., making available to station operators a separate sales organization for DuMont's entire line of transmitting equipment and accessories. The sales set-up is designed to eliminate sales agents in station territory. Sale offices are located in Pigeon Grove, Mass., Clifton, N. J., Atlanta, Dallas, Los Angeles and Portland, Ore.

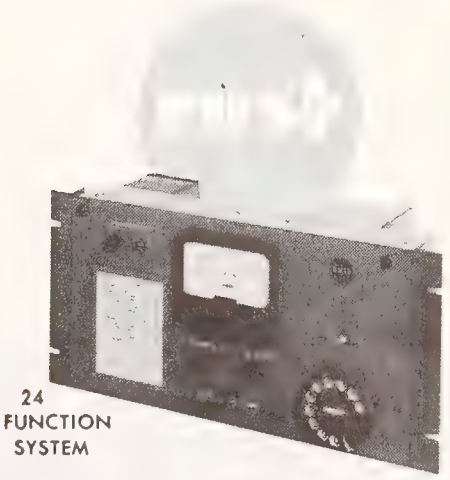
Motorola Names V.P.'s

MOTOROLA Inc.'s sales subsidiary, Motorola Communications & Electronics Inc., has announced the appointment of six new vice presidents. New officers include Arthur L. Reese, promoted from secretary to vice president and operations manager and Eugene S. Goebel, from sales manager to vice president for market relations. Other new vice presidents and their additional sales titles: Lowell E. White, eastern sales manager; Homer L. Marrs, central division sales manager; Edward L. Falls, southern division sales manager, and Donald F. Brickley, western division sales manager.

ARE YOU READY FOR DIRECTIONAL REMOTE CONTROL?

The Rust Model 108D and Model RI-136 Phase Monitor have been designed as a reliable combination to accommodate such operation when authorized by the FCC.

Write, wire, or phone us today for details. See this remote control combination for broadcasting stations at the NARTB Convention in Chicago, April 15-19.



24 FUNCTION SYSTEM

rust industrial co., inc.

130 Silver St., Manchester, N. H.

Tel. NA. 3-3596

43 Million Tv Sets Shipped Dealers in Decade—RETMA

FACTORIES have shipped 43,099,796 television sets to dealers during the last 10 years, according to Radio-Electronics-Tv Mfrs. Assn. The bulk of these sets have moved through distributors. RETMA's figures include shipments made for the years 1946 through 1955. Following are tv set shipments to dealers by states for the 10-year period:

State	Total	State	Total
Alabama	491,112	New Hampshire	148,548
Arizona	162,939	New Jersey	1,895,545
Arkansas	263,744	New Mexico	91,234
California	3,751,730	New York	5,432,487
Colorado	285,780	North Carolina	749,069
Connecticut	741,694	North Dakota	85,969
Delaware	126,270	Ohio	2,988,373
Dist. of Columbia	415,633	Oklahoma	518,303
Florida	811,860	Oregon	307,674
Georgia	725,159	Pennsylvania	3,596,248
Idaho	103,156	Rhode Island	266,323
Illinois	2,903,079	South Carolina	324,288
Indiana	1,231,889	South Dakota	80,028
Iowa	677,992	Tennessee	611,834
Kansas	406,098	Texas	1,766,884
Kentucky	550,994	Utah	185,206
Louisiana	544,931	Vermont	75,692
Maine	227,943	Virginia	694,830
Maryland	733,480	Washington	617,574
Massachusetts	1,657,906	West Virginia	380,700
Michigan	1,993,345	Wisconsin	892,509
Minnesota	701,332	Wyoming	22,997
Mississippi	217,669	U. S. Total	43,014,021
Missouri	1,115,971	Alaska	12,986
Montana	62,753	Hawaii	72,789
Nebraska	346,967	Grand Total	43,099,796
Nevada	30,280		

DuMont Reports Shipments

ALLEN B. DUMONT Labs reported Thursday it shipped a 5-kw amplifier to CFCM-TV Quebec, Canada; a live color Vitascan system to WITI-TV Whitefish Bay, Wis., and to Owens-Corning Fiberglass Corp., Corning, N. Y. (for countrywide color demonstration in department stores), and a complete Vitascan system to WTVY (TV) Dothan, Ala. It also reported orders for multi-scanner conversion at WFAA-TV Dallas and for 25 kw transmitters to be sent to WABD (TV) New York and WTTG (TV) Washington.

Westinghouse Builds Plant

WESTINGHOUSE ELECTRIC Corp. has broken ground in Elmira, N. Y., for a new 570,000 sq. ft. combination warehouse-plant to handle what is called its "rapidly expanding color television picture tube manufacturing business." The new plant, it was said, will have automatic conveyors, "pre-ship" testing equipment, branding machinies and packaging devices—the latest of which is to handle up to 96,000 receiving tubes on each 8-hour shift.

RCA Declares Dividends

RCA has announced a 25 cent quarterly dividend per common stock share payable April 23 to stockholders of record March 13. Also declared: 87½ cent dividend per share on first preferred stock for period April 1-June 30, payable July 2 to stockholders of record June 11.

MANUFACTURING SHORTS

Jerrold Electronics Corp. (antennas), Philadelphia, and **Bannock Cable Tv Inc.** (community system), Pocatello, Idaho, have set up closed circuit educational network in Pocatello. Gov. Robert E. Smylis of Idaho conducted inaugural class in political science at Idaho State College received in 11 different elementary schools.

LEL Inc., Copiague, N. Y., is new corporate name of former Linear Equipment Laboratories Inc. (instruments, transistorized products), following sale of Linear to Measurements Corp., Boonton, N. J., subsidary of Thomas A. Edison, W. Orange, N. J.

Motorola Inc., Chicago, announces development of microwave relay station capable of being placed in operation two hours after it has been transported by helicopter to chosen site. Station was developed for U. S. Air Force by Motorola under contract with Air Research & Development Command center at Griffiss Air Force base, Rome, N. Y., and is designed only for military application. System permits transmission of voice and radar data, with provision in some units for radar remote control.

General Precision Laboratory Inc., Pleasantville, N. Y., has concluded arrangement with Lockheed Aircraft Corp., Burbank, Calif., for manufacture of new tv camera for outdoors and rugged use.

MANUFACTURING PEOPLE

Bruce Payne, president of management consultant firm, Bruce Payne & Assoc., Westport, Conn., elected chairman of board of Magnecord Inc. (tape recorders), Chicago. **William R. Swett** and **Damon Van Utt,** vice presidents of Payne firm, elected directors of Magnecord.

Frank J. Skwarek, manager of engineering operations, Polarad Electronics Corp., Long Island City, N. Y., elected vice president.

Russell W. Johnson, assistant advertising manager, Westinghouse Electric Corp., television-radio division, Metuchen, N. J., appointed advertising and sales promotion manager.

Harold A. DeMooy, manager of RCA tube plant, Cincinnati, named manager of manufacturing of RCA tube activities at Harrison and Woodbridge, N. J., Indianapolis and Cincinnati plants. He will headquarter in Harrison.

Louis L. Ackerman, purchasing director, Warwick Mfg. Co., Chicago, appointed vice president in charge of purchasing, CBS-Columbia, N. Y., radio-tv set manufacturing division of CBS Inc.

Joseph A. Stockhausen, sales manager, Northern Ohio Appliance Corp., Cleveland, to district sales manager, radio-tv division, Sylvania Electric Products Inc., Buffalo, N. Y. He succeeds **George Stewart,** transferred to distribution manager for the radio-tv division.

Arthur H. Jones, formerly engineering vice president, Frank C. Brown & Co. Inc., N. Y., appointed engineering director in national defense department at Motorola Inc., Chicago.

Melvin B. Kline, manager of government and special products engineering, technical products division, Allen B. DuMont Labs, to manager of missile engineering department, L. A.

Harry G. Wahl, liaison engineer, Standard Coil Products, Elmhurst, N. Y., to field engineering staff of tv and broadcast receiver division, Bendix Aviation Corp. He headquarters in Chicago.

'MONITOR'-TYPE FORMATS PLANNED FOR MACQUARIE

Australian radio network fortifying its position against possible inroads of commercial tv when that service is inaugurated down under later this year.

AS a means of counteracting the probable inroads of television on the advertisers' dollars and the public's time, The Macquarie Broadcasting Co. in Australia is making preparations for instituting program services resembling the NBC Radio's *Monitor* and *Weekday* before commercial tv is launched on the continent.

Macquarie's approach to the advent of commercial tv, which is scheduled to begin in Australia in late August or September, was outlined in a special interview with B•T in New York last week by Bert Button, manager of the network's key station, 2GB Sydney. Mr. Button arrived in New York several weeks ago and has been studying all phases of operations of *Monitor* and *Weekday* and told B•T he plans similar program services for the Macquarie network.

The programming concepts of the services and their sales philosophy of participation selling, according to Mr. Button, could be readily adapted by Macquarie and launched before commercial tv takes hold in Australia. Before he left Sydney, he said, Macquarie officials had expressed "extreme enthusiasm" for *Monitor* and *Weekday* and he plans to recommend that these services be launched no later than August in both Sydney and Melbourne, where commercial tv will begin probably in the early fall. His blueprint is to make the program services available to other Macquarie network stations before commercial tv is launched in their station areas.

Mr. Button said he was "gratified" that Macquarie can examine and evaluate the experience of U. S. radio networks and stations during the early days of television and "perhaps avoid some of the pitfalls" that radio encountered here. He feels that Australian radio will not feel the impact of tv so markedly as in the U. S. because tv probably will grow more slowly and radio will have more time to adjust to the changes that television will bring.

Currently, Mr. Button said, Australian radio is enjoying its "biggest boom," with radio time on many of the stations "completely sold out." He said there is at least one radio set in each of Australia's more than two million homes, and many have two or more receivers.

Mr. Button has asked NBC Radio for permission to use the name *Monitor*. An NBC Radio spokesman said the network plans to make available some of the tapes broadcast on *Monitor* and *Weekday* to Macquarie so that the Australian network can "get off to a flying start."

In reply to a query on Australian plans for television coverage of the Olympics, Mr. Button said it had not been decided when he left the continent whether rights to television would be sold. He said the radio broadcasting industry is not paying for rights, pointing out that radio considers itself "an extremely effective promotional outlet" for sports on a year-round basis.



"Daddy, couldn't we buy one of those nice homes advertised on KRIZ Phoenix? John wants to marry me, but he doesn't like this location."

865,936 Tv Sets Produced In Canada During Year 1955

FINAL FIGURES for 1955 show that Canadian factories produced 865,936 television receivers in 1955 as compared to 593,856 in 1954. Sales in 1955 totaled 776,536 sets, compared to 619,428 the previous year.

Last year 481,328 radio receivers were produced in Canada. The 1954 total was 406,078. Sales of radios totaled 523,066 in 1955, compared to 431,456 in 1954.

Tabulation of the number of television receivers in use in Canada shows 1,986,175 at the end of 1955, with the province of Ontario having 948,449 receivers; Quebec province, 567,626 receivers; the four Atlantic coast provinces 107,489; the three prairie provinces 207,467, and British Columbia, 155,144 receivers. Figures are based on statistics of the Radio-Electronics-Television Mfg. Assn. of Canada.

Robert Otto & Co. Sets Up European Liaison Office

ESTABLISHMENT by Robert Otto & Co., New York, international advertising agency, of a European liaison office in London under the direction of Just Borthen was announced last week by Robert Otto, president. Among the European radio-television clients of the Otto agency are Remington Rand and Miles Labs (Alka Seltzer).

Mr. Borthen, formerly head of the European Dept. of Joshua B. Powers Ltd., London, will assume his new post April 1.

Canadian Tv Set Sales Decline

FOR the first time Canadian television receiver sales dropped off from the previous year with sale of 52,514 tv receivers in January 1956, compared to 55,760 sets in January 1955. The value of January 1956 sales was $15,669,014, according to a report of the Radio-Electronics-Television Manufacturers Assn. of Canada. By provinces, tv set sales in January totaled 20,828 sets in Ontario, 12,528 in Quebec, 4,613 in British Columbia, 3,937 in Alberta, 3,581 in Manitoba, 2,637 in Novia Scotia, 1,884 in Saskatchewan, 1,790 in New Brunswick and Prince Edward Island, and 716 in Newfoundland.

CineScanners to Japan

OSAKA TV Corp., Osaka, Japan, last week ordered two complete CineScanner tv studio systems from Philco Corp.'s government and industrial division, Philadelphia, for initial monochrome use and later for color.

Just Published

1956 BROADCASTING YEARBOOK MARKETBOOK

The 22nd consecutive edition of "Radio's One-Book Reference Library" has been mailed recently to subscribers. *If you're not already a B•T subscriber, or if your subscription does not include the BROADCASTING Yearbook-Marketbook please check and mail this order form*

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☐ Enter my subscription to include the 1956 BROADCASTING Yearbook-Marketbook—$9.00

☐ Adjust my subscription to include the 1956 BROADCASTING Yearbook-Marketbook—$2.00

Please send me ..... copies of 1956 BROADCASTING Yearbook-Marketbook @ $3.00. ☐

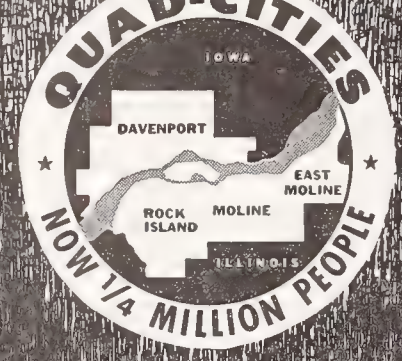
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street .....
city ..... zone ..... state .....

25,000
SQUARE MILES

of heavily populated rich farmlands and industrial communities in Illinois and Iowa are covered by

WHBF am-tv

CBS FOR THE



WHBF AM TV
ROCK ISLAND, ILLINOIS
REPRESENTED BY AVERY-KNODEL

BMI

MILESTONES
for April

BMI's series of program continuities are full half-hour presentations . . . simple to do, saleable, excellent listening. Each script in the April package commemorates a special event of national importance.

"EASTER'S FOR ALL OF US"
Easter Sunday
April 1, 1956

"I WAS BORN A SLAVE . . ."
Booker T. Washington
(100th Anniversary)
Born: April 5, 1856

"MIDNIGHT RIDE OF PAUL REVERE"
April 18, 1775

"ALL THE WORLD'S A STAGE"
William Shakespeare
Born: April 23, 1564

"Milestones" is available for commercial sponsorship—see your local stations for details.

BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

INTERNATIONAL

INTERNATIONAL PEOPLE

T. L. Anderson, vice president and managing director of Cockfield, Brown & Co. Ltd., Toronto, to president at Montreal head office, succeeding **G. Warren Brown,** now chairman of the board of directors. **C. W. McQuillan,** radio-tv director of Cockfield, Brown, named executive vice president in charge of Toronto office, and **D. R. McRobie** to executive vice president in charge of Montreal office. Other new vice presidents: **J. M. Pretty,** formerly of Winnipeg and Vancouver offices to vice president at Toronto, **F. W. Gross** and **J. E. McDougall** to vice president at Montreal, **H. E. Kidd** to vice president in charge of the Ottawa office. **Hugh M. Findlay** to media director of Montreal office, effective July 1, succeeding **H. Roy Conway,** retiring after 30 years.

R. S. Joynt to sales director of Trans-Canada and Dominion networks and CJBC Toronto, Ontario, at Toronto commercial headquarters of Canadian Broadcasting Corp. **J. R. Kennedy** to sales director of U. S. network programs piped into Canada and U. S. film properties, **T. B. J. Atkins** to sales director of CBC-owned film properties and Canadian-produced programs, and **J. Crawford** to sales director of CBLT (TV) Toronto, spot announcements and spot program business on CBS-owned stations.

T. M. Fielder, senior sales representative, CFCH North Bay, Ont., to new am station in Simcoe, Ont., as president-general manager. Also to Simcoe: **Fred G. Sherratt,** vice president-commercial manager, formerly on sales staff, CHEX Peterborough, Ont.; **Miles Garrod,** engineering and sales department, formerly of U. S. Navy; **Arden Lemick,** librarian, formerly librarian, CFCH; **Bette Barber,** women's features director, formerly with CKTB St. Catherines, Ont., and CFCH.

E. V. Cox, formerly of CKLW Windsor, Ont., to radio sales representative of S. W. Caldwell Ltd., Toronto, production company.

Mary Cardon, media director, J. Walter Thompson Co., Montreal, Que., to media director of new Montreal office of Kenyon & Eckhardt Ltd. **Stanley J. Izon,** service and promotion manager, Leo Burnett Co. of Canada Ltd., Toronto, rejoined K&E at Montreal, as promotion manager after 3½-year absence. **Goron R. Hinch,** media manager of Russell T. Kelley Ltd., Hamilton, Ont., to same post with K&E Toronto.

Dough Keough, formerly of CBUT (TV) Vancouver, to sales manager of CJLH-TV Lethbridge, Alta.

Fred J. Noon to retail sales manager of CKGN-TV North Bay, Ont.

Eric Sanderson, formerly British Columbia editor of Canadian Press, to news editor of CKWX Vancouver, B. C.

Jack Baxter, formerly of CJKL Kirkland Lake, Ont., and CJIC Sault Ste. Marie, Ont., to announcer staff of CKWS-TV Kingston, Ont.

T. J. Garner to production manager of CKOC Hamilton, Ontario, and **D. Graham Emslie,** CKOC news editor, to program director of station.

William Hodapp, former producer, NBC and CBS, and author *The Television Manual,* to radio-television director of Harold F. Stanfield Ltd., Montreal, Quebec.

Mary Cardon, media and research director, J. Walter Thompson, Montreal, to Kenyon & Eckhardt, same city, as media manager.

EDUCATION

EDUCATIONAL TV SUPPORT OUTLINED BY FORD GROUP

Fund for Adult Education, in annual report, cites instances of financial and program assistance that have been given.

A FLAT assertion that, in effect, its funds are maintaining educational tv as a "vital force," was made by the Ford Foundation-supported Fund for Adult Education in its fourth annual report released last week.

As expressed by the Fund, its Educational Television and Radio Center "increasingly . . . is recognized as the major central factor in educational television, with respect not only to programming but also to a variety of activities and services essential to the full development of the movement. The center has been and will continue to be of crucial importance to the development of educational television as a vital force in the mass media and in adult education in this country."

The report reveals that $1,160,697 of a $4,425,053 commitment for the 12-month period ended last June 30 was for the development of educational tv, and that $700,000 of that sum went for station construction.

The Fund's tv and radio center provided an uninterrupted five hours of programs weekly during this period to affiliated educational tv stations, which last June 30 stood at 12.

Also provided the stations is an "inservice training" program for their personnel as a result of a grant made to the center. This program, according to a listing of grants in the report, received $132,500. The Fund said it has provided financial support for the building of 10 out of a total of 15 educational tv stations which were on the air by June 30, 1955; that grants had been awarded for construction of six additional stations as of that time, and that "12 additional communities had reached an advanced stage of planning for stations." The Fund noted, however, that contributions by communities themselves were about three times that of the Fund.

Organizations and the amounts of the grants awarded each, as listed in the report (in addition to the center and not including station construction): Pacifica Foundation, for an experiment in subscription radio on KPFA (FM) Berkley, Calif., $15,850; National Assn. of Educational Broadcasters, for educational tv engineering and production workshops, $26,300; Joint Committee for Educational Television, $150,000; Greater Cincinnati Television Educational Foundation, $10,000, for a special uhf promotional campaign, and NAEB, $1,500 granted and $38,500 paid from earlier grants for professional services and $7,500 for an experimental program "of consultation" to educational tv stations.

NBC, Barnard College Offer Six-Week Radio-Tv Course

NBC, in cooperation with Barnard College, New York, will offer a six-week radio-tv training course—the NBC Summer Institute of Radio and Television—from June 25-Aug. 7,

5,000 WATTS Day and Night
WESTERN MICHIGAN'S
WKNK
MUSKEGON, MICHIGAN
LOW RATES
ASK HIL F. BEST

Labor Gift

WTTW (TV) Chicago, non-commercial educational station, was the recipient of a $5,000 donation from the Chicago Federation of Labor last Tuesday. A check was presented by William A. Lee, CFL president, to Edward L. Ryerson, president of the Chicago Educational Television Assn. (WTTW licensee), during the union's regular monthly meeting. The labor organization owns and operates WCFL, Chicago independent outlet. WTTW is seeking to raise $552,000 for operating expenses through this spring.

the network announced last week. The curriculum—six courses: two required and four elective—is open to college graduates and will be credited towards an advanced degree in communications.

The required courses are: "Your Television Career," taught by Michael Dann, NBC-TV vice president of program sales, and "Television Studio Operations," by staff instructors from the School of Radio Technique, New York. Other courses, dealing with script writing, program producing, directing and announcing, as well as child and adult educational programs, will be taught by an NBC staff including NBC Producer-Director Robert Wald; Script Editor William Welch; Steve White, WRCA New York program manager; Dr. Frances Horwich, host-producer, NBC-TV's *Ding-Dong School,* and WRCA-AM-TV Special Events Director Bill Berns.

Applications for admission should be made before June 1 on forms available from Miss Susanne Davis, 112 Millbank Hall, Barnard College, New York 27. Cost for the entire course: $175, plus a $25 registration fee which should accompany admission forms.

TV TEACHING PROPOSED AT EDUCATORS' MEETING

A PROPOSAL for mass teaching by television was raised during the 11th National Conference on Higher Education in Chicago last Tuesday.

Alvin C. Eurich, vice president and director of the Fund for the Republic, told over 1,000 college administrators and professors at the Congress Hotel that the idea of small classes is "archaic," antedating television, radio and motion pictures. He suggested a "master teacher" and thousands of students at opposite ends of tv coaxial cables.

William B. Benton, publisher of *Encyclopaedia Britannica* and former Democratic senator and assistant secretary of state for public affairs, also spoke. He proposed a national scholarship program in the U. S. to counteract Soviet Russia's progress in engineering and science.

The prospect that television might help alleviate the teacher shortage also was raised during the 40th annual convention of the National Assn. of Secondary School Principals past fortnight. Armed with a $120,000 grant from the Fund for the Advancement of Education, four schools—including Evanston (Ill.) Township High School and Newton (Mass.) High School—plan to start closed circuit tv in some courses as an experiment. NASSP hopes the test will show how the teacher shortage problem can be eased and education improved. The Evanston school plans to use the method in English and typewriting courses.

Educ. Tv & Radio Center Pacts With Three Affiliates

THREE affiliate stations of the Educational Television & Radio Center, Ann Arbor, Mich., have received annual production contracts totaling $259,250 for 1956, implementing a newly-formed policy of the center, it was announced last week by ETRC President H. K. Newburn.

The contracts—providing for an equal number of regular station programs on an exchange basis and programs produced especially for the center—have been signed with WQED (TV) Pittsburgh, $76,250; KQED (TV) Berkeley-San Francisco, $70,000, and KETC (TV) St. Louis, $93,000.

Classroom Tv on Rise

SCHOOLS using closed-circuit tv in their educational programs now number 68, an increase of 39 over a year ago, according to a report issued by the Joint Council on Educational Tv (formerly the Joint Committee on Educational Tv), Washington. The JCET reports lists eight military installations—the same number as a year ago—which used closed-circuit tv for training purposes. The report is a compilation of replies to a questionnaire issued last October by JCET and the Committee on Television of the American Council on Education.

EDUCATION PEOPLE

Dr. Harry M. Lyle, director, Mass. Board of Educational Television, Boston, appointed director of Birmingham (Ala.) Area Educational Television Studios.

EDUCATION SHORTS

WIL St. Louis, Mo., carrying evening rebroadcasts of school programs originating at KSLH (FM) St. Louis, Board of Education station.

WOAI-TV San Antonio, Tex., has donated equipment to U. of Texas to assist college in installation of tv studio. Equipment includes two film projectors, two film chains and a switcher.

KOVR (TV) Stockton, Calif., for second year, is turning over production center for two hours each Tuesday evening to College of the Pacific tv laboratory class.

KFUO St. Louis, in cooperation with Concordia Theological Seminary, is conducting radio student training program to train ministerial students in religious broadcasting. Both seminary and station are owned and operated by Lutheran Church-Missouri Synod.

WWLP (TV) Springfield, Mass., in cooperation with Div. of University Extension, Department of Education, Commonwealth of Massachusetts has prepared 13-week educational teleseries to be telecast into area industrial plants.

$53,752,000 IS A LOT OF HAMMERING!

THE MARKET
Pennsylvania Anthracite Region
Retail Sales—$885,484,000
Building Supplies—$53,752,000

THE BUILDERS—
WHWL and WISL
Complete Coverage of 9 Counties
Cost—60 Cents per 1000 Families

NAIL DOWN THIS RICH MARKET!

1954 Consumer Markets—SRDS
See *FORJOE & CO.*

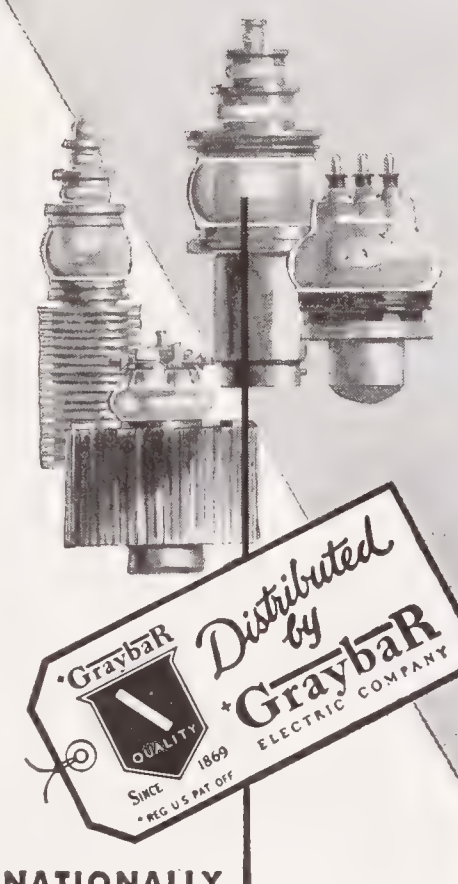
WISL 1 KW—Shamokin, Pa.
WHWL 1 KW—Nanticoke, Pa.

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Electron Tubes

For the Driver and Final Stages of AM, FM and TV Transmitters

A broad line of premium quality broadcast tubes—products of Machlett's 58 years of electron tube manufacturing experience—



NATIONALLY AVAILABLE THROUGH

the GRAYBAR ELECTRIC COMPANY...

Offices and Warehouses in over 120 Principal Cities

MACHLETT

MACHLETT LABORATORIES, INC.
Springdale, Connecticut

'MISSING' SERIES TURNS UP

AFTER a 14-year hiatus, WNYC New York's *Missing Persons* bulletins once again are being broadcast. Originating from the New York Police Department's Bureau of Missing Persons, the programs are heard at 1:50-1:55 p.m. EST, each weekday except Wednesdays. A spokesman for WNYC—city owned and operated—said that in light of statistics which place April and May as the "peak runaway months by teenagers," the station hopes to cut down volume of missing persons by starting ahead of time."

WOWO PICKS AGENCY WINNERS

MISS Lucille M. Freeman of Bearden-Thompson-Frankel, Atlanta agency, won first prize—a two-week expense-paid vacation for two in Jamaica—in WOWO Fort Wayne's "Fame and Fortune" slogan contest. Tom Wright of Leo Burnett Co., Chicago, was named winner of second prize, a Westinghouse Wash 'n Dry laundromat. In addition, 40 other prize winners were announced, the prizes consisting of 10 Bulova watches, 10 Crosley transistor book radios, 10 Westinghouse electric blankets, and 10 Westinghouse Cook-n-Fryers. The contest, open to members of advertisers and agencies, drew more than 1,200 entries.

WITH, WNAV SET RELAY DATE

THE Maryland Day Marathon Relay, being sponsored by WITH Baltimore and WNAV Annapolis [B•T, Jan. 9], will be run March 24. The 26-mile event, being held under sanction of the South Atlantic Assn. of the U. S. Amateur Athletic Union, has been undertaken by the two radio stations to arouse interest in the Olympic Fund for the 1956 games to be held in Australia. Early acceptances have come from Philadelphia Boston and New York teams. Foreign ambassadors will join dignitaries on the Relay committee, including Gov. Theodore R. McKeldin of Maryland and Mayor Thomas D'Alesandro Jr., of Baltimore, to watch the event.

LIONESSES TAKE OVER KCIL LAIR

MEN were driven from their posts on KCIL Houma, La., on Feb. 29 by the local Lioness Club, with members taking over virtually all broadcasting duties for the day. Program features were a *Cub* show, in which members showed off their children in a talent show, and a quiz program pitting Lions against Lionesses. The ladies spent several weeks prior to Feb. 29 selling station time and realized half of the day's receipts.

Feathered Announcer

WBML Macon, Ga., has gone to the birds —parakeet, that is.

The station offered a $25 Savings Bond to anyone with a parakeet that could speak its call letters. After several hours of rewinding tapes, Bimbo, belonging to Mrs. L. M. Kent, spoke a WBML call letter which was very clear and distinctive and was captured on the tape recorder.

The parakeet's voice is being used regularly as a promotion during station breaks.

SCHOLARSHIPS OFFERED

WTOP-AM-FM-TV Washington and Retail Food Industry of Washington are offering 13 $1,000 scholarships in food marketing at American U., to winners of "Opportunities Unlimited" competition on Mark Evans' radio-tv shows. Young men have been invited to submit essays on "The Importance of the Retail Food Industry in America." Scholarship donors, in addition to WTOP, are Food Fair Super Markets, Safeway Stores, Food Town Stores and Food Barn Stores. The grand prizewinner also gets a trip to Europe.

J&J OPENS BIGGEST PROMOTION

THE biggest promotion in its history—the $100,000 Robin Hood Jingle Contest—was announced last week by Johnson & Johnson, New Brunswick, N. J. J&J, manufacturer of toilet requisites, sponsors the *Robin Hood* adventure series on CBS-TV on an alternate week basis with the Wildroot Co., Buffalo, N. Y. Agency for Johnson & Johnson is Young & Rubicam, New York. Contestants will complete a jingle on entry blanks available from J&J dealers for prizes including: five 14-day trips for two to London via Pan-American Airways, eight complete Kelvinator kitchens (range, refrigerator, freezer, dishwasher, clothes washer and dryer), 45 Necchi sewing machines, 45 Gibson air conditioners, 45 sets of Alvin sterling silver service, watches, household appliances, radios, perfume, and bicycles.

GOV. KNIGHT ON KFSD-TV

GOV. Goodwin S. Knight of California is appearing in a new monthly series on KFSD-TV San Diego, *Ask Your Governor*. With his wife the governor answers phone calls and mail-submitted questions on the air during the half-hour program, his only regular broadcast appearance.

NEGOTIATOR FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

ALLEN KANDER
And Company

1701 K St., N. W. • Washington 6, D. C., NA. 8-3233
Lincoln Building • New York 17, N. Y., MU 7-4242
111 West Monroe St. • Chicago 3, Illinois RA 6-3688

KSRV SEEKS OUT NEW SPORTS

SPORTS horizons for KSRV Ontario, Ore., are widening all the time and paying all the way. The station is sure it had a world "first" last month when it broadcast—complete with play-by-play narrative and commercials—the Ontario yo-yo contest, sponsored by Norris variety store, headquarters for Duncan yo-yos. Earlier KSRV sold a two-hour broadcast of the Northwest regional Judo tourney to Ontario advertisers who, with listeners, rated the event a "huge success", says the station.

SURREY SERVES AS WEDO UNIT

OTHER stations can brag about fancy new remote units, but WEDO McKeesport, Pa., found itself a surrey with fringe on top for its part in McKeesport's "Old Fashioned Bargain Days" promotion. Headquartering in the surrey during the three bargain days, WEDO personalities in old fashioned clothes took to the streets for interviews and special broadcasts.

KUDL AD EXPLOITATION PAYS

GREATER results from a well-exploited two-week campaign on KUDL Kansas City, Mo., than from an entire year in other media, have been claimed for M. L. Owen Realtors of Kansas City. To get the most for its radio dollar the Owen firm plugged its show in newspaper ads, broadcast it from a loudspeaker on the company station wagon, painted company vehicles with program promotion and raised a large sign in front of its office calling attention to its show. These tie-ins, plus careful attention to continuity on the program are credited for ever-increasing business from KUDL-listening customers.

WSAZ-TV GETS COLOR LISTINGS

WSAZ-TV Huntington, W. Va., in the color promotion business for weeks now, has secured cooperation of local stations and newspapers in publishing daily color schedules with regular radio-tv logs in the papers. After staging a closed circuit color demonstration for some 200 RCA Victor dealers last month, WSAZ-TV premiered local live color for viewers with a colorcast of its *Saturday Night Jamboree.* First WSAZ-TV show to go to be colorcast on a regular basis was *Current,* which is seen in color three times a week.

DOUBLE DRIBBLE ON WSAI

CINCINNATI'S two college basketball teams both scheduled out-of-town games the evening of Feb. 29, but no one was neglected by WSAI Cincinnati. The station put them on the air consecutively, sponsored by The Mayer Realty Co. and O'Leary Buick. To get the twin bill, the station followed the U. of Cincinnati to Oxford, Ohio, for its game with Miami U., and Xavier U. to Louisville, Ky., for its contest with Louisville U.

NBC-TV TO SALUTE BASEBALL

AS A TRIBUTE to the national pastime of baseball, NBC-TV plans to telecast in early April a "Cavalcade of Baseball," touching on various phases of the sport and including pick-ups from spring training camps. Though no definite date has been set, NBC-TV expects to present the telecast as a 90-minute program, perhaps in the *Producers' Showcase* time period on April 2 (Mon. 8-9:30 p.m. EST).

Station Authorizations, Applications

(As Compiled by B • T)

March 1 through March 7

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. **DA**—directional antenna. **ERP**—effective radiated power. **vhf**—very high frequency. **uhf**—ultra high frequency. **ant.**—antenna. **aur.**—aural. **vis.**—visual. **kw** kilowatts. **w**—watts. **mc**—megacycles. **D**—Day. **N**—night. **LS**—local sunset. **mod.**—modification. **trans.**—transmitter. **unl.**—unlimited hours. **kc**—kilocycles. **SCA**—subsidiary communications authorization. **SSA**—special service authorization. **STA**—special temporary authorization.

Am and Fm Summary Through Mar. 7

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,828	2,828	214	371	159
Fm	539	528	50	22	1

FCC Commercial Station Authorizations

As of February 29, 1956*

	Am	Fm	Tv
Licensed (all on air)	2,832	521	159
Cps on air	9	18	326
Cps not on air	123	13	106
Total on air	2,841	539	485
Total authorized	2,964	552	591
Applications in hearing	150	1	159
New station requests	247	4	22
New station bids in hearing	100	0	106
Facilities change requests	148	6	31
Total applications pending	819	48	281
Licenses deleted in Feb.	1	1	0
Cps deleted in Feb.	1	1	3

*Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary Through March 7

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	348	97	445
Noncom. Educ. on air	14	5	19

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	308	306	614[1]
Noncom. Educational	20	17	37[2]

Applications filed since April 14, 1952:

(When FCC ended Sept. 28, 1948-April 14, 1952 freeze on tv processing)

	New	Amend.	Vhf	Uhf	Total
Commercial	971	337	763	545	1,308[3]
Noncom. Educ.	60		33	27	60[4]
Total	1,031	337	796	572	1,368[5]

[1] 166 cps (32 vhf, 134 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 34 already granted.
[5] Includes 642 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

APPLICATION

Birmingham, Ala. — Birmingham Television Corp., uhf ch. 42 (638-644 mc); ERP 16.52 kw vis., 8.92 kw aur.; ant. height above average terrain 789.25 ft., above ground 589.25 ft. Estimated construction cost $134,000, first year operating cost $300,000, revenue $350,000. Post office address Room 642, 190 N. State St., Chicago. Studio and trans. location Birmingham. Geographic coordinates 33° 29′ 09″ N. Lat., 86° 47′ 26″ W. Long. Trans. and ant. RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Walter F. Kean, Riverside, Ill. Principals include **Harry** and **Elmer Balaban**, with midwestern theatre interests, 34% owners **WICS (TV) Springfield, Ill.** (application for negative control pending), and 50% owners of **WTVO (TV) Rockford, Ill.** Filed March 6.

PETITIONS

WLAY Muscle Shoals City, Ala.—Petitions FCC to amend sec. 3.606 so as to delete ch. 11 from Lexington, Tenn., and add ch. 49. Also to allocate ch. 11 to St. Joseph, Tenn. Announced March 2.

San Antonio, Tex.—Albert Jerry Balusek petitions FCC to amend sec. 3.606 so as to delete restriction of certain tv broadcast channels to use of non-commercial educational stations. Announced March 2.

KUAM Agana, Guam—Petitions FCC to amend sec. 3.606 for assignment of ch. 8 to Agana. Announced March 2.

Existing Tv Stations . . .

ACTIONS BY FCC

Tv Monitors—FCC granted, in part, request by General Radio Co., Cambridge, Mass., and amended Part 3 to clarify certain requirements for type approval of frequency and aural monitors for tv broadcast stations, effective May 2. Announced March 1.

KSBW-TV Salinas, Calif.—Granted mod. of cp to change ERP to 209 kw vis., 105 kw aur., change studio location, ant. and make equipment changes. Ant. height: 2,550 ft. Granted March 5.

APPLICATIONS

KFXJ-TV Grand Junction, Colo.—Seeks mod. of cp to change ERP to 12.9 kw vis., 6.45 kw aur. Ant. height above average terrain: minus 7 ft. Filed March 6.

KTBC-TV Austin, Tex.—Seeks mod. of license to change name of licensee to LBJ Co. Filed March 5.

KTBC-TV Austin, Tex.—Seeks mod. of cp to change ERP to 316 kw vis., 158 kw aur., and make DA system changes. Filed March 6.

APPLICATION AMENDED

WGBI-TV Scranton, Pa.—Filed amendment to change aural trans. rated power. Amended March 5.

New Am Stations . . .

ACTIONS BY FCC

New London, Conn.—Application for cp for new am to operate on 980 kc, 1 kw D dismissed at request of attorney. Action of March 6.

Fort Walton Beach, Fla.—West Florida Bcstg. Service granted 950 kc, 500 w D. Post office address Fort Walton Beach. Estimated construction cost $17,415, first year operating cost $27,500, revenue $38,000. Sole owner of applicant is **H. French Brown Sr.**, former 50% owner **WCNU Crestview, Fla.** Announced March 1.

Winter Haven, Fla.—Coastal Bcstg. Co. application for cp to operate on 1320 kc, 500 w D dismissed at request of attorney. Action of March 5.

Branson, Mo.—Shepherd of the Hills Bcstg. Co. granted 1220 kc, 250 w D. Post office address West Plains, Mo. Estimated construction cost $15,690.15, first year operating cost $36,000, revenue $42,000. Principals are equal partners **Robert F. Neathery**, owner of **KWPM-AM-FM West Plains, Mo.**, 95% owner **KALM Thayer, Mo.**, and 95% owner of **KAMS (FM) Mammoth Spring, Ark.**, and **L. C. McKenney**, owner of **KMDO Fort Scott, Kan.**, and **KRMO Monett, Mo.**, and manager of **KICK Springfield**, and **KLRS Mountain Grove**, both **Mo.** Announced March 1.

Albemarle, N. C.—Stanly County Bcstg. Co. granted 1580 kc 250 w D. Post office address 118 Harwood St., Albemarle. Estimated construction cost $16,895, first year operating cost $29,000 and first year revenue $38,000. Principals in partnership are **J. T. Presson** (42.5%), Ralston Purina salesman and formerly with **WCRS Greenwood, S. C.**; **H. E. Payne** (42.5%), farm supply retailer, and **Mrs. Lottie P. Kellum** (15%), Mr. Presson's mother-in-law. Announced March 1.

Gretna, Va.—Central Virginia Bcstg. Co. granted 730 kc, 1 kw D. Post office address Rt. 4, Box 454, Danville, Va. Estimated construction cost $22,631.89, first year operating cost $45,000, revenue $58,000. Stock is owned by 74 people, none of whom owns more than 7.4% interest. They have no other broadcast holdings. Announced March 1.

Vieques, Puerto Rico—Calvary Baptist Mission of Puerto Rico granted 1370 kc, 1 kw unl. Post office address Box 338, Vieques. Estimated construction cost $23,563, first year operating cost $13,200, revenue $22,500. Applicant is non-profit missionary organization. Announced March 1.

APPLICATIONS

Starke, Fla.—Ben Akerman, 730 kc, 250 w D. Post office address 2646 Cheshire Bridge Rd., N. E., Atlanta, Ga. Estimated construction cost $6,750, first year operating cost $18,000, revenue $24,000. Mr. Akerman is general manager of **WGST Atlanta** and former 50% owner of **WSTN St. Augustine, Fla.** Filed March 5.

Anadarko, Okla.—Indian City Bcstg. Co., 1250 kc, 500 w D. Post office address Box 688, Clovis, N. M. Estimated construction cost $16,550, first year operating cost $30,000, revenue $35,000. Principals are **Odis L. Echols Sr.** (66.6%), and **Odis L. Echols Jr.** (33.3%), majority owners of **KCLV Clovis, N. M.** Filed March 6.

Lakeview, Ore.—Pacific Northwest Radio, 1230 kc, 250 w unl. Post office address McKinley Route, Coquille, Ore. Estimated construction cost $14,099, first year operating cost $22,600, revenue $34,500. Principals are equal partners **Lynn C. Thomas** and **A. E. Freeman**, livestock ranchers. Filed March 6.

Portland, Ore.—James R. Roberts, 1010 kc, 1 kw D. Post office address 909 Michigan Ave., Farmington, Mo. Estimated construction cost $15,000, first year operating cost $40,000, revenue $50,000. Mr. Roberts has had engineering training. His parents, **Cecil W.** and **Jane A. Roberts**, own **KREI Farmington, KBIA Columbia, KCHI Chillicothe**, all **Mo., WINI Murphysboro, Ill., KCRB Chanute, Kan.**, and have applications pending for new ams at Little Rock, Ark., and Kenmore, Wash. Filed March 6.

Dyersburg, Tenn.—Dyersburg Bcstg. Co., 1330 kc, 1 kw D. Post office address P. O. Box 309, Jackson, Tenn. Estimated construction cost $60,000, first year operating cost $48,000, revenue $60,000. Principals include Pres.-Treas. **Aaron B. Robinson** (60%), controlling interests in **WDXI-AM-TV Jackson, WTPR Paris, WDXE Lawrenceburg, WENK Union City, WDXN Clarksville**, all **Tenn.**, and minority interest in **WCMA Corinth, Miss.**, and Vice Pres. **Harold L. Simpson** (40%)



owner of super markets and minority stockholder in above stations. Filed March 6.

Abingdon, Va.—Burley Bcstg. Co., 1230 kc, 250 w unl. Post office address Box 218, Richlands, Va. Estimated construction cost $19,904, first year operating cost $20,000, revenue $30,000. Principals are equal partners **Nelson T. Barker**, fuel and automobile interests, and **Lindy M. Seamon**, general manager and chief engineer of **WRIC Richlands**. Filed March 6.

Winchester, Va.—Winchester Bcstg. Co., 1480 kc, 1 kw D. Post office address P. O. Box 874, Martinsburg, W. Va. Estimated construction cost $22,701, first year operating cost $36,000, revenue $56,000. Sole owner **C. Leslie Golliday** is 50% owner **WEPM-AM-FM Martinsburg** and 100% owner **WCLG Morgantown, W. Va.** Filed March 6.

Prosser, Wash.—Prosser-Grandview Bcstg. Inc., 1310 kc, 1 kw D. Post office address P. O. Box 217, Prosser. Estimated construction cost $17,519, first year operating cost $30,000, revenue $33,000. Principals include Pres. **Forrest H. Bishop** (41%), employe of **KWIE Kennewick, Wash.**, and Vice Pres. **Jack L. Quinn** (16.6%), general manager Richland, Wash., Tv Cable Corp. Filed March 6.

Honolulu, Hawaii—James T. Ownby, 1270 kc, 1 kw unl. Post office address P. O. Box 1977, Phoenix, Ariz. Estimated construction cost $13,053, first year operating cost $48,000, revenue $51,600. Mr. Ownby owns **WJXN Jackson, Miss., KONI-KELE (FM) Phoenix** and 40% of **WDOB Canton, Miss.** Filed March 5.

APPLICATIONS AMENDED

Little Rock, Ark.—Cecil W. Roberts and **Jane A. Roberts**, joint tenants applying for cp to operate on 1450 kc, 250 w unl., amend application to change name of applicant to Cecil W. Roberts and Jane A. Roberts, His Wife. Amended March 5.

Westport, Conn.—Westport Bcstg. Co. application for cp to operate on 1260 kc, 500 w D amended to install DA. Amended March 5.

Green Cove Springs, Fla.—William F. Askew application for cp to operate on 730 kc, 250 w D amended to change to 1220 kc. Amended March 5.

Ridgewood, N. J.—American Family Bcstg Co. application for cp to operate on 540 kc, 1 kw D amended to reduce power to 500 w and make DA and equipment changes. Amended March 5.

Shelton, Wash.—Carl H. Deiz application for cp for new am to operate on 1240 kc, 250 w unl. amended to change to 1500 kc, 500 w D and make equipment changes. Amended March 6.

Existing Am Stations . . .

ACTIONS BY FCC

WGMA Hollywood, Fla.—Application for cp to increase power from 500 w to 1 kw returned; wrong dates. Filed March 5.

WPCF Panama City, Fla.—Granted change from 1400 kc, 250 w unl. to 1430 kc, 5 kw unl. with DA-2. Announced March 1.

WBFY Charlottesville, Va.—Granted increase from 250 w to 1 kw, operating D on 1010 kc. Announced March 1.

APPLICATIONS

KTML Trumann, Ark.—Seeks mod. of cp to change station location from Trumann to Marked Tree, Ark., change trans. location and specify studio location as 300 ft. southeast of city limits and 325 ft. southwest, U. S. Hwy. 63, Marked Tree. Filed March 6.

KWBW Hutchinson, Kan.—Seeks mod. of license to change name of licensee to **Bess Wyse Rickard** and **George H. Marsh**, partnership d/b as Nation Center Bcstg. Co. Filed March 5.

WENE Endicott, N. Y.—Seeks cp to change from DA-1 to DA-N. Filed March 5.

WEOK Poughkeepsie, N. Y.—Seeks cp to make ant. changes (increase height, side mount short wave receiving ant.). Filed March 6.

WTAB Tabor City, N. C.—Seeks cp to increase power from 1 kw to 5 kw and make equipment changes. Filed March 5.

WHOT Campbell, Ohio—Seeks cp to increase power from 250 w to 1 kw, install DA-D and make equipment changes. Filed March 6.

KTBC Austin, Tex.—Seeks mod. of license to change name of licensee to LBJ Co. Filed March 5.

WSLS Roanoke, Va.—Seeks cp to increase D power from 1 kw to 5 kw and make changes in DA-2. Filed March 6.

KTW Seattle, Wash.—Seeks cp to change from Specified Hours to D, change ant.-trans. location, make ant. changes, operate trans. by remote control, and make equipment changes. Filed March 6.

APPLICATIONS RESUBMITTED

WGLS Decatur, Ga.—Resubmits application for cp to increase power from 1 kw to 5 kw, install DA-D, and make equipment changes. Resubmitted March 6.

KMUL Muleshoe, Tex.—Application for mod. of cp to change ant.-trans. and studio locations to W. 8th St. and Ave. F, .5 miles west of Muleshoe, resubmitted. Resubmitted March 6.

APPLICATIONS AMENDED

WLPO LaSalle, Ill.—Application for cp to increase power from 250 w to 1 kw amended to make changes in DA pattern. Amended March 6.

WRAP Norfolk, Va.—Application for cp to increase power from 1 kw to 5 kw, change DA-D pattern, and make equipment changes amended to make changes in DA pattern. Amended March 5.

CALL LETTERS ASSIGNED

WCAS Gadsden, Ala.—Etowah Broadcasters Inc., 570 kc, 1 kw D. At station's request changed from WGWD effective June 1 instead of March 5, date originally effective.

Existing Fm Stations . . .

ACTIONS BY FCC

Fm Broadcast Monitors — FCC amended its broadcast rules (Part 3) to add fm broadcast monitors to am and tv broadcast monitors that are tested, on request, at Commission laboratory, Laurel, Md., which testing is already provided for in its general rules (Part 2). Rules for fm and am monitors were editorially changed to conform to recently adopted tv monitor rules. Revisions are effective May 2. Announced March 1.

KRON-FM San Diego, Calif.—Granted cp to change ERP to 13 kw, ant. height to 210 ft. and change trans. location. Granted March 5.

KCMS (FM) Manitou Springs, Colo.—Granted mod. of cp to change ERP to 10 kw, frequency to 102.7 mc and make equipment changes. Announced March 5.

WNVA-FM Norton, Va.—Granted request to cancel license of fm station and delete call letters. Announced March 5.

Ownership Changes . . .

ACTIONS BY FCC

WSPC Anniston, Ala.—Granted acquisition of control of licensee by **S. B. Ingram** for $2,343. Mr. Ingram, formerly 38.1% owner, will be 55.5% owner. Granted March 5.

KBLF Red Bluff, Calif.—Granted assignment of license to Tehama Bcstg. Co. for $50,000. Principals are: Pres. **William W. Boone** (48.9%), KBLF manager; Treas. **Russell G. Frey** (51%), physician, and Secy. **Rawlins Coffman** (.1%), lawyer. Granted March 7.

KRNO San Bernardino, Calif.—Granted transfer of control to **Norman H. Rogers** and **George W. Brock**, for $33,000. Messrs. Rogers and Brock are sole owners. Granted March 1.

KSLV Monte Vista, Colo.—Granted transfer of control to San Luis Valley Bcstg. Co. Action is brought about because **George O. Cory**, former 51% owner and now 30.7% owner of station, was participant in stock transaction in which San Luis was granted license of **KVOD Denver**. Announced March 5.

WDOV-WDOX (FM) Dover, Del.—Granted assignment of license to **Dover Bcstg. Co.** for $90,000. Dover principals own **WOL-AM-FM Washington, D. C.** Granted March 7.

WRWB Kissimmee, Fla.—Granted assignment of license to **Frank A. Taylor** for $15,000. Mr. Taylor is insurance agent and WRWB commercial manager. Granted March 7.

WNOG Naples, Fla.—Granted assignment of license to **Radio Naples Inc.** Corporate change only; no change in control. Simultaneously filed, and contingent upon grant of first application, was request for transfer of control to **William J. Ryan** for $32,000. Mr. Ryan has no other business interests at present. Granted March 7.

KGEM Boise, Idaho.—Granted transfer of control (71%) to Gem State Bcstg. Corp. for $64,356. Gem is 100% owned by Interstate Corp., licensee of **KLO Ogden, Utah.** Principals include Pres. **A. L. Glasmann** (see **KLIX-AM-TV Twin Falls, Idaho; KOPR Butte, Mont.**, and **KUTV (TV) Salt Lake City** below); Secy. **George M. McMillan** principal in above station sales, and Vice Pres. **Cecil Heftel**, manager-director KLO. Granted March 7.

KLIX-AM-TV Twin Falls, Idaho — Granted transfer of control (88%) to KLIX Corp. for $95,598. KLIX is equally owned by Alhambra Corp. (real estate) and Paramor Corp. Principals include **A. L. Glasmann** and **George M. McMillan** (see **KGEM Boise, Idaho; KUTV (TV) Salt Lake City** and **KOPR Butte, Mont.** sales). Granted March 7.

WJPF Herrin, Ill.—Granted involuntary transfer of control to **Maybelle J. Lyeria**, executrix of estate of **O. W. Lyeria**, deceased. Action is called for in will of deceased. Announced March 5.

KOPR Butte, Mont.—Granted transfer of control (67%) to Salt Lake City Bcstg. Co. for $40,000. Principals include Pres. **George C. Hatch** (50%), principal in **KUTV (TV) Salt Lake City** sale below; Vice Pres. **Wilda Gene Hatch** (50%), also KUTV (TV) principal; Secy. **George W. McMillan**, principal in **KGEM Boise, Idaho; KLIX-AM-TV Twin Falls, Idaho**, and KUTV (TV) sales, and Treas. **E. W. Campbell**, treas.-director of **KALL Salt Lake City**. Granted March 7.

WOKO Albany, N. Y.—Granted transfer of control to **Carl L. Lindberg** and **Howard B. Hayes** for $64,700. Mr. Lindberg is 67.2% owner of **WPIK Alexandria, Va.**, and Mr. Hayes is consulting engineer and former WPIK principal. Granted March 7.

WHVH Henderson, N. C.—Granted assignment of license to **Vance County Bcstg. Co.** Corporate change only; no change in control. Granted March 1.

KIHO Sioux Falls, S. D.—Application for assignment of license to **Sioux Empire Bcstg. Co.** dismissed at request of applicant. Action March 6.

KUTV (TV) Salt Lake City, Utah—Granted transfer of control of KUTV Inc. for $683,333. Principals include *Ogden* (Utah) *Standard Examiner* (51%) and *Salt Lake City Tribune* (35%). *Standard Examiner* has interests in **KLO Ogden, KIMN Denver, KMON Great Falls, Mont.**, and **KALL Salt Lake City.** *Tribune* presently has 50% interest in KUTV (TV). KUTV Inc. Pres. **A. L. Glasmann** holds *Standard Examiner* proxy and controls 72.3% of *Standard Examiner*. Secy. **J. W. Gallivan** holds *Tribune* proxy. Principals also include **George M. McMillan.** (See **KGEM Boise, Idaho; KLIX-AM-TV Twin Falls, Idaho** and **KOPR Butte, Mont.**, sales above.) Granted March 7.

WSKI Montpelier, Vt.—Granted assignment of license to Montpelier-Barre Bcstg. Co. for $34,000. Principals include Pres. **Paul J. Perreault** (89.7%), former manager of **WNBH New Bedford, Mass.**; Vice Pres.-Asst. Treas. **Arthur Tacker** (10.3%), WSKI manager and Dirs. **Nathan Greenberg** and **Charles W. Grinnell**, present co-owners of WSKI. Granted March 7.

APPLICATIONS

WEDR Birmingham, Ala.—Seeks assignment of license to **Edwin H. Estes** for $105,000. Mr. Estes is owner of **WMOZ Mobile, Ala.** Filed March 6.

KRDG Redding, Calif.—Seeks assignment of permit to **M & C Broadcasters** for $1,048. Principals are **Howard N. Martineau** (75%), presently part owner of KDRG, and **Reinard W. Brandley** (25%), civil engineer. Filed March 6.

WKTM-AM-FM Mayfield, Ky.—Seek assignment of licenses to **Fred H. Thomas** for $50,000. Mr. Thomas is watchmaker. Filed March. 6.

WSMB New Orleans, La.—Seeks transfer of control to **Bankers Securities Corp.** Corporate change only; no change in control. Filed March 5.

KUDL Kansas City, Mo.—Seeks assignment of license to **Heart of America Broadcasters Inc.** for $175,000. Heart of America is wholly-owned by Tele-Broadcasters Inc., owner of **WKXV Knoxville, Tenn., KWXL Concord, N. H.**, and **WARE Ware, Mass.** Filed March 6.

KCNI Broken Bow, Neb.—Resubmits application for transfer of control to **Georgia A. Craw-**

(Continues on page 100)

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No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

Sales manager—five figure earnings and an exceptional future for a "front line" sales manager. Write fully. Box 712F, B•T.

Manager for kilowatt daytimer, small rural market in South Carolina. Prefer southerner. Stock option. Will consider successful salesman-announcer ready to move up. Box 714F, B•T.

Commercial manager for metropolitan fulltime station. Must have had similar position in small market. Anxious for advancement. Unusual opportunity. Box 715F, B•T.

General manager. 250 watt central Wisconsin fulltimer needs general manager with proven local sales record in small market. Must be imaginative, profit-minded, friendly personality who can further increase present substantial billing. Guarantee on present billing plus percentage of sales. Send complete resume. Box 724F, B•T.

WE HAVE YOUR MAN

EXECUTIVE & STAFF LEVELS

CONFIDENTIAL CONTACT

There is no need to burden yourself and your secretary with reams of needless correspondence and dozens of telephone contacts. This work has already been accomplished for YOU by our skilled personnel specialists, headed by Howard S. Frazier, the pioneer TV and Radio Station Management Consultant.

Our placement clients constitute the LARGEST NATION-WIDE POOL of well qualified and carefully investigated personnel ready to go to work for you.

CURRENT AVAILABILITIES
TV AND RADIO

General Managers	Station Managers
Commercial Managers	Technical Supervisors
Chief Engineers	Program Managers
Promotion Directors	Production Managers
Producers/ Directors	TV Floor Personnel
Announcers	Announcer/Actors
Technicians	News Editors
Newscasters	Sportscasters
TV Film Editors	Film Buyers

INQUIRE ABOUT OTHER CATEGORIES

In most of the above categories we have clients qualified for both major and smaller market stations. Please write or wire your requirements, describing the position, qualifications desired and the salary range.

We will screen availabilities and furnish a carefully selected group for your consideration and direct contact.

BROADCASTERS EXECUTIVE PLACEMENT SERVICE, INC.

333 Trans-Lux Bldg.
724 Fourteenth St., N. W.
Washington 5, D. C.

RADIO

Help Wanted—(Cont'd)

Managerial

Sales manager. Well established 1000 watt fulltime Pennsylvania station. Medium-size, single station market. Excellent opportunity. Personal sales record necessary. Complete job and personal history, photo and references. Box 730F, B•T.

Salesmen

Top money making southeastern independent needs salesman with creative advertising ideas. Musical and dramatic production furnished for spot recordings. Liberal draw and accounts to start. Rush resume to Box 446F, B•T.

Experienced aggressive salesman with car for Albany, New York station. Attractive financial arrangement. Box 669F, B•T.

Qualified Salesman, small market daytimer, right man can become manager. Box 702F, B•T.

Experienced air salesman—news director. Virginia kilowatt independent. Box 726F, B•T.

Fine opportunity for outstanding salesman. This is a salaried position with commissions for the right man. Opportunity to advance with growing group. Future unlimited. Box 744F, B•T.

Immediate opening experienced radio salesman. Five kilowatt, San Joaquin Valley independent. $400.00 draw against commission. Experience, references, and photo first letter. KCHJ, P.O. Box 262, Delano, California.

Local salesman. Good account list to start. Good pay. Send letter, references, picture. KWTO, Springfield, Missouri.

Experienced salesman or saleswoman. Salary plus commission. WKNK, Muskegon, Michigan.

Are you an executive type salesman with an eye to a manager's job. We have five stations and are currently applying for our sixth. We need capable salesmen who want to join a growing organization that rewards able men through advancement. Currently we have openings in Houston, Baton Rouge, and our newest property in Memphis. Our stations are all programmed to reach the negro market and have high earning potentials for the right men. You will be supported by a good selling story, have promotion, good ratings and realistic rates. We'll give you an excellent basic draw, commission, auto expense allowance and year-end bonus. Write giving full details, past earnings and photo. The OK Group. 505 Baronne Street, New Orleans, Louisiana.

Louisiana 1000 watt independent daytimer needs experienced salesman. Draw and commission. Ideal living conditions. Send information and photo to Radio, Box 188, Alexandria, Louisiana.

Announcers

Florida—Need top-notch pops DJ. Better than average salary with chance to sell and increase your earnings. Send short tape (non-returnable) of show, commercials and news. Box 505F, B•T.

Experienced announcer wanted. Northeast Texas, 250 watt network station. Send resume with tape. Box 616F, B•T.

Announcer for Albany, New York station. Must be experienced and versatile with car. Knowledge of popular music essential. Box 668F, B•T.

Fulltime North Carolina regional needs combination 1st class engineer-announcer. Write Box 686F, B•T, giving experience and stations where employed.

Announcer with selling experience, or who wants to break into sales. Salary negotiated. South-south central location. Box 701F, B•T.

Announcer-engineer, salary $400.00 a month. Virginia kilowatt independent. Box 725F, B•T.

Announcer: Good voice. Know music, do news, no rock and roll. Send your complete background to Box 743F, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

Wanted: Announcer-engineer, send tape, KBUN, Bemidji, Minnesota.

Opening for announcer-engineer. Five kilowatt, San Joaquin Valley independent. First phone. Experience, references, photo, first letter. KCHJ, P.O. Box 262, Delano, California.

Opportunity for good morning announcer. Send resume. ABC network, KFRO, Longview, Texas.

KLIX needs good quality announcer with first phone for both radio and tv audio work. Engineering ability unimportant. Send audition tape and complete resume. Do not phone. Contact Frank C. McIntyre, KLIX, is klickin, Twin Falls, Idaho.

Announcer-engineer, pleasant living conditions, plus good opportunity for advancement. Contact WACB, Kittanning, Pa.

Wanted—experienced morning personality announcer by 5000 watt independent. Must be good. No drinkers or floaters, References and tape required, contact Greeley N. Hilton, WBUY, Lexington, N. C.

DJ needed for daily five hour afternoon record show. Must have experience and showmanship. If you like DJ work without the distractions of other staff duties, you'll like this unusual opportunity. Send photo and tape to Jack Douglas, WFIN, Findlay, Ohio. All tapes returned.

$99.00 per forty-hour week—announcer-engineer-first phone license. Only top man need apply. WKNK, Muskegon, Michigan.

Small market network operation with good reputation statewide, high local acceptance, need promising young man to develop into staff announcer replacing good man moving up. Will do morning show—football, basketball play-by-play, news, and special events. Prove yourself five months at $60.00 per week, $10.00 per week raise Aug. 1. One year's experience minimum. Send tape, picture personal and performance references to General Manager, WLAF, LaFollette, Tennessee.

Combination announcer-first phone engineer—wanted by rapidly growing central Pennsylvania University town. Call or write Station Manager, WMAJ, State College, Pa.

Immediate opening: Dependable announcer. Send tape, full details and salary requirements first letter. WMLT, Dublin, Ga.

Immediate opening for qualified announcers, WPAC, Patchogue, N. Y. Increasing to 5000 watts. Call person to person for appointment. Program Director, Patchogue 3-4600.

Morning man for metropolitan kilowatt independent in Alaska hard-sell type able to work very heavy commercial schedule. Take over established top morning program, no PI but same type selling for retail accounts. Living and working conditions better than average. Beginning salary, one hundred twenty-five per week. Company insurance plan will advance air transportation. Send tape with commercials to Wes Burton, 502 Second Ave., Anchorage, Alaska. All tapes will be returned.

Northwest graduates working in radio and tv (including Northwest Broadcasting School graduates) we are forming a national alumni association and I have a special gift for you. Get in touch with me as soon as possible. Bill Sawyer, 1221 N. W. 21st Avenue, Portland 9, Oregon.

Technical

Engineer needed immediately. Experience desired, but not essential. Salary open. Box 672F, B•T.

Wanted at once. Engineer-announcer or salesmen. $90.00 a week. WBRV Radio, Booneville, N. Y. Phone 11.

Wanted: Radio engineer; first class radio telephone license; strong on maintenance. No operating tricks. Apply Chief Engineer, Radio Station WRIV, 29 East Main Street, Riverhead, Long Island, N. Y.

Help wanted—Combination anonuncer-engineer. First phone, Handle hillbilly. WTRB, Ripley, Tennessee.

Immediate opening for engineer, engineer-announcer or engineer-salesman. Contact Marshall Poole, WVLN. Olney, Illinois.

Programming-Production, Others

Newsman—aggressive air personality, major market midwest. Send tape, picture. Box 652F, B•T.

Copywriter. Must have experience. Write, sell copy. Box 742F, B•T.

RADIO

Help Wanted—(Cont'd)

Production-Programming, Others

Immediate opening for experienced traffic director. Please airmail all details and photo to Sales Manager, KOA-Radio, Denver, Colorado.

Local newsman who can gather, write and report. Capable of building a top news department from the ground up. Send complete resume, tape, picture and salary requirements. KWOW, Pomona, California.

Continuity writer, male or female. Send resume. Leo Jylha, WBCM, Bay City, Michigan.

Newsman, experienced to write and deliver local news. Handle tape-recorder. $75 per week. WCOJ, Coatesville, Pa.

Woman copywriter for metropolitan kilowatt independent in Alaska. Must be able to write hard-sell copy, retail level. No flowery production expected or wanted but must be able to turn out hard-sell copy and lots of it. Living and working conditions above average. Employer paid insurance. Beginning salary one-twenty-five weekly. Will advance air transportation. Send sample sell-type commercials to Radio Anchorage, Box 1960, Anchorage, Alaska, airmail.

Situations Wanted

Managerial

Twenty years radio-television management, general operations and sales. Prefer general management, but consider attractive sales or program proposal. Box 562F, B•T.

Manager. Twenty two years experience. Dependable. Efficient. Can direct sales. Box 695F, B•T.

10 years experience, desire small or medium market. Salary no object, presently managing small market. Box 734F, B•T.

Salesmen

General utility man, salesman, announcer, continuity, programming. Mature, long experienced, sober and steady. Present employer reference. Must earn $100 weekly. Box 704F, B•T.

Announcers

Announcer seeking steady position in Florida; good background, board operation, strong music, news. Box 527F, B•T.

Here's the right negro girl for radio and tv!!! Experienced. Single. Will travel. Box 555F, B•T.

Announcer, 4 years experience. Fine voice, authoritative news, relaxed DJ commercial delivery. First phone, tape. Box 612F, B•T.

Country—DJ—musician, announcer. Third. TV. Well experienced. Sincere, progressive stations only. Salary, talent. Box 651F, B•T.

Announcers

Ten years experience radio and tv. Deepest selling voice. Proven results, news, music. Net experience. Married, reliable, sober. Finest references—east of the Mississippi. $100.00 minimum. Box 683F, B•T.

Attention east—announcer, 2 years experience. $65. 3rd class ticket. Box 684F, B•T.

Needed! Progressive station, major market, by top deejay. 6 years experience, versatile, ambitious. Really knows music and programming. Can pitch or purr. Satisfied sponsors a specialty. Top rating in highly competitive market. Had national publicity. Best references. Married, tape, resume. Box 685F, B•T.

Announcer, 3 years experience, DJ, versatile, ambitious, married, available. Box 687F, B•T.

Seeking summer replacement job, good announcer, 4 years experience. Box 688F, B•T.

Attention east coast Maine to Florida. Announcer-combo man with 5 years experience desires permanent position with a growing organization. Box 689F, B•T.

Sports director: 11 years radio—10 years football, baseball, basketball. Desires baseball. Considered one of minor league's top announcers. Athletic background. Married. Employed. Excellent references. Box 690F, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Wanted a chance. Will someone within a 20 mile radius of Philadelphia at least give me an audition for a parttime announcing job. Only experience military and school station. Box 696F, B•T.

Top-notch DJ and news. Now staff at $85 in major eastern market. Opportunity and security important. Box 697F, B•T.

Announcer, thoroughly experienced radio-tv, desires permanency Eastern metropolitan market. Box 700F, B•T.

Announcer-salesman one year announcing experience, third class ticket, eager learn selling small station southeast. Box 706F, B•T.

Sports director—program director, either or both. Play-by-play all sports. Seven years. Southeastern conference. Big Seven. Independent. Originality-versatility. Also deejay. Best references. Married: Seeks permanency. Phone Harney 5086, Omaha, Nebr. Write Box 707F, B•T.

Announcer—three years experience, plus radio school—very happy with radio-presently employed but desires metropolitan opportunity. Box 711F, B•T.

Six years experience—announcer-salesman. All phases air work. Married, 29 years old. Presently employed. Prefer East. Box 716F, B•T.

Experienced staff announcer. Single, go anywhere. Veteran. Worker. Call UN 5-3528. Box 717F, B•T.

Experienced negro staff, DJ, strong, news. Single, veteran, college background. Willing to travel. Tape, photo, resume. Box 719F, B•T.

Announcer, play-by-play, staff, married, presently working southeast. Desires good baseball town anywhere. Strong news, commercials, DJ, tape, resume. Box 721F, B•T.

Deep resonate-voiced announcer with working knowledge of the business. Prefer news, DJ, commercials. Third class ticket. Available immediately. Box 722F, B•T.

Recent broadcasting school graduate. Good DJ, news, sports, board, tape. Box 723F, B•T.

Oregon only. Combo-man, first phone, 6 years experience. Handle anything except play-by-play or chief engineer. Box 731F, B•T.

Sportscaster—12 years radio, 3 years television play-by-play all sports. Want sports minded station. Box 733F, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

If you're looking for a man experienced in all phases of radio then your search has ended. Newscasting and play-by-play a specialty. Experience in tv too. Available for duty anywhere. immediately. Top man expects top wages. Box 736F, B•T.

Presently employed, hillbilly and gospel, DJ. Looking for opportunity. Anywhere west. Can pick and sing. Proven record and references. Tape on request. Write Box 737F, B•T.

All around negro announcer. News commercials, board operation. Box 738F, B•T.

1st phone, no experience, vet, 32, radio-tv school grad, future, relocate. Peter Cap, 233 Cook Avenue, Yonkers, N. Y.

Experienced announcer—DJ. Desires music-news operation. Charlie Doll, 907 Clinton, Hoboken, N. J. HO. 4-9976.

Announcer — 2nd class engineer — sportscaster. Strong news, DJ, sincere versatile. Good on-the-air salesman. Best references. Experienced. R. Hanna, % Cornelia Zayat, 1130 85th Street, Brooklyn, N. Y.

Sportscaster and general announcer wants summer job. Two years commercial experience in all sports, DJ, morning, news, combo. Norris Love, WPRD, WPRD-FM Princeton University, Princeton, New Jersey.

Seeks staff position at small station. Light experience. James L. Moran, 1061 Mayfair Road, Union, New Jersey.

Technical

Chief engineer-announcer. Experienced. Degree. Box 615F, B•T.

Chief engineer: Seven years present station. Fifteen years experience all phases. Some tv, fm multiplexing. Married. Box 691F, B•T.

Engineer, 6 years experience, control room operation, installation and transmitter maintenance. will locate. Box 708F, B•T.

(Continued on next page)

ANNOUNCERS WANTED!

Yes, announcers are wanted—announcers with first class tickets. If you are ambitious to increase your earning power—or a beginner who needs that first big break—a first class FCC license is your ticket to success. Grantham School of Electronics, a nationally famous school *specializing* in FCC license training can prepare you *quickly* and *easily* to pass that all-important FCC examination.

Correspondence or Resident classes

Our Guarantee
If you should fail the FCC exam after finishing our course, we guarantee to give you additional training at NO ADDITIONAL COST.

FCC-Type Exams
FCC-type tests are used throughout the Grantham course. Constant practice with these FCC-type tests helps you prepare for the actual FCC examination.

GRANTHAM SCHOOL OF ELECTRONICS

DESK 2-D

821 19th St., N.W., Washington 6, D.C. OR 5910 Sunset Blvd., Hollywood 28, Calif.

Please send me your free booklet, telling how I can get my FIRST CLASS FCC license quickly. I understand there is no obligation and no salesman will call.

Name _____

Address _____ City _____ State _____

RADIO

Situations Wanted—(Cont'd)

Technical

Chief engineer, 7 years tv maintenance and operations, 14 years am, desires permanent connection as chief or responsible position with established or financially stable station. Top references. Prefer south or west but consider all commensurate offers. Box 729F, B•T.

Man with FCC 1st phone desires employment after April, prefer middle Tennessee. Write DJJ, 601 N. Tibbs, Indianapolis, Indiana.

Programming-Production, Others

Newsman—10 years experience. Thoroughly competent reporter, writer, editor. Exceptionally strong on delivery. Looking for larger opportunity, permanent location. Reply Box 741F, B•T.

14 years experience programming, writing, production, announcing, publicity plus 3 years general manager. Steady, dependable, efficient. What do you have? Norm Fisher, 308-3 Avenue S. E., Jamestown, North Dakota. Phone 842-J.

TELEVISION

Help Wanted

Managerial

Manager wanted for top rated CBS affiliate in rapidly expanding Louisiana market, preferably a manager-investor. Background and experience in both management and sales a must. Send complete resume, references, recent photograph, expected earnings. Replies held strictly confidential. Box 727F, B•T.

Salesman

Michigan low channel vhf with major network affiliation in one of state's largest markets requires salesman experienced in television. Excellent insurance benefits, earnings and pleasant surroundings. Send information plus picture to Box 682F, B•T.

TELEVISION

Help Wanted—(Cont'd)

Announcers

KLIX needs good quality announcer with first phone for both radio and tv audio work. Engineering ability unimportant. Send audition tape and complete resume. Do not phone. Contact Frank C. McIntyre, KLIX, is klickin, Twin Falls, Idaho.

Technical

Midwestern vhf-tv station has opening for first class engineer, with tv experience preferred, but not necessary. Send complete qualifications, references, and salary to Personnel Director, KCKT-TV, Great Bend, Kansas.

Urgently needed—studio engineer, experienced in maintenance—first class license. Also transmitter engineer. You'll enjoy living in colorful Colorado and working with a fine group at a station that's building for the future. Contact Les Dunn, KTVR Denver.

Programming-Production, Others

Prominent tv film production firm looking for top tv program ideas. Will develop and promote. Write Box 671F, B•T.

Great Lakes area. Major network vhf wants tv program director immediately. Strong on production. Unusual opportunity for right man. Send complete resume to Box 674F, B•T.

Promotion-advertising manager. Michigan vhf. Major market and network affiliations. Good salary to right man. Some art work ability helpful. Send complete resume with some samples of work. Must send photo or snapshot. Reply to Box 681F, B•T.

Announcer-director—leading vhf in southeast has opening for top-fight on-camera announcer capable of doing standout news as well as general staff work and directing. WSAV-TV, Savannah, Georgia.

TELEVISION

Situations Wanted—(Cont'd)

Managerial

General manager-sales manager. Excellent background administration, sales, programming, production, promotion. Experience large and small markets. Good agency and network contacts. Prefer midwest or southwest. Family man, strong community interests. Box 703F, B•T.

Salesmen

Top tv salesman desires station in eastern market. Now key man in small market. Manages local sales staff, regional, national sales. Writes, sells, produces own commercials and shows. Responsible family man. Box 539F, B•T.

Announcers

Announcer: 2½ years, college graduate, veteran. Presently free lance in 2 billion dollar market. Desire permanent staff position. Box 698F, B•T.

Technical

Television graduate, and student technician looking for permanent position in station. Box 680F, B•T.

Studio supervisor, first phone, strong installation, maintenance, operation. Family man. Box 705F, B•T.

Engineer, 18 months with large midwest vhf. 1st phone. Seeks permanent position. Box 718F, B•T.

Programming-Production, Others

Experienced producer-director-technical director, medium market, offers right combination to make your program department click. Write Box 694F, B•T.

Opportunity wanted to enter tv field by young woman thoroughly experienced all phases of radio. Especially proficient at creative writing, continuity to drama, publicity, programming. Desire position with radio station having tv affiliate or advertising agency using both media. Salary secondary. Box 720F, B•T.



HOME OFFICE
PORTLAND, OREGON

OTHER SCHOOLS

ANYONE

who would like to receive our national publication, TELEVIEWS, please let us know and we will be happy to send it to you at no cost or obligation.

OVER 16,000 SQ. FEET

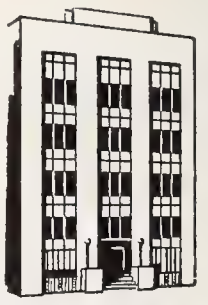
DEVOTED TO THE **PROPER** TRAINING OF TV PERSONNEL. FOUR SCHOOLS—NATION-WIDE—EQUIPPED WITH 6 COMPLETE CONTROL ROOMS, FIVE COMPLETE IMAGE ORTHICON CAMERA CHAINS. IN THESE MODERN FACILITIES, STUDENTS RECEIVE PRACTICAL TRAINING, PARTICIPATING IN CLOSED CIRCUIT PRODUCTIONS UNDER THE GUIDANCE OF PROFESSIONALS WHO ARE PRESENTLY WORKING IN THE INDUSTRY.



HOLLYWOOD



CHICAGO



WASHINGTON, D. C.

IT'S NO WONDER MORE AND MORE BROADCASTERS ARE CALLING NORTHWEST **FIRST** FOR QUALIFIED TV PERSONNEL. FOR PROMPT, PERSONAL ATTENTION, WHY DON'T **YOU** WRITE, WIRE OR PHONE **COLLECT**—JOHN BIRREL, EMPLOYMENT COUNSELOR?

NORTHWEST RADIO & TELEVISION SCHOOL HOME OFFICE: 1221 N. W. 21st Avenue Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822

CHICAGO, ILLINOIS . . . . . 540 N. Michigan Avenue DE 7-3836

WASHINGTON, D. C. . . . . . 1627 K Street N. W. RE 7-0343

FOR SALE

Stations

One-third interest, rural east coast station. Completed fourth profitable year. Ideal for owner-operator in program or allied fields. Moving for health. Qualified purchasers only. Box 740F, B•T.

Single station market, Mississippi, total price under $30,000. Paul H. Chapman Co., 84 Peachtree, Atlanta.

Florida stations. See our display ad in this section, this issue. Paul H. Chapman Co., 85 Peachtree, Atlanta.

Single-station market. Population near 10,000. Active western area. If you desire a western (not Pacific Coast) location, please state your finances first letter. Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

In negotiating the sale of your radio or tv station, the Norman Company works quietly and confidentially. All details handled personally by Hugh R. Norman or George Norman. Write for listings. Box 534, Davenport, Iowa.

We offer good radio and tv buys throughout the United States. Ask for our free bulletin. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Eastern buyers should contact me for good sound buys in radio and tv stations. John Hanly, 1739 Connecticut, N. W., Washington, D. C.

Equipment

Western Electric 5000 watt am transmitter. Good condition. Box 628F, B•T.

Patch cords. Daven V.U. meter. Tools, Relays. Equalizer. Gain set. Write for complete list. Box 732F, B•T.

For sale: GE BT-1-B-1 250 watt fm transmitter. GE modulation-frequency monitor. GE BY-4-A-4-Bay antenna side mounted. 400 ft. 7/8" co-ax cable. All in good condition and now in operation on 106.3. Sell to high bidder as a package. L. M. Neale, WALD, Walterboro, S. C.

1—200' Wincharger guyed tower, heavy duty for television. 1—GE camera chain—new—never used—complete 520' Teflon 3 1/8" coax cable and accessories. WDOD Broadcasting Corporation, Chattanooga, Tennessee.

900 feet Andrew type 452 steatite line, 3 1/8 inch, 51.5 ohm with dual spring hangers. Make us an offer. WHEN-TV, Syracuse, N. Y.

Booth Leasing Corporation—A national leasing service—which includes everything from store and office fixtures to executive aircraft—whereby you choose the equipment you need—new or used—BLC purchases it from your supplier, and places it in your studio, transmitter and office on flexible lease terms written to meet your specific requirements. Rentals paid under leases drawn as recommended by BLC are tax deductible expense items. For full information for your attorney, tax counsel and yourself write, wire or phone Gene O'Fallon & Sons, Inc., Channel 2, TV Building, 550 Lincoln Street, Denver, Colorado, KEystone 4-8281.

Factory rep. offers demonstrator studio control console complete with power supply. Meet am-fm broadcast specs. Used at few shows. Perfect condition, carries manufacturer's new equipment warranty. $595.00. Electronic Reps. Inc., 5805 Johnson Avenue, Bethesda 14, Md.

Call letter items: Jewelry, car plates, mike plates, lapel pins, celluloid buttons, ash trays, bumper strips, satin banners, ties, etc. All books on broadcasting and telecasting! Lists free. Box 341, Decatur, Alabama.

WANTED TO BUY

Stations

Station wanted, preferably midwest, consider anywhere. General manager desires station ownership. No brokers please. Box 693F, B•T.

I currently have over 500 active buyers interested in buying stations in the south. Can we help you? Paul H. Chapman, 84 Peachtree, Atlanta, Georgia.

Equipment

Transcription libraries purchased, any service, old or current. Box 495F, B•T.

Complete equipment for one to three kilowatt fm station. Must be in good condition. State best price and list all equipment. Box 692F, B•T.

Good 7C24 tubes new or used. Give prices. KRSN, Los Alamos, N. M.

1/4kw, 1kw or 3kw fm transmitting equipment. Please send all details to Adams, Box 729, Glendale, California.

Wanted: Fm transmitter 100-250 watts for operation on 94.6 megacycles to act as standby for main transmitter. Local power supply is 40 c/s. 25 c/s power supply transmitter would be suitable but would consider 60 c/s equipment for operation through rotary converter. Jamaica Broadcasting Co., Ltd., 32 Lyndhurst Road, Cross Roads P. O., Jamaica, B. W. I.

Wanted: Non-commercial fm station equipment, fm transmitter and antenna system, for students sponsored by a non-profit organization that would receive the equipment as a tax deductible gift, but would purchase if price is right. Bill Cooper, Jewish Community Center, 101 North 20th, Omaha, Nebraska.

All types studio and transmitting equipment (am or fm). Barry Trading Company, Lebanon, Tennessee.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 1-T, 821 19th Street, N.W., Washington, D.C

FCC first phone license. Start immediately Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W., 21st Street, Portland 9, Oregon.

FCC first class phone. After ten years successfully training men for their first class radiotelephone operators license, this same course is now available to you at home. Write the Don Martin School, Ext. Div., 1653 North Cherokee, Hollywood 28, California.

FCC first class phone license preparation; beginners, radio technicians, announcers. Evenings. Monty Koffer, 743 Hendrix Street, Brooklyn 7, N. Y. CL 7-1366.

RADIO

Help Wanted

Managerial

BIG OPPORTUNITY

Our sales manager is being promoted, so . . . if you have 5 years' experience as a successful radio salesman . . . are under 35 . . . and ambitious enough to want to manage a sales dept. in Ohio's hottest market . . . this is it. A percentage of the gross arrangement. Chance for future advancement. Enclose all particulars and photo in first letter. . . .

WRITE TODAY!

Box 710F, B•T

Situations Wanted

Managerial

I'M TIRED OF THOSE FAR-AWAY PLACES! I'm coming home. I am an ambitious, mature manager with twenty years radio experience specializing in production, news writing and reading, and special events. Know music. For past eight years have been program supervisor for armed forces station overseas continually training announcers, writers and production people. Extremely loyal, sober, family man. Top references. Available in July.

Box 728F, B•T

WANTED

A RADIO OR TELEVISION STATION THAT IS LOSING MONEY!

$ Let a 20 year broadcast executive show you the way to make it pay. Write for proof today. $

BOX 739F, B•T

time salesman

50,000 Watts New York City Radio Station looking for outstanding time salesman. Possibility of sales management. Will guarantee $10,000 yearly against 10% commission. Top salesman will make $20,000 second year. Requirements: Minimum two years radio sales experience. Prefer local sales knowledge major market. Will also consider insurance or intangible background if record is outstanding. Send picture, resume and sales record to

Box 607F, B•T

FLORIDA

Small station in the "Lake Country" of central Florida. Priced at $45.000 with down payment of $15,000.

Station in industrious, single station market. $67.000 with terms to responsible purchaser.

Daytimer in secondary market served by scheduled airliners. $50,000, down payment $15,000.

Competitive market, rapidly becoming "metropolitan." Consistent earnings record. $150,000, 29% down.

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PAUL H. CHAPMAN COMPANY

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MOST OUTSTANDING TV ART DIRECTOR

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WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes—
Over 1700 Successful Students

(Continues from page 94)

ford as beneficiary. Mrs. Crawford is widow of **Bud Crawford**, former station owner. Resubmitted March 6.

WTKO Ithaca, N. Y.—Seeks assignment of cp to **Radio Ithaca Inc.** Corporate change only; no change in control. Filed March 5.

WXEL (TV) Cleveland, Ohio-KPTV (TV) Portland, Ore.—Seek assignment of cps to **Storer Bcstg. Co.** Corporate change only; no change in control. Filed March 5.

KCTX Childress, Tex.—Seeks transfer of control (50%) to **George E. Morey** for $11,400. Mr. Morey is employe of **KDWT Stamford, Tex.** Filed March 6.

KEPO El Paso, Tex.—Seeks assignment of license to KEPO Bcstg. Co. for $90,000. Principals include Pres. **John W. Stayton** (51%), attorney, and Secy.-Treas. **Frank W. Stewart** (48%), former 25% owner of **KTXN Austin, Tex.** Filed March 6.

PETITION

KAYE Puyallup, Wash.—Petitions FCC to reinstate application for assignment of license to Radio K Inc. which was dismissed Nov. 30, 1955, at request of applicant. Filed March 6.

Hearing Cases . . .

INITIAL DECISIONS

Redding, Calif.—Hearing Examiner J. D. Bond issued initial decision looking toward grant of application of Shasta Telecasters for new tv to operate on ch. 7 in Redding. Action March 2.

Elmira, N. Y.—Hearing Examiner J. D. Bond issued initial decision looking toward grant of application of Central New York Bcstg. Corp. for new tv to operate on ch. 18 in Elmira. Will operate initially as satellite of Central New York's **WSYR-TV Syracuse, N. Y.**, ch. 3. Action March 2.

WDBM Statesville, N. C.—Hearing Examiner H. Gifford Irion issued initial decision looking toward confirming March 23, 1955, grant of application of Iredell Bcstg. Co. for new am (WDBM) to operate on 550 kc, 500 w D in Statesville, and denying protest of WSIC-AM-FM Statesville. Action March 7.

Caguas, P. R.—Hearing Examiner H. Gifford Irion issued initial decision looking toward grant of application of American Colonial Bcstg. Corp. for new tv to operate on ch. 11 in Caguas, P. R. Action March 7.

OTHER ACTIONS

Deintermixture—FCC denied various petitions for reconsideration of its action of Nov. 10 in denying 35 petitions for deintermixture in light of general tv rule-making proceedings. Petitions for reconsideration denied were those of Winnebago Television Corp., respecting Madison, Wis.; **WGTH-TV, WKNB-TV, WHYN-TV, WWLP (TV)**, respecting Hartford, Conn.; **WAIM-TV, WGEL (TV), WTSK-TV Spartanburg, S. C.; WITV (TV) Miami, Fla.; WPFA-TV, KTAG-TV New Orleans-Beaumont-Port Arthur-Pensacola-Lake Charles**, and **WOBS-TV Jacksonville - Orlando - Savannah.** Announced March 1.

KOTN Pine Bluff, Ark.—FCC announced memorandum opinion and order which (1) severed from consolidated proceeding application of **KOTN Pine Bluff** operating on 1490 kc, to move from Pine Bluff to Brinkley Ark.; (2) removed **WCLD Cleveland, Miss.**, as party to proceeding in respect of KOTN application; (3) denied petition of **WDAK Columbus Ga.**, for enlargement of issues and (4) granted petition of B. J. Parrish, Pine Bluff, Ark., for mod. of issue relating to 10% rule; stipulated that grant to Parrish can only be made subject to his divestment of all interest in KOTN. Proceeding involves applications for 540 kc by Parrish in Pine Bluff, Ark. Southern Empire Bcstg. Co. also Pine Bluff, Southeastern Bcstg. System, Macon, Ga., **KNOE Monroe, La.**, and WDAK. Announced March 1.

Hartford, Conn.—FCC denied petition by Hartford Telecasting Co. for extension of time allocated for oral argument in proceeding involving its application and that of Travelers Bcstg. Service Corp. for new tv to operate on ch. 3 in Hartford. Action March 7.

Coos Bay, Ore.—By memorandum opinion and order, FCC granted protest by **KOOS Coos Bay, KFIR North Bend, Ore.**, and **KWRO Coquille, Ore.**, to extent of designating for hearing April 25 application of Harold C. Singleton, d/b as Coos County Broadcasters, for new am (1420 kc, 1 kw D) in Coos Bay. Made protestants parties to proceeding bearing burden of proceeding with introduction of evidence and burden of proof and denied protest in all other respects. Action March 2.

WIIC (TV) Pittsburgh, Pa. — Designated for hearing application for mod. of cp to increase ERP and ant. height, make equipment changes, change studio location and make other changes, in consolidated proceeding with applications of WWSW Inc. and Pittsburgh Radio Supply House Inc. for new tv to operate on ch. 11 in Pittsburgh and ordered that record be reopened to receive testimony on certain additional issues; made **WENS (TV) Pittsburgh**, party to proceeding. Action March 7.

KGUL-TV Galveston, Tex.—FCC denied in its entirety petition and supplement filed by **KTRK-TV Houston, Tex.**, for interim stay and further relief directed to Commission decision announced Feb. 2 which, after hearing on protest, affirmed Sept. 1, 1955, grant to **KGUL-TV Galveston**, to move trans. site closer to Houston. Action March 2.

Routine Roundup . . .

March 1 Decisions

ACTIONS ON MOTIONS

By Comr. Richard A. Mack

WHDH Inc., Boson, Mass.—Granted petition for extension of time to March 15 to file exceptions to initial decision in ch. 5 proceeding, Boston. Action Feb. 28.

WBIR Inc., Knoxville, Tenn.—Granted petition for extension of time to March 2 to file reply to petition for rehearing filed by Scripps-Howard Radio Inc., in ch. 10 proceeding, Knoxville. Action Feb. 28.

Munising-Alger Bcstg. Co., Munising, Mich.—Granted petition for extension of time to March 29 to file reply to motion to enlarge issues filed by North Central Bcstg. Co. in am proceeding. Action Feb. 28.

Valley Bcstg. Co., Murphy, N. C.—Granted petition for extension of time to March 9 to file reply to exceptions to initial decision filed by Cherokee Bcstg. Co. in am proceeding. Action Feb. 28.

By Hearing Examiner Hugh B. Hutchison

Lorain, Ohio—Ordered prehearing conference is scheduled to be held at 9 a.m., March 2, at which oral argument will be held on petition for leave to amend application of Sanford A. Schafitz, Lorain, and joint opposition thereto filed by **WSPD Toledo, Ohio**, and **WTTH Port Huron, Mich.**, respondents. Action Feb. 29.

By Hearing Examiner Thomas H. Donahue

WTVH (TV) Peoria, Ill.—Granted motion for continuance of hearing from March 30 to May 31, re its application for mod. of cp. Action Feb. 28.

By Hearing Examiner Annie Neal Huntting

WIBU Poynette, Wis.—Granted petition for extension of time to March 23 to file proposed findings re am application on **WSDR Sterling, Ill.** Action Feb. 29.

WKPA New Kensington, Pa.—Granted motion to strike reply filed by Storer Bcstg. Co. to proposed findings of fact and conclusions of Broadcast Bureau and of WKPA. Action Feb. 29.

By Hearing Examiner Herbert Sharfman

Broadcast Bureau—Granted petition for extension of time from Feb. 27 to March 5 to file proposed findings of fact and conclusions re applications for assignment of license of **KBOX Modesta, Calif.** Action Feb. 28.

By Hearing Examiner Basil P. Cooper

WSUH Oxford, Miss.—Ordered that several dates specified in paragraph 3 of hearing examiner's order for conduct of hearing dated January 25, re am applications of **WSUH Oxford, Miss.**, et al., be extended for approx. three weeks and date for exchange of exhibits and written testimony is now specified as March 12, and date for start of formal hearing is now specified as March 22. Action Feb. 28.

March 1 Applications

Accepted for Filing

Granted SCA

WAAT-FM Newark, N. J.; KCFM (FM) St. Louis, Mo.

March 5 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner James D. Cunningham

Southern Empire Bcstg. Co., Pine Bluff, Ark.—Denied motion for continuance of "pre-trial and hearing matters" re its am application. Action Feb. 29.

By Hearing Examiner Elizabeth C. Smith

Rochester, N. Y.—Ordered prehearing conference March 6, in ch. 10 proceeding, involving applications of WHEC Inc. and Veterans Bcstg. Co., Rochester. Action Feb. 29.

By Hearing Examiner Herbert Sharfman

Grand Prairie, Tex.—Ordered that oral argument on petition for leave to amend, filed by Bernice Schwartz and R. M. Hetherington, d/b as Grand Prairie Bcstg. Co., Grand Prairie, is scheduled for March 2. Action Feb. 29.

By Hearing Examiner J. D. Bond

Broadcast Bureau—Granted motion for extension of time from March 2 to March 12 to file proposed findings and conclusions re applications for consent to transfer of control of News Pub. Co., (WLAQ) Rome, Ga., and for renewal of li-

cense. Action Feb. 29.

By Hearing Examiner H. Gifford Irion

Hazard Bcstg. Corp., Hazard, Ky.—Dismissed as moot motion for leave to amend its am application (application was dismissed with prejudice Feb. 24). Action Feb. 29.

Buffalo, N. Y.—Granted petitions, with certain exceptions, for corrections in various respects to transcript in ch. 7 proceeding, Buffalo, filed by Great Lakes Television Inc., Greater Erie Bcstg. Co., and WKBW-TV Inc., applicants. Action Feb. 29.

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of March 2

WSMB New Orleans, La.—Granted transfer of negative control of licensee corporation from City Stores Company to Bankers Securities Corp.

KTBC-AM-TV Austin, Tex.—Granted mod. of licenses and cps to change name to LBJ Co.

KJCF Festus, Mo.—Granted permission to sign off at 6 p.m. local time for months of March through Sept.

Following were granted extensions of completion dates as shown: **WTAP (TV) Parkersburg, W. Va., to 10-1-56; WLEX-TV Lexington, Ky., to 9-25-56; WFIE (TV) Evansville, Ind.**, to 10-1-56.

Actions of March 1

KSLR Oceanside, Calif.—Granted mod. of cp to change ant.-trans. and studio location.

KWBW Hutchinson, Kan.—Granted mod. of license to change name of licensee to Bess Wyse Rickard and George H. Marsh, a partnership d/b as Nation's Center Bcstg. Co.

Following were granted extensions of completion dates as shown: **WGEM-TV Quincy, Ill.**, to 9-24-56; **WGN-TV Chicago, Ill.**, to 9-27-56.

Actions of Feb. 29

WAAB Worcester, Mass.—Granted license covering cp to replace expired cp which authorized changes in ant. pattern for D operation.

WESK Escanaba, Mich.—Granted permission to remain silent for period of 90 days beginning March 1, to permit financial reorganization.

WPKO Waverly, Ohio—Granted permission to sign-off at 6 p.m. during March through Sept.

WRRR Rockford, Ill.—Granted permission to sign off at 6 p.m. local time April 1 through Sept. 29 or in event DST is extended beyond Sept. 29 then through such extended period, but not beyond Oct. 31.

WGBR Goldsboro, N. C.—Granted license covering increase in D power and change in DA-D ant. pattern.

Following were granted authority to operate trans. by remote control: **WJBW New Orleans, La.; WBOW Terre Haute, Ind.; KROY Sacramento, Calif.; KRMD-FM Shreveport, La.**

Following were granted extensions of completion dates as shown: **WREX-TV Rockford, Ill.**, to 9-15-56; **WATV (TV) Newark, N. J.**, to 8-16-56; **KLFY-TV Lafayette, La.**, to 9-24-56; **KAUS Austin, Minn.**, to 7-1-56, conditions; **KURA Moab, Utah**, to 4-22-56; **WETU Wetumpka, Ala.**, to 5-6-56.

Actions of Feb. 28

KWIQ Moses Lake, Wash.—Granted authority to operate trans. by remote control from W. 115 Third Ave., Moses Lake.

Following were granted extensions of completion dates as shown: **WTVO (TV) Rockford, Ill.**, to 5-24-56; **KTVF (TV) Fairbanks, Alaska**, to 9-1-56.

Actions of Feb. 27

WTRW Two Rivers, Wis.—Granted permission to sign off at 5:30 p.m., daily, beginning March 1, and continuing through Sept. 30.

WLYN Lynn, Mass.—Granted permission to sign-off at 6:30 p.m., local time, from April 30 through Sept. 29.

WGSA Ephrata, Pa.—Granted license for am station.

WDNE Elkins, W. Va.—Granted mod. of license to change name to Marja Bcstg. Corp.

KLBM La Grande, Ore.—Granted cp to change ant.-trans. location and install new ant. (increase height) and ground system.

WNVA Norton, Va.—Granted mod. of cp to change ant.-trans. location.

WNIA Cheektowaga, N. Y.—Granted extension of completion date to 4-20-56.

March 5 Applications

Accepted for Filing

License to Cover Cp

KBYR Anchorage, Alaska—Seeks license to cover cp which authorized change in frequency, increased power and ant. system changes.

KWIP Merced, Calif.—Seeks license to cover cp which authorized new am station.

WNBZ Saranac Lake, N. Y.—Seeks license to cover cp which authorized change in frequency.

WQED (TV) Pittsburgh, Pa.—Seeks license to cover cp which authorized new non-commercial educational tv station (contingent on filing of and grant of formal application for mod. of cp to change ant. system).

WRBL-TV Columbus, Ga.—Seeks license to cover cp which authorized new tv station.

Remote Control

KWIQ Moses Lake, Wash.

Modification of Cp

WKVM San Juan, Puerto Rico—Seeks mod. of cp (which authorized change in frequency, increase power, install DA-1, change trans. and studio locations, make equipment, DA pattern and ant. system changes) for extension of completion date.

WBLK Clarksburg, W. Va.—Seeks mod. of cp (as mod. which authorized mounting tv ant. on top of am tower) for extension of completion date.

WGN-TV Chicago, Ill.—Seeks mod. of cp (which authorized changes in facilities of existing tv station) to extend completion date to Sept.

WGEM-TV Quincy, Ill.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Sept. 24.

WFIE (TV) Evansville, Ind.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Oct. 1.

WLEX-TV Lexington, Ky.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Sept. 25.

WTAP (TV) Parkersburg, W. Va.—Seeks mod. of cp (which authorized new tv station) for extension of completion date to Oct. 1.

Modification of Cp Returned

KHCD Clifton, Ariz.—Application for mod. of cp (as mod. and reinstated which authorized new am station) for extension of completion date returned as unnecessary.

March 6 Applications

Accepted for Filing

Remote Control

WPAW Pawtaucket, R. I.; WEMB Erwin, Tenn.; KRMD-FM Shreveport, La.; WHBC-AM-FM Canton, Ohio.

License to Cover Cp

WSUN-TV St. Petersburg, Fla.—Seeks license to cover cp which authorized new tv station.

WFBC-TV Greenville, S. C.—Seeks license to cover cp which authorized new tv station.

KSL-TV Salt Lake City, Utah—Seeks license to cover cp which authorized changes in existing tv station.

Renewal of License

WOSU-FM Columbus, Ohio.

Renewal of License Returned

WNAD Norman, Okla.—Application for renewal of license returned; incorrectly signed and dated.

KRGI Grand Island, Neb.—Application for renewal of license returned (Sec. II incorrectly dated).

Modification of Cp

WNBE-TV New Bern, N. C.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Oct. 9.

WFRM-FM Coudersport, Pa.—Seeks mod. of cp (which authorized new fm station) for extension of completion date.

KVVG (TV) Tulare, Calif.—Seeks mod. of cp (as mod. which authorized new tv station) to extend completion date to Sept. 1.

KQED (TV) Berkeley, Calif.—Seeks mod. of cp (which authorized non-commercial educational tv station) to extend completion date to Sept. 22.

WIPR-TV San Juan, Puerto Rico—Seeks mod. of cp (which authorized new non-commercial tv station) to extend completion date to Dec. 31.

March 7 Decisions

By the Commission

Renewal of License Granted

KATE Albert Lea, Minn.; KATL Miles City, Mont.; KBMW Breckenridge, Minn.; KBMY Billings, Mont.; KBOL Boulder, Colo.; KBOW Butte, Mont.; KCOL Fort Collins, Colo.; KCRT Trinidad, Colo.; KDAL Duluth, Minn.; KDIX Dickinson, N. D.; KDLR Devils Lake, N. D.; KDMA Montevideo, Minn.; KDSJ Deadwood, S. D.; KDUZ Hutchinson, Minn.; KELO-AM-TV Sioux Falls, S. D.; KEYJ Jamestown, N. D.; KFBB Great Falls, Mont.; KFJM Grand Forks, N. D.; KFKA Greeley, Colo.; KFML-FM Denver, Colo.; KFTM Fort Morgan, Colo.; KFXJ Grand Junction, Colo.; KFYR Bismarck, N. D.; KGCX Sidney, Mont.; KGDE Fergus Falls, Minn.; KGEK Sterling, Colo.; KGEZ Kalispell, Mont.; KGHF Pueblo, Colo.; KGHL Billings, Mont.; KGIW Alamosa, Colo.; KGLN Glenwood Springs, Colo.; KGVO Missoula, Mont.; KLZ-AM-TV Denver, Colo.; KPOF Denver, Colo.; KSOO Sioux Falls, S. D.; KSUM Fairmont, Minn.; KTIS-AM-FM Minneapolis, Minn.; KTOE Mankato, Minn.; KTRF Thief River Falls, Minn.; KUOM Minneapolis, Minn.; KUSD Vermillion, S. D.; KVFC Cortez, Colo.; KVOR Colorado Springs, Colo.; KVOX Moorhead, Minn.; KWLM Willmar, Minn.; KWOA Worthington, Minn.; KXLJ Helena, Mont.; KYNT Yankton, S. D.; KYOU Greeley, Colo.; WCAL Northfield, Minn.; WCCO-AM-TV Minneapolis, Minn.; WDAY Fargo, N. D.; WEBC Duluth, Minn.; WELY Ely, Minn.; WHLB Virginia, Minn.; WJON St. Cloud, Minn.; WMFG Hibbing, Minn.; WNAX Yankton, S. D.; WSHB Stillwater, Minn.; KBGF Great Falls, Mont.; KABR Aberdeen, S. D.; KSTP-TV St. Paul, Minn.; KXJB-TV Valley City, N. D.; KXLF-TV Butte, Mont.

UPCOMING

MARCH

March 12: RAB Clinic, Burlington, Vt.
March 13: RAB Clinic, Boston.
March 14: RAB Clinic, Pittsburgh.
March 14-16: Senate Interstate and Foreign Commerce Committee resumes hearings in investigation of tv networks and uhf-vhf problems.
March 14-16: Assn. of National Advertisers Spring Meeting, The Homestead, Hot Springs, Va.
March 15: RAB Clinic, Rochester, N. Y.
March 16: Connecticut Broadcasters Assn., Waverly Inn, Cheshire, Conn.
March 16: Ohio Assn. Radio & Tv Broadcasters, Hotel Statler, Cleveland.
March 16: RAB Clinic, Schenectady, N. Y.
March 16: Indiana Broadcasters Assn., Indianapolis Athletic Club, Indianapolis.
March 16-17: West Virginia Broadcasters Assn., McLure Hotel, Wheeling.
March 19: RAB Clinic, Billings, Mont.
March 19-22: Institute of Radio Engineers National Convention and Radio Engineering Show, Waldorf-Astoria, New York.
March 20: RAB Clinic, Minneapolis.
March 21: RAB Clinic, Milwaukee.
March 21-22: NARTB Tv Code Review Board, Ambassador Hotel, N. Y.
March 22: Kentucky Broadcasters Assn., Brown Hotel, Louisville.
March 22: RAB Clinic, Grand Rapids, Mich.
March 23: RAB Clinic, Detroit.
March 24-25: Arkansas Broadcasters Assn., Hotel Marion, Little Rock.
March 26: RAB Clinic, Tulsa, Okla.
March 26-28: Canadian Assn. of Radio & Tv Broadcasters, Royal York Hotel, Toronto
March 29: Bureau of Broadcast Measurement, Annual Meeting, Royal York Hotel, Toronto, Canada.
March 27: RAB Clinic, Amarillo, Tex.
March 28: RAB Clinic, Albuquerque.
March 29: RAB Clinic, Los Angeles.

APRIL

April 2: RAB Clinic, Fresno, Calif.
April 3: RAB Clinic, San Francisco.
April 4: RAB Clinic, Portland, Ore.
April 5: RAB Clinic, Seattle.
April 6: RAB Clinic, Boise, Idaho.
April 6-7: Alabama Broadcasters Assn., Reich Hotel, Gadsden, Ala.
April 7-8: New Mexico Broadcasters Assn., Hotel La Fonda, Santa Fe.

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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Stuck With a Splinter

WITH a heavy majority of Senators already committed to support it, the Johnson bill to amend the laws governing political broadcasting and campaign spending seems set for prompt action.

It cannot be passed a moment too soon.

It's too bad it wasn't passed early last week—before Lar Daly, who says he is running for the Republican presidential nomination as an America Firster, put the arm on all networks for equal time to answer President Eisenhower's Feb. 29 appearance. The lunacies of the present political broadcasting law could not have been made more apparent.

In our view Sen. Lyndon Johnson's bill is a good one, in the sense that it is probably the best broadcasters can hope to see enacted before the campaigns of 1956 begin in earnest and the splinter parties begin coming out of the woodwork in force.

The Johnson bill would modify the law to permit broadcasters to forget about giving equal time to unimportant candidates. It would increase the legal limits of campaign expenditures in recognition of contemporary costs of television time. These are desirable objectives.

But there have been behind-the-scenes maneuvers connected with the bill that are somewhat unsettling.

Some of the bill's supporters have unofficially let it be known that their support would intensify if networks volunteered substantial gifts of free time to political candidates. It would be very wrong if networks yielded to such pressure.

To deserve the support of broadcasters, any bill modifying the political broadcasting Sec. 315 of the Communications Act must have as its purpose the freeing of restrictions on radio and television, not the freeing of time for canned oratory by politicians.

Broadcasters must be given more latitude in news coverage of political candidates and campaigns.

This news coverage may take many forms—straight news shows, panel discussions, interview programs like *Meet the Press* and *Face the Nation.* These are programs whose format and content are controlled by the broadcaster—not by the candidate or his party. They are journalism, not political rallies staged by partisan groups.

Under present regulations, radio and television are prevented from living up to the standards of good journalism in presenting politics. No responsible newspaper in the country would give a candidate with so little future as Lar Daly more than a few inches of type. Prospects at the time this was written were that if he proved to be qualified, radio and television would be obliged by an archaic law to give him a valuable block of prime time.

A good way for politicians to defeat their own attempts to obtain more exposure on radio and television is to continue to keep Sec. 315 on the books in its present ungainly form.

Swat The Double-Biller

EVERY BUSINESS has its sharpies, some of them an exceptionally hardy lot. There is one particular breed that feeds off radio and television, however, which strikes us as being pernicious but also, fortunately, susceptible to riddance measures.

We have in mind the retailer who takes the national advertiser's cooperative advertising allowance, buys time at the best rate he can get, tells the advertiser he paid more, and pockets the difference. He steals the national advertiser's money and at the same time deprives stations of dollars rightfully intended for—and wrongfully attributed to—the broadcast media. He is the double-biller, a parasite that siphons both ends at once.

The double-billing problem has been pointed up most recently by W. N. McKinney, general manager of KELD El Dorado, Ark., and a past president of the Arkansas Broadcasters Assn. In a letter to the Assn. of National Advertisers, Mr. McKinney points out that national advertisers are being taken, and radio is being hurt. He concedes that a relatively few broadcasters still have dirty hands in this matter, but points out that "the average case involves the local dealer conspiring with the state distributors." The end result, he makes plain, is that the national advertiser is "spending" more than he ought to for less than he's entitled to get, and radio is being injured in the process.

Mr. McKinney is eminently correct. He also is right in thinking



Drawn for BROADCASTING • TELECASTING by Duane McKenna

"They're demanding equal time to answer the Prohibitionist candidate."

it is a matter of concern to both advertiser and media. To be sure, some advertisers have blinked at the practice, or permitted it as a form of "encouragement." As a whole, however, they know it hurts them. The ANA has been concerned about it for years, and, in the newspaper field, feels it has reduced the problem to a trifle by securing and circulating the local rates of newspapers. Thus advertisers are able to check and see when they are being grossly over-charged by local newspaper users.

In the near future, we understand, ANA will renew its efforts to secure similar rate information from stations. We deem it an excellent move so long as there is no attempt to influence stations as to what rate, national or local, they should charge for co-op advertising. ANA officials make clear that all they care about is how much the co-op rate amounts to, regardless of what it is called.

On this basis we must endorse the idea heartily and give our support when ANA sets the plan in motion. Like Mr. McKinney, we feel that sound-thinking stations will cooperate. If it will eliminate or curb the double-billing evil—as it seems to have done in the case of newspapers—submission of co-op rates to ANA would seem a small effort to make in order to rid the business of a parasite who is living all too well off money that was intended for radio and television in the first place.

Bob Lee's Rebel Yell

ANOTHER furor over subscription tv waxes because of the *Look* article by FCC Comr. Robert E. Lee proposing a public trial for toll tv—this while the whole public policy question is before the FCC.

The demand is heard that the Commissioner disqualify himself in this controversial case. There's even the suggestion that he should resign.

We happen to disagree vigorously with Mr. Lee's "toll tv by trial" approach, for reasons heretofore expressed in these columns. There's a fundamental question of far greater significance involved. There are public utility-common carrier connotations, which would mean rate regulation. Then the medium would no longer be free. But, though we disagree with Mr. Lee, we defend his right to express his views, so long as he labels them as his own.

The question of propriety, however, is quite another thing. Certainly there's nothing illegal about writing an article for pay. The federal laws permit this. The FCC is not strictly a part of the judiciary. Congress insists that this, and all other independent agencies, are its creatures. Hence, if congressmen can pop off at will, we assume a member of the FCC can express his individual views, too.

Comr. Lee did depart from custom. We doubt whether his colleagues feel he was prudent. Mr. Lee is not disposed to disqualify himself from consideration of the toll tv issue. But it is our guess that in the end he must do so, because of the heat already generated and because he would be inclined to defer to the wishes of his colleagues.

The notion that he should resign, however, is preposterous.

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Big-league baseball is the most powerful radio audience magnet yet discovered in the Heart of America. Last year, baseball fans in this area broke all predicted records in their enthusiastic support of the Kansas City A's. When they weren't jam-packing the Kansas City Municipal Stadium, these eager baseball followers were glued to their radios — living and breathing the KMBC - KFRM play-by-play account of each game via the sparkling on-the-scene broadcasts by veteran sportcasters Larry Ray and Merle Harmon.


Larry Ray


Merle Harmon

In addition to the play-by-play broadcasts, these same avid fans eagerly absorbed every other form of baseball coverage provided by KMBC-KFRM. Sportcasts, baseball features, pre-game and post-game shows—under the supervision of KMBC-KFRM Sports Director Sam Molen—were followed by literally hundreds of thousands of loyal listeners.


Sam Molen

History is repeating itself in 1956. These same fans, and many additional ones who have been warmed up by hot stove league sessions this winter, are eagerly anticipating another great season. They are setting their radio dials at KMBC, and leaving them there all day long, all summer long!

What a set-up for advertisers! A tremendous radio audience drawn by the powerful allure of big-league baseball and *held* throughout the broadcast day by the progressive New Sounds of KMBC-KFRM programming. A total of 22 air personalities, working with new formats and new ideas, have created a new brand of broadcasting that's tailored to the tastes of today's radio listeners. Music, news, sports, farm service, women's programs—they're all part of KMBC-KFRM personalized radio that sells as it serves.

*Average audience figure derived from Hooper, Pulse and Nielsen surveys taken for three separate periods during last year's baseball season.

For choice availabilities on KMBC-KFRM, contact your Colonel from Peters, Griffin, Woodward, Inc. He'll tune you in on the New Sound that's creating new sales in the Heart of America.

DON DAVIS, First Vice Pres. & Commercial Mgr.
JOHN SCHILLING, Vice Pres. & Gen. Mgr.
GEORGE HIGGINS, Vice Pres. & Sales Mgr.
DICK SMITH, Director of Radio
MORI GREINER, Director of Television



LISTEN *to the New Sound of* **KMBC** *of* **Kansas City**
KFRM *for* **the State of Kansas**

1st in the Heart of America

. . . and in Television, the Swing is to **"BIG-TIME" DAYTIME** *on* **KMBC-T**

Kansas City's Most Powerful TV Stat

MARCH 19, 1956

35c PER COPY

BROADCASTING TELECASTING

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25TH year

THE NEWSWEEKLY OF RADIO AND TV

60 seconds is all it takes...



After years of experimentation, Alexander Graham Bell proved in a matter of seconds that it was possible to transmit a human voice through a thin electric wire . . . the telephone became a reality.

Today, to successfully voice the merits of your product, to move merchandise most anywhere, 60 seconds is all it takes on Spot Radio.

It costs *less* to reach more of your potential customers . . . whoever they are . . . wherever they might be . . . at the precise time and place of your choice.

60 Seconds—or *less* is all it takes to sell them with the right, bright buy—Spot Radio.

WSB	Atlanta	NBC
WFAA*	Dallas, Ft. Worth	NBC, ABC
WIKK	Erie	NBC
KPRC*	Houston	NBC
WJIM	Lansing	NBC, ABC
KARK	Little Rock	NBC
KABC	Los Angeles	ABC
WISN	Milwaukee	ABC
KSTP	Minneapolis, St. Paul	NBC
WABC	New York	ABC
WTAR	Norfolk	CBS
WIP	Philadelphia	MBS
WRNL	Richmond	ABC
KCRA	Sacramento	NBC
WOAI*	San Antonio	NBC
KFMB	San Diego	CBS
KGO	San Francisco	ABC
KMA	Shenandoah (Iowa)	ABC
KTBS	Shreveport	NBC
KVOO	Tulsa	NBC
ABC	Pacific Radio Regional Network	

*Also represented as key stations of the TEXAS QUALITY NETWORK

Represented by

EDWARD PETRY & CO., INC.

THE ORIGINAL STATION REPRESENTATIVE

NEW YORK • CHICAGO • ATLANTA • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS



Jan Voss, hostess on Sioux City's KVTV "Open House"—
Monday thru Friday, 1:00 to 1:30 p.m.

This is a picture of the Midwest's leading TV saleswoman at work

Proof

These typical results for KVTV "Open House" advertisers.

590 requests from 1 announcement

An offer of a free crystal butter dish for Roberts Dairy brought 590 phone calls and mail requests from only one announcement.

250% sales increase

On two quarter hour programs a week, Jan Voss convinces homemakers that "It's Fun to Sew." The sponsor, Fabric Center of Sioux City, says 1955 sales of Necchi sewing machines were 250% better than 1954.

Inquiry cost, only 11.39¢

Jan asked her loyal viewers to send 50¢ and a Gloss-tex label for a handy garment bag. Results by the bagfull brought cost per inquiry down to 11.39¢. (Average across the nation, 32.06¢.)

Toni gets response from 52 cities

For the Toni Company Jan offered a booklet entitled "Beauty on a Budget." Just one announcement brought 136 requests from 52 cities in three states.

400% sales increase

The L'Trio Dressing Co. bought one-minute participations on "Open House." During the first month of the campaign, L'Trio sales were up 400% over the same month a year previous.

So who doesn't have a success story to tell? Sure, any station can point with pride to productive promotions. But exceptional successes are the rule—*every day*—on KVTV's "Open House." Why not put the Midwest's leading TV saleswoman to work selling your product in the rich Sioux City market? Your Katz man can tell you about availabilities.

CBS • ABC

KVTV Channel 9

SIOUX CITY, IOWA

A Cowles Station. Under the same management as WNAX-570, Yankton, South Dakota. Don D. Sullivan, Advertising Director.



The Sioux City Market, where 204,500 families watch TV.

TERRE HAUTE IS NOT COVERED BY OUTSIDE TV!

FOR YOUR INDIANAPOLIS SALES AREA

NBC · CBS TELEVISION · ABC

108,000 *unduplicated* CBS-TV homes

WTHI-TV channel 10

TERRE HAUTE, INDIANA

REPRESENTED NATIONALLY BY THE BOLLING, CO., NEW YORK — CHICAGO

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

pioneering

for an even

better

tomorrow



WGAL-TV

Lancaster, Penna.

NBC and CBS

On March 18, 1949, pioneering WGAL-TV telecast its first programs . . . thereby making it possible for those in its viewing area to enjoy television for the first time. During the seven eventful years which have followed, WGAL-TV has continued its pioneering . . . constantly improving its service and its programming . . . conscientiously filling the role of public servant for the many communities in the Channel 8 Multi-City Market. WGAL-TV enters its eighth year with a determination to continue pioneering . . . firmly resolved to give the best television service possible to its viewers and the many communities in which they live.

STEINMAN STATION
Clair McCollough, Pres.

Representatives MEEKER TV, Inc. · *New York · Chicago · Los Angeles · San Francisco*

closed circuit®

WHITNEY BUYING KGUL-TV? Conversations looking toward acquisition of ch. 11 KGUL-TV Galveston-Houston by J. H. Whitney & Co. for $4 million plus, reportedly are in final stages with agreement likely this week. Paul E. Taft, president and general manager of CBS outlet and 40.5% owner, would continue as directing head (and presumably would re-acquire 10% in new company). Whitney Co., headed by John Hay (Jock) Whitney, brother-in-law of CBS board chairman William S. Paley, owns ch. 6 KOTV (TV) Tulsa, also CBS affiliated, and has investments in community antenna operations. KGUL-TV began operation in 1953 and includes among its minority owners James Stewart, film star.

B•T

DEGREE to which President Eisenhower is sold on radio as medium to reach people everywhere evident in his comments to recent callers. Radio conveys to people who cannot read or write full meaning of democracy, he told one recent visitor. And he backed that up tangibly last week by asking GOP leadership in Congress to put steam behind his request for $47 million increase in funds for USIA, primarily to expand "Voice of America" operations.

B•T

CAN IT BE COINCIDENCE? Washington observers are speculating whether there is connection between Federal Trade Commissioner Lowell Mason's headline-grabbing speech against radio-tv commercials last week (story, page 28) and fact his present term on FTC expires in short five months. Like FCC members, FTC commissioners serve seven-year terms. Mr. Mason's expires Sept. 25 this year. He already has accepted two more speaking engagements for April and May.

B•T

DAVID J. MAHONEY, president and treasurer of New York and Hollywood agency bearing his name, is resigning to become president of Good Humor Corp. (ice-cream), Brooklyn, N. Y., one of his clients. Agency itself will probably merge with another shortly.

B•T

CLOSETED ON COMMISSIONS • Because of importance and delicacy of agency compensation problem growing out of AAAA consent decree, Assn. of National Advertisers, at its Spring Meeting in Hot Springs, Va., last week held two closed sessions on subject—one scheduled, other impromptu—at request of members. Effort, said ANA President Paul West, is to "try to let in as much light and avoid as much heat as possible" (story, page 31; editorial, page 112).

B•T

WHILE it wasn't openly expressed, feeling prevailed at Assn. of National Advertisers convention that Dept. of Justice-American Assn. of Advertising Agencies decree may slow down tendency of big agencies to get bigger and small ones smaller. Reasoning was that if conventional 15% commission gradually gives way to individually negotiated fees based on agency services rendered, small agencies will be in better position than they are now to bid for and retain accounts.

B•T

AGITATION AD HOC • All is not serene on *ad hoc* engineering committee named by Senate Commerce Committee last June to evolve tv allocations. Dr. Edward L. Bowles, MIT professor of electrical engineering and chairman, reportedly favors project involving both engineering and economics to be undertaken by top rated university (presumably MIT) with special fund of $150,000-$200,000. Other members, however, are represented as feeling this would conflict with Senate Committee hearings as well as possibly cut across FCC's own special network study for which it had received $80,000 last year, with additional $141,000 earmarked for this year. Sidney S. Alexander, former CBS Inc. economic advisor, on July 1 joins MIT School of Industrial Management.

B•T

ANOTHER try being made to get Treasury and Congress to agree on elimination of 10% excise tax on tv, this time on all-band color receivers. Chairman Magnuson (D-Wash.) of Senate Commerce Committee last week reportedly obtained signatures of practically all members of his committee on petition to Treasury Secretary George M. Humphrey advocating removal of excise tax to encourage new color tv industry. This came after testimony of H. Leslie Hoffman, president of RETMA, and of Elmer W. Engstrom, RCA senior executive vice president, endorsing tax removal.

B•T

IGNORANCE NO DEFENSE • Word from New Hampshire politicians is that not all radio stations have caught up with changes made four years ago in political broadcasting laws. Before New Hampshire primary last week, some stations reportedly tried to charge premium rates for paid political broadcasts. As amended in 1952, law stipulates that candidates must be given same rates as commercial advertisers.

B•T

JOHN KUCERA, vice president in charge of media, Biow Co., New York, expected to resign in mid-April to join Ted Bates & Co., New York, in executive capacity. Mr. Kucera's departure from Biow Co. is in addition to three timebuyers—Sol Israel, Madeline Morrison and Isabel V. Ziegler —who joined N. W. Ayer & Son last week (see story page 38).

NO DULL BOYS • It's tentative yet, but NBC is drawing plans for a gala convention of all its affiliates, radio and tv, at Boca Raton, Fla., next December. It's understood affiliates will be approached shortly for reaction to proposal for combined work-play conclave Dec. 12-16. Plush Boca also was setting of NBC's last convention spectacular, held in late November 1951 in observance of NBC's 25th anniversary but marred by discordant problems that officials hope will be missing this time. This year's would mark NBC's 30th anniversary. There would be separate sessions for radio and tv, with business primarily limited to first two days and weekend left free. Planners are thinking in terms of capacity turnout of about 600 persons, including affiliate wives.

B•T

ALTHOUGH it has not been offically announced, WBBM Chicago has been gravitating more and more in recent weeks toward music and news format in local programming similar to that of independent WIND. Trend has been more noticeable on weekend Mal Bellairs' program, which CBS o&o radio outlet conceived as Chicago-type Monitor *or service project. Rest of week, stress is on live music.*

B•T

SHIFT IN CHICAGO? Oft-recurring report ABC Radio is thinking of shifting its Chicago affiliation from WLS to WGN gained additional credence last week. It's understood members of network's stations relations department last Tuesday discussed possible agreement with Frank P. Schreiber, vice president and manager of WGN Inc. (WGN-AM-TV). Matter reportedly has been referred to J. Howard Wood, president of WGN Inc. Whether fact WGN is stockholder in MBS, with which it has been affiliated for years, would hamper any eventual negotiations was not immediately ascertained.

B•T

EASTMAN Kodak through J. Walter Thompson Co., New York, understood to be talking to other networks as well as NBC in hope of bettering its present time on NBC-TV. Advertiser currently sponsors Screen Director's Playhouse *Wednesdays at 8:30 p.m. EST. If new time is not available, firm may retain present period but change program format for fall presentation.*

B•T

MOTORIST NETWORK • Pitched at heavy east-west traffic on U. S. Rt. 66 between California and Midwest, Rt. 66 Radio Network is under organization by Newton T. Bass, president, Apple Valley Rancho and KAVR Apple Valley, Calif., and John Charles Thomas, KAVR executive vice president. Plan points up new advertising potentials of growing auto-radio audience.

No matter who asks the question in **OMAHA**

the answer is **KOWH**



44.7%!—that's the average share of audience Hooper (January-February) gives KOWH. Latest Pulse for Omaha-Council Bluffs gives KOWH top spot in every time period. Likewise Trendex. KOWH has placed first in audience year after year . . . consistently increasing its first-place dominance, until now KOWH is first in every time period of every survey in the Omaha market.

Mid-Continent ideas, programming and excitement plus broad (660 KC) coverage are doing a fine job for national and local advertisers. So no matter which rating service you rate most telling, you can feel secure when you tell your story via KOWH—because all three see eye-to-eye-to-eye. Chat with the H-R man, or KOWH General Manager Virgil Sharpe.

KOWH OMAHA

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

WDGY, Minneapolis-St. Paul
Represented by
Avery-Knodel, Inc.

KOWH, Omaha
Represented by
H-R Reps, Inc.

WHB, Kansas City
Represented by
John Blair & Co.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

at deadline

ROBINSON, JONES: CBS-TV EXEC. V. P.'S

ELEVATION of Hubbell Robinson Jr. and Merle S. Jones to CBS-TV executive vice presidencies in which they will divide responsibilities for all areas of network's operation is being announced today (Mon.) by CBS-TV President J. L. Van Volkenburg, who said move is dictated by network's growth.

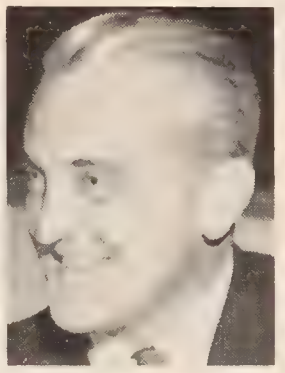
Mr. Robinson, vice president in charge of network programs, will retain "entire broad area of programming" under his direction. All other departments will report to Mr. Jones, who has been vice president in charge of CBS-owned tv stations and general services. Messrs. Jones and Robinson both will continue to report to Mr. Van Volkenburg. They also will continue their present responsibilities in addition to the expanded assignments.

Mr. Robinson joined CBS Inc. in July 1947 as vice president and program director. When tv and radio operations were separated in July 1951 he became CBS-TV vice president in charge of network programs. Before joining CBS he had been vice president and radio director for Young & Rubicam, with ABC as vice president and program director, and with Foote, Cone & Belding as vice president in charge of radio.

Mr. Jones started with CBS in 1936 as assistant to general manager of KMOX St. Louis, became head of western division office of CBS Radio sales in Chicago in 1937, went back to KMOX as general manager same year, left KMOX and CBS in 1944 to join Cowles Broadcasting Co. as vice president and general manager of WOL Washington, and returned to CBS in July 1947 as general manager of WCCO Minneapolis-St. Paul. He was general manager of CBS-owned KNX Los Angeles and Columbia Pacific Network from September 1949 to January 1951, when he was given additional responsibilities in charge of KNXT (TV) Los Angeles.



MR. ROBINSON



MR. JONES

L'Heureux Says He Was 'Quoted Out of Context'

ROBERT D. L'HEUREUX, assistant to FCC Chairman George C. McConnaughey, said Friday he was "quoted out of context" by Rep. Joe L. Evins (D-Tenn.) in statement released Thursday by Rep. Evins as chairman of subcommittee of House Small Business Committee (see story, page 27).

Mr. L'Heureux denied he told Rep. Evins in March 8 conference that networks had power to have FCC personnel hired and fired. He said he gave Rep. Evins "normal explanation" of why FCC is reluctant to release to public staff opinions or interoffice memoranda affecting FCC decisions: that public knowledge of such information might lead to outside "pressure." Thus, he said, such staff personnel would not feel free to give their honest opinions.

He said FCC as federal regulatory agency doesn't fear such pressures and that protection of staff members from outside interference is "sound policy" to keep agency independent.

Chairman McConnaughey, who was quoted by Rep. Evins as having said he was powerless to hire and fire FCC personnel, could not be reached for comment by B•T's press time.

OARTB Elects Officers

NEW OFFICERS of Ohio Assn. of Radio & Tv Broadcasters were elected Friday at Cleveland meeting (early story page 62). They are: President J. L. (Dutch) Bowden, WKBN-AM-TV Youngstown; Vice President for Radio Hubbard Hood, WKRC Cincinnati; Vice President for Tv Ward Quaal, WLWT (TV) Cincinnati, and Directors John D. Kelly, WJW Cleveland, and Robert Mack, WIMA Lima. Registration reached 80 despite five-inch snowstorm.

Senate Group to Probe Daylight Time Problems

APPOINTMENT of three-man special subcommittee to study problems of daylight broadcasters was announced Friday by Chairman John J. Sparkman (D-Ala.) of Senate Small Business Committee.

Subcommittee is headed by Sen. John F. Kennedy (D-Mass.) and includes Sens. Wayne Morse (D-Ore.) and Andrew F. Schoeppel (R-Kan.). Sen. Sparkman said small daytimers have complained restrictions on their hours make it "impossible for them to render adequate services" to respective communities. He said number of complaints has been large enough to justify special subcommittee to study problem.

Sen. Kennedy said more than 900 am stations are limited by FCC to daytime operation, with their channels used at night by fulltime stations. He said complaints are that "favored position" of fulltime stations makes effective advertising by small businessmen "impossible."

These limitations are based on rules set 30 years ago when there were only "handful" of stations, he said, and subcommittee wants to find if public interest requires extension of daytimers' present hours. He said FCC, daytime, fulltime and clear channel representatives will be invited to testify.

Maizlish Buys KPAL

SALE of KPAL Palm Springs, Calif., by Desert Radio & Tv Co. for $70,000 to Harry Maizlish, president, KFWB Hollywood, and Gregson Bautcer, Beverly Hills attorney, announced Friday subject to FCC approval. KPAL president is Florence P. Raley.

• BUSINESS BRIEFLY

RADIO FOR GOETZ • Goetz Brewing Co., St. Joseph, Mo., through Compton Adv., N. Y., placing spot announcement radio campaign starting early in April in some markets and today (Mon.) in others. Length of contract is 26 to 39 weeks. Approximately 60 stations in Midwest will be used.

SPOT SUPPLEMENT • To supplement television network advertising during peak sales periods of spring and summer, General Foods Corp., Post Cereals Div., Battle Creek, Mich., is set to launch extensive tv spot campaign in 48 markets in Southwest and Midwest on April 1. Agency: Benton & Bowles, N. Y.

LOCAL TO NATIONAL • Spurred by success of advertising on WATV (TV) Newark [B•T, March 12], Pico Novelty Co., distributor of Klik-Klak toys, planning nationwide spot announcement campaign using live commercials on children's programs. Scope of campaign not determined, but it is planned to use metropolitan and smaller markets. Agency: Ovesey & Straus, N. Y.

BABY OIL BUYING • Mennen Co., Morristown, N. J., for its baby oil summer suntan lotion, planning summer radio spot announcement campaign to start June 1 and run for 9 to 13 weeks in eight major cities. Grey Adv., N. Y., is agency.

DUAL DRIVE • Shulton Products (toiletries), N. Y., planning two series of radio spot announcement campaigns; one to start April 16 for 26 weeks in 33 markets, using five announcements per week, and other to start at end of May for eight weeks using 10 to 12 spots per weekend (Fri., Sat., Sun. only) in 21 markets. Wesley Assoc., N. Y., is agency.

BIG PUSH FOR JELLO • General Foods (Jello), N. Y., buying saturation radio spot announcement campaign to break May 1 and run for five weeks, using 25 spots per week on each station bought in 79 markets. Young & Rubicam, N. Y., is agency.

SIMONIZ SPOTS • Simoniz Co., Chicago, for its auto wax, placing radio spot announcement campaign for about 10 weeks in mid-April in several markets. Sullivan, Stauffer, Colwell & Bayles, N. Y., is agency.

LAXATIVE CAMPAIGN • Union Pharmaceutical Co. (Saraka Powder, laxative), N. Y., placing radio spot announcement campaign in top 20 markets starting May 1 for six weeks. Grey Adv., N. Y., is agency.

PAINT PURCHASE • Carbola Chemical Co. (Carbola paints), Natural Bridge, N. Y., buying radio spot announcement campaign in 32 markets, starting early in April in southern area and early in May in others. Contract runs 10 to 13 weeks. Four television stations also will be used. J. M. Mathes Inc., N. Y., is agency.

VIM CONSIDERING • Lever Bros., N. Y., for Vim (powder detergent), considering radio spot campaign to break—if approved—mid-April in about dozen markets. Sullivan, Stauffer, Colwell & Bayles, N. Y., is agency.



Box Score of a Great NEW Battery!

LEADERSHIP

Quarter Hours . . . 6 p.m. to 12 midnight

	MON	TUES	WED	THUR	FRI	SAT	SUN	TOTAL
WOW TV Channel 6	**16**	**22**	**12**	**13**	**20**	**17**	**22**	**122**
OTHER STATION	8	2	12	11	4	7	2	46

Omaha Telepulse Survey, Jan., 1956 (7 counties, Iowa & Nebraska)

WOW-TV "bats six for seven" and is tied the seventh day in the important 6 pm — 12 midnight segment throughout the week.

OTHER JANUARY TELEPULSE "SCORES"

	WOW-TV	OTHER STATION
ALL Quarter Hours . . . . . (1 tie)	193	97
TOTAL Rating Points	5,486.5	4,954.0
TOP Fifteen Shows . . . . . (WOW-TV has 6 of the top 7)	11	4

Your Blair-TV man or Fred Ebener, WOW-TV, will give you more detailed information about the January Telepulse, in which WOW-TV virtually "shuts-out" the opposition.

FRANK P. FOGARTY, *Vice President & General Manager*

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO RADIO 810 kc. CBS	KCMO TV Channel 5 CBS	WHEN RADIO 620 kc. ABC	WHEN TV Channel 8 CBS	KPHO RADIO 910 kc. ABC	KPHO TV Channel 5	WOW RADIO 590 kc. CBS	WOW TV Channel 6 CBS

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. — BLAIR TV, INC

MEREDITH *Radio and Television* **STATIONS**

affiliated with Better Homes and Gardens and Successful Farming magazines

at deadline

Excise on All-Channel Sets Should Be Killed—Hoffman

RETMA President H. Leslie Hoffman asked that 10% federal excise tax on all-channel tv receivers be removed in testimony at Friday session of Senate Commerce Committee's probe of network-allocations problem (early story, page 66).

Mr. Hoffman, also president of Hoffman Electronics Corp. (tv set producer) and board chairman of KOVR (TV) Stockton, Calif. (ch. 13), said 4.5 million or 15.8% of 28.2 million tv sets produced since debut of uhf are uhf-equipped, with 4 million conversions bringing total to 8.5 million or 22% of tv sets now in use. He said proportion of uhf-vhf set production to vhf rose to 28% in late 1953, but declined to 13% in 1955.

He said that based on manufacturers figures representing 95% of color tv in 1956, some 66.5% of color sets in January and February were all-channel, but that same companies say only 10.6% of rest of their 1956 production will be uhf-vhf.

Mr. Hoffman said if excise tax had been removed from uhf-vhf sets two years ago some 13 million more all-channel sets now would be in hands of public.

Clifford F. Rothery, international president, National Assn. of Broadcast Employes & Technicians, criticized sale and re-sale of station licenses as against "home-town" tv, with seller taking capital gains advantages and buyer raising price of his commodity to recoup large investment.

He said FCC encourages "wide-open trafficking of tv licenses" and lowering of licensee qualifications after first sale of station. This also increases control by national advertisers through multiple ownership and higher rates, he said.

Network aspects of Senate Commerce Committee's inquiry will be heard next Monday through Wednesday (March 26-28) when network spokesmen and others testify.

Second Group in Running For Birmingham Uhf Grant

SOME may say uhf is dying, but it looks as if ch. 42 in Birmingham, Ala., has become prize worth fighting for. On Friday, second application for that uhf outlet was filed with FCC — by Winston-Salem Broadcasting Co. (WTOB-AM-TV Winston-Salem, N. C.). Application came three weeks after first application for that frequency by Birmingham Tv Corp. (Harry & Elmer Balaban theatre interests) [B•T, March 5]. Winston-Salem application seeks 8.32 kw visual power, 916 ft. antenna above average terrain, plans to spend $202,471 building and $200,000 operating. Winston-Salem (James W. Coan, president) also holds grant for ch. 29 WOTV (TV) Richmond, Va., owns WSGN-AM-FM Birmingham, Ala., and WLOW Portsmouth, Va. Balaban interests have 50% of ch. 39 WTVO (TV) Rockford, Ill., and 34% of ch. 20 WICS (TV) Springfield, Ill. Birmingham has three stations on air: ch. 6 WBRC-TV, ch. 10 WBIQ (TV) (noncommercial-educational), and ch. 13 WABT (TV). Outstanding is grant for ch. 48 WJLN-TV.

PRM, C&C Tv May Merge Motion Picture Libraries

POSSIBILITY of merger between companies holding tv rights to largest and second largest motion picture blocks loomed as PRM Inc. and C&C Super Tv Corp. conducted negotiations in Miami. It was reported that no agreement had been reached.

PRM, Canadian-American holding company in which Eliot Hyman, president of Associated Artists Productions, New York, is investor and guiding figure, explored feasibility of joining with C&C group, headed by Matthew Fox. PRM acquired Warner Bros. library of 750 sound features, 100 silent features and 1,500 assorted cartoons and short subjects for $21 million several weeks ago [B•T, March 5]. C&C Super Tv Corp. obtained rights to RKO's 650 feature films, plus assorted cartoons and short subjects, for $15.2 million, last January [B•T, Jan. 6].

Officials would not confirm that merger had been discussed. Mr. Fox said he had conferred with Mr. Hyman on "variety of subjects related to the tv industry," but would not pinpoint area of discussion. He stated flatly that no contract was signed. Source close to both firms told B•T Friday that consolidation of film libraries had been discussed.

On top of merger report, PRM announced Friday it has appointed Associated Artists Productions as distributor of Warner Bros. library. AAP has begun extensive sales and advertising campaign to sell library, sending telegrams to tv stations, agencies and station representative companies, advising them of availability of films.

NBC Reports Partial Sales Of Political, Grid Packages

ORDERS for partial sponsorships of two big NBC packages—political conventions and election night coverage, and National Collegiate Athletic Assn. football telecasts—reported Friday by NBC authorities. They said Sunbeam Corp. had signed for one-fourth sponsorship of approximately $5 million political package and tentatively ordered one-fourth of NBC-TV's NCAA football coverage, and that RCA had tentatively ordered one-fourth of conventions-election coverage. NBC-TV has acquired rights to eight national telecasts in NCAA program and hopes to acquire, as last year, rights to five regional telecasts. For one-fourth sponsorship of 13-game package its price is understood to be about $930,000. Agency for Sunbeam is Perrin-Paus, Chicago; for RCA, Kenyon & Eckhardt, N. Y.

UPCOMING

March 19-22: Institute of Radio Engineers National Convention & Radio Engineering Show, Waldorf-Astoria, N. Y.

March 21-22: NARTB Tv Code Review Board, Ambassador Hotel, N. Y.

March 22: Kentucky Broadcasters Assn., Brown Hotel, Louisville.

March 23-25: Arkansas Broadcasters Assn., Hotel Marion, Little Rock.

For other Upcomings, see page 111.

PEOPLE

A. B. BROWNE, account executive, MacLaren Adv. Co. Ltd., Montreal, and **T. RUSSELL HAUGLAND,** senior account executive, Cockfield, Brown & Co. Ltd., Montreal, to Kenyon & Eckhardt, Montreal, as manager and account executive, respectively.

RICHARD F. McGEARY, account executive with General Teleradio in Hollywood since 1952, joins NBC Spot Sales, Los Angeles, March 26.

ALAN BEAUMONT, program manager, NBC Central Div., transferred to NBC New York as director of *Home* show effective April 23. He has been in Central Div. for past three years.

RICHARD B. BAKER, sports director, WSAI Cincinnati, appointed director of operations.

SHERMAN K. ELLIS, chairman of board, Raymond R. Morgan Co., Hollywood, has resigned, effective April 1.

HERBERT O. NELSON, head of own S. F. agency, elected vice president of Campbell-Ewald Co., S. F. Campbell-Ewald absorbs Nelson agency with Rancho Soup Co. and Filice Perrelli Canning Co. accounts.

MBS, Affiliates to Confer On New Contract Today

NEW AFFILIATION contract plan due to be submitted by MBS officials to 14-man Mutual Affiliates Advisory Committee at two-day meeting opening today (Mon.) in Hot Springs, Ark., Mutual officials said Friday. They did not divulge details of proposal, except to say it was not expected to be so radical as 1953 plan (which affiliates finally rejected), whereby among other things, network option time would have been almost halved and affiliate compensation for carrying network commercial shows would have been paid in programs for local sale rather than in money [B•T, July 6, 1953, *et seq*].

Kops Heads Conn. Assn.

DANIEL W. KOPS, general manager, WAVZ New Haven, was elected president of Connecticut Broadcasters Assn. Friday at second annual meeting of group, held at Chashire, Conn. He succeeds J. Maxim Ryder, manager of WBRY Waterbury. Other new officers: Charles Bell, WHAY New Britain, vice president, and Eric S. Hatch, WBIS Bristol, secretary-treasurer. Newly elected directors: Gerald J. Morey, WNLC New London; G. Kruttschnitt, WMMW Meriden; Julian Schwartz, WSTC Stamford, and Rudy Frank, WELI New Haven.

Franklin M. Doolittle, president, WDRC Hartford, was presented plaque for pioneering efforts in radio.

Local 47 Revolt May Top AFM Intl. Board Agenda

PROSPECT that anti-Petrillo revolt at Hollywood AFM Local 47 will top agenda of March 27 meeting of AFM International Executive Board in New York appeared Friday as special IEB panel on West Coast announced completion of on scene investigation (early story, page 90). Panel said amended charges have been filed against Cecil F. Read and other anti-Petrillo leaders at Local 47, with trial expected in early April in New York or Chicago. Local 47 board, controlled by Read faction, Friday afternoon ordered March 26 membership trial of its recording secretary, Maury Paul, Petrillo supporter. Read spokesman told B•T no trial of Financial Secretary G. R. Hennon planned "until we see how he comes along." Mr. Hennon is Petrillo backer.

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*Reg. U. S. Patent Office

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in the Motor City... and all Southeastern Michigan

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Drawing sales for advertisers from 1,600,000 TV homes with all the power of 100,000 watts, 1,057-foot tower, commanding Channel 2 dial position . . .

Pulling greater sales volume with the greater audiences, night and day, attracted by top CBS and local programming . . . No. 1 in both Pulse and ARB.

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Hit 'em where they live

WBC

NO SELLING CAMPAIGN
IS COMPLETE WITHOUT THE WBC STATIONS

Support the Ad Council Campaigns



Your market is moving! Census figures show that suburbs have grown *seven times* as fast as cities during the past five years. Unless you go out there after them you're likely to miss up to half of your market—and the big-spending half, at that.

That's why you need the big 50,000 watt WBC radio stations. WBC stations go far beyond the city limits. WBC stations have the power, the programs, the coverage, the audience. They save you the trouble and expense of buying three or four other stations to do the job *one* of them will do for you. Talk it over, *soon*, with Alexander W. "Bink" Dannenbaum, Jr., WBC National Sales Manager, MUrray Hill 7-0808, New York. Or call your nearest WBC station.

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO	TELEVISION
BOSTON—WBZ+WBZA	**BOSTON**—WBZ-TV
PITTSBURGH—KDKA	**PITTSBURGH**—KDKA-TV
CLEVELAND—KYW	**CLEVELAND**—KYW-TV
FORT WAYNE—WOWO	**SAN FRANCISCO**—KPIX
PORTLAND—KEX	

KPIX REPRESENTED BY THE KATZ AGENCY, INC.

ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.



on-the-spot local news...*when* it happens, *where* it happens, *as* it happens!

Man the tape recorder! Roll out the mobile pick-up truck! Those little independents with the big pull of country music have stolen the show again with on-the-spot local news coverage 5 minutes before the hour. Write in . . . cash in for your client!

IN WASHINGTON, D. C.

WARL

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Kenmore 6-9000

IN NORFOLK, VA.

WCMS

Plume & Granby Streets
Madison 5-0525

Combination rates available on request

IN REVIEW

RICHARD III

LAURENCE OLIVIER'S production of Shakespeare's "Richard III" is a motion picture masterpiece, and its American premiere March 11 on NBC-TV can well be described as the most successful union to date of television and the film industry. If perhaps some of the spectacle (in particular the final battle scenes) was lost in the reduction of the work to the tv screen, this loss was more than compensated by the dramatic impact of the more intimate passages.

As the villianous nobleman who by his twisted machinations wins for himself the throne of England, Sir Laurence Olivier even surpasses the fine portrayals of his previous major film excursions into Shakespeare—"Henry V" and "Hamlet," and other members of the cast, including such skilled performers as Ralph Richardson, John Gielgud, Cedric Hardwicke and Claire Bloom, offer brilliant support.

A special vote of thanks must go to the sponsors of the television showing for a minimum of carefully placed commercials and for devoting the major part of one of them to an entertaining talk by Dr. Frank Baxter, Shakespearean authority and wit, on the England of Richard's day.

Production costs: Approximately $300,000.
Sponsored by United Motors, Delco-Remy, Guide Lamp, A. C. Spark Plug and Pontiac Divs. of the General Motors Corp., through various agencies on NBC-TV, Sunday, March 11, 2:30-5:30 p.m. EST.
Cast: Laurence Olivier, Ralph Richardson, John Gielgud, Cedric Hardwicke, Claire Bloom, Helen Haye, Pamela Brown.
Producer-Director: Sir Laurence Olivier; associate director: Anthony Bushell; music by: Sir William Walton; played by: the Royal Philharmonic Orchestra; conducted by: Muir Mathieson; production supervisor: John Gossage; production manager: Jack Martin.

MIDDLE EAST REPORT

ALTHOUGH interesting and informative, *See It Now's* latest 90-minute journalistic effort bent over so far to be fair that it lost its balance.

Obviously, a problem which has been building for over 5,000 years cannot be adequately analyzed in so short a time, but it is to the credit of Messrs. Murrow and Friendly that they made at least a small, provocative attempt.

However, one might have gotten the idea that the Arab-Israel struggle, the subject of the reporting effort by Edward R. Murrow (covering Israel), and Howard K. Smith (CBS European news chief covering Egypt for this program), was strictly a fight between Egyptians and Israelis rather than between the young Jewish state and half-a-dozen Arab countries. Even though Egypt's population of 22 million comprises about half the potential Arab protagonists (Israel's population: 1.8 million), Jordan's crack British-trained and supplied Arab Legion and oil-rich Saudi Arabia (land area three times that of Texas) are not to be taken lightly. *See It Now* barely mentioned them.

This particular issue of *SIN* (as CBS affectionately calls it) should have had more "rest periods" to give the viewer a chance to digest the rather heavy material.

Production costs: Approximately $85,000.
Sustaining on CBS-TV, Tuesday, Mar. 13, 8:30-10 p.m. EST.
Editor and producer: Edward R. Murrow and Fred W. Friendly; reporters: Howard K. Smith and Edmund Scott; cameramen: Leo Rossi, Charles J. Mack and Martin Barnett; production men: Palmer Williams, Don Hewitt and Ed Jones; film editors: William Thomson, F. Howard O'Neill, Mili Lerner.

THE TWISTED CROSS

ONE REASON that *Project 20*'s "The Twisted Cross" surpassed in scope and body the efforts spent on its first production, "Nightmare in Red," must have been that the producers had more material to work with—90 million feet of film, to be exact [B•T, March 12]. Given this staggering footage and five years of time in which to properly distill it, the team that gave us *Victory at Sea* and "Three-Two-One-Zero" effectively telescoped 25 years of German history into a scant 53 minutes. That they managed to accomplish this feat and still remain historically true is remarkable in itself.

Starting out with the post World War I birth of the NSDAP Party in the gutters of Munich and ending in its fiery 1945 Gotterdämmerung in the rubble of Berlin, the hour-long film was essentially a potpourri of official film shot during that period.

Narration, by Alexander Scourby, and musical scoring, by Robert Russell Bennett, helped to frame this bloody canvas and lend more than just credence to Hitler's 1935 boast: "Give me 10 years and you will not recognize the face of Germany."

Production costs: Approximately $125,000.
Sponsored by North American Philips Co., N. Y., through C. J. LaRoche & Co., N. Y., Wed., March 14, 9-10 p.m. EST on NBC-TV (pre-empting time period usually occupied by Kraft Foods Co., J. Walter Thompson Co., N. Y., for Kraft Tv Theatre.
Producer: Henry Salomon; writers: Donald Hyatt and Mr. Salomon; asst. producer: Mr. Hyatt; film editor: Isaac Kleinerman; asst. film editor: Silvio D'Alisera; research staff: Daniel Jones, Mel Stuart, Judith Greene; score: Robert Russell Bennett; narrator: Alexander Scourby.

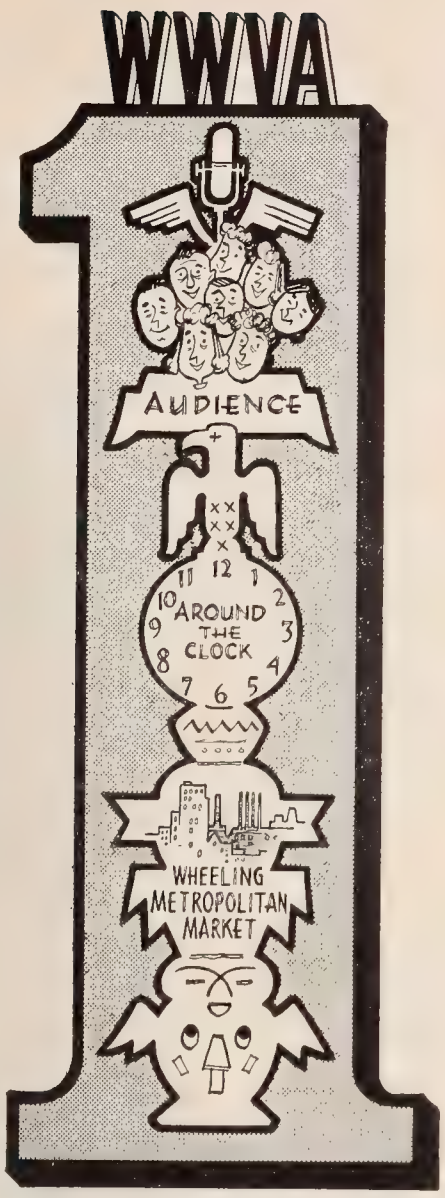
HIGH TOR

IF ANYTHING was proved by the March 10 musical version of Maxwell Anderson's "High Tor" on *Ford Star Jubliee,* it was that someone was mistaken in his judgment of what is satisfying entertainment. But seeing this puzzler did lead to research that proved once more tv is boosting traffic in public libraries.

A dazed viewer went to the neighborhood library to find out what the adaptation did to "High Tor" to turn it into a 90-minute question mark. Out of several copies of the play listed in the catalog, not one was to be found two days after the tv production.

Maybe the play originally made sense. Saturday's musical version did not. Its fantasy was all right, and so was its slapstick. Arthur Schwartz' songs were singable, pleasant to hear. Some of them—like "I'm Livin' One Day at a Time"—may live awhile. Bing Crosby and the cast are all first rate artists. But the ingredients just wouldn't blend. Music, if there had been more of it, could have carried the senseless action along. But this weird comedy was neither musical nor play. Whatever it was, it was unworthy of Mr. Crosby and colleagues.

Production costs: Approximately $250,000.
Sponsored by Ford Div. of Ford Motor Co. through J. Walter Thompson on CBS-TV, Saturday, March 10, 9:30-11:00 p.m. EST.
Stars: Bing Crosby, Nancy Olson, Julie Andrews, Everett Sloane, Hans Conried, Lloyd Corrigan and John Picard.
Director: James Neilson; Producer: Arthur Schwartz; Story Based on Maxwell Anderson's play, "High Tor"; tv script: Maxwell Anderson and John Monks Jr.; music: Arthur Schwartz; lyrics: Maxwell Anderson; art director: Robert Tyler Lee.



Pulse *Proves WWVA TOP MAN on the VOTEM POLL

1st In LISTENING AUDIENCE in this 43-county survey: *Triple the listeners of the next area station!*

1st In EACH OF 504 PROGRAM PERIODS morning, afternoon and night, *seven days a week!*

1st In the sky-rocketing Wheeling Metropolitan Market . . . vibrant with new industry . . . lusty with buying power!

WWVA SUPREME WHERE 5 MILLION PEOPLE SPEND 5½ BILLION DOLLARS

*PULSE NOV.–DEC. 1955	MONDAY THRU FRIDAY			SATURDAY			SUNDAY		
	MORN.	AFTN.	NITE	MORN.	AFTN.	NITE	MORN.	AFTN.	NITE
WWVA	35	35	40	33	32	36	36	37	43
"B"	10	10	11	10	9	9	7	9	9
"C"	5	7	5	5	7	12	4	6	6

These counties are the center core of the WWVA coverage territory. You have complete domination with WWVA—ONE Station—ONE Billing PLUS a bonus audience in 29 additional counties.

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  National Sales Director
- Bob Wood
  National Sales Manager

CHICAGO: Franklin 2-6498
- Paul Evans
  Midwest Radio Sales Mgr.

SAN FRANCISCO: Sutter 1-8689
- Gayle V. Grubb
  Pacific Coast Radio Sales Mgr.

NATIONAL REPRESENTATIVES:
- John Blair & Company

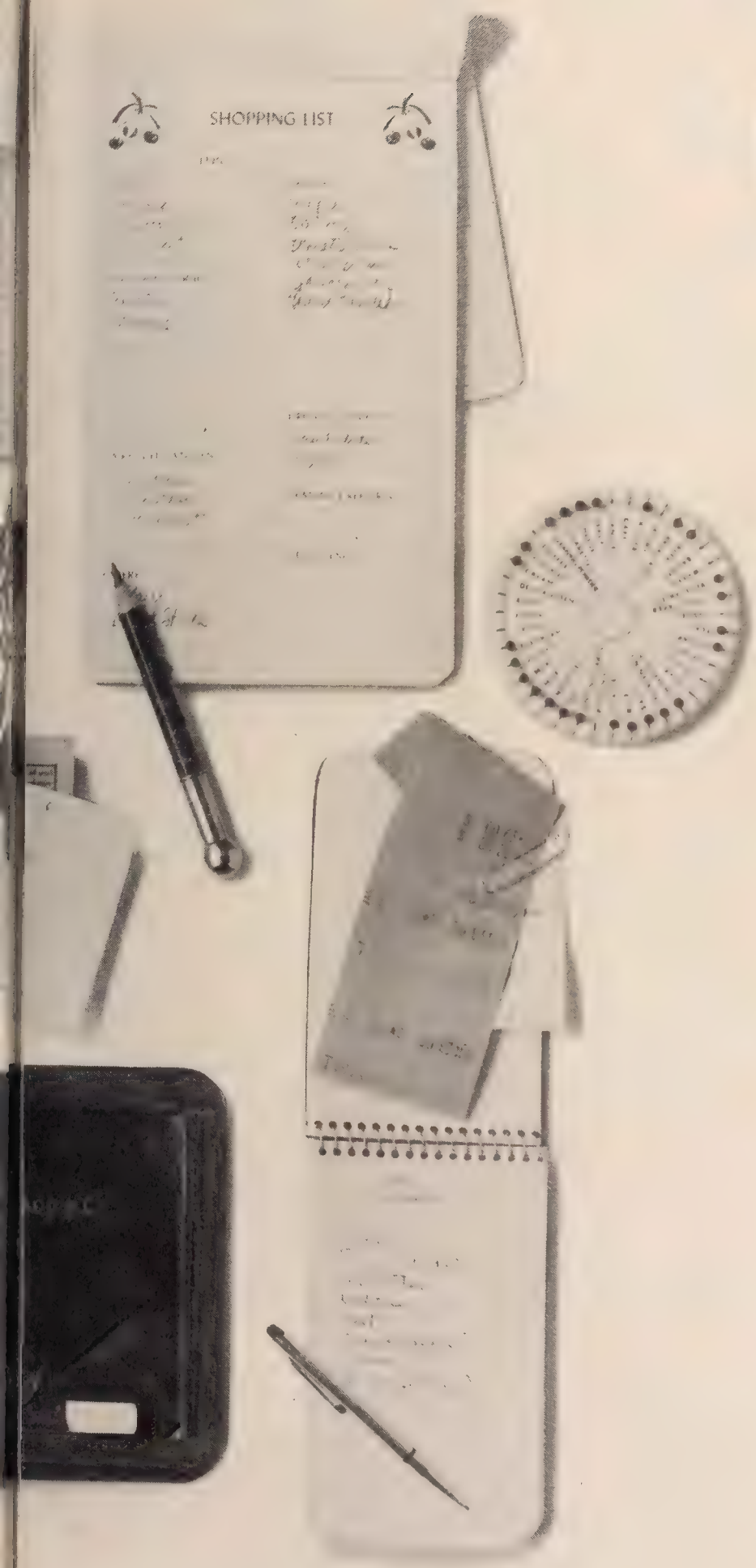
A STORER STATION

WWVA

50,000 WATTS · CBS RADIO · *1170 ON THE DIAL*
COVERING THE HEART OF INDUSTRIAL AMERICA FROM

WHEELING, W. VA.


SHOPPING GIRL
MILK
CREAM
BUTTER
CHEESE
EGGS
SHORTENING
MEAT
BREAD
CAKE
FLOUR
CEREAL
SALT
PEPPER
SUGAR
COFFEE
TEA
COCOA
SOAP
POTATOES
ONIONS
VEGETABLES
FRUIT
LAUNDRY
TAILOR
SHOEMAKER



...WHO REMINDS THEM TO REMEMBER?

13,714 women in an Advertest survey* told us...

On the day they go to supermarkets: Before entering the store, for every 18 shoppers who read magazines, every 55 who watched television, every 81 who read newspapers... 100 shoppers heard radio.

In time spent with all four media on the shopping day: Before entering the store, for every 5 minutes spent with magazines, every 32 minutes with television, every 16 minutes with newspapers...shoppers spent one hour and 10 minutes with radio.

During the hour before they shop: For every 7 shoppers who read magazines, every 50 who watched television, every 21 who read newspapers...100 heard radio.

Day. Time. Hour. Radio is their favorite pre-shopping companion. Now...where do they listen most?

In the 10 biggest markets, the most popular daytime radio programs† are network programs (71 out of 100). And of these 71 shows, 68 are on the CBS Radio Network!

Who reminds them to remember? Radio does. CBS Radio.

*A 1955 survey in supermarkets in 4 metropolitan areas covered by all media.
†Pulse, Nov-Dec 1955, 10 cities with largest number of metropolitan area families, Sales Management, 1955.

THE CBS RADIO NETWORK



Captain Sacto's

a real spaceship
hero to the youngsters of
Sacramento – a hero worth
an average 16.3 ARB rating* daily
on KCRA-TV. His live program
now runs a full hour
from 6 to 7 p.m.

The Captain will also be a hero to your clients who want to sell merchandise in the rich Sacramento Valley. Ask the people at Carnation Corn Flakes and Bosco Milk Amplifier. They know what a job he's doing on KCRA-TV.

"The Little Rascals" and "Crusader Rabbit" films help Captain Sacto give the younger set a show that has the endorsement of every parent.

Put this super-salesman to work for your clients. Call Petry and get the full facts on Captain Sacto participations.

KCRA-TV
Channel 3
SACRAMENTO, CALIFORNIA
100,000 Watts Maximum Power
Basic NBC affiliate
Represented by Edward Petry & Co.

*Source: American Research Bureau, Inc. A Special Report on the Sacramento Television Audience, November 7-13, 1955

OPEN MIKE

Agencies' Spot Billings

EDITOR:

The article on page 31 of the March 12 B•T ["The Top 25 Agencies in Spot Broadcast Buying"] contains information that is valuable to every agency, advertiser, production firm and station representative. This is the first time that this material has been available. In order to be sure that all of our television and radio stations read this article, we have today ordered extra copies.

You have set a precedent for the industry with this article. Few articles in any trade paper have caused as much agency comment as we have heard in the past two days.

Lloyd George Venard, Pres.
Venard, Rintoul & McConnell,
New York

EDITOR:

. . .

This is interesting and I am passing it along to others in this organization.

Walter S. Shelly, Pres.
N. W. Ayer & Son, Philadelphia

Oversight

EDITOR:

I'm sure it was no more than an oversight on your part that you failed to include us in the list of top 25 agencies in spot tv and radio.

Last year we placed $3,175,000 in spot tv and radio for the following accounts: Block Drug Co., Manischewitz Wines, Rayco Auto Seat Covers, National Shoes, Berolio Import Co., Ronzoni Macaroni Co., Barney's Clothes, Bonomo Candies, Ferber Pen Corp., Gem Packing Corp.

This, as you can see, is above some of those you had listed.

Emil Mogul, Pres.
Emil Mogul Co.
New York

Fresh Viewpoint Asked

EDITOR:

. . . I think B•T could well stand to freshen up its editorial policies—to harmonize with the best and most responsible leaders in this industry, men who know the basis on which this industry can survive—rather than to carry editorials of the "leave us alone to do as we wish to do" stripe. Your editorials about what you think the FCC should do about such things as overcommercialism may lull some of the more money-hungry broadcasters into a false sense of security.

George Brooks, News Dir.
KSUM Fairmont, Minn.

Down, Boy

EDITOR:

I note your story [B•T, March 5] that Ipana is smiling over its contest to supply a one-word name for a male puppy which looks like Lady.

Christine?

Bill Ladd, Tv Editor
The Courier Journal *and* The Louisville Times
Louisville, Ky.

Religious Time—Paid or Free?

EDITOR:

We give approximately 3½ hours of air time and production facilities each and every week to the churches of our service area—and have since the day we went on the air. The only control we can possibly exercise is to make all other religious programs commercial. Otherwise: 15 minutes to one group . . . in all fairness 15 minutes to all other takers.

However, we'll go along when it's written into law that contractors provide free church edifice for each group, power companies free power, etc., on down the line. Also—this will have to be tax supported, so it will have to be on the basis of a state religion, I suppose, and religious groups will require state approval. This should make it a lot easier for the group referred to—by reducing their communions from 35 to 2 or 3.

The politicians — the churches — everybody wants free time — no strings. As a public service, to keep the U. S. economy right up at the top, why don't all radio and tv stations just grant free time to everybody? Let's be socialistic about this thing—or *realistic*—preferably the latter.

Bob Fouse, Co-Mgr.
KCSR Chadron, Neb.

Credit Lines

EDITOR:

Let's give credit where credit is due.

WTMJ-TV long ago announced 30-second station breaks to replace a combination of 20-seconds and 10-seconds; and let's give credit to Hazel Bishop who was the first advertiser to see the advantage and contracted this service; then also to Oldsmobile and Bulova.

Walter J. Damm, Vice Pres.
WTMJ-TV Milwaukee

[EDITOR'S NOTE: Mr. Damm's letter was evoked by a report [B•T, Feb. 27] of a discussion by executives of CBS Television Spot Sales and CBS-TV owned stations of feasibility of combining a 20-second spot and a 10-second spot into a 30-second break.]

A Real Must

EDITOR:

The 1956 issue of BROADCASTING Yearbook-Marketbook came in the morning mail and I've just finished leafing through it. It's really an impressive document.

By way of an endorsement, let me say that the Yearbook is a real must for anybody in the public relations business. It makes my job as a public relations counsel much easier.

Milt Dean Hill
Public Relations Counsel
National Airlines
Washington 5, D. C.

Thlinget, Too

EDITOR:

Your note page 99 of the Feb. 20 issue relative to United States stations broadcasting regularly in 40 tongues other than English is another indication how truly American is American Broadcasting . . . "regardless of race, creed or color."

Does that 40 include the Thlinget (pronounced Klinket with much scraping of the throat) Indian?

KSEW is owned and operated by the Board of National Missions of the Presbyterian Church in the U. S. A. and carries a daily program in the Thlinget tongue plus an Alaska Native Brotherhood newscast on Saturday, also in the native Thlinget language.

The Thlinget Indian is the native indian of Southeastern Alaska, a very peculiar and distinct ethnic group, unlike any of the others of that race. They hunt bear and deer, fish for salmon and listen to KSEW Sitka's *Totem Jamboree*. . . .

Hendrick Van Dyke, Gen. Mgr.
KSEW Sitka, Alaska

[EDITOR'S NOTE: Thinglet was not included in the B•T list of foreign languages broadcast by U. S. radio stations, published in full, station-by-station with languages used by each, in the 1956 BROADCASTING YEARBOOK-MARKETBOOK. KSEW neglected to return the questionnaire sent in advance of YEARBOOK publication.]

Another thinly disguised WJR success story



Doesn't anyone have his WJR map yet?

Last spring a WJR advertiser made five announcements offering free maps of Detroit's new expressways. He had 2,387 requests.

He wasn't surprised. After all, since he started on WJR in 1942 his insurance business has increased 800 percent. Any wonder he has renewed for 14 straight years?

Here's what this advertiser gets from WJR, as reported in a survey of radio listening in our area made by Alfred Politz Research, Inc.:

Everyday, roughly 530,000 adults listen to WJR between 7 and 10 a.m.—when this newscast is heard. 242,000 are men. Mostly, they're driving. Drivers buy auto insurance. They listen.

They're a loyal audience, too. That's what Politz found. Why, 42 percent of all the people in the area surveyed (merely part of our area, mind you!) demand their news from WJR. The others have to decide between 196 other stations.

That's why successful advertisers—who move goods fast in Detroit and the Great Lakes market—buy WJR.

The Politz report explains the reasons for their success. Your ad manager probably has a well-thumbed copy. Ask him for it.

The Great Voice of the Great Lakes

WJR *Detroit*

50,000 Watts CBS Radio Network



Here's WJR's primary coverage area.
Write us for your free copy of the Politz report
or ask your Henry I. Christal Co. man.

LUCKY LAGER sells beer to L.A. via KMPC

• Lucky Lager Brewing Company sells more barrels of its fine beer in California than any other brewer. Has for years. In Los Angeles, where nearly half the State lives, Lucky's nightly 2½-hour "Dance Time" KMPC program has helped it reach a vast swath of L. A.'s population at a minuscule per-thousand cost.

• You don't need to be "Lucky" to *sell* Southern California. Place your schedule on KMPC. Its 50,000-watt coverage, its popular personalities and Music-News-Sports programming, will give you a tremendous entering wedge. Proof? Ask your AM Radio Sales or KMPC representative for success stories and latest ratings.

. . . If You Want To SELL
Southern California . . . BUY

KMPC

710 kc LOS ANGELES

50,000 watts days 10,000 watts nights
Gene Autry, President
Robert O. Reynolds, v.p. and gen. mgr.

REPRESENTED NATIONALLY BY AM RADIO SALES CO.

our respects

to OWEN LESLIE SADDLER



IT IS Owen Saddler's off-the-cuff observation that, considering the many attributes of the really "good" television station manager, he has "yet to meet one, but I'll continue by Diogenesan search until I lose my lantern."

By his own standards, at least, and probably those of much of the industry, Mr. Saddler would seem to qualify eminently. With characteristic modesty, he would be the last to hold the lantern up to himself as executive vice president and general manager of the May Broadcasting Co. (KMTV [TV] Omaha, Neb., and KMA Shenandoah, Iowa).

Mr. Saddler's early career as an English instructor would seem to belie his practical aptitudes as a broadcaster in a key midwest market now very much excited over color tv. He is credited with a "clean" operation at KMTV, reflecting a basic idealism, an instinct for promotion and showmanship, and a workable public service philosophy.

These qualifications should serve him well in deliberations involving color tv, the Television Code, public service, and myriad other activities in which he has manifested a keen interest.

Owen Leslie Saddler, a native of Wilmington, Del. (born Nov. 6, 1911), claims to have had an uneventful young life with a mixture of legal work, newspaper reporting and an instructorship in English.

As a youth, he labored in the legal confines of E. I. duPont de Nemours from 1930 to 1934, then turned his efforts to the *Journal-Every Evening,* a Wilmington daily. He attended Bucknell U., where he received his Bachelor of Arts degree and became an English instructor.

Mr. Saddler's pursuit of the English language as an instructor at Northwestern U., in Evanston (Ill.), where earlier he received his Master of Arts degree, proved to be the social opportunity for his entry as a broadcaster. Earl May, founder of the May Seed Co. and KMA Shenandoah, was casting about for an idea man and troubleshooter at his pioneer farm radio station. They met while Mr. Saddler was teaching English at Northwestern U. in 1938.

Induced to join KMA as production manager that same year, Mr. Saddler set about to build on the station's acknowledged reputation for public service activities. By 1940, KMA had taken on additional commerical time commensurate with that of a basic network affiliation. Two years earlier, it could claim only one network program.

Mr. Saddler was appointed general manager of May Broadcasting in 1945 and KMA "firsts" continued to pile up. The station made headlines with a direct line to the United Nations in San Francisco and sent its farm director to Europe to cover a UNRRA shipment story as part of Mr. Saddler's concept of what a world-conscious rural station should be.

KMTV (TV) began operation Sept. 1, 1949, after a two-week test period the previous July. KMTV then aired network kinescope and live programs and Mr. Saddler launched a public-and-dealer indoctrination campaign that paid rich dividends almost immediately. Mr. Saddler is credited with buying out Omaha's Municipal Stadium for a "free baseball party," and with originating a program *(Playground Champions)* designed to lure "youngsters away from their television sets and into the playgrounds." The gimmick: much of the competition was televised. The program has been copied in other cities.

Mr. Saddler became executive vice president and general manager of KMTV (TV) and KMA (as well as director of May Broadcasting Co.) in 1950. Under his direction, KMTV pioneered in color television and today claims to be the area's only outlet completely equipped for tinted tv and the fifth non-network-owned station to maintain two color cameras. Appropriately, KMTV's "Color Television Center" slogan gained impetus with the affiliation switch to NBC-TV Jan. 1.

Mr. Saddler is as articulate on the Tv Code as he is enthusiastic about color and its potentialities. He espouses more "self-control" by stations lest "the power that ancient monarchs despaired to hold" somehow be wrested away by government. KMTV maintains its own code as a supplement to national standards, inviting advertising agency representatives to periodic KMTV staff meetings.

Mr. Saddler is a member of the NBC Tv Affiliates Group and belongs to the Iowa Broadcasters Assn. and the Nebraska Broadcasters Assn.

He married the former Elizabeth Rankin. They have three children—Barbara, 15, Tuck, 11, and David, 7—and live in Omaha, although Mr. Saddler divides his time between there and Shenandoah. His hobbies: woodworking, photography and fishing.

Don't forget the NARTB Convention!
It's April 15-19 in Chicago.



If you can't make it,
read all about it in the
B•T issue of April 23.

Even if you make it,
some of the things
that happen may be
a little bit hazy (!)
So read
all about it etc.

But whether you make it or not,
your advertisement should be
in the April 16th Convention Issue.
B•T is read by practically
everybody in radio-tv;
the Convention Issue is even more so.

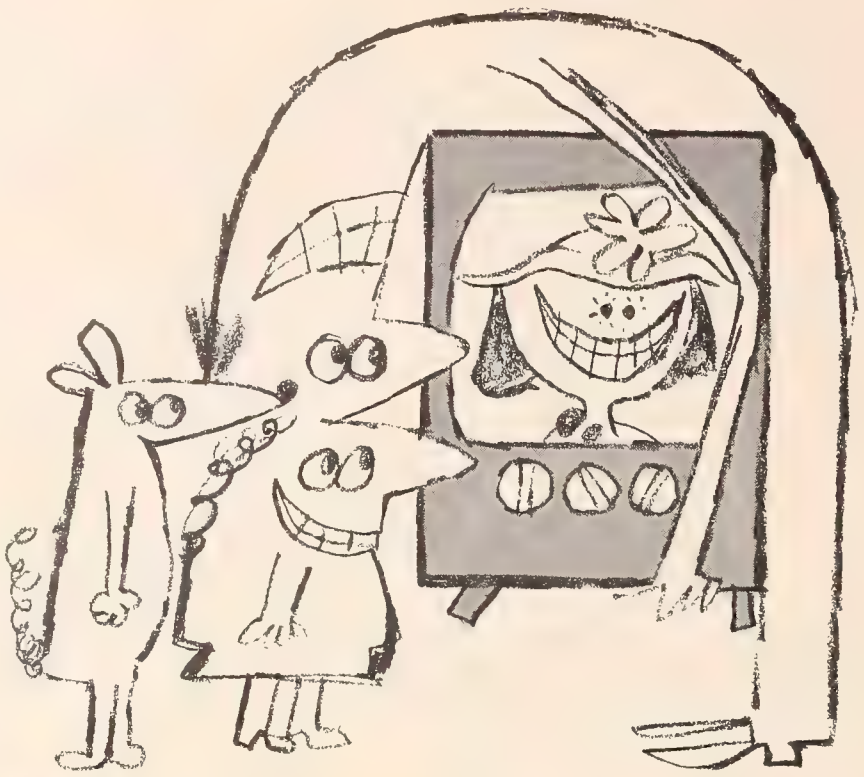
Deadline for space reservations: April 2.



**Executive and
Publication Headquarters,
Broadcasting • Telecasting Bldg.,
1735 DeSales St., N. W.,
Washington 6, D. C.**

ALL EYES ARE ON UPA'S NEW

IPANA TV SPOTS



UPA PICTURES INC.
BURBANK • 4440 lakeside drive
thornwall 2-7171
NEW YORK • 670 fifth ave.
plaza 3-1672

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION



PACKAGE BUYER?

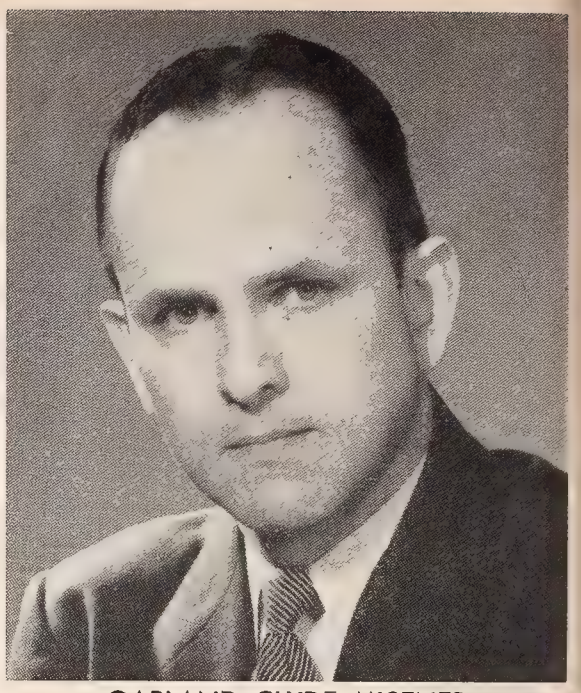
Use WDBJ's 6-13-21 Plan!

	Class "A"	Class "B"
6 minutes weekly	$ 63.00	$ 45.00
13 minutes weekly	117.00	78.00
21 minutes weekly	168.00	115.00

Ask Free & Peters!

WDBJ
Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
FM • 41,000 WATTS • 94.9 MC
ROANOKE, VA.
Owned and Operated by the TIMES-WORLD CORPORATION
FREE & PETERS, INC., *National Representatives*





GARLAND CLYDE MISENER

film maker

OVERCROWDING in the aeronautical engineering field and a college job as a projectionist led Garland Clyde Misener to switch to the film field, a decision which James A. Barker, president, Capital Film Labs Inc., Washington, is glad he made.

Mr. Misener joined Capital last January as director of laboratory operations. In addition he is in charge of the planning and execution of an extensive expansion program which will include a considerable increase in printer capacity and the addition of negative-positive color processing facilities.

Upon his graduation from Michigan U. in 1935 with a major in engineering physics, Mr. Misener joined Warner Bros. as a sound engineer, and one year later became a physicist with the Eastman Kodak Research Labs. During World War II, he was in charge of sound recording at the Signal Corps Photographic Center, attaining the rank of major.

He joined Ansco after his Army discharge and was placed in charge of the film company's Hollywood staff. While in Hollywood, he assisted in the introduction of Ansco color and won an Academy of Motion Pictures Arts and Sciences Award for his contribution to the design of the color print scene-tester, now widely used in the motion picture industry.

In 1949 he transferred to the Ansco Div. of General Aniline & Film Co., Binghamton, N. Y., as manager of Professional Motion Picture Services.

During his sophomore year in college, Mr. Misener had to drop out of school because of illness and went to Ft. Worth. While in church there he spotted Miss Erel Day (later to become Mrs. Misener), singing in the choir.

A young looking 46, it is hard to believe he is old enough to be the father of a 22-year-old Colgate senior, Garland Jr. His daughter, Darla, is a high school senior.

He is a fellow and governor of the Society of Motion Picture & Television Engineers, a member of the Optical Society of America, the Photographic Society of America, the Academy of Television Arts & Sciences, the American Society of Cinematographers, the Armed Forces Communications Assn. and Tau Beta Pi, honorary engineering society.

His favorite hobbies are hi-fi music and mobile abstract color patterns related to music. He has built a projector to show mobile changing light patterns with color flowing through them, as suggested by the moods and themes of the music.

TAKE YOUR CHOICE OF SURVEYS

February PULSE—15 out of 15 Top Once A Week Shows

			Program Average Rating	
			FEB.	JAN.
Phil Silvers	WHIO	Tuesday	49.8	47.8
$64,000 Question	WHIO	Tuesday	48.8	50.3
Godfrey's Talent Scouts	WHIO	Monday	47.3	
I Love Lucy	WHIO	Monday	47.3	
Ed Sullivan	WHIO	Sunday	46.6	45.6
Red Skelton	WHIO	Tuesday	45.0	42.3
Navy Log	WHIO	Tuesday	44.5	40.5
Climax	WHIO	Thursday	43.8	
Our Miss Brooks	WHIO	Friday	43.3	40.3
Godfrey & His Friends	WHIO	Wednesday	40.9	38.0
Burns and Allen	WHIO	Monday	40.3	
Highway Patrol	WHIO	Tuesday	40.3	38.5
Jackie Gleason	WHIO	Saturday	39.3	36.8
Mama	WHIO	Friday	38.8	36.5
Alfred Hitchcock	WHIO	Sunday	37.8	38.5

February ARB—10 out of Top 10 Shows

		Rating
I Love Lucy	WHIO	54.8
Ed Sullivan	WHIO	48.7
Godfrey's Talent Scouts	WHIO	48.7
Lassie	WHIO	44.0
December Bride	WHIO	42.8
$64,000 Question	WHIO	42.4
I've Got a Secret	WHIO	40.8
The Millionaire	WHIO	40.8
Robin Hood	WHIO	40.6
Navy Log	WHIO	40.4

February PULSE—5 Local Shows in Top Ten Multi-Weekly Shows*

			Program Average Rating	
			FEB.	JAN.
Little Rascals	WHIO	Mon-Fri.	23.8	20.2
Reporter, Sports Desk (6:30 P. M.)	WHIO	Mon-Fri.	21.5	18.3
Front Page News (11:00 P. M.)	WHIO	Mon-Fri.	16.5	17.1
Movie Matinee	WHIO	Mon-Fri.	16.0	
Tic Toc Shop	WHIO	Mon-Thu.	15.9	14.6

** Also—Patti Page (Nat'l spot)*
Search for Tomorrow (CBS)

No denying it, in the great WHIO-TV service area, everybody, but everybody, has eyes and ears for WHIO-TV first. George P. Hollingbery can give you amazing figures about the size, wealth, and set penetration of this great audience. And don't forget—to reach 'em and sell 'em, WHIO-TV is one of America's great AREA Stations.

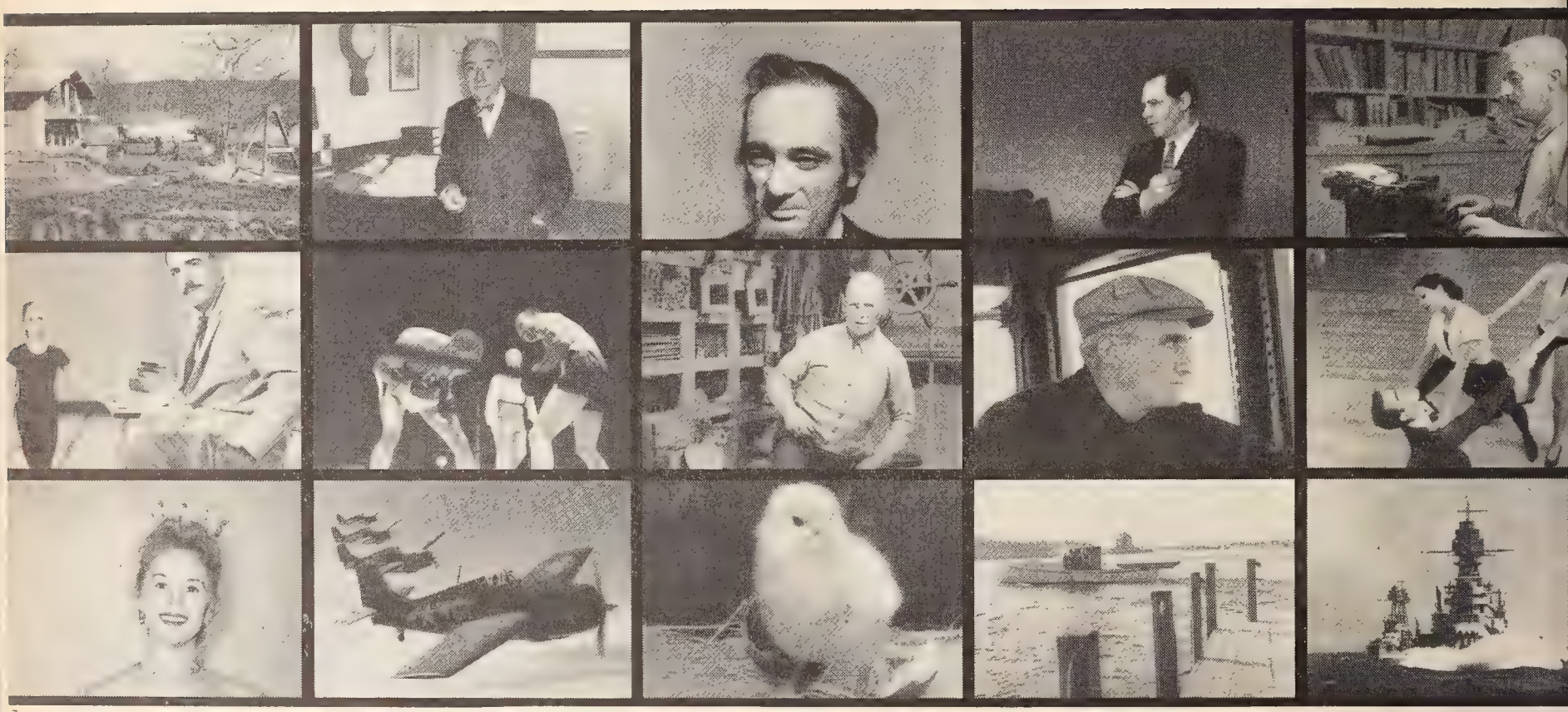
Both Say WHIO-TV Gives You TOP Ratings!

CHANNEL 7 DAYTON, OHIO

whio-tv CBS

One of America's great area stations

something new...



Nothing in the syndicated film field approaches the stature or the scope of *Under the Sun,* new series of half-hour programs produced by the TV-Radio Workshop of the Ford Foundation, narrated by Pulitzer prize-winner William Saroyan and consisting of the best of Omnibus plus new subjects. The measure of this distinguished new series may be taken from the track record set by Omnibus. Twenty-nine major awards including a Peabody. More favorable critical comment than any other regularly-scheduled program. Sponsors like

"UNDER THE SUN"



J. P. Stevens & Co., Nash-Kelvinator, Aluminium Ltd., Scott Paper Co., Greyhound, Remington Rand. And a roster of authors and stars unparalleled in broadcasting history, thanks to the program resources available to the Ford Foundation Workshop.

Inheriting all these built-up, built-in values from the parent series, *Under the Sun* presents a truly rare opportunity for the sponsor who wants to sell goods . . . *and goodwill.* Get complete details and an audition print from **CBS TELEVISION FILM SALES, INC.**

Offices in New York, Chicago, Los Angeles, Detroit, San Francisco, Boston, St. Louis, Dallas and Atlanta. In Canada: S. W. Caldwell Ltd.

Tops in Indianapolis

THE top NETWORK PROGRAM

The first 15 all on WISH-TV

THE top SYNDICATED FILM PROGRAM

Amos 'n Andy

THE top FEATURE FILM PROGRAM

The Saturday Late Show

THE top CHILDREN'S PROGRAM

Sgt. Preston of the Yukon

THE top PUBLIC SERVICE SHOW

Ask Your Doctor

THE top LOCAL NEWS PROGRAM

Vince Leonard 11 p.m. News

THE top COUNTRY MUSIC PROGRAM

Grand Ol Opry

THE top FARM PROGRAM

Farm and Home



WISH-TV
channel 8

See the Bolling Company for availabilities

BROADCASTING TELECASTING

March 19, 1956 Vol. 50, No. 12

RCA-NBC, CBS CONTROL FCC, CONGRESSMAN EVINS CHARGES

House Small Business Subcommittee subpoenas firms to produce all correspondence with FCC since Jan. 1, 1953, sets hearing for Tuesday. Accusations came after conference with top Commission officials at which, congressman says:

- **McConnaughey called himself 'weakest' federal chairman**
- **Without authority even to hire or fire personnel**
- **Aide L'Heureux voiced fears of industry reprisals**
- **And said networks could cause firing of FCC staffers**

RCA-NBC and CBS Inc. were accused last week by a House subcommittee of "controlling FCC policies" through "intimidation" of Commission personnel. Simultaneously, the congressional group issued subpoenas calling on NBC and its parent organization and CBS to appear at a hearing tomorrow (Tuesday) morning with records of all their respective communications with the FCC since Jan. 1, 1953.

Acting on complaints he said were confirmed by FCC Chairman George C. McConnaughey and two FCC assistants, Rep. Joe L. Evins (D-Tenn.), chairman of a subcommittee of the House Small Business Committee, subpoenaed the network organizations to appear with records of all their communications with the FCC —written and oral—for the past 37 months.

Rep. Evins stated that in a recent conference with Mr. McConnaughey the FCC chief described himself as perhaps the "weakest" chairman of any among federal regulatory agencies in his powers over personnel and establishment of policy. "He insisted that he did not have even the power to hire and fire," Rep. Evins declared.

The Tennessee Democrat said Chairman McConnaughey, his recently-appointed assistant, Robert D. L'Heureux, and FCC General Counsel Warren E. Baker, "lent their voices to information previously received by the House Small Business Committee relating to control over the staff of the FCC." Any such control or degree of undue influence by the networks on FCC policies "would appear to adversely affect small business and be contrary to the public policy and the law," he said.

In his statement released late Thursday, Rep. Evins said at the same conference Mr. L'Heureux "indicated fear of reprisal from members of the industry which FCC is supposed to be regulating." He said Mr. L'Heureux told him that names of FCC staff personnel "who prepared specific memoranda should not be divulged because if their names were known in instances where they had taken positions unfavorable to the networks, the networks would see to it such staff personnel were fired."

Rep. Evins presumably referred to answers being supplied by the FCC to a questionnaire sent to the agency by the congressional subcommittee several weeks ago [B•T, Jan. 30, 23].

"These allegations to the FCC to the effect that the networks have the power to hire and fire those who do not vote or speak in the networks' interests are a serious matter and demand an immediate and thorough investigation," Rep. Evins said.

"Therefore, I have issued subpoenas as one of the steps in our resumption of hearings in this continuing investigation of regulatory agencies and in an effort to serve the interests of the public and small business."

The subpoenas issued Thursday to the respective secretaries of RCA-NBC and CBS Inc., John Q. Cannon and Julius F. Brauner, called for (1) all records relating to any matter before the FCC for adjudication or consideration since Jan. 1, 1953, and (2) all records concerning employment of persons by the FCC, from the same date. Both written and oral records were requested.

One network executive told B•T Thursday evening such a request involves a "truckload" of material.

A similar reaction came from the FCC upon its receipt of the lengthy questionnaire from the Evins subcommittee several weeks ago—one FCC executive declaring: "If they really want this information in this form, we'll have to close up shop for six months." The questionnaire to the FCC asked for a detailed list of every tv grant—hearing cases and all—since Jan. 1, 1953, plus exhaustive information about personnel handling such cases and a list of FCC executives, with their salary grades and positions and the cases they have handled [B•T, Jan. 30].

The Evins subcommittee announced in January that it would investigate specific complaints charging "interference by the Executive Branch" in FCC decisions on radio-tv grants and other broadcast actions [CLOSED CIRCUIT, Jan. 23].

Everette MacIntyre, chief counsel of the parent committee, said at that time the subcommittee not only would look into direct interference in FCC decisions, but would examine the question of whether the FCC and other regulatory agencies "actually are independent" and would study concepts of law governing their functions as quasi-judicial, quasi-administration bodies.

Members of the subcommittee, which has jurisdiction over small business matters in industries subject to federal regulatory agencies, are Chairman Evins and Reps. Sidney R. Yates (D-Ill.) and William M. McCulloch (R-Ohio). The parent committee is headed by Rep. Wright Patman (D-Tex.).

It was understood that George L. Arnold, assistant counsel and investigator for the parent Small Business Committee, is counsel heading the probe into industries regulated by the FCC and other federal agencies. Mr. Arnold is the son of Thurman Arnold, former assistant attorney general and senior law partner in the Washington law firm of Arnold, Fortas & Porter. He also is a son-in-law of commentator-columnist Drew Pearson.

Rep. Evins first announced last summer that the subcommittee had "vague" plans for investigating charges of wirepulling and interference with independent regulatory agencies by the Executive Branch and by political committees [B•T, July 25, 1955]. He said then that whether activities in the FCC would come under investigation depended on the extent to which other congressional groups delved into this same subject and on the subcommittee's own press of business.

EMBARRASSING QUESTIONS POP UP ON HILL



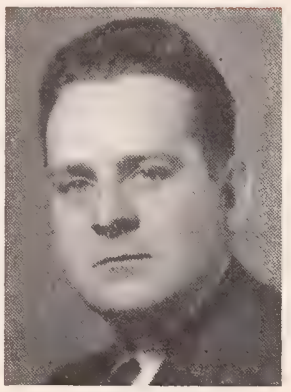
Mr. McConnaughey

FETTERED?

FCC chairman allegedly told Rep. Evins law prevents him from hiring, firing staff, hence sorely restricts his authority over that federal agency.

FEARFUL?

FCC legislative liaison man reportedly said networks would see to it FCC staffers were fired if their anti-network positions became known.



Mr. L'Heureux

FLOOD OF ADVERSE COMMENT HITS RADIO-TV COMMERCIALS

- **FTC commissioner predicts congressional investigation**
- **McConnaughey tells broadcasters to clean house**
- **Brooklyn D. A. puts 24-hour watch on 'bait' advertising**
- **Congressman laces broadcasters for loud commercials**

RADIO and television took it on the chin last week as a host of orators, writers and just plain commentators peppered the industry.

The object of the tumult and the shouting?

Overcommercialization. Advertising abuses some called it; false and fraudulent commercials, other taunted.

Even the decibels of advertising spots came in for a scolding.

And, tv commercials came in for blame (or praise, depending on how you look at it) in two new quarters: Dental cavities and, allegedly, as driving people back to the movies.

It was just one month after the first attacks on the purported overcommercialization of radio and tv [B•T, Feb. 27, 6] that the second round gong sounded. Last week, radio and tv took a battering from the following:

• Federal Trade Commissioner Lowell Mason. Mr. Mason, in a righteous, highly-articulate speech predicted that the FTC would be called upon by Congress to investigate the whole area of radio and tv advertising "abuses." This will entail monitoring, he said.

• FCC Chairman George C. McConnaughey. Mr. McConnaughey warned, as he has warned before, that broadcasters must clean their own house or Congress will legislate FCC jurisdiction over commercials and advertising time ratios.

• Kings County (N. Y.) District Attorney Edward S. Silver. Mr. Silver disclosed that he had set up a battery of radio and tv receivers to monitor round the clock advertising on the air for "bait and switch" copy. Offenders will be prosecuted, he said.

• Rep. Craig Hosmer (R-Calif.). Mr. Hosmer complained to the FCC about "loud commercials."

• Jerry Wald, Columbia Pictures vice president. Mr. Wald believes that overcommercialization, and "uninspired entertainment" are sending people back to cinema playhouses.

• Dr. William W. Demeritt Jr., Chapel Hill, N. C., dentist. Dr. Demeritt blamed the attractiveness of tv commercials in behalf of sugar-laden soft drinks and confections for the mounting incidence of youngster's dental cavities.

• On the horizon is a slashing attack of "crime and violence" on tv scheduled for the April issues of the *Reader's Digest* and *Parents' Magazine* and a series on radio-tv's advertising "abuses" by Edward J. Mowery, *New York Herald Tribune* special writer.

The latest assault on broadcasting opened early in February when Sens. Warren G. Magnuson (D-Wash.) and A. S. Mike Monroney (D-Okla.) quizzed FCC Chairman McConnaughey on what Sen. Magnuson called "false and fraudulent" advertising [B•T, Feb. 6].

It continued two weeks later with admonitions raised by FCC Comrs. McConnaughey and Robert E. Lee [B•T, Feb. 27].

Even before that the battle was joined by Rep. John W. Heselton (R-Mass.), who has sponsored a bill (HR 5741) to give the FCC power to require program-commercial time ratios.

Combat has appeared within the FCC: A dozen or more radio stations have had their license renewals held up while the FCC looks into what is alleged to be their program "imbalance." Comrs. Lee and John C. Doerfer have dissented individually in license renewals in two cases, also involving purported program "imbalance."

The latest incursions were kicked off by FTC Comr. Mason. Addressing the Harvard Marketing Club in Cambridge last Monday, Mr. Mason reviled what he called the "pitchman in the parlor" type of radio-tv advertising.

In an interview with Mr. Mowery, Mr. Mason was quoted as stating he would recommend a $1 million expenditure for a "comprehensive" federal monitoring system to "clean it up."

This was followed by a reported admission by Mr. McConnaughey that a "very definite" possibility exists that Congress will amend the Communications Act to require the FCC to regulate radio and tv programming. Mr. McConnaughey, however, was quoted as saying he feared the worst unless the industry cleans up these abuses committed by a minority of broadcasters.

Mr. Mowery told B•T that he was working on a series on fraudulent advertising on the air and that he was struck by the "vulnerability" of radio and tv to these charges. He said he was also impressed by the "accent" of the criticisms on the small operators who apparently were doing most of the "abusing."

Mr. Mason told B•T last Thursday he had received responses from all over the country to his Cambridge talk. All were commendatory, he said. The subject is a "hot one" right now, he said, and the alleged abuses "need attention." He said there is a groundswell of public protest and that the subject is very much in the consumers' mind.

Mr. Mason said he got the idea for the subject of his speech while reading about the Senate Commerce Committee's interest. He also said he was the FTC's liaison member with the Better Business Bureau and that he had asked that organization for examples of advertising abuses to leaven his speech.

"A word is like a blank check," Mr. Mason said. "It doesn't mean a thing until you endorse it within the context of a sentence."

He said he may expand on the "unfair acts and practices" theme in two speeches he is scheduled to make. He speaks at Temple U., Philadelphia, April 21, and at the U. of Richmond, Va., May 8.

In referring to his concern with advertising, Mr. Mason declared that the broadcaster has a responsibility for what goes over the air.

The FTC, it was determined, keeps no score on complaints involving the different media. In 1955, it received about 2,500 complaints from the public or from business competitors. Cited were advertisements—and many of them involved all media. The FTC has outstanding, a spokesman said, 4,000 orders to cease and desist, 8,000 stipulations, and 2,000 trade practice rules. It maintains a corps of attorneys to check compliance with these orders and they check all media. If any one medium can be picked out as the most offensive in advertising abuses, another source declared, it is pulp magazines.

Late in 1954 and in the first half of 1955, bait and switch advertising on the air was attacked by many agencies. These included the Better Business Bureau, a New York grand jury and the Assn. of National Advertisers, among others.

RADIO-TV HUCKSTERISM SET FOR CRACKDOWN—MASON

PREDICTION that the Federal Trade Commission will be called on to investigate radio-tv advertising and promotion was made last week by senior FTC Commissioner Lowell Mason in a speech to the Harvard Marketing Club in Cambridge, Mass.

In a pungent discussion of advertising abuses on the air—replete with "horrible" examples culled from Better Business Bureau sources—Mr. Mason said that the next session of Congress would direct the FTC to "make an exhaustive survey of that phase of the radio and television industry bearing exclusively on the advertising and promotional techniques used by broadcasters.

"And I predict this will be an investigation in depth. By that I mean not just a survey of monitored broadcasts. This would give only the effects and not the causes."

No doubt the basic cause is economic, Mr. Mason deduced. He called attention to what he called the "post-war inflation" of am stations—from 956 in 1945 to 2,935 in 1955. Fm moved from 50 to 540 and tv from zero to 465.



COMR. MASON

"Gone are the days," he said, "when stations were so few they could sit back and ponder the social benefits to be derived from the advertiser who stood, checkbook in hand. The boys with the hard sell look pretty good with their offer to pay on a PI, or per inquiry, basis. It's a far cry from the way the papers and periodicals sell their space. Can you imagine any well-established daily selling a page and taking its compensation on a PI basis?"

Some stations are careful about the products they handle, Mr. Mason said, "but the natural predisposition is to countenance the promotion that brings in the inquiries, even if it has the capacity and tendency to deceive the public.

"I am inclined to believe the urge to accept this kind of sales talk is less when time and facilities are sold on a straight or card rate basis."

He questioned the use of commentators in delivering commercials. "What is the impact on commerce," he asked, "when a commentator implies impartiality and an expertness in his endorsement of a product, when neither is true?"

The answer, Mr. Mason believes, will be some method of automatic sanctions. One method, Mr. Mason said, may be the denial of the use of the air to advertisers who have been ordered to cease and desist by the FTC.

Referring to advertising abuses on the air as

"huckstering in the home," Mr. Mason said the Better Business Bureau found that the most questionable advertising on television was caused by promotions of home appliances, used cars, radio and tv sets, music and apparel. Over radio, the most questionable commercials were about used cars, home appliances, apparel, home furnishing, jewelry, radios and music, he reported.

In one of his examples, Mr. Mason cited the case of a "mystery tune" promotion for storm windows in an eastern town. A group of BBB members sent in identical letters identifying the tune as "The Star Spangled Banner" (Mr. Mason said he thought the tune was "The Old Folks at Home"). Each of the letter writers received a congratulatory letter with a $100 discount certificate, Mr. Mason said, informing them that they had guessed the right tune. In addition, the FTC member declared, the BBB found that the storm windows could be bought for "slightly below" the prices quoted on the air after the so-called discount.

"The American home is being deluged from morning until night with spurious tv-radio advertising claims, gimmicks and the clamor of the shills," Mr. Mason declared. "With the tremendous force exerted by this merchandising evident, we no longer can assume that the abuses are trivial and will be corrected somehow, someway, sometime by somebody.

"Viewers and listeners are undoubtedly being bilked of fabulous sums and the industry is letting itself be strangled by the sharpshooters. The situation cries for corrective measures."

Mr. Mason praised the work of the Tv Code Review Board as having accomplished "some good" in cutting down "the bump and grind girls, leg art, beer guzzling and cigarette gasping, but as for doing any effective work in preventing the kind of misleading advertising that the Federal Trade Commission could stop if it had the money, I would say the Board works at an extremely low point of visibility."

He chided the Board for not never having rescinded the seal for bait and switch advertising. "I doubt if the seal has accomplished anything besides giving a false sense of security to the gimmick purchaser who sees it in close proximity to some very elusive promotions," he observed.

FELLOWS CONCURS ON BAIT ADVERTISING

NARTB's Harold Fellows agreed with FTC Comr. Lowell Mason that bait-switch advertising must be eliminated. He called attention to the incorporation in the Tv Code of a provision "adjuring against such advertising, which the association considers fraudulent."

In a statement issued Thursday, Mr. Fellows said he had read Mr. Mason's speech. He added:

"Insofar as that portion of his speech is concerned, it might have been made by any official of the National Assn. of Radio & Tv Broadcasters . . . The national association has stated its position with reference to bait-switch advertising and that position is the same as Comr. Mason's: We want to see it eliminated.

"The commissioner errs, however, when he states that 'the Television Code Review Board works at an extremely low point of visibility.' The Code Board anticipated the commissioner's own indignation about this matter by incorporating in the Code, within the past year, specific language adjuring against such advertising, which the association considers is fraudulent.

"I will not debate the commissioner's viewpoint as to the effectiveness of the Code or of the Radio Standards of Practice, except to observe that I honestly don't believe he is as well informed on this subject as he is on the major burden of his statement. The implication that the practice of bait-switch is limited to the broadcasting industry is not supportable either. Most of the broadcasters in the nation, nevertheless, will applaud his analysis of the problem.

"The Federal Trade Commission's own responsibility in the matter is well defined by law, and I do not believe any progressive and thoughtful broadcaster in the nation will object to the exercise of any sanction that exists under that law."

IT'S TIME TO CLEAN UP, McCONNAUGHEY WARNS

WARNING that pending legislation in Congress to control commercial time on the air is a signal that broadcasters better get busy and clean up their own house was sounded Friday by FCC Chairman George C. McConnaughey.

Mr. McConnaughey aired this admonition in a speech before the Ohio Assn. of Radio & Tv Broadcasters in Cleveland. His speech was entitled "Licensee Stewardship."

Referring to Federal Trade Commissioner Lowell Mason's observation earlier in the week that he would recommend a $1 million appropriation for a comprehensive FTC monitoring system for all broadcasts (see preceding story), Mr. McConnaughey said:

"If such a bill becomes law, it will be mandatory for the Commission to enforce it. In order to do so, the Commission will by necessity have to set up some program criteria in its rules that shall be applied to all broadcasts. This will also require monitoring. When we get to this point your child is already in juvenile court and sentence has been passed. From then on he will be under surveillance and his life will be government supervised. I do not want this to happen to the broadcast industry."

Mr. McConnaughey continued:

"Let me suggest that instead of so much emphasis being placed upon profits, set sales, percentage of advertising and commercial progress, that you stress your public service accomplishments that have not received adequate publicity and build a record of public service that cannot be successfully challenged. You can not only afford such a program but you cannot afford not to expedite it on a crash basis."

The trend seems to be toward overcommercialization "to the prejudice of public service," Mr. McConnaughey said. He disavowed any intent on the part of the FCC to censor programs but called attention to the fact that at renewal time the Commission looks to see if the licensee has been operating in the public interest.

"The argument has been advanced," Mr. McConnaughey said, "that the regulation of the amount of commercialization is not censorship" since it does not impinge on program content. "This may be a tenable argument but it has not been adopted by the Commission," he added.

"The fact that such legislation is presently under consideration should be sufficient notice to broadcasters that affirmative action on their part to correct this abuse is long past due," Mr. McConnaughey declared.

He cited questions and observations on this subject made by Sens. Warren G. Magnuson (D-Wash.) and A. S. Mike Monroney (D-Okla.) at the Feb. 7 hearing before the Senate Commerce Committee [B•T, Feb. 13].

Mr. McConnaughey concluded with a recommendation that all broadcasters belong to their state association. "This is imperative for self-discipline in a voluntary association which should be closely knit and sensitive to the problems of all its members," he said.

BROOKLYN D.A. KEEPING 24-HOUR WATCH ON 'BAIT'

AS part of a new campaign against so-called "bait advertising" on radio and television, the Kings County District Attorney's office in Brooklyn has set up a battery of nine television sets and 13 radio receivers in the Rackets Bureau building to monitor the airways for evidence of "fraudulent and misleading advertising." Kings County District Attorney Edward S. Silver announced last week that this monitoring has been conducted for about two weeks on an around-the-clock basis, and at the same time, charged that radio and tv "pitchmen" have "victimized hundreds of low income group citizens" in recent months with "bait advertising."

He said his office is gathering evidence of such fraudulent practices and will prosecute persons responsible. Mr. Silvers noted that he had called a meeting "about a year ago" of representatives of New York area radio and television stations to obtain their cooperation in eliminating misleading advertising on radio and tv. He said they had promised to police their own industry, but claimed that "these promises have not been carried out."

A spokesman for Mr. Silver told B•T that he could not designate the stations, which in the judgment of the Kings County District Attorney's office, carried "bait" advertising. He declined to specify whether "a few" or "many" radio and tv outlets in the New York area broadcast "fraudulent and misleading" commercials. He also would not reveal if Mr. Silver planned formally to make a report to the FCC on the evidence that is uncovered.

Mr. Silver was critical of the FCC in his formal announcement giving details of the campaign against "pitchmen." He declared:

"The tv and radio stations are licensed by the government through the agency of the FCC, which has a real responsibility to the people not to permit the airways to be used to the citizens' detriment. But their machinery is slow and cumbersome. They are not alert to the situation. In my opinion, they are not doing their job."

Mr. Silver revealed that in the past several months he has been receiving "an increasing number of complaints from Brooklyn residents, indicating they have been taken in by certain on-the-air advertisers." He added that "these victims are in the lower income group and can least afford to be taken in."

As an example of "bait advertising," Mr. Silver cited a radio commercial for storm windows at $7.70 each, with one window free for an order of at least six. He claimed that the commercial stressed "no down payment" and the lapse of three months before the buyer would begin paying in installments of 50 cents a week.

Investigations by his office, Mr. Silver continued, disclosed that the purchaser actually signed a contract with a $10 down payment on eight storm windows for a total cost of $435, which, he claimed, was "actually about nine times the price of the advertised product."

Mr. Silver said that 20 members of the racket



DISTRICT ATTORNEY Edward S. Silver (l) of Kings County (Brooklyn) watches his team of racket squad officers monitor New York radio and tv stations for evidence of fraudulent advertising. Mr. Silver threatens prosecution.

squad have been assigned in relays to the monitoring detail on an around-the-clock basis. He warned that prosecutions will begin as soon as recorded evidence is gathered against "commercial frauds and sharp practices." He said his staff already had obtained six convictions for misleading and fraudulent advertising since Jan. 1.

An earlier campaign against "bait advertising" was launched by Mr. Silver in late January 1955 [B•T Jan. 31, 1955]. In subsequent weeks, he held meetings with executives of New York area radio and tv stations and was assured by them that stations would cooperate with him in eliminating misleading advertisements from the air.

TURN DOWN COMMERCIALS, REP. HOSMER ADMONISHES

"LOUD" commercials have aroused the ire of Rep. Craig Hosmer (R-Calif.). He wants the FCC to do "whatever needs to be done" to "protect" radio and tv listeners from the "imposition of these excessively loud commercials."

In a letter to the FCC March 9—and disclosed by the Republican congressman last week—Mr. Hosmer said:

"Everyone has experienced many times the adjustment of his set to an agreeable sound level during the entertainment portion of a program, only to be blasted unmercifully by the noise of the commercial."

He said he thinks advertisers "deliberately" prepare their commercials so as to be particularly distortion free, permitting radio and tv stations to increase sound volume during commercials in "feigned compliance with the Commission's regulations."

The alleged practice is "irritating and obnoxious," the Californian said.

Mr. Hosmer told B•T he was not at the bill-introducing stage yet; he's generally against government regulation and "hammer-sledging" with bills, etc. This campaign, he said, was more or less personal. He said the purported excessive volume of commercials awakens his children. He said he had already received commendatory letters from various citizens.

DENTIST BLAMES TV FOR CHILDREN'S CAVITIES

AND now, tv commercials are blamed for dental cavities.

Tempting tv commercials luring three and four years olds to soft drinks, sugar coated cereals, candy bars, ice cream and chewing gum have been instrumental in the rising rate of tooth decay in youngsters. So said Dr. William W. Demerat Jr., Chapel Hill, N. C., before the District of Columbia Dental Society's 24th annual postgraduate clinic in Washington, D. C., last week.

The effect of tv is already apparent in the teeth of younger children, Dr. Demerat said. This same problem did not arise with the advent of radio, he explained, because children in that era "did not have the same interest in listening to radio as they do in watching tv."

ONLY MINORITY OFFEND, COCA-COLA EXEC MAINTAINS

THOSE attacks on so-called overcommercialization in radio and tv, made by the Senate Commerce Committee members last month, are really directed to only a miniscule segment of advertising, Felix H. Coste, vice president and marketing director of the Coca-Cola Co., told the Washington (D. C.) Ad Club last week.

"Certainly there are charlatans in advertising," Mr. Coste said "There are quacks in medicine, ambulance chasers in the law, and usurers in finance."

"The advertising business has done an outstanding job in raising and enforcing ethical standards since 1915," Mr. Coste added. " . . . But so long as these cancers exist, however small they may be, they alienate the consumer; they contaminate those around them and they cast some doubt on all of us. We must in the future be even more efficient in policing our business. We must find some means within our own ranks of exposing and holding up to public ridicule the nefarious practices we despise. We must stamp out such practices before they can become subject to congressional inquiry."

TV OVER-COMMERCIALIZATION UPS MOVIE ATTENDANCE—WALD

EXCESSIVE television advertising is driving people back to the movies, according to Jerry Wald, executive vice president of Columbia Pictures Corp., who told the American Cinema Editors in Hollywood that tv actually has been only one of a series of crises in movie history. Citing a $30 billion leisure time market, he said, "there is enough for all media."

Speaking at an ACE dinner honoring film editors nominated for both the tv industry Emmy and movie industry Oscar awards, Mr. Wald observed television "is currently squawking and wetting its electronic diapers. Television is actually serving as a propellant which is sending people back to the movie theatres to get away from the plethora of one-minute spots, supercharged and mind-splitting appeals to phone now and uninspired entertainment with an old fashioned formula."

FALSE ADS BRING JAIL TERM FOR L. A. USED CAR DEALER

BECAUSE of false advertising of automobiles on local television, a Los Angeles used car dealer has gone to jail after failing to win probation from Municipal Judge Byron J. Walters. The dealer, Jack Tankersley, owner of the defunct Farmer Jack Corp., was convicted earlier on two counts of false advertising after Better Business Bureau shoppers testified they were not able to buy cars at the low prices advertised. Mr. Tankersley and the firm each were fined $1,000 and the dealer received a six month jail sentence.

'DIGEST' ARTICLE ATTACKS TV 'CRIME,' 'VIOLENCE'

A NEW attack on so-called crime and violence on tv—especially in children's programs—is due to hit the newsstands this week.

It is an article in the April *Reader's Digest* (due out March 21) entitled "Let's Get Rid of Tele-Violence." The same article is scheduled to appear in the April issue of *Parents' Magazine* (due out next week). The *Digest* article is purported to be a reprint of the *Parents' Magazine* article. *Parents' Magazine* is understood to hold the copyright. The article was written by Don Wharton, free-lance writer, on commission by the *Digest*, it was understood.

The NARTB's Thad H. Brown, television vice president, in a March 15 letter to tv members, termed the article "vicious" and "one-sided." Basically, Mr. Brown said, it is a rehash of "certain" testimony before the Kefauver subcommittee investigating juvenile delinquency and the report of that subcommittee "taken completely out of context and pointing up only the most negative aspects."

Early this year, Sen. Kefauver's committee issued a report on its finding which expressed the thought that although there was no direct link between radio-tv and juvenile delinquency there was a "causal" relationship [B•T, Aug. 29, 1955].

Mr. Brown related that as soon as NARTB learned of the article it sought a meeting with *Digest* editors. This occurred (with Mr. Brown, Robert K. Richards, NARTB public relations counsel; Edward H. Bronson, Tv Code director; Joseph M. Sitrick Jr., manager, publicity and informational services in attendance), Mr. Brown disclosed, but too late; the April issue already had been printed and bound.

The meeting was amicable, Mr. Brown reported, and the NARTB group pointed out in detail the errors in the article. A presentation in writing is underway, Mr. Brown related, with the hope that the publication will see fit to print the other side of the story.

The slashing attack on tv "crime and violence" ends with the call for readers to protest to sponsors, stations' managers, the Senate Commerce Committee and the FCC. It indicates that stations themselves will not meet the alleged problem (excessive violence) without prodding from the public.

ANA DELEGATES ANTICIPATE CONTINUATION OF 15% FEE

Advertisers in convention at Hot Springs, Va., last week expect:

- **No disruption in the current pattern of ad buying**
- **Trend toward broadening of agency marketing services**
- **Little prospect of a fee-chopping battle among agencies**

ADVERTISERS will continue to do business with their agencies and with media on roughly the same 15% fee basis for a long time, despite the Dept. of Justice consent decree, judging by a consensus of major advertisers.

Any talk of an imminent revolution in the way advertising is bought was quickly dispelled last week at the Assn. of National Advertisers spring convention at the Homestead, Hot Springs, Va. Three days of meetings, plus two closed-session huddles devoted to the consent decree with the American Assn. of Advertising Agencies, left these impressions:

- Broadcasters will still get their payments from advertisers minus the traditional 15%, or something close to that figure.
- A trend toward broadening of agency functions into a general marketing service, under way in recent years, will be speeded up by the decree.
- Advertisers aren't going to discourage agencies from collecting their usual 15% from media, but they will willingly pay special service fees above 15% for marketing, research and similar services.
- The fees paid will be based on individual contracts between advertisers, agencies and media. No organized policy is involved, and ANA members won't even discuss the subject openly on a group basis or as spokesmen for their companies. They're not going to get caught in any advertiser consent decree.
- There's no immediate prospect of a cut-throat, fee-chopping battle among agencies. Most advertisers figure the long-time 15% agency payment plan has been satisfactory, in general, but they don't mind paying out of their own pockets for extra agency services of a skilled nature.
- In any case, the nation's economy of abundance is keyed to successful advertising, and the creative services supplied by agencies mustn't be ruined by fee chiseling, advertisers feel.

Summing up the opinions of individual advertisers, after hours of closed-door talking, Edwin W. Ebel, advertising and consumer relations vice president of General Foods Corp. and ANA board chairman, gave these views as panel moderator:

"Advertising has made a major contribution to our enviable economy. Agencies have contributed greatly to advertising and marketing. The commission has provided rewards for agencies where reward is due.

"However, the commission system is no longer immutable either as a practical or ethical matter. Without a fixed compensation system each of us can determine the service that is fitting to our individual needs. The service is more important than the fee. We have a chance to improve on the commission system.

"Any new fee plan will require the advertiser to distinguish between the quality of available skills—the skills that go into marketing and advertising planning and preparation.

"The commission system, which just grew into being, has served advertising well for a long time. Let's not go hastily tearing down arrangements which have been satisfactory until we are sure we have a better one to take its place."

Paul B. West, ANA president, took part in the panel discussion. With him were Gilbert Weil, ANA general counsel, and Ira Rubel, accountant and consultant. Other panel members were Don Frost, Bristol-Myers; Fred Bowes, Pitney-Bowes; George E. Mosley, Seagram Distillers Co.; J. B. McLaughlin, Kraft Foods; David F. Beard, Reynolds Metals; Henry Schachte, Lever Bros.; Ralph Winslow, Koppers Co., and George Frost, Cannon Mills.

ANA members and their guests, totaling over 500, concluded what officials of the association called their most successful spring meeting. Thirty-six new members were present.

While radio and tv were discussed, principal interest centered around the consent decree impact on advertisers. A majority of the formal speeches were devoted to advertising, sales and marketing techniques.

A "brainstorming" session was held Thursday afternoon after Willard Pleuthner, BBDO vice president, explained this conference technique of ordered thinking. Bristol-Myers, Corning Glass, General Foods and General Motors are among corporations that use this method to generate ideas.

Mr. West, summing up the agency fee discussion, saw no "drastic changes in the near future," since long-time customs aren't likely to be dropped suddenly. The standardized agency fee, and terms of payment, have served "reasonably well," he said, with advertisers now asking more and more services from the agency—needs that have been met "for the most part within the framework of the 15% commission, on a buyer and seller basis." These needs will continue as it becomes necessary to sell goods and services on an expanding scale, he said, and will guide what kinds of agency and media services will be provided in the future.

He said individual media will continue to determine the kind and character of communications vehicle to be provided advertisers as well as the price and terms. As to advertisers, he said, "It will continue to be in the future as it has been in the past, the individual responsibility of each individual advertiser to determine what kinds of services he will require and get from the agency; to determine what the value of those services performed by the agency is to the company; to determine what price he is willing to pay for such services and on what terms."

And as to agencies, he said, "it will continue to be in the future as it has been in the past, the individual reponsibility of each individual agency to determine what kinds of services it will provide its clients and what the scope and character of those services will be; to determine more precisely what the costs of specific services are; at what price and on what terms they will be provided for the client."

Mr. West added, "I believe the advertising business will continue to grow and prosper in the healthy American tradition of free competitive private enterprise and that there are no problems that cannot be solved to best advantage all around by fair dealings between buyer and seller and by good business conduct that will stand examination legally and ethically."

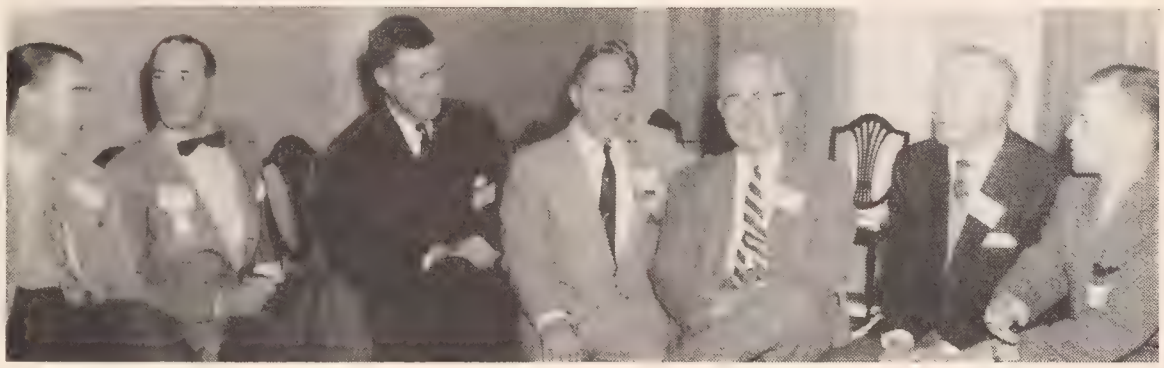
Conceding there is "a profound difference" as a result of the consent decree, Mr. West said it seems clear "the organized national advertising structure" alleged by the Dept. of Justice to have existed since about 1917 is no longer debatable as to its merits or shortcomings, whether on grounds of ethics, or any other grounds." This isn't startling, he said, since in reality the fees paid have been the individual responsibility of media and agency, "and not a responsibility to be defaulted or to be delegated to an organized body."

Only time and custom will determine whether the traditional 15% commission, or discount, continues, he said, adding that time will tell whether any standard commission plan will be maintained voluntarily by voluntary actions of individuals.

Mr. West summed up the advertiser's situation this way:

"It is clearer now than it has been at any time in the past, that the key to the problem of responsible advertising management is in the procedures, and the ways and means now being developed by the ANA's Advertising Management Committee for better planning, better organization, better administration, better measurement. This, I believe, is bound to lead to better agency relations, and this in turn will pave the way to more productive and more profitable advertising.

"In my best judgment, the results of the action of the Dept. of Justice sum up this way: With the experience and resources now available including, of course, your organization, the ANA, any responsible advertising manager



AMONG delegates at the Assn. of National Advertisers meeting (l to r): Don Frost, Bristol-Myers; David F. Beard, Reynolds Metals; Arthur Walsh, Southern New England Telephone Co.; Les Aue, Drackett Co.; J. L. Barowsky, Adell Chemical Co.; W. G. Power, Chevrolet Motor Div.; William B. Smith, Thomas J. Lipton Inc.

should be able to determine with greater clarity and precision than heretofore and from the long range as well as the immediate view, what kinds of services he needs from his agency and a fair estimate of what those services are worth to his company. On this basis, the matter of working out a written agreement that will be mutually satisfactory to the company and to the agency will, in due course, I believe, resolve the question of agency compensation.

"The efforts now being made in this direction by leading advertisers and leading agencies hold high promise that the almost critical need of American industry for the full power of creative advertising to maintain our free enterprise economy on a sound and expanding basis will be met. This, I believe, will be done by agencies working in close cooperation with their clients and that over a period of time there may evolve a pattern of agency remuneration that can be more advantageous and more profitable than the old system, for agencies, for media and for advertisers, alike."

ANA has started an advertising management project to work out basic concepts and techniques.

The story of Ban's (deodorant) successful introduction, backed by radio and television promotion and an extensive planning program, was told by Richard K. Van Nostrand, assistant advertising director of Bristol-Myers Co. "The last, but undoubtedly the most important part of our media structure," he said in outlining the BBDO campaign, "was a redhead by the name of Godfrey. Arthur took this product to his bosom and sold as only he can to his daytime television and radio audience and soon had them champing at the bit to go out and buy Ban. And, they did just that."

Nighttime tv—*Four Star Playhouse* and *Alfred Hitchcock Presents*—also was used to promote Ban.

The result—"Ban moved in eight months to the No. 3 spot in drug sales and Bristol-Myers into leadership in the deodorant field," Mr. Van Nostrand said.

Sudden Change Deplored

Speaking on advertising's ability to introduce automation into marketing, Don C. Miller, vice president of Kenyon & Eckhardt, warned that effectiveness of an advertising campaign can be crippled by making "drastic changes in mid-stream." He noted that tv, magazines and outdoor advertising have fixed parts or long-term commitments.

Mr. Ebel, moderator of the consent decree discussion, noted the trend toward broadened marketing activity among advertising agencies and added this warning: "Let's not let our broadened marketing responsibility lessen our awareness of the opportunity to increase the effectiveness of advertising by better advertising, by originality, by greater creativity, by greater believeability, by greater persuasiveness, by greater interest, by more skillful use of media, and let's not forget the prime requisite of advertising—sticktoitiveness."

Mr. Ebel reminded advertising men of their "opportunity and responsibility to keep the manufacturer doing the right kind of a job on the consumers." He said "marketing agencies must keep in mind the long-range advertising point of view as well as the sales short-term point of view. Let's not lessen our awareness of the major role that consumer advertising plays in marketing."

Giving a "road map" of tv markets, costs and strategies, T. R. Shearer, A. C. Nielsen Co. vice president, compared the merits of exclusive vs. shared sponsorship. He said only 38% of all programs in 1955 were the exclusive property of one sponsor compared to 72% in the spring of 1953. This involved an increase from 18% to 45% in the number of shared-sponsorship programs and an increase in the number of participating programs.

Mr. Shearer showed how a $300,000 investment in two programs reached 49% more homes than a single program. He said summer ratings are 67% of the peak winter ratings and cited re-runs and replacement programs which more than offset any loss in audience.

Program competition is rough, he said, with only 47% of the programs that appeared during the 1954-55 season still on the air—a mortality rate of 53% in one season. With each successive year on the air, the chances for survival increase, he said, and 91% of the programs that survived from 1951 through the 1954-55 season were also on the air during the 1955-56 season.

In a series of charts, he showed the motion of the tv audience. One example showed that from 8:25 to 8:35 p.m., in a multi-network area, over 6 million homes (18%) changed networks. An hour later that same night, one network lost 7 million homes in 10 minutes, with a second network picking up over 6 million of these homes.

"You should not make big business decisions on one or two ratings," Mr. Shearer warned. "The nature of tv is such and the nature of the living habits of the people is such that the first rating of the season or the last one before renewal time means little." He said extreme swings in the ratings due to unusual circumstances are a trait of tv which must be recognized.

"The last rating and the fast rating properly serve the show business count-the-house side of your business," he said. "But when you make your investment decision, carefully appraise all of the many factors that must be considered, including the long-term performance of the program."

About 75% of all homes have tv sets, Mr. Shearer said, with ownership ranging from 53% in the South to 86% in the Northeast; by county size from 55% in the C and D (smaller) counties to 87% in the 21 largest.

He compared different ways of using spots and programs to reach the highest proportion of homes or special types of audiences. In one case, he said seven nighttime programs in four weeks, costing $1.2 million, reached 32 million, or over 90% of the tv homes, and 11.4 minutes of commercial time were delivered to the average home.

Gerald Light, advertising-sales promotion director of CBS-Columbia, said the company's "soft-sell" advertising technique has helped bring the brand's position "from the all-other brands spot on the survey sheets to within the top 10 in areas where the sets are distributed." He said that in New York the brand moved from 30th to sixth or seventh position in three years.

Explaining that soft-sell or likeable-sell ads frequently sell better than the opposite type, he said "people seldom are moved by an ad that lacks the quality of natural courtesy. Even though we have the effective personal selling of the Godfreys, Garry Moores, Garroways and Steve Allens, there still persist commercials which lecture, orate, rave, are pompous, irritating, wildly exaggerated and result in burying the product they have come to praise."

He criticized the use of "ad-ese" jargon such as "never before, quick satisfying relief, now at last, yes you too and amazing new way."

ABC supplied talent for the ANA dinner Thursday with Paul Whiteman's orchestra; Joan Holloway, dancer; Don Adams, comedian; Blackstone, magician, and Bill Hayes, singer.

Stay Abreast of Media, Cone Tells Delegates

Agency head, in talk before Assn. of National Advertisers, calls for more creativity on part of radio and tv in the battle for consumer attention.

MODERN ADVERTISING must keep pace with modern media and living habits in the changing American economy, Fairfax Cone, president of Foote, Cone & Belding, told the Assn. of National Advertisers Wednesday at Hot Springs, Va.

Bulky seven-pound Sunday newspapers and advertising-jammed magazines complicate the problem of appealing through the print media, he said, and radio-tv face increasing demands on the public's time.



MR. CONE

Mr. Cone revealed his concepts of radio and tv listening and viewing as he called for more creativity in the battle for consumer attention. As to radio's special appeal, he said that radio would seem to command "its greatest attention when people are doing something else—men are shaving or dressing or driving to work or home again and women are doing their housework.

"Over a period we knew that the American public mastered the business of reading and listening to the radio at the very same time. They also learned to talk while they listen and the children learn to study with the radio on full blast."

On the other hand, the demands of television are different, he said.

"While it has proved entirely feasible to have your eyes on one thing and your ears tuned to something else, as when you are reading and listening to the radio with your mind dividing and selecting and rejecting, no such division and selection and rejection by the minute is possible in television."

Mr. Cone asked rhetorically "if tv sets are lost as a potential for printed advertising when the sets are on?" He discussed the advertiser's problem this way:

"Since most tv sets operate during most of the time between dinner and bedtime in most television homes, reading time for magazines and newspapers can only be at a new low.

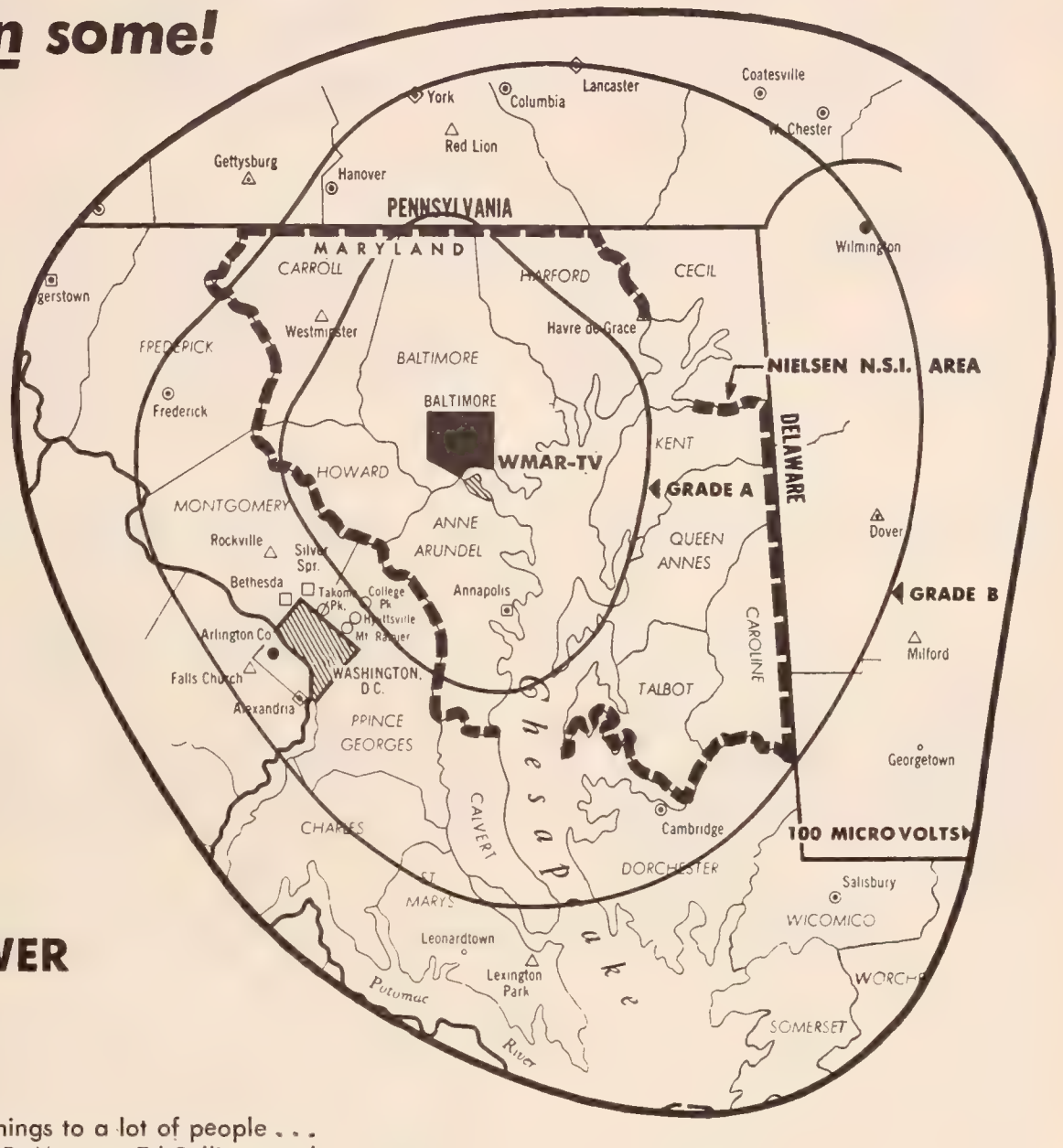
"The answer to the advertiser's dilemma, someone might say, is simple: advertise on television. But television costs make this obvious answer really no answer at all. As you know, one-half hour at nighttime on a national network on alternate weeks costs a minimum of $2 million a year, and it is moving up. Not everyone can afford such advertising expenditure, and even if everyone could there is a little matter of time. There isn't any more. Just now the problem of getting a message through on television is only slightly less than it is in print.

"To be sure, the television experience of any minute is practically total. The audience for any program-integrated commercial is largely captive and demonstrative commercials or even only entertaining commercials, have a point to get through. However, if there is a station

covering MOST OF MARYLAND

. . . and then some!

The map tells the story . . . area includes more than 2,500,000 homes It's WMAR-TV for COVERAGE and SELLING POWER



The WMAR-TV story means a lot of things to a lot of people . . . To the viewer it means 'Lucy, Edward R. Murrow, Ed Sullivan and First Run Film Theater of the Air to mention only a few.

To WMAR-TV's advertisers, it means Baltimore's biggest audience. Here are the Nielsen Report figures for December, 1955, showing total station shares based on quarter-hour homes reached in the NSI area by Baltimore stations in one week between 6 A.M. and midnight:

WMAR-TV	41.1%
Station B	34.2%
Station C	25.6%

ARB Reports for the month of October, 1955, through January, 1956, show WMAR-TV consistently carried 8 or more of the top 10 programs viewed in Baltimore:

	October	November	December	January
WMAR-TV	10	8	8	9
Station B	—	1	2	1
Station C	—	1	—	—

PLUS . . . Off the Map Coverage

WMAR-TV's signal goes clear off the map reaching out to the rich market surrounding Baltimore. It may be "fringe" to the TV engineer, but it's "Added Potential" for WMAR-TV advertisers. That PLUS audience which includes most of Maryland's rich farm country has a buying potential on a par with the per household potential in Baltimore.

Merchandising and Promotion

WMAR-TV services bring your product to meet the seller through intense coverage of a quality market, continuing leadership of Baltimore's top programs (national and local), active merchandising and promotion, and complete technical facilities—studio, film, (including color film) and remote.

In Maryland Most People Watch WMAR-TV

CHANNEL 2 — SUNPAPERS TELEVISION — BALTIMORE, MARYLAND

Telephone MUlberry 5-5670 ★ **TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM**

Represented by **THE KATZ AGENCY, Inc.** New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

1049 Ft. TOWER

that's the maximum tower height in the rich market of

RICHMOND

Petersburg and Central Virginia

The tower of WXEX-TV is 1049 ft. above sea level—and 943 ft. above average terrain . . . more than 100 ft. higher than any station in this market. In addition, WXEX-TV has maximum power—316 KW. It is the basic NBC-TV station; and there are 415,835 TV families in its coverage area. See your Forjoe man for full details about this great buy.

Channel 8

WXEX-TV

Tom Tinsley, President — Irvin G. Abeloff, Vice President

Represented by Forjoe & Co.

break schedule, as most of them are, with two spots between a closing program commercial and the next show's opening advertisement, it makes the job a little bit harder.

"The plain fact seems to be that advertising on television faces the job of penetration with a difference only in degree—and I am afraid this is a fast-diminishing degree—from magazines and newspapers."

Mr. Cone said both the tv and print media face the job of maintaining advertising penetration as people lead busier lives and develop new interests. This calls for greater creativity. "When it comes to print," he said, "we are faced with jam-packed publications on the one hand and the same gradual lessening of time available for perusal on the other. Before the advent of broadcasting we mostly competed in print for interest. Today our competition is for time. Just as we seek to make memorable points in our allotted time on television, we must get the time itself in print. Never before have promises had to be made so fast, so bright, so clear."

'We'll Continue to Pay 15%,' Time Inc. Tells Agencies

THE 15% commission system got the renewed blessing of Time Inc., last week.

Howard Black, executive vice president, sent letters to a number of agencies, expressing the following views:

"We feel that at the present time it is desirable for us to affirm the present basis of our relationship with you as an advertising agency with which we have been doing business and with which we hope to continue to do business.

"This letter is to inform you that we want to continue to do business with your agency. This action on our part is for the purpose of stating once again our belief in the advertising agencies we are now doing business with and our payment of 15% discount to them.

"We have always recognized that an advertising agency renders very important and vital services to us as publishers. Because of these services we will continue to give those agencies with which we do business the standard 15% discount from card rates. These services the advertising agency renders us include not only the preparation of effective advertisements for our advertisers but also help in selling companies on the values of advertising. These services are performed, in our experience, most effectively by advertising agencies which are independent of financial control by any of their clients.

"As you know, the consent decree filed by AAAA and Antitrust Division of Justice Department demanded some changes in AAAA procedures. It does not limit us as publishers from establishing and maintaining our own standards of doing business as long as we do so independently of either individuals or groups."

Y&R Likes Its System

IF Young & Rubicam loses anything in specialization by using the all-media buying system, it is not aware of such a loss. This was made clear last week by Edward B. MacDonald, Y&R associate media director, who noted that B•T inadvertently left a contrary impression in one phrase of its account of his talk before the Radio & Television Executives Society's timebuying seminar on March 6 [B•T, March 12]. Mr. MacDonald upheld the advantages of the all-media buying arrangement in a "debate" with Arthur Pardoll, broadcast media director of Foote, Cone & Belding, who argued for timebuying specialization.

Radio, Tv Spell Success for Label Promotion Plan

RADIO and television are credited with spelling success for Label Bank, a relatively new Los Angeles premium promotion plan for brand-name products. The plan is designed to meet the objections to the extra work created for grocers and consumers by assuming all the bother and bookkeeping which plague other plans.

Already a $10,000 monthly broadcast advertiser in the Los Angeles area, Label Bank is expanding to San Francisco, Portland, Salem and Seattle and eventually expects to go national—with radio-tv. Its agency is Hixon & Jorgensen, Los Angeles.

Label Bank is just that—a "bank" where a half-million housewives (chiefly Southern California, but ranging from Australia to South Africa) have already opened a free label account. Each month they mail in their accumulation of brand labels and when the balance is big enough they pick quality merchandise premiums out of a special catalog. Ten thousand churches and clubs maintain label accounts.

They may shop anywhere and can choose among 400 products of some 40 different brands (also growing) which are participating in the plan. Typical brands include American Beauty macaroni products, Canada Dry, Chicken o' the Sea tuna, Dr. Ross dog and cat foods, Fels-Naptha soap, Foremost evaporated milk, Rain Drops water softener, Kaiser Aluminum foil, Breakfast Club coffee and Morton House canned foods.

"We couldn't have gotten off the ground without radio-tv," Betty Moore, managing director of Label Bank, told B•T last week.

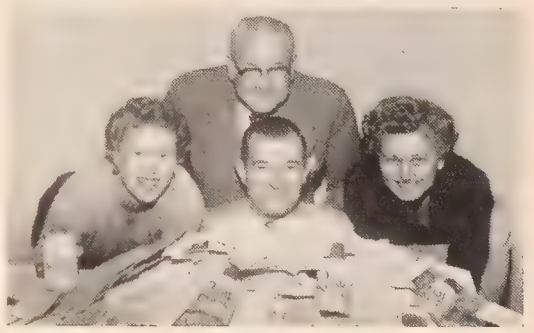
Folk singer Terrea Lea, Label Bank vice president, sings "Label Bank" jingles to the tune of "Pony Boy" on radio-tv spots and is featured on her own nightly program on KABC Los Angeles as well as on a weekly show on KNXT (TV) there. Spots and programs plug Label Bank and its participating brands and spotlight markets where Miss Lea will make personal appearances.

"The merchandising impact of this idea hardly needs explanation," Miss Moore said, "especially when the grocer is obliged to do nothing but stock the product and sell it. The product acquires a single label redemption source and is freed of premium distribution problems."

The brand product pays Label Bank a straight $300 monthly service fee plus a quarter-cent for each label "point" turned in by the consumer. A label can have whatever point value the manufacturer wishes. The point is the "dollar" or equalizing factor which makes the "prices" of the premium catalog practical for all products.

Label Bank spends the quarter-cent for the premiums offered in the catalog. The radio-tv advertising and other promotion, plus administration, come out of the $300 monthly retainer. Many stores find it profitable to feature Label Bank products in their own advertising, indicating potential of free tie-in promotion.

Label Bank does not consider itself a substitute for regular advertising, although it claims to have assured distribution for several of its clients in new areas. Many of the Label Bank products are extensive radio-tv advertisers in their own right, Miss Moore noted.



EVERY day radio-tv advertising sparks this flood of applications by housewives to open free Label Bank accounts and for premium catalogs. Almost underneath heap, Frank Calamia (center seated), president of Reddi-Wip Mfg. Co., signs contract to add national product to brand list. Onlookers are (l to r) Terrea Lea, Label Bank; T. W. Willis, Reddi-Wip Los Angeles sales manager, and Betty Moore, Label Bank managing director.

Morey, Humm & Johnstone Undergoes Revision April 2

MOREY, Humm & Johnstone Inc., New York, will change its name to Morey, Humm & Warwick Inc., effective April 2. J. R. Warwick, who has been with the agency for three years, will become a vice president, director and chairman of the plans board.

Mrs. Muriel Johnstone leaves the agency to form her own firm, Johnstone Inc., at 9 Rockefeller Plaza. New York. Telephone number is Plaza 7-8060.

Among the accounts of the new agency are Moygashel Linen, New York; David Crystal, New York; J. L. Hudson Co. (department store), Detroit; Loungees, New York; Oomphies, New York; Hattie Carnegie; Anjou Perfumes, Batavia, Ill.; Carven Parfum; Larry Aldrich, New York, and Carlye Dress Corp., St. Louis.

Officers of the new firm are: Mrs. Johnstone, president and treasurer; Rosamond Gilmartin, executive vice president, and A. Ross Gerson, secretary.

Compton Names Zeis, Roberts

APPOINTMENTS of Andrew E. Zeis as media director and of Bradley H. Roberts as account executive of Compton Adv. Inc. were announced last week by Lawrence O. Holmberg, vice president and general manager of the agency's Chicago office. Mr. Zeis formerly was in a similar capacity with Needham, Louis & Brorby Inc., same city. Mr. Roberts formerly was commercial manager of WLOS-AM-FM-TV Asheville, N. C. He will work on the newly-acquired Par-T-Pak (Chicago bottler for Nehi Corp.) account.

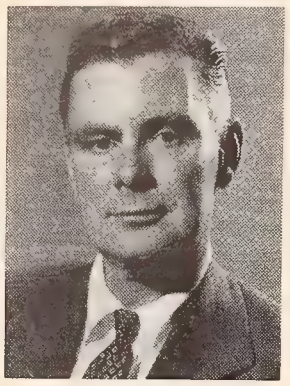
Knomark Promotes Birnbaum

MELVIN BIRNBAUM, national sales and advertising manager, Knomark Mfg. Co. (Esquire boot polish), Brooklyn, N. Y., has been elected executive vice president of the firm, Knomark President Samuel M. Abrams announced Thursday. Other executive changes made by Knomark last week included the promotion of Joseph Husch from eastern regional sales man-

HOW M-E ALIGNS ITS RADIO-TV

ASSIGNMENT of accounts among the three associate directors and in turn tv-radio account executives of McCann-Erickson's radio and television department under the supervision of Terry Clyne, vice president and chairman of the agency's Plans Review Board, was revealed last week in the pattern herewith shown.

Completing the new M-E tv-radio organizational



TERRY CLYNE
Vice President and
Chairman
Plans Review Board



GEORGE HAIGHT
Vice President
in Charge
of Radio-Tv

line-up which makes this department a "third arm" of the agency, on a par with marketing (research, media, etc.) and creative (copy, art, etc.) [B•T, Jan. 30], Peter A. Cavallo Jr., currently vice president and manager of the television department of J. Walter Thompson Co., is resigning to join McCann-Erickson April 15 as vice president and associate director of television and radio.

Like Ted Bergmann, former director of the DuMont Electronicam Services, and Lansing Lindquist, previously radio-tv vice president of Ketchum, McLeod & Grove, who joined M-E early this year [B•T, Jan. 9], Mr. Cavallo will report to George Haight, vice president in charge of tv-radio. Mr. Haight in turn reports to Terry Clyne, vice president and chairman of the agency's plans review board.

Prior to his association with J. W. Thompson, Mr. Cavallo was a composer, performer and producer of radio and television programs, motion pictures, and legitimate theatrical productions.



TED BERGMANN
Associate Director and
Vice President

King Horton
Tv-Radio Account
Executive

ACCOUNTS: Atlas Supply Co.; Barrett Division of Allied Chemical & Dye Corp.; Chesebrough Mfg. Co.; Chrysler Corp.; Crowell-Collier; Holmes & Edwards; Hood Rubber Co.; The Mennen Co.; Norwegian Canning Industry; Savings & Loan Foundation.

George Kern
Tv-Radio Account
Executive

ACCOUNTS: Coca-Cola; Dorothy Gray Ltd.; Lehn & Fink Co.



PETER CAVALLO
Associate Director and
Vice President

Jerry Harrison
Tv-Radio Account
Executive

ACCOUNTS: Esso Standard Oil Co.; Standard Oil Co. of N. J.; Westinghouse Electric Corp.

Cliff Lubkert
Tv-Radio Account
Executive

ACCOUNTS: Canadian Natl. Railways; Clark Bros. Gum; Columbia Records; Cowles Publishing (Look); Durene Assoc. of America; Esso (Flit); Hampden Brewing; Lemon Products; Manufacturers Trust Co.; Seeck & Kade Inc.; Stegmaier Brewing; U. S. Treasury Dept.; also assists M-E new business and international division.



LANCE LINDQUIST
Associate Director and
Vice President

Hal Graham
Tv-Radio Account
Executive

ACCOUNTS: American Safety Razor; Corn Products (Nusoft); National Cash Register; Nestle Chocolate; Nestle Instant Coffee; Owens-Corning Fiberglas; Whitehall Pharmacal Co.; also handles New York radio-tv problems of M-E regional offices.

Bill Wylie
Tv-Radio Account
Executive

ACCOUNTS: Bulova; Chrysler Division of Chrysler Corp.; National Biscuit Co.

ager to vice president in charge of national sales, and Morton Aaronson, western regional sales manager, to vice president in charge of the western sales division. All three posts are newly-created. Harold Holden, assistant national sales manager, will take over the advertising responsibilities previously held by Mr. Birnbaum.

Bottomley, Black, Morrison Named at LaRoche & Co.

JAY BOTTOMLEY, tv producer of *Father Knows Best* and other programs for Young & Rubicam, Los Angeles, last week was named production manager of the newly-expanded radio-tv department of C. J. LaRoche & Co., New York.

The agency also has added Allan Black, former BBDO, New York, copywriter on the Lever Bros. Co. and Campbell soups accounts, and James Morrison, assistant director and film editor, Cinerama Productions.

Mr. Morrison will represent the agency for Revlon Products Corp., on the forthcoming *$64,000 Challenge* quiz, also sponsored on an alternate week basis by P. Lorillard Co. through Young & Rubicam. *Challenge* replaces *Appointment With Adventure* (CBS-TV, Sun., 10-10:30 p.m. EST) starting April 8.

Admen to Boost Chicago

MAYOR Richard J. Daley of Chicago has sanctioned the appointments of Leo Burnett, board chairman of Leo Burnett Co., and Fairfax Cone, president of Foote, Cone & Belding, as co-chairmen of a steering unit designed to spread the Chamber of Commerce gospel about that city's industrial, cultural and other benefits.

King to Erwin-Wasey

WHITE KING Soap Co. (soaps, cleaners, detergents), Los Angeles, has appointed Erwin, Wasey & Co., same city, to handle all advertising effective May 1. Radio-tv will be used. Firm is a large regional advertiser, with sales confined to states west of Kansas City.

Sales Realignment at Kraft

A SALES realignment for Kraft Foods Co., Chicago, has been announced by John B. McLaughlin, sales and advertising director.

R. N. Courtice becomes national product sales manager for Kraft oil, dinner and special products, succeeding H. F. Marston, appointed national product sales manager for new product development. Marshall Wiltshire succeeds R. J. Clark as assistant national institutional products sales manager. Mr. Clark becomes assistant to Mr. Marston.

Tareyton to Drop 'Justice'

AMERICAN Tobacco Co. (Filter Tip Tareyton cigarettes), New York, will drop its sponsorship of *Justice* (Sun., 10:30-11 p.m.) on NBC-TV, effective March 25. The network expects to put in another show. Meanwhile, Filter Tip Tareyton will put some of this money into spot radio, through H. M. Hackett agency, New York.

THE MOST SUCCESSFUL ADVERTISING TECHNIQUE IS "TELLING YOUR STORY TO AS MANY PEOPLE AS MANY TIMES AS YOU CAN."

Kan
Do
Job
Immediately

1270 ON THE DIAL AT HOLBROOK, ARIZONA
P. O. BOX 31 — PHONE 40
1000 WATTS NON-DIRECTIONAL POWER
ON HIGHWAY 66

"Petrified Forest"

"Painted Desert"

Holbrook, Arizona
March 8, 1956

SESAC Inc.
475 5th Ave.
New York 17, New York

Gentlemen,

Today I auditioned your Special Test Program Plan on the air. The enclosed signed SESAC Library Contract is my answer.

In my 29 years in Radio I have never seen a better balanced library.

Most sincerely
Blake Tabor

Blake Tabor, General Manager
Radio Station KDJI
Holbrook, Arizona

NAVAJO-HOPI INDIAN RESERVATIONS
"REMEMBER, IT'S COVERAGE THAT COUNTS"— KDJI . . HI-FI AND FULL COVERAGE.
BLAKE TABOR, Gen. Mgr.

Thank you, Mr. Tabor

Sincerely,

SESAC, Inc.

Reynolds Buys Sat. Night Show As Four Sign for CBS Radio

R. J. REYNOLDS Tobacco Co. (Camel, Winston cigarettes), Winston-Salem, N. C., was reported last week to have signed with CBS Radio for a new 30-minute Saturday show, *Rock 'n Roll Party* with disc-jockey Alan Freed and Count Basie's orchestra, beginning on or about March 24.

Meanwhile, CBS Radio has picked up the following in new business: D-Con Co. (insecticides), Chicago, with participating sponsorship of the *Galen Drake* program (Sat., 10-11 a.m. EST) through Arthur Meyerhoff & Co., Chicago, reportedly D-Con's first use of network radio; Brown & Williamson Tobacco Co. (Raleigh cigarettes) a segment of the *Edgar Bergen-Charley McCarthy* show (Sun., 7-8 p.m. EST), and participating sponsorship of the network's coverage of the Kelly-Rainier wedding ceremony by Lanvin Parfums, through North Adv., Chicago, and Lettuce Inc. (C-7 lettuce growers), through John Cohan Adv., Salinas, Calif.

Glynn Takes Top Prize In WNCT Rating Contest

THOMAS J. GLYNN, J. Walter Thompson Co., took the top prize of $250 offered by WNCT Greenville, N. C., by coming the closest to guessing the station's top Pulse rating in any quarter hour. Mr. Glynn's guess was 56.9, while the actual rating was 54.5, taken Feb. 27.

Winners were feted March 7 at a special party in the New York offices of John E. Pearson Co., WNCT's representative. Second and third winners, for cash prizes of $125 and $75, were Bill Murphy, Benton & Bowles, New York, and William J. Stenson, Campbell-Mithun, Minneapolis, respectively. Other winners included Charles F. Theiss, Ted Bates & Co., New York; Edmond C. Semel, Compton Adv., New York; Watts Wacker, D. P. Brother, Detroit; Tom Carson, Compton Adv., New York; Nick Wolf, Leo Burnett, Chicago; Gerald Eckhardt, Cargill & Wilson, Richmond, Va., and Charles Willard, McCann-Erickson, New York.

Agency people throughout the country were invited to take part.

L. W. Ramsey Adds Accounts

SIX NEW ACCOUNTS have been secured by the L. W. Ramsey agency, Davenport, Iowa, and Chicago, according to A. C. Naeckel, president. They are Arcady Farms Milling Co., Chicago (poultry and livestock feeds); Baker Brothers, Toledo, Ohio (industrial tools); Eagle-United food shopping centers, headquarters in Moline, Ill.; M. A. Ford Mfg. Co., Davenport (rotary files); Iowa-Illinois Gas & Electric Co., headquarters in Davenport (public utilities), and Jelsert Co., Chicago (desserts and powdered drinks).

Ayer Moves Rowe to N. Y.

PAUL E. ROWE, media planning supervisor, N. W. Ayer & Son, Philadelphia, has transferred to the agency's New York office on the Plymouth account. Other changes announced by the agency last week: Alexander J. Randall, from radio-tv traffic to radio-tv timebuying, New York; Sol Israel, Madeline Morrison and Isabel V. Ziegler, all former Biow-Beirn-Toigo (now The Biow Co.) timebuyers, to similar capacities in Ayer's New York office.

DENTIFRICES IN CHICAGO TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers

(Based on Broadcast Advertisers Reports' monitoring)

THE NATIONAL (NETWORK) INDEX

Rank	Product & Agency	Network Shows	Total Stations	Commercial Units	Hooper Index of Broadcast Advertisers
1.	Colgate Dental Cream (Ted Bates)	8	3	11⅔	127
2.	Ipana (Doherty, Clifford, Steers & Shenfield)	1	2	4⅓	112
3.	Gleem (Compton)	7	2	7⅓	100
4.	Pepsodent (Foote, Cone & Belding)	4	2	4	71
5.	Kolynos (Grey)	4	2	4	35
6.	Crest (Benton & Bowles)	1	1	1⅓	24
7.	Ammident (Harry B. Cohen)	(P)	1	3	20
8.	Dr. Lyon's Tooth Powder (Dancer-Fitzgerald-Sample)	1	1	½	4

THE CHICAGO INDEX (NETWORK PLUS SPOT)

Rank	Product & Agency	Network Shows	Total Stations	Commercial Units	Hooper Index of Broadcast Advertisers
1.	Colgate Dental Cream (Ted Bates)	8	3	17⅔	160
2.	Ipana (Doherty, Clifford, Steers & Shenfield)	1	2	4⅓	127
3.	Gleem (Compton)	7	2	8⅓	97
4.	Pepsodent (Foote, Cone & Belding)	4	3	9	89
5.	Ammident (Harry B. Cohen)	(P)	2	11	69
6.	Crest (Benton & Bowles)	1	1	3⅓	43
7.	Dr. Lyon's Tooth Powder (Dancer-Fitzgerald-Sample)	1	2	9	37
8.	Kolynos (Grey)	4	2	4	17

(P)—Participations, as distinguished from sponsorships.

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial.** When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.

* "Commercial Units": Commercials are taken from the monitored reports published by Broadcast Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."

** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks the average of the ratings for the preceding and following time periods is used wherever feasible; otherwise, the rating is that of either the preceding or following time period, normally the preceding.

In the above summary, monitoring occurred Jan. 16-22, 1956.

BPS Paints Tv Promotion Set

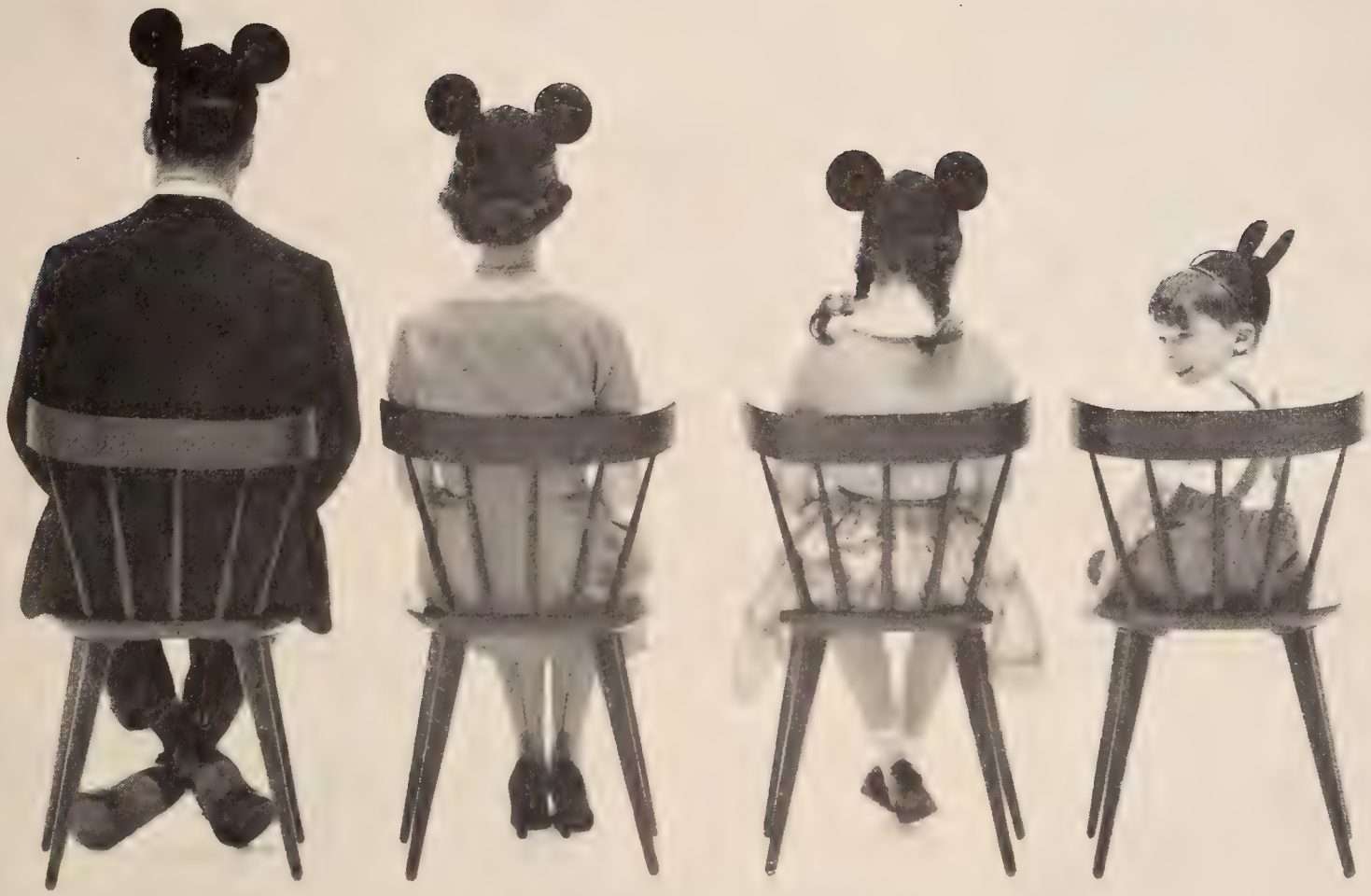
PATTERSON-SARGENT Co. (BPS paints), Cleveland, will make its network tv debut April 13 with a special spring promotion participation on NBC-TV's *Tonight*. The campaign will be on 50 NBC-TV affiliates in the East and Midwest. The paint firm also will add two April-May local tv spot campaigns. Effective April 23, it will launch a three-times-a-week, 10-week tv spot campaign on KXJB-TV Fargo (Valley City), N. D., while renewing, effective April 4, a 10-week participation contract on KMBC-TV Kansas City's *Happy Home* program. The agency for Patterson-Sargent is D'Arcy Adv., Cleveland.

ARB's Regular Surveys Expanded to 100 Cities

THE American Research Bureau announced last week that it has added 30 cities to the regular 70 cities surveyed in its television research. ARB said the cities would be added to the reports to subscribers at no extra cost.

ARB, which started its studies six years ago in three cities, now has offices in New York, Washington and Los Angeles; a research and tabulation center in College Park, Md., and research staffs in 505 metropolitan areas. Last month ARB issued its 1956 "A-to-Z" survey covering 225 medium to small tv markets across the nation [B•T, Feb. 20].

Some successes go to everyone's head!

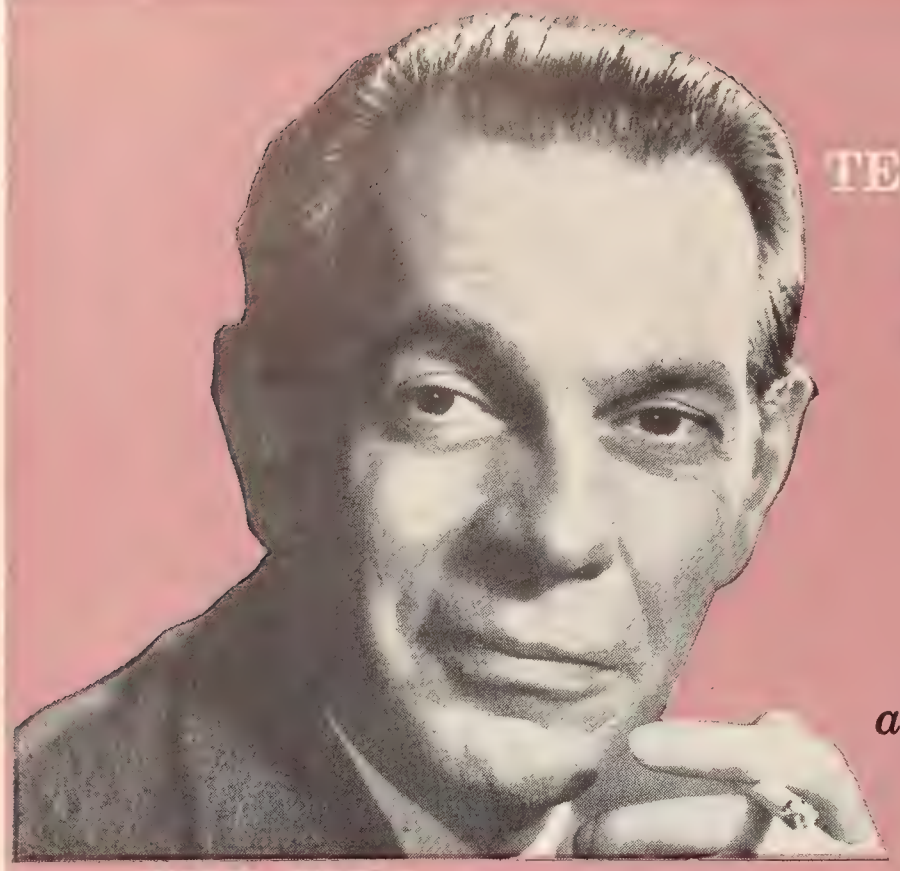


ABC-TV's Mickey Mouse Club is the biggest success in daytime TV!

Day after day — Monday thru Friday — more than 16,000,000 people watch Mickey Mouse Club during the average quarter hour. Day after day — Monday thru Friday — more adults watch Mickey Mouse Club than watch 2 out of 3 daytime adult programs. The Mickey Mouse Club is more than a success . . . it's a phenomenon. No other daytime show delivers such ratings. And, as a matter of fact, it outdraws better than half of the evening programs, too. Mickey delivers this huge audience with tremendous efficiency. The cost per thousand homes for a one-minute commercial is the lowest in all television — sixty-eight cents — 15 homes for a penny . . . almost nine hundred viewers for a quarter. The Mickey Mouse Club has won more hearts . . . visited more homes . . . gone to more heads than any other daytime show in TV history.

Source: ARB & NIELSEN, Feb. 1, 1956

ABC TELEVISION NETWORK



TELEVISION HITS A NEW HIGH

RAYMOND

IN

I

39 highly-charged half hours of adventure and melodrama

THE FIRST TV SERIES TO COMBINE ALL THESE GREAT



intrigue



adventure

suspense



documentary realism



TRUE AND EXCITING STORIES OF ESPIONAGE

. . . from Biblical times to the Korean War!

- **Admiral Canaris** . . . and the plot to kill Hitler.
- **Nathan Hale** . . . first American spy.
- **Mata Hari** . . . most publicized spy in history.
- **Kim Suim** . . . most beautiful spy of the Korean War.
- **Otto Keller** . . . and the tragedy of Pearl Harbor.
- **Benedict Arnold** . . . and the betrayal of West Point.
- **Wilhelm Steiber** . . . and Bismarck's invasion of France.
- **Loren Travert** . . . the man who shot Stonewall Jackson.

GUILD FILMS COMPANY, INC.

460 PARK AVENUE, • NEW YORK 22, NEW YORK • MUrray Hill 8-5365

IN CANADA: S. W. CALDWELL, LTD., TORONTO

IN VIEWER-IMPACT with . . .

MASSEY

SPY

AUDIENCE-WINNING QUALITIES



historical authenticity



romance



66 MARKETS SOLD!

hurry . . . write, wire or phone before markets you want are gone!

4 MORE GUILD BEST-SELLERS

MOLLY

starring GERTRUDE BERG
and the famous GOLDBERG FAMILY



The Goldbergs have moved to Haverville, U.S.A. and Molly's having the time of her life making new friends. Everybody loves MOLLY, and now, with a brand-new format, they'll love her more than ever!

CONFIDENTIAL FILE

Paul Coates' behind-the-scenes report on America . . . with penetrating close-ups of its people and problems. A new and exciting concept in dramatized journalism. The ½-hour show all America is talking about . . . winning fabulous ratings in over 100 markets.



15 minutes with FRANKIE LAINE

and Connie Haines



All the 'star' entertainment quality of a ½-hour show packed into 15 fast-moving minutes. Ideal choice for small advertisers who want the impact of a ½-hour show on a 15-minute budget. Top-rated show in its time-slot over WCBS-TV, New York.

the LIBERACE show

Television's most widely acclaimed musical series for the third consecutive year. Still a few choice availabilities, and you're in luck if one of them happens to be in your market!



GUILD FILMS COMPANY INC.

460 PARK AVENUE • NEW YORK 22, N Y
MURRAY HILL 8-5365
IN CANADA: S. W. CALDWELL, LTD.

Pabst Renews Wed. Fights On ABC-TV for 52 Weeks

AGREEMENT for a 52-week renewal of the Wednesday evening fight series on ABC-TV under alternating sponsorship of Pabst Brewing Co. and the Mennen Co. was announced in Chicago last Wednesday following a meeting which involved executives of the Leo Burnett Co., ABC-TV and the International Boxing Club.

The renewal, effective June 1, was jointly announced by Harris Perlstein, board chairman of Pabst, and IBC President James D. Norris, and marks the seventh consecutive year for the mid-week bouts on network tv and the second straight on ABC-TV after being relinquished by CBS-TV.



Gathered for the signing are (l to r): seated, Harris Perlstein, chairman of the board at Pabst; James D. Norris, president of the boxing club; standing, Harold Morgan, ABC vice president-treasurer, and Leo Burnett, chairman of the board of the agency that bears his name.

Mr. Perlstein reported that the Mennen Co. would go along again as co-sponsor. The Pabst account is handled by Leo Burnett Co., Chicago, while Mennen (on the fights) is serviced by Kenyon & Eckhardt.

Terms of the new agreement call for 52 bouts (through the traditional summer hiatus) at the rate of $18,500 per program, with main event contestants receiving $8,000, according to Mr. Norris.

Packard Dealers Meet Via Tv

PACKARD-CLIPPER dealers will gather tomorrow (Tuesday) in 24 principal U. S. cities to hear plans, via closed-circuit tv, for broadening the Packard line. James J. Nance, president, Studebaker-Packard Corp., will head the group of executives who will outline a $3 million advertising program during the second quarter of 1956.

Bayuk 'Champions' Simulcast

BAYUK Cigar Co., which sponsors *Meet the Champions* on NBC-TV Fridays, following the conclusion of the *Cavalcade of Sports* (usually about 10:45 p.m.) and continuing to 11 p.m. EST, has ordered a limited eastern regional block of 31 NBC Radio stations for simulcasts, scheduled to start last Friday. Agency is Al Paul Lefton Co.

Hi-C Enters Network Tv

MINUTE MAID Corp.'s Hi-C Div., through J. R. Pershall Co., Chicago, will bow into network television with alternate-week sponsorship participations on NBC-TV's *Tennessee Ernie Show*, starting May 16 and also has lined up a schedule of spot tv and radio business in assorted markets.

The firm plans to utilize tv spots in perhaps a dozen markets and radio in three other cities, along with the network tv show, to buttress an extensive newspaper campaign, it was reported last week. The NBC-TV Ernie Ford program has been scheduled by Hi-C for 13 weeks with an option for 13 additional weeks.

Niles Foster, general manager of Hi-C, announced the campaign's inception.

Grant Plans Before City

PLANS of Grant Adv. Inc. to construct a new $700,000 three-story building on Chicago's north side depend on a vote by city zoning officials. The agency has requested that the area, overlooking Lake Shore Drive north of Oak St. be reclassified from an apartment house area to a business district. The Chicago City Council Building & Zoning Committee is expected to vote on the rezoning matter soon, after having twice deferred it.

Roto-Broil Buy

ROTO-BROIL Corp. of America, Long Island City, N. Y., Thursday launched a $600,000, 60-day, one-minute tv saturation spot campaign in 70 major markets backed by extensive print media for a special consumer offer of a 1956 Roto-Broil golden king size 'Fiesta,' a mobile table and a 32-piece silverware set for eight at $59.95. Agency for Roto-Broil is Product Services, New York.

Drug Campaign Staged on Tv

IN COOPERATION with the Brunswig Wholesale Drug Co., the NBC-TV Merchandising Dept. last Monday launched a one-week promotional campaign, designed to help retail drugs take advantage of tv's sales impact.

The network and Brunswig, which covers about 10% of all retail drug stores in the U. S., staged *NBC-TV* "Value Parade," a promotion of drug products of 48 sponsors on NBC-TV in retail drug stores on the West Coast and in the mountain regions.

LATEST RATINGS

NIELSEN

Top Television Programs
Two Weeks Ending Feb. 18
Number of Tv Homes Reached (000)

† Total Audience

Rank		Rating
1.	Ed Sullivan Show (CBS)	17,690
2.	$64,000 Question (CBS)	17,375
3.	Disneyland (ABC)	16,883
4.	I Love Lucy (CBS)	16,637
5.	Max Liebman Presents (NBC)	14,953
6.	Perry Como Show (NBC)	14,882
7.	December Bride (CBS)	14,391
8.	Dragnet (NBC)	14,145
9.	Jack Benny Show (CBS)	14,110
10.	You Bet Your Life (NBC)	13,759

‡ Average Audience

1.	I Love Lucy (CBS)	15,971
2.	$64,000 Question (CBS)	15,935
3.	Ed Sullivan Show (CBS)	14,321
4.	Disneyland (ABC)	13,829
5.	December Bride (CBS)	13,443
6.	Dragnet (NBC)	13,303
7.	Jack Benny Show (CBS)	12,882
	You Bet Your Life (NBC)	12,882
9.	Private Secretary (CBS)	12,074
10.	George Gobel Show (NBC)	11,969

Percent of Tv Homes Reached*

† Total Audience

1.	Ed Sullivan Show (CBS)	53.0
2.	$64,000 Question (CBS)	51.5
3.	Disneyland (ABC)	49.7
4.	I Love Lucy (CBS)	49.1
5.	Perry Como Show (NBC)	44.8
6.	Max Liebman Presents (NBC)	44.5
7.	December Bride (CBS)	42.8
8.	Jack Benny Show (CBS)	42.5
9.	Dragnet (NBC)	41.2
10.	You Bet Your Life (NBC)	40.3

‡ Average Audience

1.	$64,000 Question (CBS)	47.2
	I Love Lucy (CBS)	47.2
3.	Ed Sullivan Show (CBS)	42.9
4.	Disneyland (ABC)	40.7
5.	December Bride (CBS)	39.9
6.	Jack Benny Show (CBS)	38.8
7.	Dragnet (NBC)	38.7
8.	You Bet Your Life (NBC)	37.7
9.	Private Secretary (CBS)	35.9
10.	Perry Como Show (NBC)	35.5

† Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.
‡ Homes reached during the average minute of the program.
* Percented ratings are based on tv homes within reach of station facilities used by each program.

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PULSE

Top 20 Regularly Scheduled Once A Week Tv Shows

	Rating Feb.	Jan.
$64,000 Question (CBS)	46.5	48.7
Ed Sullivan (CBS)	44.0	42.2
I Love Lucy (CBS)	40.0	30.2
Groucho Marx (NBC)	35.4	34.6
Disneyland (ABC)	33.2	33.5
Perry Como (NBC)	33.2	31.5
Climax (CBS)	33.0	33.0
December Bride (CBS)	32.9	30.2
Dragnet (NBC)	30.9	31.1
Burns and Allen (CBS)	30.1	26.5
Lux Video Theatre (NBC)	29.8	29.1
George Gobel (NBC)	28.7	28.9
Godfrey's Talent Scouts (CBS)	27.8	
Bob Hope (NBC)	27.4	
Jackie Gleason (CBS)	27.2	26.9
Red Skelton (CBS)	26.7	26.4
I've Got A Secret (CBS)	26.3	26.6
Robert Montgomery (NBC)	26.3	27.0
Studio One (CBS)	26.1	25.1
Medic (NBC)	25.6	

Top 10 Regularly Scheduled Multi-Weekly Tv Shows

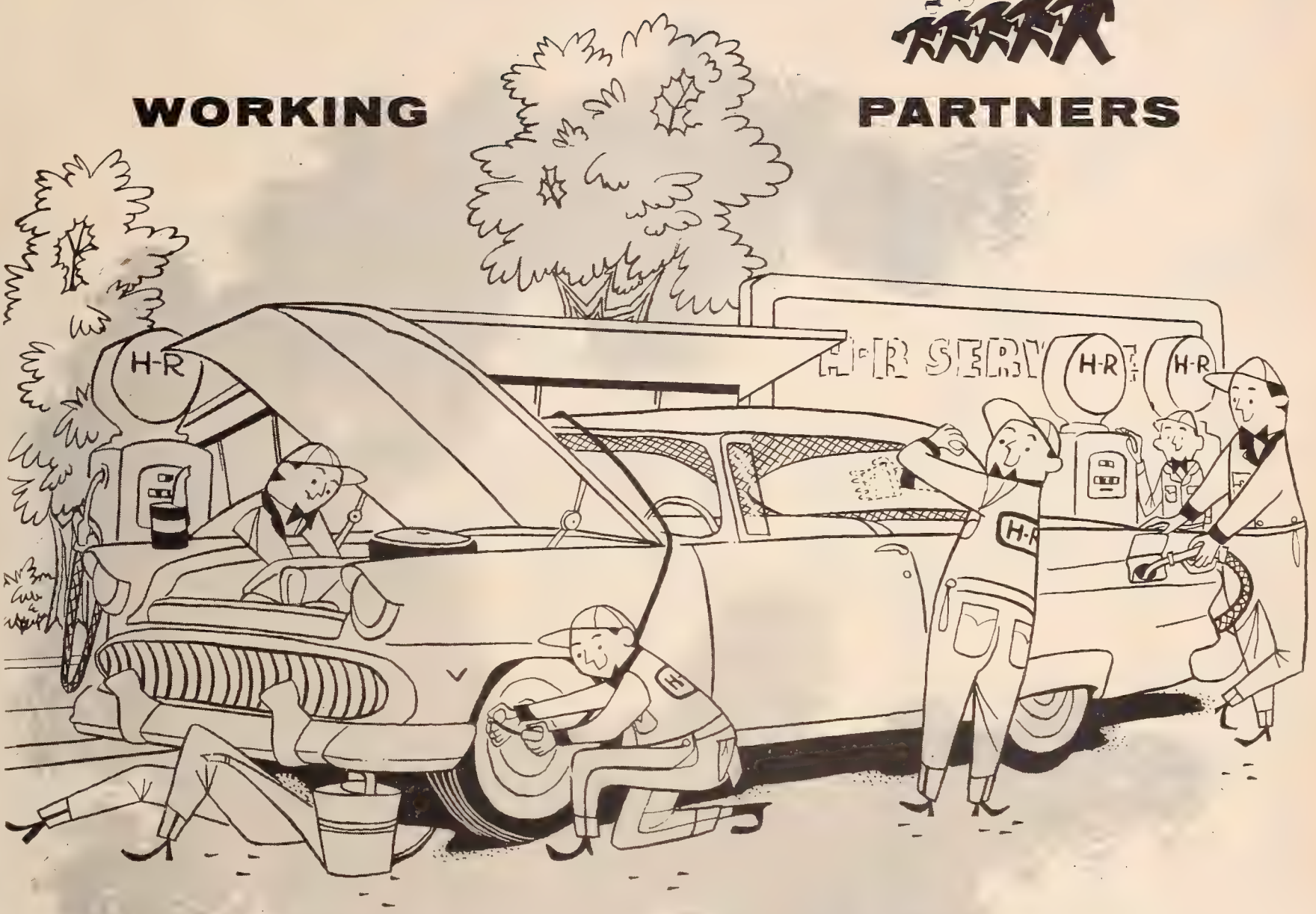
	Rating Feb.	Jan.
Mickey Mouse Club (ABC)	19.9	18.9
Guiding Light (CBS)	11.4	11.6
Love of Life (CBS)	10.9	11.1
Search For Tomorrow (CBS)	10.8	10.7
Big Payoff (CBS)	10.2	10.6
Art Linkletter (CBS)	10.0	9.7
News Caravan (NBC)	9.9	9.9
Arthur Godfrey (CBS)	9.7	9.5
Dinah Shore (NBC)	9.6	
CBS News (CBS)	9.4	
Valiant Lady (CBS)	9.4	

TRENDEX

Top 10 Programs for Evening Network Tv
Week of March 1-7

1.	I Love Lucy (CBS)	45.0
2.	The Ed Sullivan Show (CBS)	38.9
3.	$64,000 Question (CBS)	36.9
4.	Person to Person (CBS)	28.6
5.	Perry Como (NBC)	28.3
6.	December Bride (CBS)	28.2
7.	Jackie Gleason (CBS)	28.0
8.	Disneyland (ABC)	27.6
9.	The Lineup (CBS)	27.4
10.	Lux Video Theatre (NBC)	27.3
	I've Got a Secret (CBS)	27.3

WORKING PARTNERS



FRANK HEADLEY, President.
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
CARLIN FRENCH, Vice President
PAUL WEEKS, Vice President

RADIO H-R TELEVISION
TELEVISION INC.
REPRESENTATIVES, INC.

Because H-R is staffed with men who have themselves bought time, who have owned and operated stations and have had wide experience in almost every phase of radio and TV, we are able to render an unusually effective representative service.

From the day H-R was started, by a group of mature working partners, we have made it a point to "Always send a man to do a man's job." You can be sure that we will continue to do so.

380 Madison Ave.
New York 17, N. Y
OXford 7-3120

35 E. Wacker Drive
Chicago 1, Illinois
RAndolph 6-6431

6253 Hollywood Boulevard
Hollywood 28, Calif.
Hollywood 2-6453

155 Montgomery Street
San Francisco, Calif.
YUkon 2-5701

415 Rio Grande Bldg.
Dallas, Texas
Randolph 5149

101 Marietta Street Building
Atlanta, Georgia
Cypress 7797

520 Lovett Boulevard
Room No. 1D
Houston, Texas
Jackson 8-1601



Always
tied up,
Cueing cast,

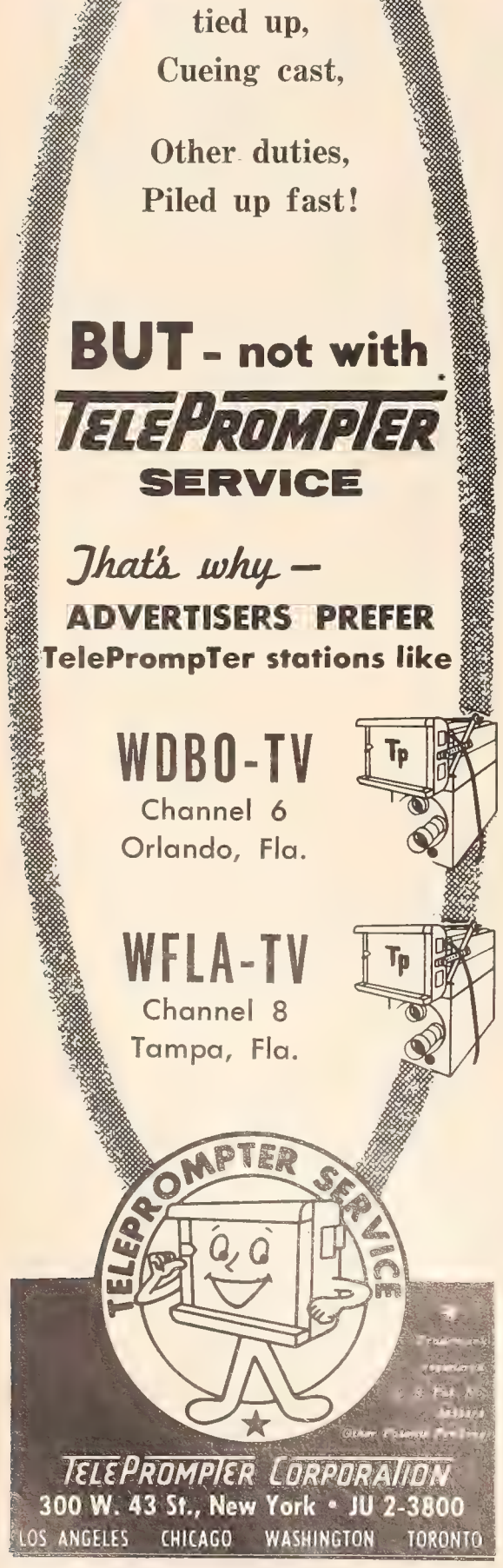
Other duties,
Piled up fast!

BUT - not with
TELEPROMPTER
SERVICE

That's why —
ADVERTISERS PREFER
TelePrompTer stations like

WDBO-TV
Channel 6
Orlando, Fla.

WFLA-TV
Channel 8
Tampa, Fla.



AGENCY APPOINTMENTS

Chrysler Corp.'s MoPar Parts Div., Detroit, appoints N. W. Ayer & Son, Phila., effective immediately. Account will be handled by Ayer's Detroit office. Agency has handled Chrysler's Plymouth Div. since 1943.

Par-T-Pak Royal Crown Corp. (Chicago bottler for Nehi Corp.), appoints Compton Adv. Inc., Chicago.

Presto Recording Corp., Paramus, N. J., names Shappe-Wilkes Inc., N. Y., as agency for all Presto products.

Union Pacific Railroad, Omaha, Neb., appoints The Caples Co., Chicago, which will establish Portland, Ore., office in early May to handle railroad's advertising in Pacific Northwest.

No-Cal Corp. (soft drinks), Brooklyn, N. Y., Div. of Kirsch Beverages, appoints Paris & Peart, N. Y. Radio spot campaign starts immediately.

Midway Corp. (automotive, household, pharmaceutical and industrial products), Baltimore, names Applestein, Levinstein & Golnick Adv. Agency, that city. **Overbrook Egg Nog Corp.,** Baltimore, also names AL&G. Radio will be used.

Thriftmart Inc., shopping center near Langhorne, Pa., appoints Ralph A. Hart Adv. Agency, Phila.

NETWORK NEW BUSINESS

Intermountain Network, Salt Lake City, announces following new advertisers in February: Union Oil Co. of Calif., daily news program on 11-station Montana group, through Young & Rubicam, L. A.; J. A. Folger Co., (coffee), S. F., six-weekly newscasts on 26 stations in Nevada, Utah, Idaho and Montana, through Brooke, Smith, French & Dorrance, S. F., and Sakrete Co., weekly newscasts on 11 stations in Utah, Idaho, Nevada and Wyoming, through Ross Jurney & Assoc., Salt Lake City.

U. S. Royal Tire Div., U. S. Rubber Co., sponsoring all 18 five-minute weekend news dramatization programs, *It's Time,* on ABC Radio, tentatively for 13 weeks, through Fletcher D. Richards Inc., N. Y.

A&A PEOPLE

Fergus Mead, administrative vice president, The Buchen Co., Chicago, appointed executive vice president of agency.

Kenneth A. Hamilton, vice president in charge of industrial and business services division, Hicks & Greist Inc., N. Y., elected director of agency.

Marjorie Greenbaum, vice president, Dancer-Fitzgerald - Sample Inc., N. Y., has rejoined Foote, Cone & Belding, N. Y., as vice president, member of plans board and copy supervisor. She was with FC&B from 1946-1954 as copy supervisor and named vice president in 1951.


MISS GREENBAUM

Timothy J. Healy, director of research, Sullivan, Stauffer, Colwell & Bayles, N. Y., elected vice president.

L. Davis Jones, executive secretary, business development committee, N. W. Ayer & Son, Philadelphia, elected vice president in charge of Philadelphia Office Service.

Eugene R. MacArthur, account executive, Harold Cabot & Co., Boston, elected vice-president.

C. Kenneth Meeker, account executive, Mullican Co., Louisville, Ky., agency, appointed vice president.

Richard Dahl and **Armand Rivchun,** former account executives at Norman, Craig & Kummel and Sullivan, Stauffer, Colwell & Bayles, respectively, to Grey Adv., N. Y., in similar capacities. Also to Grey: **Dr. Nikki Kominik,** former coding and tabulating supervisor, Dancer-Fitzgerald-Sample, N. Y., to research department and **Roy Adler,** former promotion and creative director, Hodes-Daniel Inc., as sales development copywriter.

Franklin A. Bell, advertising director, H. J. Heinz Co., Pittsburgh, Pa., retiring March 31. He joined firm in 1928.

Hal Davis, timebuyer, Erwin, Wasey & Co., N. Y., to media department, Compton Adv., N. Y., in same capacity. [CLOSED CIRCUIT, March 12].

Jay J. Keith, general manager, Mace Adv. Agency Inc., Peoria, Ill., retired last week after 45 years in advertising and selling. He continues as director of agency corporation.

Emmett C. McGaughey, executive vice president-director, Erwin, Wasey & Co. Inc. and head of L. A. office, **Frederick J. Wachter,** vice president and Chicago office manager, **Norman Best** and **Melvin E. Smith,** vice presidents-account supervisors in Los Angeles, all elected to board of directors, Erwin, Wasey of Canada Ltd., Toronto.

Montgomery N. McKinney, vice president and account supervisor, Earle Ludgin & Co., Chicago, to account staff of Leo Burnett Co., same city.

Jack Garabrant, production and traffic manager, Hilton & Riggio, N. Y., and former production manager on Ruppert account at the Biow Co., N. Y., named assistant advertising manager of Jacob Ruppert Brewery, N. Y.

John L. Bricker, formerly merchandising director, Colgate-Palmolive Co., to Whirlpool-Seeger

To Fly on High Plane

PETER PAN Foundations (girdles, brassieres), New York, will confine its advertising to institutional messages in sponsoring ABC Radio coverage of the Grace Kelly-Prince Rainier wedding in Monaco April 17-19, Herb Mayer, sales vice president of the firm, emphasized last week.

Mr. Mayer said his company "definitely won't be selling brassieres and girdles with 'The Wedding March' as background music." Mr. Mayer said that the broadcasts, relayed by shortwave from Europe, should reach at least 6 million women in the U. S. on each of the three days. He estimated advertising impressions would top 54 million, and that "with this kind of impact, we can afford to confine ourselves to institutional mentions of Peter Pan."

POWER

POWER

POWER

POWER

Power is the only answer for the advertiser who wants to get more for his money in 1956

Within the far-flung limits of influence
exerted by Atlanta's radio station WSB
and television station WSB-TV
are a given number of homes. This is ALL
the homes there are in this great area.
Use the power of WSB plus WSB-TV
and you reach them all. These *first* stations,
used individually or as a team,
give you a lower audience cost per thousand
than can be obtained on any other
Georgia station or combination of stations.
Get more for your money—
get on WSB and WSB-TV.

wsb
THE VOICE OF THE SOUTH
wsb-tv
ATLANTA

NBC Affiliate. Represented by Petry. Affiliated with The Atlanta Journal and Constitution

Corp., St. Joseph, Mich., as marketing director, responsible for sales, advertising, merchandising and market research.

Ellis L. Redden, veteran manufacturing industry advertising executive, appointed manager of advertising and sales promotion, Top Value Enterprises Inc. (trading stamp firm), Dayton, Ohio. He was advertising manager of Magnavox Co., Fort Wayne, Ind., until resignation last November.

Ernest L. Byfield Jr., formerly with Kastor, Farrell, Chesley and Clifford, Chicago, to Ellington & Co., same city, as account executive.

James H. Haine, office manager, Kenyon & Eckhardt, Philadelphia, transferred to N. Y. office in same capacity. **Robert J. Alsop,** assistant manager, Phila. office, succeeds Mr. Haine as office manager and **James Paris** becomes assistant manager.

Tom Tausig, Young & Rubicam, N. Y., to Cunningham & Walsh, N. Y., as radio-tv account executive on Folger's coffee.

Carroll B. Sugar, BBDO, L.A., assigned to DeSoto Motor Corp. and S. Calif. dealer organization, named account executive in Rexall Drug account group. **Alexander Cantwell** promoted to head of live production, radio-tv dept., BBDO, N. Y. **Peter Hanson** appointed business manager of department and **Donald M. Rowe** transferred to Hollywood as supervisor of production.

Robert P. Pruett, formerly with Lahr Adv., Indianapolis, to Warwick & Legler, N. Y., as account executive. **Henry M. Kane,** Lennen & Newell, N. Y., to W&L copy department.

William Hartman, former marketing director, Doyle Dane Bernbach, N. Y., named marketing and account management executive, Richard K. Manoff Inc., N. Y. Other appointments announced by new agency: **John Pledger,** formerly with J. M. Hickerson Inc., production and traffic manager, and **Robert Koren,** former controller, Kastor, Farrell, Chesley & Clifford, N. Y., to similar post.

Eleanor May Crowley, supervisor of Schenley account, William H. Weintraub, N. Y., (now Norman, Craig & Kummel), to Ogilvy, Benson & Mather, N. Y., as media space buyer.

MacLean Chandler, sales executive, KGO-AM-FM-TV San Francisco, Calif., to Harrington-Richards, S. F. agency, as director of media and research.

Dr. Ralph A. Klinefelter, director of public relations development, Duquesne U., Pittsburgh, Pa., to Vic Maitland & Assoc. Adv. Agency, that city, as director of public relations.

Martin Stevens, formerly with Grey Adv., N. Y., to Ogilvy, Benson & Mather, N. Y., as art director.

James Maloney, formerly vice president and art director, Lennen & Newell, N. Y., to Donahue & Coe Inc., N. Y., as art director.

Stanley Elstad, production manager and account executive, Goodman-Anderson Adv., L. A., to McCreery Inc., Beverly Hills, as copy chief.

William J. Plant, Young & Rubicam, N. Y., to Stromberger, LaVene, McKenzie, L. A. agency, as traffic manager.

Burton Wasserman, formerly with McCann-Erickson Inc., appointed research director in charge of research and marketing planning at George H. Hartman Co., Chicago.

STATION SALES

KIDDER, PEABODY & CO.—

- Maintains close contact with all phases of the Television and Radio industry.
- Has an established relationship with most of the important sources of investment capital in the country.

—We invite the station owner to take advantage of this dual coverage when considering the sale of his property.

Address inquiries to:
ROBERT E. GRANT
Kidder, Peabody & Co.
First National Bank Building
Chicago 3, Illinois
Telephone ANdover 3-7350

KIDDER, PEABODY & CO.
FOUNDED 1865
NEW YORK BOSTON PHILADELPHIA
CHICAGO SAN FRANCISCO

Offices and correspondents in thirty other principal cities in the United States

COLORCASTING

Advance Schedule Of Network Color Shows
(All times EST)

CBS-TV

Mar. 24 (7-7:30 p.m.) *Gene Autry Show,* William Wrigley Jr. Co. through Ruthrauff & Ryan (also March 31).

Mar. 27 (9:30-10 p.m.) *Red Skelton Show,* S. C. Johnson & Son, through Needham, Louis & Brorby, and Pet Milk Co. through Gardner Adv. on alternate weeks.

Mar. 29 (8:30-9:30 p.m.) *Climax,* Chrysler Corp., through McCann-Erickson.

NBC-TV

Mar. 19-23 (3-4 p.m.) *Matinee,* participating sponsors (also March 26-30, April 2-6, 9-13).

Mar. 19-23 (5:30-6 p.m.) *Howdy Doody,* participating sponsors (also March 26-30, April 2-6, 9-13).

Mar. 20 (7:30-7:45 p.m.) *Dinah Shore Show,* Chevrolet Motor Div. of General Motors Corp. through Campbell-Ewald (also March 22).

Mar. 21 (10-10:30 p.m.) *This Is Your Life,* Hazel Bishop through Raymond Spector, and Procter & Gamble Co. through Benton & Bowles, on alternate weeks.

Mar. 25 (7:30-9 p.m.) *Sunday Spectacular,* "Heaven Help the Working Girl," participating sponsors.

Mar. 29 (10-11 p.m.) *Lux Video Theatre,* Lever Bros., through J. Walter Thompson.

Mar. 31 (9:30-10 p.m.) *Texaco Star Theatre,* Texas Co. through Kudner.

April 2 (8-9:30 p.m.) *Producers Showcase,* "Barretts of Wimpole Street," Ford through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey.

April 3 (8-9 p.m.) *Milton Berle Show,* Sunbeam through Perrin-Paus, RCA and Whirlpool through Kenyon & Eckhardt.

April 8 (3:30-4 p.m.) *Zoo Parade,* Mutual of Omaha through Bozell & Jacobs and American Chicle through Ted Bates, alternate weeks.

April 8 (4-5:30 p.m.) *NBC Opera Theatre,* "Trial at Rouen," sustaining.

April 14 (9-10:30 p.m.) *Max Liebman Presents,* "Marco Polo," Oldsmobile, through D. P. Brothers.

April 15 (7:30-9 p.m.) *Sunday Spectacular,* "The Baseball Spectacular," participating sponsors.

[Note: This schedule will be corrected to press time of each issue of B•T]

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

Beeline RADIO

delivers more for the money



These *inland* radio stations, purchased as a unit, give you more listeners than any competitive combination of local stations . . . *and at the lowest cost per thousand!* (SAMS and SR&D)

In this inland market — ringed by mountains — the Beeline covers an area with over 2 million people, more buying power than Colorado, more farm income than Kansas. (Sales Management's 1955 Copyrighted Survey)



McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • Paul H. Raymer Co., National Representative



LOWEST COST PER THOUSAND LISTENERS

In The Entire Detroit Trading Area!

*Read The Facts**

8:30 A. M.

STATION	RATE	PULSE RATING	AUDIENCE	COST PER 1000
WKMH	$22.50	3.4	98,000	.23
STATION B	25.00	2.8	80,000	.31
STATION C	50.00	4.0	115,000	.43
STATION D	55.00	3.8	109,000	.50
STATION E	40.00	2.5	72,000	.55
STATION F	100.00	3.7	106,000	.94
STATION G	25.00	.4	11,000	$2.27

12:00 NOON

STATION	RATE	PULSE RATING	AUDIENCE	COST PER 1000
WKMH	$22.50	3.7	106,000	.21
STATION B	25.00	3.3	95,000	.26
STATION C	42.00	3.4	98,000	.42
STATION D	57.60	3.6	100,000	.57
STATION E	30.00	2.7	78,000	.38
STATION F	100.00	4.1	118,000	.84
STATION G	25.00	.5	14,000	$1.80

5 P. M.

STATION	RATE	PULSE RATING	AUDIENCE	COST PER 1000
WKMH	$30.00	3.4	98,000	.30
STATION B	30.00	3.1	89,000	.33
STATION C	42.00	3.4	98,000	.42
STATION D	57.60	3.3	95,000	.60
STATION E	38.00	2.6	74,000	.50
STATION F	100.00	3.3	95,000	$1.05
STATION G	25.00	1.2	35,000	.71

*Metropolitan Detroit Survey
SEPT.-OCT. 1955 PULSE REPORT, VOL. 6, NO. 5.
STANDARD RATE & DATA SERVICE, NOV. 1, 1955

WKMH

DEARBORN—DETROIT

Fred A. Knorr, Pres.
John Carroll, Mg. Director

Represented by Headley-Reed

The Community Stations

KNORR Broadcasting CORP.

NOW! SAVE UP TO 15%

By Buying 2 or More of These Powerful Stations

WKMH Dearborn-Detroit
WKMF Flint, Mich.
WKHM Jackson, Mich. Jackson Broadcasting & Television Corp.
WSAM Saginaw, Mich.

BUY ALL 4 STATIONS.....SAVE 15%
BUY ANY 3 STATIONS.....SAVE 10%
BUY ANY 2 STATIONS.....SAVE 5%

LAR DALY REQUEST REJECTED BY NBC

Network denies equal time to America First candidate for GOP presidential nomination to answer Eisenhower's Feb. 29 announcement speech.

NBC fielded the hottest ground ball of the young political season last week, but whether the network could throw it for a put-out was still uncertain at week's end.

The network rejected a request from Lar Daly, an America First candidate for Republican presidential nomination, for equal time [B•T, March 12] to answer President Eisenhower's speech Feb. 29. Mr. Daly countered that the NBC reasons for rejection were incorrect, and he reiterated statements that he would appeal to the FCC if all networks did not agree to his demands.

Mr. Daly, a Chicagoan who signs himself "Lar (America First) Daly," had written all the national networks saying he was a candidate for the Republican nomination for President and wanted time and facilities equivalent to those used by President Eisenhower when he explained his decision to stand for re-election [B•T, March 5]. NBC, denying the request in a letter sent last Monday over the signature of Vice President and General Attorney Thomas E. Ervin, used Mr. Daly's own words as the basis for its refusal. Mr. Ervin's letter explained:

". . . There is attached a photostatic copy of a letter dated Feb. 21, 1956, signed by you and addressed to the Secretary of State of the State of Illinois. It is clear from this letter that you have made a public disavowal of your candidacy for the Republican nomination for President of the United States. It is also clear from this letter that you are now supporting General Douglas MacArthur and Sen. William E. Jenner as candidates for the Republican nomination.

"Your letter to us was written on stationery bearing the heading 'Republican National Committee.' Your name appears on this stationery as 'national director.' We have been informed by the Republican National Committee in Washington, D. C., that you are neither a member of that committee, a national director thereof, nor authorized to hold yourself out to the public as such.

"In view of all the circumstances, we must respectfully deny your request."

The Daly letter cited by Mr. Ervin asked the Illinois Secretary of State to withdraw the petition he had filed for nomination for president on the GOP ticket. The letterhead carried this admonition: "Vote Republican for your Uncle Sam. Douglas MacArthur or U. S. Senator William E. Jenner of Indiana for president in 1956—Joseph McCarthy—John Bricker or William Knowland for vice president—Lar (America First) Daly for governor of Illinois —always America first."

Mr. Daly told B•T he went through "the formal motion" of withdrawing as a candidate for Republican presidential nomination purely in the hope of getting some publicity, knowing that it was too late to drop his name from the Illinois primary ballot.

By Illinois law, the last day for filing for presidential nominations was Jan. 23 and the last day for withdrawing a candidacy was Jan. 28. Mr. Daly sent his publicity-seeking letter Feb. 21. "I wanted to get some ink," was his way of describing his desires. Mr. Daly said he later received a letter from the Illinois Secretary of State advising him his name would remain on the primary ballot.

Other networks still had not replied to Mr. Daly's request.

Hall vs. Butler

A political debate, scheduled on CBS radio and tv Sunday, March 25, will feature Paul Butler, chairman of the National Democratic Committee, and Leonard Hall, chairman of the National Republican Committee, who will be appearing at the 10th annual Philadelphia Bulletin Forum. The public debate, of the Lincoln-Douglas variety, will be carried live on tv 2-2:55 p.m. EST, preempting *Adventure*. CBS Radio will carry a delayed broadcast that same evening, 9:05-10 p.m. CBS newsman Walter Cronkite will moderate.

Butler Again Refused Bid for Equal Time

TEXTS of messages from ABC, CBS and NBC —all turning down a second request by Democratic National Chairman Paul M. Butler for equal time for Democrats to answer President Dwight Eisenhower's Feb. 29 broadcast on all radio and tv networks—were released last week by the Democratic National Committee.

Mr. Butler sent all networks a telegram March 1 asking them to reconsider his original request for equal time made Feb. 29. Only Mutual complied with Mr. Butler's second request, giving the Democrats the 10-10:20 p.m. EST period March 7, which was used by Sen. John J. Sparkman (D-Ala.) [B•T, March 12].

Meanwhile, the Senate Commerce Committee at hearings last week on tv networks and uhf-vhf troubles (see page 66) entered in the hearing record a March 7 letter from Mr. Butler suggesting that "you might want to consider asking the president of the other three networks (ABC, CBS, NBC) to appear before your committee to explain in detail for you their refusal of our request for equal time."

Committee Chairman Warren G. Magnuson (D-Wash.) urged that networks "give careful consideration" to the Democratic requests and added that "the questions regarding political time will be gone into at a later date." Sen. Magnuson's recommendation was announced by Sen. John O. Pastore (D-R. I.), presiding at the hearing during the absence of the chairman.

ABC President Robert E. Kintner in a March 6 letter said ABC feels "our programming has achieved a fair and balanced presentation of the various political viewpoints—this applies to both Republicans and Democrats," and noted that ABC would be legally obligated to give equal time to a "nationally recognized Republican" if one should announce his candidacy in opposition to Mr. Eisenhower, "depending upon the circumstances at the time." ABC already has adequately covered announcements for the Democratic nomination by Sen. Estes Kefauver (D-Tenn.) and Adlai Stevenson, he said, and would do so for other announced candidates for Democratic nomination.

Mr. Kintner said ABC felt Mr. Eisenhower's talk was designed to obtain the Republican nomination and "on this basis, we see neither legal nor moral reasons for granting time to the Democratic National Committee." He said ABC always has broadcast not only speeches of major political leaders, but also balanced analyses by commentators, both liberal and conservative.

He said ABC does not believe the present Senate bill (S 3308) to permit networks to give time to major parties, without an obligation to do so for minor parties, is in the public interest.

CBS President Frank Stanton in a March 7 letter said CBS through the years has tried to maintain an *over-all* balance on major viewpoints of all significant controversies; that this may not be maintained by "isolating a single broadcast and matching that single broadcast with an equivalent broadcast." Such a course would lead to chaotic programming and result in such a depreciation of the integrity and impact of radio-tv that the public would soon lose interest, sets would be turned off and it would not be worthwhile to make requests for time, he said.

He said CBS tries to maintain this over-all balance over a period of time, which is "a tremendous responsibility; the decisions in particular cases may often be close, difficult and delicate. In the circumstances we can hardly expect to please all of the vigorous advocates on every side." He listed a schedule of CBS Radio and CBS-TV broadcasts carried in 1955 and 1956, showing the presentations of Democratic and GOP spokesmen for this period.

He noted this list omitted several broadcasts by President Eisenhower, Vice President Richard Nixon and Secretary of State John Foster Dulles, which he said had been labeled by them as non-political or were otherwise clearly so.

NBC President Robert W. Sarnoff in a March 2 telegram said NBC made its decision "on the very considerations of fairness and balance to which you refer. We have maintained such balance and fairness, having already given time on several occasions to Democratic leaders as a public service. Accordingly, giving additional free time to Democratic spokesmen is not called for at present."

He said in future campaign activities NBC "shall of course, continue to maintain balance and fairness in appearances by representatives of the major parties as the campaign progresses."

Johnson Bill May Become Part of Hennings Measure

INDICATIONS last week were that a Senate bill (S 3308) to raise election campaign ceilings and provide equal radio-tv time for the presidential and vice presidential candidates of the major parties might not be reported out of the Senate Rules Committee to which it has been referred [B•T, March 12]. Instead, the bill might be suggested on the Senate floor as an amendment to another elections bill (S 636) already on the Senate calendar.

Meanwhile, the bill has gained more cosponsors, bringing the total to 85 senators. A spokesman for the Senate Majority Policy Committee said no immediate action is planned on the bill "until we clear some of these other bills out." Senate leadership, however, has expressed hope of Senate action on the measure before the Easter recess (March 29-April 9).

Hearings were held last year on S 636, introduced by Sen. Thomas C. Hennings Jr. (D-Mo.), and the Rules Committee reported it out. The Hennings bill would raise campaign expenditure ceilings, but carries no amendment of Sec. 315 (a) of the Communications Act, as does S 3308, introduced by Senate Majority Leader Lyndon B. Johnson (D-Tex.).

Sen. Theodore F. Green (D-R. I.), chairman of the Rules Committee, has been given authority to call a special meeting on S 3308 after sounding out senatorial leaders.



EQUAL JUSTICE:

one of a series of paintings
of Washington by William Walton
commissioned by **WTOP Television**
at Broadcast House, Washington, D. C.
Operated by The Washington Post Broadcast Division

Represented by CBS Television Spot Sales



EQUAL JUSTICE *by William Walton.*
Fourth of a series of paintings of Washington
commissioned by **WTOP Television**
at Broadcast House, Washington, D. C.
Operated by The Washington Post Broadcast Division
Reprints of this series available on request.

THE 10 TOP FILMS IN 10 MAJOR MARKETS

AS RATED BY ARB IN FEBRUARY

FROM the monthly audience surveys of American Research Bureau, B•T each month lists the 10 top rated syndicated film programs in 10 major markets, selected to represent all parts of the country with various degrees of competition. Despite all precautions, occasional errors will occur in these tables, due to use of the same program name for both a syndicated and a network series and the practice of some stations of substituting local titles (such as [*advertiser*] Theatre*) for real program names.*

NEW YORK — SEVEN-STATION MARKET

1.	Highway Patrol (Ziv)	Mon.	7:00	WRCA-TV	22.4
2.	Guy Lombardo (MCA-TV)	Thurs.	7:00	WRCA-TV	14.4
3.	Great Gildersleeve (NBC Film)	Tues.	7:00	WRCA-TV	13.2
4.	Buffalo Bill Jr. (CBS Film)	Sat.	6:00	WPIX	12.8
5.	Superman (Flamingo)	Mon.	6:00	WRCA-TV	11.8
	Rheingold Theatre (Official)	Sat.	7:00	WRCA-TV	11.8
7.	Death Valley Days (McC-E)	Wed.	7:00	WRCA-TV	11.6
8.	Science Fiction Theatre (Ziv)	Fri.	7:00	WRCA-TV	11.2
9.	Annie Oakley (CBS Film)	Sat.	5:30	WCBS-TV	10.2
10.	Waterfront (MCA-TV)	Tues.	7:30	WABD	9.8

LOS ANGELES — SEVEN-STATION MARKET

1.	Confidential File (Guild)	Sun.	9:30	KTTV	20.3
2.	Amos 'n' Andy (CBS Film)	Sun.	5:30	KNXT	19.7
3.	Superman (Flamingo)	Sat.	7:00	KTTV	18.8
4.	Life of Riley (NBC Film)	Mon.	8:30	KTTV	17.9
5.	Badge 714 (NBC Film)	Sat.	7:30	KTTV	16.5
6.	Highway Patrol (Ziv)	Mon.	9:00	KTTV	16.4
7.	Search for Adventure (Bagnell)	Thurs.	7:00	KCOP	16.2
8.	Jungle Jim (Screen Gems)	Mon.	6:00	KTTV	15.1
9.	Buffalo Bill Jr. (CBS Film)	Wed.	6:00	KABC-TV	14.8
10.	Susie (TPA)	Sat.	8:00	KTTV	14.7

MINNEAPOLIS-ST. PAUL — FOUR-STATION MARKET

1.	Buffalo Bill Jr. (CBS Film)	Sat.	11:30	WCCO-TV	18.0
2.	I Led Three Lives (Ziv)	Tues.	9:30	KSTP-TV	15.9
	Highway Patrol (Ziv)	Thurs.	10:00	WCCO-TV	15.9
4.	Mr. District Attorney (Ziv)	Wed.	10:30	KSTP-TV	14.9
5.	Annie Oakley (CBS Film)	Sat.	4:00	WCCO-TV	14.6
	Hopalong Cassidy (NBC Film)	Sat.	6:00	WCCO-TV	14.6
7.	Secret Journal (MCA-TV)	Thurs.	9:30	WCCO-TV	14.4
8.	Studio 57 (MCA-TV)	Wed.	9:30	KSTP-TV	13.4
9.	Wild Bill Hickok (Flamingo)	Sat.	5:30	WCCO-TV	13.2
10.	Life of Riley (NBC Film)	Sun.	6:00	KSTP-TV	12.6
	Superman (Flamingo)	Mon.	6:30	WTCN-TV	12.6

SEATTLE-TACOMA — FOUR-STATION MARKET

1.	Life of Riley (NBC Film)	Thurs.	7:30	KING-TV	34.6
2.	Death Valley Days (McC-E)	Sun.	9:00	KING-TV	32.9
	Search for Adventure (Bagnell)	Sat.	7:00	KING-TV	32.9
4.	Highway Patrol (Ziv)	Thurs.	7:00	KOMO-TV	30.5
5.	Badge 714 (NBC Film)	Fri.	9:30	KING-TV	26.3
6.	Buffalo Bill Jr. (CBS Film)	Sat.	4:30	KING-TV	25.9
7.	Western Marshal (NBC Film)	Wed.	6:00	KING-TV	25.0
	Annie Oakley (CBS Film)	Fri.	6:00	KING-TV	25.0
9.	Mr. District Attorney (Ziv)	Fri.	9:00	KING-TV	23.2
10.	Wild Bill Hickok (Flamingo)	Thurs.	6:00	KING-TV	22.2

CHICAGO — FOUR-STATION MARKET

1.	Secret Journal (MCA-TV)	Sat.	10:00	WNBQ	26.3
2.	Science Fiction Theatre (Ziv)	Sat.	10:30	WNBQ	22.5
3.	Cisco Kid (Ziv)	Sun.	5:00	WBKB	19.3
4.	Long John Silver (CBS Film)	Sun.	2:00	WBKB	16.8
5.	Superman (Flamingo)	Sat.	5:00	WBKB	15.8
6.	Highway Patrol (Ziv)	Thurs.	9:00	WBKB	15.7
7.	Wild Bill Hickok (Flamingo)	Sun.	1:30	WBKB	14.3
8.	Liberace (Guild)	Wed.	9:30	WGN-TV	13.9
9.	Life of Riley (NBC Film)	Sat.	6:00	WNBQ	13.8
10.	Little Rascals (Interstate)	M.-F.	4:00	WBKB	13.5

WASHINGTON — FOUR-STATION MARKET

1.	Superman (Flamingo)	Tues.	7:00	WRC-TV	21.9
2.	Wild Bill Hickok (Flamingo)	Thurs.	7:00	WRC-TV	20.7
3.	Amos 'n' Andy (CBS Film)	Tues.	7:30	WTOP-TV	17.6
	Ramar of the Jungle (TPA)	Wed.	7:00	WTOP-TV	17.6
5.	Badge 714 (NBC Film)	Fri.	7:00	WRC-TV	15.4
6.	Jungle Jim (Screen Gems)	Fri.	6:00	WMAL-TV	15.3
7.	Little Rascals (Interstate)	Wed.	7:00	WRC-TV	15.1
8.	Buffalo Bill Jr. (CBS Film)	Thurs.	6:00	WMAL-TV	15.0
9.	Waterfront (MCA-TV)	Tues.	10:30	WTOP-TV	14.8
10.	Captain Z-Ro (Atlas)	Sat.	6:30	WTOP-TV	14.7
	Annie Oakley (CBS Film)	Fri.	7:00	WTOP-TV	14.7

ATLANTA — THREE-STATION MARKET

1.	Superman (Flamingo)	Wed.	7:00	WSB-TV	29.0
2.	Sheena of the Jungle (ABC Film)	Thurs.	6:30	WLWA	26.9
3.	Amos 'n' Andy (CBS Film)	Sun.	7:00	WAGA-TV	25.8
4.	Annie Oakley (CBS Film)	Mon.	6:00	WLWA	25.7
5.	Jungle Jim (Screen Gems)	Mon.	6:30	WLWA	25.6
6.	Wild Bill Hickok (Flamingo)	Thurs.	6:00	WLWA	24.2
7.	Grand Ole Opry (Flamingo)	Sat.	7:00	WAGA-TV	23.8
8.	Waterfront (MCA-TV)	Fri.	7:00	WAGA-TV	23.7
9.	Buffalo Bill Jr. (CBS Film)	Wed.	6:00	WLWA	23.1
10.	City Detective (MCA-TV)	Sat.	11:00	WSB-TV	23.0

CLEVELAND — THREE-STATION MARKET

1.	Range Rider (CBS Film)	Sun.	7:00	WEWS	25.7
	Annie Oakley (CBS Film)	Sat.	6:30	WXEL	25.7
3.	Highway Patrol (Ziv)	Tues.	10:30	WXEL	24.0
4.	My Little Margie (Official)	Mon.	7:00	KYW-TV	23.7
5.	Soldiers of Fortune (MCA-TV)	Thurs.	7:00	KYW-TV	22.2
6.	Science Fiction Theatre (Ziv)	Tues.	7:00	KYW-TV	20.0
7.	Racket Squad (ABC Film)	Sat.	7:00	KYW-TV	19.8
8.	Badge 714 (NBC Film)	Fri.	7:00	WXEL	18.8
9.	Secret Journal (MCA-TV)	Fri.	9:00	WEWS	17.8
10.	Buffalo Bill Jr. (CBS Film)	Sat.	5:30	WXEL	17.0

BOSTON — TWO-STATION MARKET

1.	Highway Patrol (Ziv)	Wed.	10:30	WBZ-TV	29.6
2.	Superman (Flamingo)	Fri.	6:30	WNAC-TV	28.3
3.	Wild Bill Hickok (Flamingo)	Tues.	6:30	WNAC-TV	27.0
4.	Range Rider (CBS Film)	Sun.	7:00	WBZ-TV	24.2
5.	Man Behind the Badge (MCA-TV)	Sun.	10:30	WNAC-TV	24.0
6.	Ellery Queen (TPA)	Fri.	10:30	WNAC-TV	23.0
7.	I Led Three Lives (Ziv)	Mon.	7:00	WNAC-TV	22.7
8.	Waterfront (MCA-TV)	Sun.	7:00	WNAC-TV	22.4
9.	Mr. District Attorney (Ziv)	Tues.	10:30	WNAC-TV	20.5
10.	Stories of the Century (Hollywood)	Tues.	6:00	WNAC-TV	20.2

DAYTON — TWO-STATION MARKET

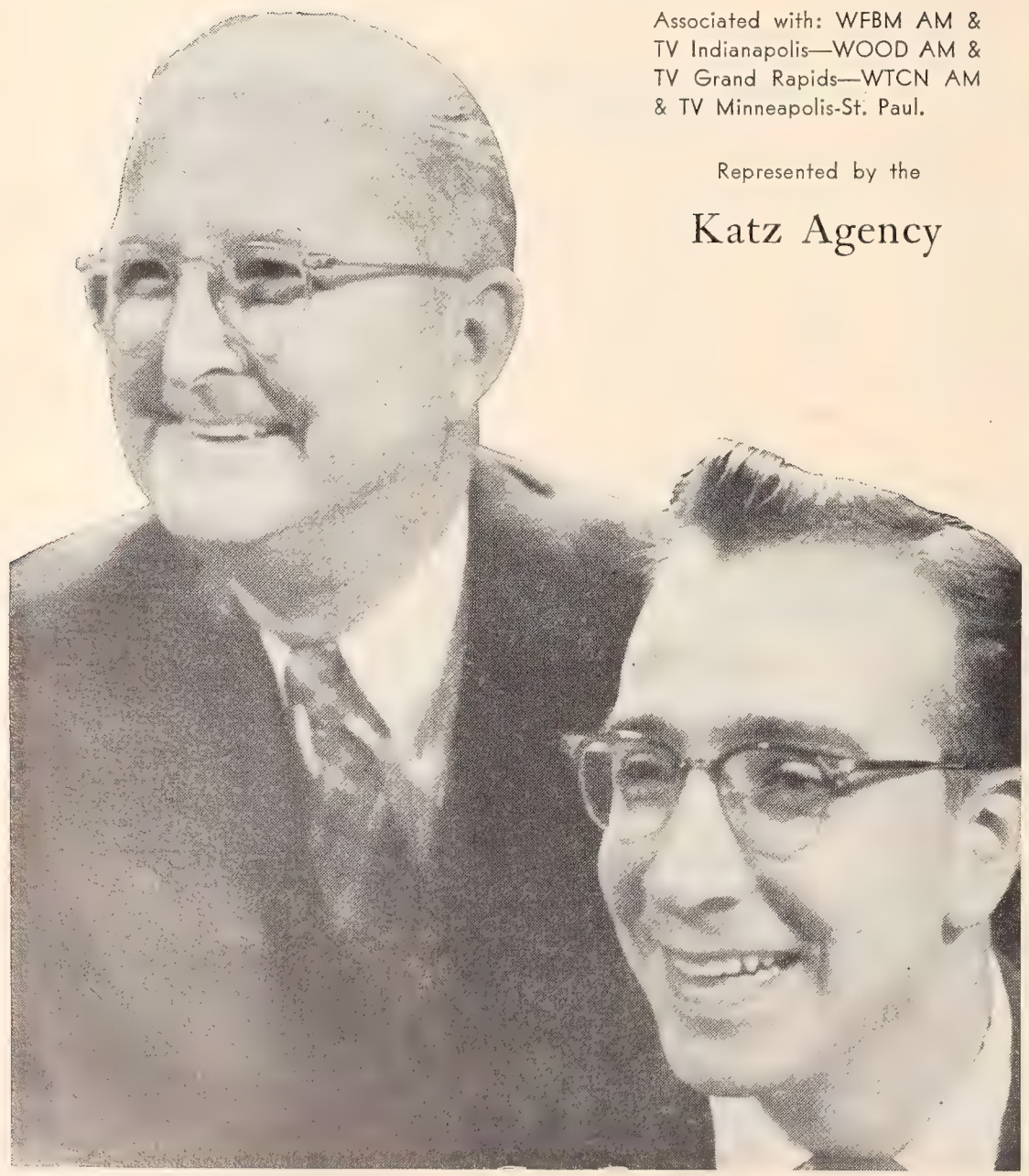
1.	Highway Patrol (Ziv)	Tues.	9:00	WHIO-TV	39.9
2.	City Detective (MCA-TV)	Tues.	7:30	WHIO-TV	30.6
3.	Gene Autry (CBS Film)	Thurs.	7:00	WHIO-TV	28.3
4.	Stories of the Century (Hollywood)	Sat.	7:00	WHIO-TV	24.1
5.	Man Called X (Ziv)	Fri.	10:30	WHIO-TV	23.4
6.	Wild Bill Hickok (Flamingo)	Thurs.	6.00	WLWD	21.6
7.	Annie Oakley (CBS Film)	Fri.	6:00	WLWD	21.0
8.	Follow That Man (MCA-TV)	Sat.	6:00	WHIO-TV	18.6
9.	I Led Three Lives (Ziv)	Fri.	9:30	WLWD	17.9
10.	Racket Squad (ABC Film)	Tues.	7:00	WHIO-TV	17.8

the first 23 years were the greatest

Twenty-three years ago WFDF introduced the BLUES CHASERS to Flint. The show is still going strong today. Billy Geyer, on hand from the beginning, supplies organ melodies, and his partner, Bud Haggart, adds vocals. Both fill in with the kind of conversation that strikes the local fancy. About the only thing really different from the first BLUES CHASERS show is a full complement of commercials. Flint sponsors discovered the boys could sell. National sponsors, especially those with new products, found this old, accepted show a sure way to open doors here in Flint. It can do the same for you. There are a few participations from 12:30 to 1:30 each weekday afternoon. Katz has all the details.

flint, michigan **wfdf**

nbc affiliate



Associated with: WFBM AM & TV Indianapolis—WOOD AM & TV Grand Rapids—WTCN AM & TV Minneapolis-St. Paul.

Represented by the

Katz Agency

FILM

MGM Negotiating Sale Of Three Series to Video

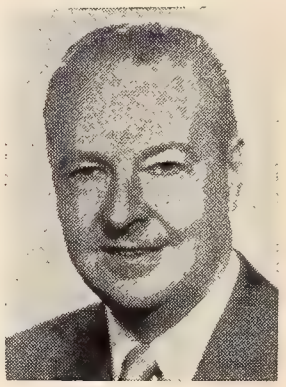
METRO-GOLDWYN-MAYER Pictures last week was reported in negotiations with tv film distribution firms for release to tv of 37 feature films in the Andy Hardy, Dr. Kildare and Maisie series, for a price understood to be about $1.8 million against a percentage of the gross, under a two-to-three-year lease arrangement.

Distributors who have discussed terms with Metro are said to include National Telefilm Assoc. and PRM, American-Canadian concern in which Eliot Hyman is a central figure. Though talks are continuing, a source close to NTA said the figure of about $50,000 per picture is "just too high."

In contrast with MGM's interest in releasing its films to television, Universal International indicated Friday that "the time is not ripe" to make its backlog of films available to tv. Milton R. Rackmil, U-I president, told the company's annual stockholders meeting that U-I is not interested in selling to tv at the present time. In reply to a stockholder's questions, he said he would not consider tv release of 800 feature films for even 10 million.

Edward Madden Leaves MPTV To Join International Latex

APPOINTMENT of Edward Madden, vice president of Motion Pictures for Television for the past three years, as vice president of International Latex Corp., New York, was announced last week by W. O. Heinze, president.



MR. MADDEN

Though Mr. Madden's precise area of responsibility at International Latex was not defined, his appointment follows a recurring report that IL will sponsor the old RKO backlog of motion pictures on a network or national spot basis. The film library is owned by C & C Super Tv Corp., headed by Matthew Fox, with whom Mr. Madden was associated at MPTV. No confirmation of the projected International Latex sponsorship or description of Mr. Madden's duties at IL could be ascertained last week.

Prior to joining MPTV, Mr. Madden was for four years a vice president of NBC-TV. Previously he had been a vice president of McCann-Erickson.

Screen Gems Reports Sales

TEN MORE tv stations have purchased "Hollywood Movie Parade," the new package of 104 feature films distributed by Screen Gems Inc., subsidiary of Columbia Pictures Corp., since the first sale was announced a fortnight ago, Sales Director Robert H. Salk said last week.

New stations signed include KTTV (TV) Los Angeles, KRON-TV San Francisco, KFJZ-TV Dallas, KCMO-TV Kansas City, KUTV (TV) Salt Lake City, WOW-TV Omaha, KOB-TV Albuquerque, KCRA-TV Sacramento, Calif., WTTV (TV) Bloomington, Ind. (Indianapolis), KSYD-TV Wichita Falls, Tex., and WCBS-TV New York.

Breweries Buy Ziv Show

SIGNING of six breweries as new sponsors of Ziv Television Programs' *Man Called X* tv film series was announced last week by M. J. Rifkin,

vice president in charge of sales. Latest sales on the series, which increase markets to 163, were to Anheueser-Busch Inc. for Chicago; Reisch Brewing Co. for Springfield, Ill.; Arizona Brewing Co. for Yuma; Stegmaier Brewing for Wilkes-Barre; Lone Star beer for El Paso and Dawson's Brewery for Boston.

Screen Gems' Western Sales Adds to Staff, Makes Move

IN A MOVE attributed to expanding sales activities on the West Coast, Screen Gems Inc., New York, last week announced a series of additions to its Western Sales Div. and the move of its sales headquarters from San Francisco to Hollywood.

Dick Dinsmore, who has been west coast sales manager in San Francisco, has been promoted to western sales manager in Hollywood. Haan Tyler, formerly sales manager of Tom Corradine & Assoc., Hollywood, has joined Screen Gems as station sales supervisor of the division. Mr. Dinsmore will supervise an enlarged sales staff, composed of John Hunt, Seattle, Northwest; Peter Carey, San Francisco, California-Nevada; Tom Seehof, formerly sales representative in Salt Lake City and now in Hollywood; Starley Bush, salesman for KUTV-TV Salt Lake City, and now with Screen Gems in that city, and Mr. Tyler, Hollywood.

FILM RANDOM SHOTS

Procter & Gamble, sponsor of *Jane Wyman's Fireside Theatre* (NBC-TV, Tuesday, 9-9:30 p.m.), has exercised option on show for another year, according to Lewman Productions, L. A. P&G agency is Compton Adv., N. Y. Sponsor plans to continue series at same time on NBC-TV, starting mid-September.

Albert C. Gannaway, L. A., has bought interest of Charles Ver Halen in Gannaway-Ver Halen Productions, Hollywood, covering rights of latter in connection with *Dan'l Boone* tv series, "Adventures of Daniel Boone" feature, *Sheriff Young* series and merchandising tie-ups.

FILM PEOPLE

Jack Whitehead, internationally known cinematographer, appointed director of photography and head cameraman of Fred A. Niles Productions Inc., Chicago and Hollywood. He has been in feature film production over 30 years, with U. S. and British motion picture firms and as free-lance cameraman.



MR. WHITEHEAD

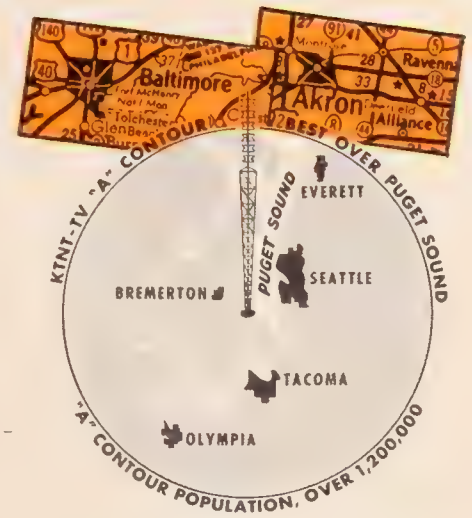
Andy Coscia, media and research director, Guild Films, to Western Television Corp., subsidiary of C&C Super Corp., N. Y., as assistant to vice president in charge of operations.

Bernie Saber, formerly with United Film & Recording Studios, Chicago, to Kling Film Productions, same city, as musical director.

David Heilweil, producer of *Suspense* and *Danger* on CBS-TV, signed by Bischoff-Diamond Productions, L. A., as producer on *Mystery Writers Theatre* series for Screen Gems Inc.

Leo Davis, MCA-TV production staff on CBS-TV's *General Electric Theatre* named producer of program's live shows.





This area contains OVER HALF the population of Washington State and it accounts for OVER HALF the retail sales of the state.

. . . and more than 2 million people live in the ENTIRE area covered by KTNT-TV

. . . and what's more —

Only KTNT-TV has all five

Of all the television stations in the rich Puget Sound area of Washington State, ONLY KTNT-TV covers all five of the following major cities in its "A" contour:

- **Seattle**
- **Tacoma**
- **Everett**
- **Bremerton**
- **Olympia**

CBS Television for Seattle, Tacoma, and the Puget Sound Area

316,000 WATTS

Antenna height, 1000 ft. above sea level

KTNT TV CBS
CHANNEL ELEVEN BASIC

Represented nationally by
WEED TELEVISION

MEMO: TO TIMEBUYERS, ACCOUNT EXECS WHO LIKE TO LEAD THE FOLLOWERS!

With the coming of major industries like GE's $5,000,000 plant now in operation, Roanoke is on the Go! And the one and only station that caters to this change in pace and taste . . . in the home, at work, in the car . . . day and night . . . is WROV!

HOW? With a compelling programming schedule of proven Music, Top Area Personalities, In-Person Local News and All Season Sports!

Exclusive '56 broadcasts of World Series Dodgers, first time in Roanoke!

Exclusive broadcasts of High School basketball and football from three local schools!

Exclusive Live coverage of local news, featuring voices of people in the news!

Exclusive producers of largest local contest ever run, Jr. Chamber of Commerce Dream Home. Dream Home Contest, presented with Jr. Chamber of Commerce!

Leading Local Personalities, Jerry Joynes, Jackson, Sid Tear!

More local advertisers hire WROV personalities, and programs to move merchandise than any other local station! They know **it's the programs, not the power,** people listen to and believe! In Roanoke, lead the followers with a localized selling campaign on Roanoke's only fulltime Music, News and Sports Station!

Represented by

BURN-SMITH CO., INC.

ad MAN'S BEST FRIEND

1240 ON YOUR DIAL

WROV

Burt Levine, Pres.

ROANOKE, VIRGINIA

RAB NAMES TAYLOR, CONFIRMS HARDESTY

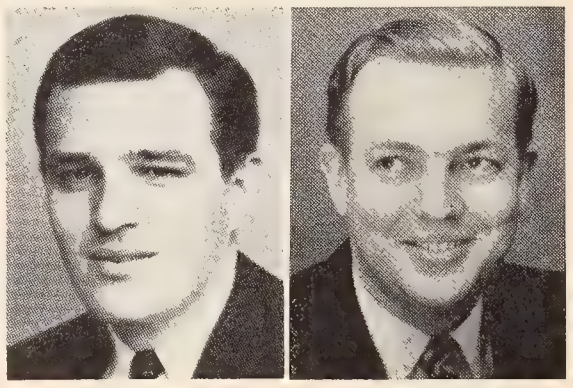
CBS Radio executive acquires vice presidency along with directorship. Bureau also formalizes John F. Hardesty's role as general manager and advances Warren Boorom to promotion manager.

SHERRIL TAYLOR of CBS Radio was named vice president and promotion director of Radio Advertising Bureau and RAB Vice President John F. Hardesty's role as general manager was formalized by the bureau's executive committee last week. In addition, Warren Boorom was advanced from director of local promotion to promotion manager.

The changes were announced by RAB President Kevin Sweeney, who had proposed them, following an executive committee meeting in New York Wednesday.

The committee, headed by Kenyon Brown of KWFT Wichita Falls, Tex., also:

• Approved management plans for a second National Radio Advertising Clinic to be held Oct. 29-30 at the Waldorf-Astoria in New York. The first, held last October, drew a capacity attendance of 600 advertiser, agency, station and network executives to discuss radio as a national advertising force.



MR. TAYLOR MR. BOOROM

• Approved a revised budget for the first half of 1956, reflecting income gains that thus far this year are running at an annual rate of $100,000 more than anticipated at the RAB board meeting in December. The revised budget pushes planned expenditures for 1956 to more than $775,000.

• Heard President Sweeney present plans for helping stations and networks make the most out of this year's National Radio Week, which, as long advocated by RAB, will be held separately from the observance of National Television Week.

• Heard plans for RAB participation in Radio Day at the NARTB convention next month. RAB will stage a presentation tentatively titled "Radio: One of the Big Four" on the convention's last day.

Mr. Taylor, who will join RAB on April 1, currently is co-director of sales promotion and advertising for the CBS Radio Network. In his new post he will supervise all promotion activities.

As part of the realignment, Mr. Boorom becomes promotion manager and will serve as Mr. Taylor's deputy. Through him, both national and local promotion departments will report to Mr. Taylor. Sales development, headed by Walter Brown, also will report to the new vice president and promotion director.

Mr. Taylor started in radio in 1947 as a publicity writer for KSL Salt Lake City, where he rose to director of sales promotion for both KSL and KSL-TV. In 1951 he moved to CBS-owned KNX Los Angeles and the Columbia Pacific Radio Network as sales promotion manager. He later became KNX-CPRN sales promotion, advertising and exploitation director before joining CBS Radio Spot Sales in New York in 1953. He was named co-director (with Louis Dorfsman) of sales promotion and advertising for the CBS Radio Network last year after two years as manager of the CBS Radio Spot Sales Promotion dept.

"Sherril Taylor's unmatched background of promotion for radio stations, station representatives, and regional and national networks was made to order for RAB," President Sweeney said in announcing the election. He expressed the view that Mr. Taylor "is one of the outstanding media promotion men in the country" and said "his addition to the RAB completes what we feel is the best team in media promotion."

Mr. Boorom, director of advertising and promotion for WTOP Washington before joining RAB as assistant director of local promotion in 1954, was named local promotion director eight months ago.

The addition of the general managership to Mr. Hardesty's vice presidential title, also effective April 1, was a formality. Officials pointed out that "vice president and general manager, although a new title, formalizes the arrangement that has prevailed since Mr. Hardesty's election to a vice presidency in December, when he returned to RAB after two years as eastern sales manager for Westinghouse Broadcasting Co. He had been RAB local promotion director from 1952 to 1954.

AFA June Convention Expected To Draw Over 1,000 Ad People

OVER 1,000 advertising executives are expected to attend the 52d annual convention in Philadelphia of the Advertising Federation of America, June 10-13, according to Ben R. Donaldson, institutional advertising manager, Ford Motor Co., and AFA chairman.

Coincident with the convention—timed as part of the national observance of Benjamin Franklin's 250th birthday anniversary—Philadelphia's Poor Richard Club, affiliated with AFA and one of the largest advertising clubs in the U. S., will celebrate its 50th anniversary.

Meanwhile, Bonnie Dewes of D'Arcy Adv., St. Louis, general chairman of the AFA committee to select the Advertising Woman for 1956 —the ninth such annual selection to be made— said that nominations will close March 26. Winner will be announced during the four-day convention.

Convention activities as planned include the following: a four-day analysis and discussion of advertising, an eight-member panel discussion on the future change in advertising, a theatre party to see the road-company tour of "Kismet," sightseeing trips throughout Philadelphia and a round of buffets, cocktail parties and fashion shows.

New Officers for RTES Submitted by Committee

THE nominating committee of the Radio & Television Executives Society has unanimously recommended the following slate of officers and members of the board of governors to serve next year:

Officers: Robert Burton, vice president, Broadcast Music Inc, nominated for second term as president; Merle Jones, vice presi-

dent, CBS-TV, as first vice president; Robert Leder, vice president-general manager, WINS New York, as second vice president; Claude Barrere, eastern director of tv, BMI, as secretary, and Bernard Goodwin, president, DuMont Broadcasting Corp., as treasurer.

For the board of governors to serve for a two-year term: Kenneth Bilby, NBC vice president of public relations; Maggi Eaton, Radio Reports Inc.; Norman Glenn, Sponsor Publications; Geraldine Zorbaugh, general counsel & secretary, ABC, and Norman Gluck, vice president, United World Films Inc. Elected to the board last year for a two-year term, and serving until May 1957: Don McClure, director of film, International Latex Corp.; Frank Pellegrin, vice president and secretary, H-R Representatives; Roger Pryor, vice president in charge of radio-tv, Foote, Cone & Belding; Robert Schmid, vice president and director, MBS, and Sam Slate, program director, WCBS New York.

BBC Head Before N. Y. Group

SIR IAN JACOB, director general of the British Broadcasting Corp., will speak at this Wednesday's luncheon meeting of the Radio & Television Executives Society in the grand ballroom of the Hotel Roosevelt, New York. Mr. Jacob, who, it is understood, will present the BBC's thoughts about Britain's commercial Independent Television Authority (ITA) [CLOSED CIRCUIT, March 5], also will answer questions posed by a special panel made up of John Daly, ABC vice president and commentator, and Jack Gould, radio-tv columnist, *New York Times*.

Mich. AAAA Elects Anderson

ROBERT E. ANDERSON, BBDO, Detroit, has been elected chairman of the Michigan Council, American Assn. of Advertising Agencies, the AAAA reported last week. Other Detroit advertising agency executives named in a special election held to fill four vacancies on the board of governors were Aldis P. Butler, Young & Rubicam, and Leonard Simons, Simons-Michealson, to vice-chairman and secretary-treasurer, respectively.



MR. ANDERSON

Elected for two-year terms were Victor Armstrong, Kenyon & Eckhardt; Colin Campbell, Campbell-Ewald; Mr. Simons and Mr. Butler. The terms of the fourth electee to the board, John Bowers, of Brooke, Smith, French & Dorrance, as well as Mr. Anderson's expire March 31, 1957.

Sports Assn. Names Seven

APPOINTMENT of seven sportscasters to the advisory committee of the Sports Broadcasters Assn. was announced last week by Len Dillon, SBA president. They are Don Dunphy, Russ Hodges, Bill Stern, Red Barber, Bryan Field, Jimmy Powers and Sam Taub. Other committees appointed by Mr. Dillon are: Membership —Les Keiter (chairman), Jim Gordon, Frank Litsky and Sam Taub; Welfare—Guy LeBow (chairman), Don Dunphy and Bill Hickey; Speakers—Chris Schenkel (chairman), Howard Cosell and Bill Hickey.

Announcing...

A UNIQUE AND DYNAMIC NATION-WIDE SERVICE TO THE ENTIRE BROADCASTING INDUSTRY

VISUAL ELECTRONICS CORP

EXECUTIVE OFFICES: ELEVEN WEST 42ND STREET, SUITE 2850, NEW YORK, N. Y.

All television accessory equipment and supplies of a technical nature, from leading manufacturers are now available from one source, operating nation-wide with a technically qualified staff specializing in this field. Regional offices in Atlanta, Dallas, Los Angeles and Chicago, staffed with sales engineers qualified by many years of experience in station construction and operation, provide the basis for national technical sales service. These men specialize in off-the-air pickup and microwave relay systems, low power installations and television studio equipment requirements.

Mail Coupon for free literature

Keeps You in View!

VISUAL ELECTRONICS CORP.
ELEVEN WEST 42ND STREET, NEW YORK, N. Y. (SUITE 2850)

Gentlemen: Please place my name on your mailing list for all technical information.

Name ..... Title .....
Address .....
.....



ONE WILL DO!

One station — WBNS Radio — drops sweet-spending Columbus and Central Ohio right in your lap. WBNS delivers the most listeners . . . twice as many as the next biggest station. The most and also the best. With 20 top Pulse-rated shows, WBNS puts *push* behind your sales program. To *sell* Central Ohio . . . *buy* WBNS Radio.

CBS FOR CENTRAL OHIO

Ask John Blair

The number one Pulse station covering 1,573,820 people with 2 Billion Dollars to spend.

WBNS radio
COLUMBUS, OHIO

IRE CONVENTION EXPECTING 45,000

Two miles of exhibits require 1,000,000 watts substation. Four-day program beginning today calls for 55 technical sessions. John V. L. Hogan to receive top IRE award.

A RECORD turnout of more than 45,000 electronic scientists and engineers will gather from virtually every country on earth for the four-day Radio Engineering Show and Institute of Radio Engineers' annual convention which opens today (Monday) in New York. IRE officials said that it will be the largest assembly of engineering people ever amassed for a single event.

Radio, television, color tv, and color-tv tape recording developments figure prominently among the 55 technical sessions scheduled to cover all the latest advances in 24 fields of electronics. Headquarters are the Kingsbridge Armory and the Waldorf-Astoria Hotel. Sessions will be held at both places and also at the Belmont Plaza Hotel.

The Radio Engineering Show, held annually in conjunction with the IRE convention, will be housed at the Armory and will consist of almost two miles of exhibits in some 715 booths. Officials said the exhibitors account for about 80% of the nation's productive output in electronics, and the value of equipment being shown was placed "in the millions of dollars." A million-watt electrical substation has been installed at the armory to power the equipment being demonstrated—much of which will be shown for the first time.

John V. L. Hogan, pioneer engineer and widely known in the broadcasting field, will receive the IRE's highest award, the Medal of Honor, and make the principal address at the annual banquet Wednesday evening at the Waldorf-Astoria. Mr. Hogan, one of IRE's three founders, was chosen for the top award in recognition of his long sequence of inventions in the communications art, notably facsimile. Four other principal awards will be presented at the dinner by IRE President Arthur V. Loughren, vice president of Hazeltine Corp.

The institute's annual cocktail party get-together is scheduled this evening (Monday), also at the Waldorf.

The convention will open this morning with a business meeting at which John T. Henderson, director of the IRE Canadian region and principal research officer of the National Research Council of Canada, will be chief speaker. The technical sessions get under way at 2 p.m. today at the Waldorf, the Belmont Plaza and the Armory.

AWRT Convention to Hear Four Broadcast Executives

FOUR broadcast industry executives will be among the main speakers at the fifth national convention of American Women in Radio & Television, April 26-29, in Boston, the AWRT said last week.

The general theme to be taken up during April 27's general session by speakers and panelists attending the convention will be "Women—The Unexploded Radio and Tv Active Bomb." Scheduled to address the delegates are, Oliver Treyz, president, Television Bureau of Advertising, New York; Norman Knight, executive vice president, Yankee Div.,

"John Ruskin said:

'There is hardly anything in the world that someone cannot make a little worse and sell a little cheaper - - - and the people who consider price alone are this man's lawful prey.'

Broadcasters should have that engraved in gold in their offices."

from an address by the Vice President
of a leading agency



Measure of a Great Radio Station

WBAL	Baltimore (NBC)	*The Hearst Corp.*
WBEN	Buffalo (CBS)	*Buffalo Evening News*
WGAR	Cleveland (CBS)	*Peoples Broadcasting Corp.*
WJR	Detroit (CBS)	*The Goodwill Station, Inc.*
WTIC	Hartford (NBC)	*Travelers Broadcasting Service Corp.*
WDAF	Kansas City (NBC)	*Kansas City Star*
KFI	Los Angeles (NBC)	*Earle C. Anthony Inc.*
WHAS	Louisville (CBS)	*Louisville Courier-Journal & Times*
WTMJ	Milwaukee (NBC)	*Milwaukee Journal*
WGY	Schenectady (NBC)	*General Electric Company*
WSYR	Syracuse (NBC)	*Herald-Journal & Post-Standard*
WTAG	Worcester (CBS)	*Worcester Telegram-Gazette*

THE HENRY I. CHRISTAL CO., INC.

NEW YORK — BOSTON — CHICAGO — DETROIT — SAN FRANCISCO

Representing Radio Stations Only



IT'S A CINCINNATI LANDMARK

WCKY'S powerful 50,000 watt Twin Transmitters, insure uninterrupted 24 hour a day broadcasting, sending out a strong, listenable signal to virtually one half of the United States, after sundown—and to the rich Metropolitan Cincinnati Market Area, day *and* night.

WCKY . . . ON THE AIR EVERYWHERE ● TWENT

BUT—

Advertisers don't (or shouldn't) buy 50,000 watt radio signals alone. These signals must be listened to by families—consumers of the advertiser's products.

WCKY'S

programming of music and news, 24 hours a day is listened to regularly

In Cincinnati • • •

*82.4% of Cincinnati homes Listen to WCKY, each week

Out of Cincinnati • • •

**1,192,920 (average) radio families in one half of the nation listen at night each week, to WCKY

These hundreds of thousands of consumers, in and out of Cincinnati, buy WCKY advertised products. They'll buy yours, too, if you tell them on WCKY

for top audience—low rates

BUY WCKY

For availabilities wire or phone collect



* Pulse
** Nielsen

NEW YORK
Tom Welstead
Eastern Sales Mgr.
53 E. 51st St.
Phone: Eldorado 5-1127

CINCINNATI
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 1-6565

CHICAGO
A M Radio Sales
Jerry Glynn
400 N. Michigan Ave.
Phone: Mohawk 4-6555

SAN FRANCISCO
A M Radio Sales
Ken Carey
607 Market St.
Phone: Garfield 1-0716

LOS ANGELES
A M Radio Sales
Bob Block
5939 Sunset Blvd.
Phone: Hollyw'd 5-0695

FOUR HOURS A DAY • SEVEN DAYS A WEEK

General Teleradio; Robert D. Swezey, executive vice president, WDSU New Orleans, and Herbert E. Evans, vice president, Peoples Broadcasting Corp., Columbus, Ohio. Also scheduled to talk is Henry Toy, executive director, National Citizens' Commission for Better Schools.

Moderating the panel session will be Louise Morgan, WNAC-TV Boston. Chairman for the overall general session will be AWRT President Jane Dalton.

NARTB Fm Meeting Friday

THE NARTB Fm Committee will meet Friday at NARTB Washington headquarters, Committee Chairman H. Quenton Cox, KQFM Portland, Ore., has announced.

Ohio Broadcasters Meeting Held in Cleveland Last Week

INDUSTRY LEADERS reviewed current advertising practices and offered constructive criticism toward sounder broadcast operations at the annual Ohio Assn. of Radio & Tv Broadcasters convention which took place in Cleveland's Hotel Statler last Friday.

Frank E. Pellegrin partner and vice president of H-R Representatives and H-R Television Inc., station representatives, told the Ohio group that "99% of all advertisers would increase their sales if they paid more attention to integrating all their advertising and selling efforts, rather than letting six horses ride off in different directions."

"Broadcast media lend themselves especially well to integration," he said, "simply because they are the most effective media in reaching the greatest number of people most economically. Therefore, they can also team up extremely well with coordinated sales efforts of the sales force, with coordinated advertising of retailers, and with any print or posters or any other kind of supporting advertising a client may wish to use."

He scored the hostility that has led print media "to preach a doctrine of bitter opposition to broadcasting, as so grossly exemplified in the recent threat of the ANPA Bureau of Advertising to make its major effort this year one of fighting television, rather than of selling newspapers."

Radio stations no longer can make a profit "merely by having a license," Richard P. Doherty, Washington, D. C., management consultant, said in a talk before the Ohio meeting.

"If you're going to make a profit this day and time, it must be by individualized endeavor," he declared.

"The radio industry does offer a background for successful and profitable operations so long as individual station management is really on the ball. In order to be successful, radio station management must reflect showmanship and imagination. Programming must be entertaining and interesting—not stereotyped—and rate schedules must be sound and realistic."

Mr. Doherty described what he considers a new challenge to radio:

"Radio now depends very heavily on local markets and local revenues. Yet radio is going to get more and more local competition from television due to several factors. These factors include the increase in the number of new television station operations throughout the nation; the constant increase in the number of tv sets in use, and the fact that there is an increasing trend for two, three, and four sets to a family as the result of manufacturers' putting on the market low cost portable sets."

Vincent Wasilewski, manager of government relations for NARTB, also addressed the meeting. His talk was on the current political broadcasting situation.

Chicago Meeting To Explore Merchandising by Premiums

USE of premiums for more profitable merchandising will be discussed by the Premium Adv. Assn. of America during the 23d annual National Premium Buyers Exposition in Chicago March 19-22.

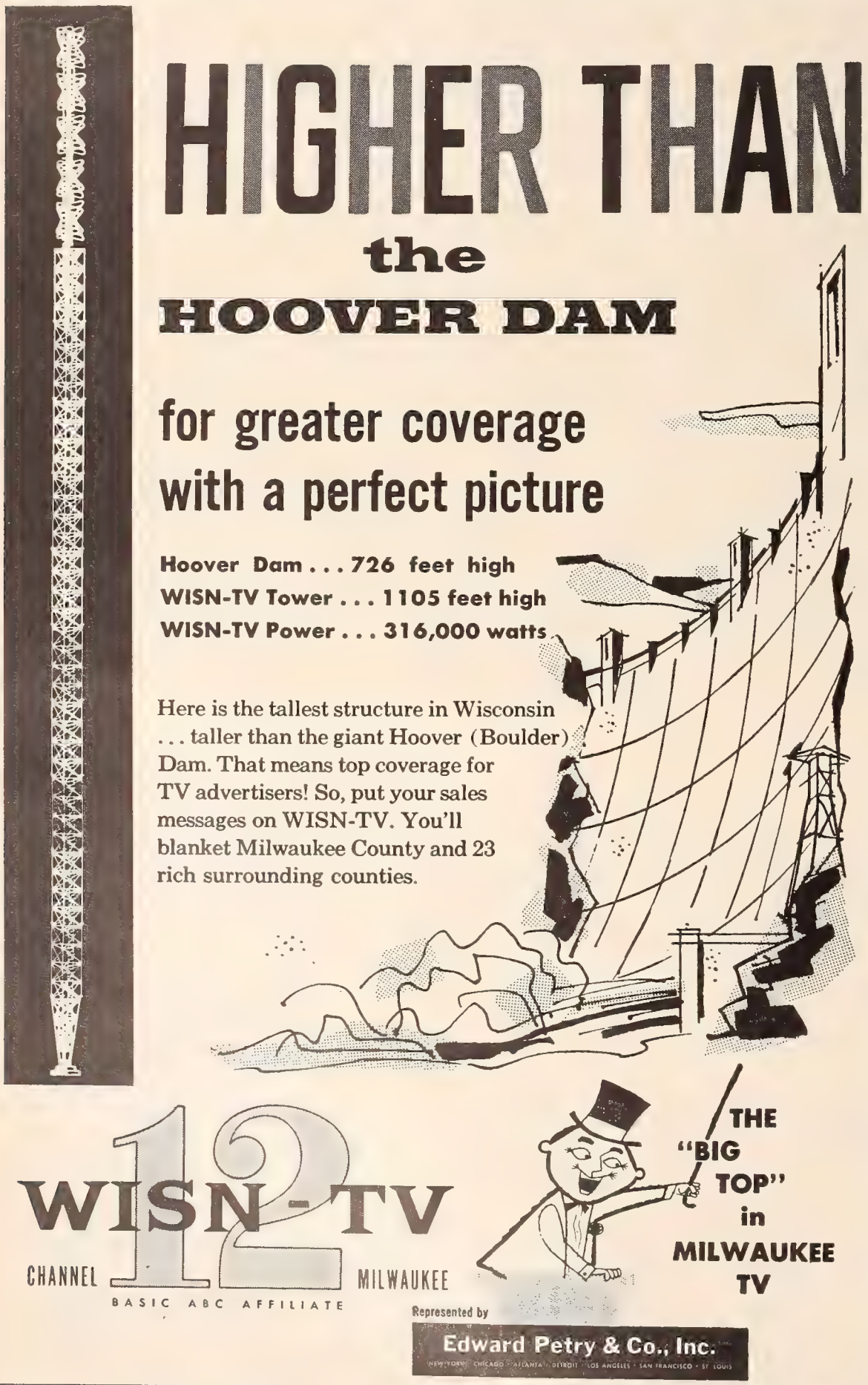
Leading premium specialists will address a March 20 morning session at Navy Pier, with speakers to be announced. Citation award banquet will be at the Conrad Hilton Hotel March 21 under auspices of the Premium Industry Club.

Bakersfield Adv. Club Formed

VERN MACK, advertising agent, has been elected president of the newly-formed Greater Bakersfield (Calif.) Advertising Club.

Other officers are Benton Paschall, general manager, KAFY Bakersfield, vice president; Eleanor Strauss, Downtown Business Men's Assn., secretary, and Robert Love, treasurer.

Martha Jeffres, vice president of District Five, Advertising Assn. of the West, was speaker at an organizational meeting and presented the club its charter.





Felt our name lately?

Every time you use a Bell telephone — including the lovely new color telephones — your fingers touch our name, *Western Electric* . . . and that's your clue to what we do.

For over 73 years we've been the manufacturing unit of the Bell System. So we *don't* make refrigerators, toasters, television sets or motors. We *do* make good telephone equipment . . . like telephones, cable, switchboards and literally thousands of kinds of things that make good telephone service possible.

Working side by side with Bell Laboratories people who *design* telephone equipment and Bell telephone people who *operate* it, we have helped to give Americans the most and the best telephone service in the world. Valuable always, such service is priceless in emergencies.

Western Electric

MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM

NOW!-FEBRUARY ARB'S SHOW...

WE'VE CUT THE CAKE IN TWO!

KTBS-TV, in just five months of telecasting, has cut the audience cake in two in the great Shreveport Market!

In those prime nighttime hours between 7:00 and 10:30 KTBS-TV leads in 49 out of 98 quarter hours . . . and from 6 p.m. to sign off, KTBS - TV LEADS in 72 quarter hours.*

A few choice availabilities left! So . . . check with your Petry man immediately!

And if you are interested in getting the housewife, KTBS-TV LEADS in 82% of the afternoon quarter hours devoted to the lady shopper.* The KTBS-TV Package Plan makes these high-rated spots available for as little as $11.00.

* February, 1956 ARB Shreveport Area Survey.

• NOW 200,000 TV SETS IN THIS GREAT MARKET

• 1153-FT. TOWER

• MAXIMUM POWER

KTBS-TV

CHANNEL **3**

SHREVEPORT, LA.

E. NEWTON WRAY, PRESIDENT and GENERAL MGR.

NBC and ABC

Represented Nationally by EDWARD PETRY & CO., INC.

RETMA GROUP BACKS FCC ON SPURIOUS RADIATIONS

Association's Set Committee also concludes that there is no need for the industry conference which the Commission had suggested to consider the order.

THE FCC'S ORDER on spurious radiations was endorsed last week by the Radio-Electronics-Tv Mfrs. Assn.'s Set Committee, which also concluded that there was no need for the industry conference which the FCC had invited RETMA to arrange for consideration of the order.

The order is designed to insure that sets are engineered so as not to cause interference with other sets through spurious radiations. The RETMA committee approved both its engineer-standards—which incorporate RETMA's—and its effective dates: May 1 for vhf sets and Dec. 31 for uhf sets.

The committee held that RETMA should not itself undertake to police enforcement of the order or certify sets for compliance. It did, however, ask the RETMA Engineering Dept. to design a uniform seal which will not carry RETMA's name but may be used by RETMA members to indicate that their sets comply with the FCC standards.

The decision on the spurious emission standards was one of several highlights of the three-day spring conference of RETMA, held Tuesday through Thursday in New York. Other highlights:

• David Schultz, Chester G. Gifford, and David R. Hall were named to the RETMA board. Mr. Schultz, new president of Allen B. DuMont Labs, succeeds Dr. Allen B. DuMont, who has been elevated to chairman of the board of the Labs. Mr. Gifford, president of the Crosley & Bendix Home Appliance Div. of Avco Mfg. Corp., succeeds Parker H. Erickson, who resigned recently from Avco. Mr. Hall, vice president of Raytheon, succeeds Mr. Schultz, who resigned from the board when he moved to DuMont.

• John S. Holmes, president of Warwick Mfg. Corp., was elected to the Set Div.'s Executive Committee.

• The special Frequency Allocations Study Committee, set up last fall primarily to seek solutions to the uhf problem, was dissolved and its functions were turned over to the RETMA Television Committee. Officials explained that the special committee had served its purpose as fully as possible and that, at this point, any remaining functions should be performed by a regular RETMA committee. Dr. W. R. G. Baker of General Electric, who headed the special committee, also heads the tv committee.

• RETMA filed a telegram to Rep. Aime J. Forand (D-R. I.) strongly protesting the so-called Forand Subcommittee's recommendation that the manufacturers excise tax be extended to transistors, wire and tape recorders, and record players. The protest stressed that the radio-tv industry already is being discriminated against, that it pays 60% of the taxes levied on home products although it has only 44% of the sales of such products, and that the infant color television manufacturing industry also is carrying the tax burden.

• The board went on record endorsing the Voice of Democracy contests and approving continued cooperation with NARTB and the Junior Chamber of Commerce in co-sponsorship of the annual event.

• Paul Galvin of Motorola was selected by the RETMA board of directors as recipient of its 1956 medal of honor award (see separate story, page 98).

• Dr. Baker reported on activities at the preceding week's meeting of the International Radio Consultative Committee (CCIR) in New York [B•T, March 12].

• The Public Relations and Advertising Committee approved plans for participation in National Radio Week, to be held May 13-19.

Palm Springs Will Host SCAAA Meet April 12-14

SIXTH ANNUAL session of the Southern California Advertising Agencies Assn. will be held at the Oasis Hotel, Palm Springs, April 12-14, according to President Douglas Anderson. Eighty-six agencies belong to the association.

Robert Millar, president, Steller, Millar & Lester, Los Angeles, is general chairman for the convention. Speakers scheduled to appear include Kenneth Grosebeck, *Advertising Agency Magazine,* New York; L. W. Lane, vice president, Lane Publishing Co. *(Sunset Magazine),* Menlo Park, Calif.; Roy Campbell, vice president, Foote, Cone & Belding, New York; Walter Guild, Guild, Bascom & Bonfigli, San Francisco; Mort Hall, KLAC Los Angeles, and Jack Heintz, KCOP (TV) Los Angeles.

Southern Calif. Stations Set '55 Record, Survey Says

THE GROSS REVENUE for 1955 of radio stations in 10 southern California counties set a record and was a 24% increase over 1954's gross, the previous high mark, according to a survey by the Southern California Broadcasters Assn. Greater Los Angeles area station business was up by over 34%, according to the report.

Since 1949, southern California radio business has increased over 16% each year, indicating that station gross income has more than doubled in the past six years, SCBA said.

The report also reported that 1,200 people are employed on a full-time basis by the area stations and that the gross annual payroll is more than $7.8 million a year.

Milwaukee Will Host 1956 RTNDA Convention

THE 1956 international convention of the Radio-Television News Directors Assn. will be held in Milwaukee Nov. 15-17, Harold Baker, RTNDA president and WSM-AM-TV Nashville, Tenn., news director, has announced.

Regional Vice President Jack E. Krueger, WTMJ-AM-TV Milwaukee, heads the committee for local arrangements. He will be assisted by other RTNDA members in Milwaukee. The Plankinton House has been named convention headquarters.

TRADE ASSOCIATION PEOPLE

Arnold H. Katinsky, formerly promotion director, WMAL Washington, to Radio Advertising Bureau, N. Y., as member of local sales promotion department.

Bates Johnson, account executive, Bureau of Advertising, American Newspaper Publishers Assn., N. Y., appointed administrative assistant to Harold S. Barnes, director of ANPA bureau.



"TELEVISION'S FINEST"
—for all visual-aural operations

Regardless of the tubes you need—for your cameras, transmitter, film system, video and audio equipment, control equipment, power supplies—you can rely on RCA high-quality types for day-in, day-out dependability. When you need replacement tubes, call your RCA Tube Distributor. He'll give you prompt, efficient service on the entire line.

RADIO CORPORATION of AMERICA
ELECTRON TUBES
HARRISON, N.J.

U'S SAY CHANGE TABLE; V'S SAY NO; NETWORKS NEXT TO TESTIFY IN SENATE

Ch. 26 WTVK (TV) Knoxville, Tenn., says it can operate under present conditions, or if it becomes v. Ch. 4 WSM-TV Nashville, Tenn., says present allocations plan, with minor shifts, is satisfactory. RCA's Engstrom cites his firm's technical aid to uhf and calls for its predominance in some areas so u's may grow.

THE Senate Commerce Committee last week concluded the phase of its hearings on tv allocations, except for testimony by network witnesses, which Chairman Warren G. Magnuson (D-Wash.) has said will be held March 26-28.

The hearings ran Wednesday through Friday (for testimony by Friday's witnesses, see AT DEADLINE, page 9). Sen. John O. Pastore (D-R. I.) presided at Wednesday's session and Sen. Andrew F. Schoeppel (R-Kan.) at the Thursday hearing.

Wednesday's witnesses included John Engelbrecht, WTVK (TV) Knoxville, Tenn. (ch. 26); John H. DeWitt Jr., WSM-TV Nashville (ch. 4), and Paul W. Morency, WTIC Hartford, favored in an initial decision, on which oral argument has been held (page 74), for ch. 3 there.

Thursday witnesses were Elmer W. Engstrom, RCA senior executive vice president; Irving Ferman, American Civil Liberties Union (ACLU), and Andrew J. Biemiller, AFL-CIO. Other statements were entered in the record.

WEDNESDAY

Mr. Engelbrecht recommended that unless the FCC has readily available a nationwide allocation plan which would solve most of the intermixture problems, the Senate committee should require the Commission "forthwith" to act immediately in making reallocations in the public interest on a case-to-case basis.

He said WTVK was purchased from another group in July 1954 and his firm has assumed a heavy burden of existing financial obligations to give Knoxville its second tv station. He said WTVK is operating at a small profit now in competition with one vhf, but that if a second vhf is established WTVK cannot survive. WATE (TV) has been operating on ch. 6 and WBIR Inc. (WBIR) holds an FCC grant for ch. 10 there, he said.

He said WTVK is carrying CBS programs on a per program basis while CBS has been studying, since October 1955, a regular affiliation contract with WTVK to see if the network desires to sign with WTVK or with the proposed new vhf ch. 10 station.

He said he has urged that the FCC assign a third vhf channel for WTVK in Knoxville, but has been denied. WTVK has petitioned the FCC that in the alternative, educational ch. 20 there be made commercial and ch. 10 be reserved for educational purposes. Mr. Engelbrecht said chs. 7 or 8 could be added in Knoxville without disrupting the service of any existing station if the FCC will abandon its fixed table of assignments. Mr. Engelbrecht said a recent test shows 89% conversion to uhf sets in WTVK's immediate area.

Mr. DeWitt said he felt an allocation plan is needed and that the FCC's present one, except for "possibly some minor shifts such as have already been made since its adoption, is satisfactory and should not be substantially modified."

The Senate committee and FCC also should announce publicly that their studies show uhf is capable of rendering satisfactory tv service and that no change in the general allocations structure is contemplated, he said. Both also should do "everything possible" to encourage manufacturers to produce all-channel tv sets, he added.

Mr. DeWitt suggested that one way to build up uhf circulation is to allow vhf stations to install uhf translators in smaller communities, creating incentive to purchase all-channel sets. He said there is almost an exact analogy in early radio where clear channel stations delivered the only signals to small towns and rural areas, making it economically feasible for radio stations to operate in many towns with ready-made audiences.

Uhf operators, like the pioneer vhf operators, must be willing in larger markets to spend substantial sums to provide the coverage necessary to attract advertisers, he said. Mr. DeWitt said additional vhf channels or other proposed plans, such as drop-ins, directional antennas, mileage separation reductions, power and antenna height reductions, will not solve the problem.

Mr. Morency said oral argument, on exceptions to an initial decision favoring his company for ch. 3 in Hartford, was held last Monday and that an FCC decision should be forthcoming within 90 to 120 days. He said once the FCC decides for WTIC, his firm will begin operating on ch. 3 in 60 to 90 days. He said WTIC plans to inaugurate local and network color and has contacted religious, educational and civic groups for participation in ch. 3 programming.

He suggested one plan which undoubtedly held an attraction for Acting Chairman Pastore, who has been urging that ch. 3 be moved to the Providence area to give that city three vhf stations, while Providence's uhf ch. 16 be moved to Hartford to give that area three non-intermixed uhf outlets. This was in the form of a study by A. D. Ring, Washington consulting engineer, which would assign ch. 6 to Newport, R. I. He said that with a minor relaxation of the FCC Rules ch. 6 can deliver an "excellent signal over Providence."

Mr. Morency said many sections of hilly and mountainous terrain around Hartford made a vhf station desirable there to reach these people who at present get only inferior service (from Hartford area uhfs or outside vhfs). He belittled uhf complaints against the proposed new vhf ch. 3 in Hartford by saying that uhf conversion is very high there.

The problem of CBS or NBC removing their affiliations to ch. 3 also does not threaten, since both NBC and CBS propose to own their own uhf stations in the area, he said, adding that the CBS purchase of WGTH-TV (ch. 18) Hartford has just been approved by the FCC.

Mr. Morency said none of the four uhf stations in the Connecticut Valley operates with more than a fifth of the maximum power authorized by the FCC.

THURSDAY

Mr. Engstrom asked that the FCC authorize higher power and directional antennas for uhf

What's so unusual about 6000 Sunset Boulevard?

This: at Song Ad Film-Radio Productions the four principals are not "gentlemen farmers"—farming out music, lyrics, animation. No, sir! Bob, Don, Del and Larry are themselves musicians, ad men, sales experts, and head up all key departments. All Song Ad creative work is done at 6000 Sunset Boulevard. Your radio or TV commercial campaign gets the *best* thought of the *top* men at Song Ads. Just incidentally, they're also *top* men in the film-radio business!

Production is booming at 6000 Sunset. Call us about your upcoming campaigns!



SONG AD
FILM-RADIO PRODUCTIONS
6000 Sunset Blvd. • HO 5-6181
Hollywood 28, California

"From cover to cover, I read Ad Age thoroughly"



says **GEORGE J. ABRAMS**
Vice President & Advertising Director
Revlon, Inc.

GEORGE J. ABRAMS

"When I finish reading my weekly issue of Advertising Age, I usually find that I have read it thoroughly from cover to cover. As a former newspaper reporter, I appreciate good reporting. As an advertising man, I appreciate good coverage of advertising. Advertising Age today provides the working adman with top-notch news coverage of his profession."

In August, 1955, when he stepped into Revlon's new position of V.P. & Adv. Dir., Mr. Abrams had already packed a wealth of advertising experience into a young career. At 16, he was writing a children's column for a daily newspaper. Successively, he progressed from office boy to public relations, advertising and market research work at National Biscuit Co., Anacin Co., Whitehall Pharmacal, Eversharp, Inc., and Block Drug Co. At 35, he was named "outstanding young advertising man of the year."

Today Mr. Abrams directs a $12,000,000 advertising program, with a good deal of his time devoted to Revlon's top "$64,000 Question" and two new network programs, as well as spot broadcasts.

Story by story, feature by feature, yes—often ad by ad, Advertising Age gets cover-to-cover readership by the executives who are important to you. With its dynamic coverage of advertising, marketing and sales, Ad Age is *"news"*paper, *"home-town"* paper and *"business"* paper all in one—not only to those who *activate* broadcast decisions, but to those who *influence* important market and media decisions.

Take Revlon, Inc. for example. Broadcast advertising is playing a major role in Revlon's growing sales picture—up 54% to $51,600,000 last year. Its famous $64,000 Question program consistently ranked first among 1955 tv programs after its fourth week on the air. Spot broadcast, too, is used by Revlon on its cosmetic products.

Every week, 10 paid subscription copies of Advertising Age get read, routed and discussed among Revlon executives.

Further, among the advertising agencies which will place Revlon's $12,000,000 advertising budget—BBD&O; Dowd, Redfield & Johnstone; Emil Mogul Co.; Ehrlich, Neuwirth & Sobo; and LaRoche—*Advertising Age delivers 218 copies every week!*

Add to this AA's similar penetration of advertising agencies with a weekly paid circulation of almost 9,000, its intense readership by top executives in national advertising companies, its unmatched total readership of 120,000 based on 32,000 paid subscriptions, and you'll recognize in Advertising Age a most influential medium for swinging broadcast media decisions your way in 1956.



important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS

1 Year (52 issues) $3

stations and approve the use of booster and translator stations; that the FCC deintermix "on a sufficiently broad basis to create a nucleus of predominantly uhf service areas from which uhf may grow and expand"; that multiple owners and others with "resources and know-how" be encouraged to undertake operation of uhf stations, and that Congress repeal the 10% federal excise tax on all-channel color tv receivers.

He described RCA's pioneering in uhf tv, leading to 1,000 kw ERP stations. He said costs for transmitters and antennas to achieve maximum power (316 kw ERP) in the high part of the vhf band and in uhf (1,000 kw ERP) are approximately the same ($235,500 for uhf, $250,500 for vhf), with operating costs also alike. He noted FCC's proposed rule to raise uhf maximum powers to 5,000 kw, and cited RCA's experiments beginning last January in which an ERP of 4,500 kw was achieved in uhf, later increased to 8,000 kw. He said cost of gear producing 4,500 kw for a commercial uhf station would approximate $550,000.

Mr. Engstrom cited RCA experiments with boosters and its conclusions that boosters would be helpful to some uhf stations in increasing coverage. He said the noise factor in uhf sets has been reduced from 18-25 db to 11-14 db, but this still is not comparable to vhf sets. He said other improvements have been made in spurious radiation, tuning and receiving antennas. He noted RCA promotion of all-channel sets and said the black-and-white set differential between uhf and vhf sets has been reduced from $50-$60 to $25. Differential for RCA's new line coming out in mid-1956 has not been determined, he added.

He said the percentage of RCA's production of black-and-white all-channel receivers is 40% above the average of the balance of the industry, but that total industry percentages show all-channel set production was 19.6% in 1953, 19.9% in 1954 and 15.2% in 1955.

In asking repeal of the excise tax on all-channel color receivers, Mr. Engstrom said that RCA heretofore has produced only all-channel color sets. "However, recognizing the realities of the situation and the competitive picture, as we move into higher rates of production we must plan to make vhf-only color receivers as well as all-channel color receivers."

He said if buying habits for color tv prove to be the same as for black and white when RCA announces its new line of color receivers "within a few months," RCA would expect to produce about four-fifths of its color sets to tune vhf only and the rest all-channel.

Mr. Ferman of ACLU called for a "basic congressional study of the inadequacy of present service and the present and future needs for broadcasting services." Congress should be guided by authorities from "all institutions which conduct or are served by the communications media," he said, including representation from journalism, publishing, education, social and political science. The study should be concerned only with the issue of "multiplicity of channels," and not with content of programs, which "could lead to undesired government interference with opinion," Mr. Ferman said.

The ACLU Washington director also urged that the FCC's present study "of its allocating policies be pursued to a conclusion as quickly as possible so that present licensing will be conducted more in line with the public interest." He said ACLU has noted "with grave concern the competitive disadvantage of uhf channels in relation to vhf channels," adding that the "great social impact of tv broadcasting may justify even radical measures of channel reallocation and expansion at the expense, if necessary, of some of the government and private services."

Union Protests Miami Grant

Mr. Biemiller said AFL-CIO desired preservation of all 82 tv channels and of educational television and criticized the FCC's grant of ch. 7 in Miami to Biscayne Television Corp.

He said AFL's executive council on March 5, 1955, protested an examiner's decision favoring the grant on grounds (1) 85% of the grantee's stock was owned by *Miami Daily News* and *Miami Herald* principals; (2) both newspapers then owned local radio stations; (3) this radio-newspaper ownership was absentee, and (4) both newspapers had anti-labor policies. The grant, made in January, has been appealed and is in the courts, he said.

He claimed the two newspapers used lockout practices against a typographical union seven years ago.

Mr. Biemiller asked that the committee investigate the Miami ch. 7 case and the "probable effects of this decision on the growth of monopoly trends in the news media field." He asked senators also to request the FCC to stay a construction permit to Biscayne until the committee considers monopoly aspects and the courts have ruled on the issues under appeal, since "it is all too plain from past experience that once a station is constructed it is almost impossible to obtain reversal of a grant by any procedure."

He charged that there is "some indication FCC has changed its own rules" in making grants and told the committee his union has not asked the Justice Dept. to investigate the case. He said, however, that the Senate Judi-

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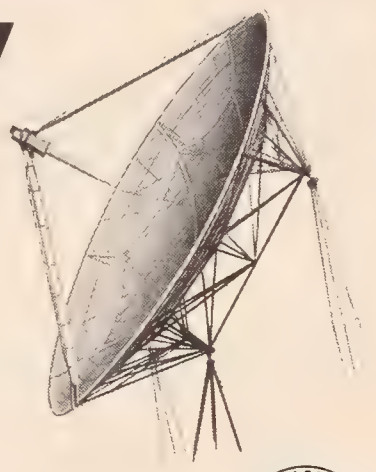
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Until recently, microwave was limited to line-of-sight distances, signals being beamed directly from one antenna right at another. However, engineers knew that a small part of the signal "drops off" the beam, or is "scattered" in the troposphere. A whole new concept was visualized, requiring new, specially-designed equipment.

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Thus "over-the-horizon" transmission promises to span truly long distances... a big step toward the day when TV may cross the oceans. For telephone and telegraph, facsimile, and telemetering, great benefits can be made available today.

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ciary Committee's Antimonopoly Subcommittee had been asked to look into the matter. This request was referred to the Senate Commerce Committee.

Entered in the hearing record were:

(1) A letter from Democratic National Chairman Paul M. Butler asking that networks be called on to testify why they did not give Democrats equal time to reply to President Eisenhower's Feb. 29 broadcast on all radio-tv networks.

(2) A letter from CBS Vice President Richard Salant, chairman of NARTB's Tv Transmission Tariffs Committee, assuring the committee that neither the NARTB unit nor the "tv industry" has indicated that intercity tariff rates are "apt to go up," and that there was some misunderstanding about FCC Chairman George C. McConnaughey's testimony to this effect Feb. 21 [B•T, Feb. 27]. The committee has hired a law firm to make a study, Mr. Salant said, but no conclusions have been made at this early stage in the study.

(3) A letter from KJEO (TV) Fresno, Calif. (ch. 47), notifying the committee that an appeals court decision has denied KJEO's application for stay of the grant of vhf ch. 12 there, resulting in CBS notifying KJEO that its affiliation contract will be terminated in June 1956. KJEO President J. E. O'Neill said he had expressed this fear earlier to the Senate group. He asked for "quick and decisive action" in the next few months regarding deintermixture or drop-in plans.

(4) Letters from the National Grange and National Council of Farmer Cooperatives opposing any change that would reduce existing tv service to rural areas or prevent expansion of new rural area coverage.

(5) A letter from the American Legion opposing pay tv.

(6) A petition from Scottsburg (Ore.) Community Tv asking approval of "community flash tv systems" or "boosters."

(7) A letter from WFAM-TV Lafayette, Ind. (ch. 59) asking for a solution for uhf operators and criticizing high-powered vhf outlets.

(8) A statement by Stewart Watson, president of WKOW-TV Madison, Wis. (ch. 27), asking the Senate group to "admonish the Commission to preserve the status quo in Madison until such time as the Commission has made its final decision as to what action it will take with respect to the allocation of tv channels." (Madison ch. 3 has been granted to WISC there but the case is in litigation.)

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Walter J. Brown
President

Geo. P. Hollingbery—Representative

Pro-Uhf Forces Merge Into New Committee

A MERGER of all uhf forces into a "Committee for Competitive Television" was announced last week.

Support for the new organization was pledged by the Uhf Industry Coordinating Committee, the Committee for Hometown Television, and a group of "successful" uhf stations, the announcement said.

The joint group was formed after several conferences in Washington during which representatives of the various groups and stations reviewed the chances for action by the Senate Commerce Committee and the FCC in the present allocations "crisis."

The new group, which will be headed by John G. Johnson, WTOB-TV Winston-Salem, N. C., has two basic targets, it was understood. One is deintermixture and the other is a revision of the excise tax on tv receivers to favor all-channel receivers. One recommendation, it was learned, was to reduce the excise tax on all-channel receivers to 5% and boost the tax on vhf-only receivers to 15%. The present excise tax is 10% on all video receivers.

"The approach of the committee will be positive," Mr. Johnson stated. "It is designed for both large and small markets, both distressed and prosperous properties. It will call upon all stations to take steps to inform their representatives and senators in Washington of the great future possible in all channel television and will urge that the FCC complete its present rule-making procedure before June 1, 1956. It is the position of this committee that unless the FCC promptly establishes a fully competitive allocation plan the opportunity for a free and competitive system of television broadcasting may be severely prejudiced or forever destroyed."

Serving with Mr. Johnson are John W. English, WNAO-TV Raleigh, N. C., and WSEE (TV) Erie, Pa., vice chairman, and Thomas P. Chisman, WVEC-TV Norfolk, Va., treasurer. With these officers on an executive committee is Philip Merryman, WICC-TV Bridgeport, Conn., president of Hometown Tv Inc. Mr. Johnson was chosen chairman of the UHFICC two weeks ago [B•T, March 12]. Phil Dean, former NBC publicity director, was retained to handle publicity and public relations for the committee. The committee opened Washington offices at 1735 DeSales St. and plans to engage a full time executive secretary and office staff.

Among the individual stations which have pledged their support, the announcement said, were the following: WVEC-TV Norfolk, Va.;



Preparing for a sidewalk interview show are (l. to r.) Norman Armstrong, News Director Herb Robinson, Howard Ramaley and Chief Cameraman Merle Severn of KOMO-TV.



Chief Cameraman Merle Severn (right) and Howard Ramaley adjust portable sound equipment for on-the-spot coverage. Mr. Severn says, "The virtual absence of grain in Du Pont Motion Picture Film permits us to record excellent single-system sound."



Du Pont Representative Harry Ruble examines studio footage shot on Type 930 Rapid Reversal Motion Picture Film with Merle Severn and Assistant Cameraman Howard Ramaley.

"For speed and dependability in TV work, you can't beat Du Pont Rapid Reversal Film!"

—says Chief Cameraman, Merle Severn, KOMO-TV, Seattle, Washington

"DEADLINE"—a half-hour news show on KOMO-TV, is just what the name implies. And, to keep up with fast-breaking news events, Chief Cameraman Merle Severn has some definite convictions about the film he uses:

"Du Pont Type 931 is the *only* motion picture film we've found that gives the speed, dependability and consistency we need for newsreel work. Shooting a five-times-a-week news show demands a lot from a film . . . smooth gradation for good reproduction, fine grain and wide latitude to catch every detail in shadows as well as highlights . . . demands easily handled by Type 931!

"I used Type 930 and 931 in Alaska last year when covering the joint Army-Air Force 'Operation Snowbird' for KOMO-TV and the NBC Network," continues Mr. Severn. "Shooting in temperatures from 10 below to 10 above zero. Du Pont 930 and 931 worked smoothly with no special preparation of the films.

"When TV schedules are tight—as they often are—Du Pont Rapid Reversal Films can be processed and ready for televising in just *30 minutes*. Footage is frequently used directly from the processing machine with no preliminary projection . . . and we're always confident of the high quality results we'll get.

"Here at KOMO-TV," concludes Mr. Severn, "we use Du Pont films *exclusively*—Type 930 for routine assignments, and Type 931 where more speed is necessary. We call them the 'twins' . . . and they make a wonderful pair!"

Take advantage of the many features of these fine films in your own work. Contact The Du Pont Company, Photo Products Department, Wilmington 98, Delaware, or your nearest Du Pont Sales Office (listed below). In Canada: Du Pont Company of Canada Limited, Toronto.

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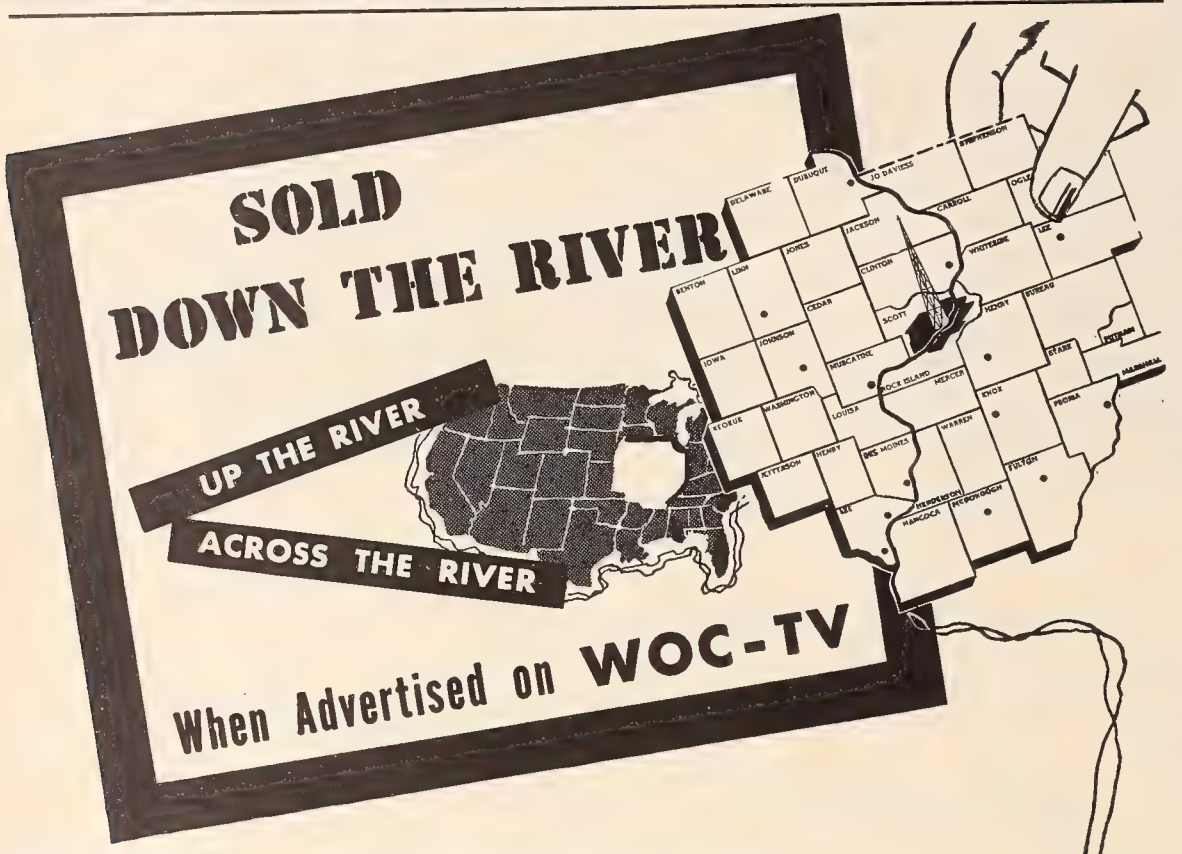
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◄ TOP OFFICIALS of the new all-uhf Committee for Competitive Tv ponder tactics at the organization meeting in Washington last Thursday. L to r: John G. Johnson, WTOB-TV Winston-Salem, N. C., chairman; Thomas P. Chisman, WVEC-TV Norfolk, Va., treasurer; John W. English, WNAO-TV Raleigh, N. C., and WSEE (TV) Erie, Pa., vice chairman.

WSEE (TV) Erie, Pa.; WDAK-TV Columbus, Ga.; WSBA-TV York, Pa.; KTVI (TV) St. Louis, Mo.; WICC-TV Bridgeport, Conn.; WNAO-TV Raleigh, N. C.; WTAO-TV Cambridge-Boston, Mass.; WTOB-TV Winston-Salem, N. C.; WENS (TV) Pittsburgh, Pa.; WFAM-TV Lafayette, Ind.; WTOV-TV Norfolk, Va., and WLBC-TV Muncie, Ind.



WOC-TV *Sells* . . . because it offers the advertiser:

39 Iowa-Illinois counties with a population of 1,558,000.*

39 Iowa-Illinois counties with 481,700* families, 62% of which have TV sets (as of January 1, 1955).

39 Iowa-Illinois counties with an annual Effective Buying Income of $2,455,303,000.*

39 Iowa-Illinois counties that spend $1,800,717,000* a year in retail outlets.

WOC-TV *Sells* . . . because it offers the advertiser:

Maximum power—100,000 watts video—transmitted over a 602-foot-high antenna system on Channel 6.

Basic NBC programming plus market-WISE local programming.

A responsive audience that sent this station 157,422 pieces of program mail in 1954—82 per cent of which was in response to local, studio-produced programs.

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IN IOWA
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AND EAST MOLINE
IN ILLINOIS

The
QUINT CITIES

CHANNEL 6
WOC-TV

Status of Flint, Mich., Tv Grantee Argued

QUESTION of whether a tv grantee—who has won out in a comparative hearing—must be considered still in hearing status when he asks to amend his grant was argued in the U. S. Court of Appeals in Washington last week.

Case involved the 1954 grant of Flint, Mich., ch. 12 to WJR Detroit (WJRT [TV] Flint) and its subsequent application to change its transmitter site from south of Flint to north of Flint.

Opposing applicants WFDF Flint and W. S. Butterfield Theatres Inc. argued that the application for change in site changed the WJR application and that this negates the hearing. They also claimed that this disqualified WJR since no amendments are permitted once a hearing begins. The opponents claimed that the hearing was still in existence when WJR requested the transmitter move They said they had petitions for reconsideration pending while WJR was making plans to move. These petitions were denied by the FCC in December 1954 and again in April 1955 on the grounds that the transmitter move made no difference in the Commission's reasons for favoring WJR.

WJRT's request for a change in transmitter location was approved in April 1955. This grant was protested by ch. 57 WKNX-TV Saginaw, ch. 54 WTOM-TV Lansing, and ch. 13 WWTV (TV) Cadillac, all Mich. The modification grant was stayed by these protests and a hearing held. Last January FCC Hearing Examiner Herbert Sharfman issued an initial decision affirming the FCC's approval of the transmitter move. A motion to reopen this record to cover an amended issue was granted by the FCC earlier this month.

The appeal argument was heard by Circuit Judges David L. Bazelon, Charles A. Danaher and Walter M. Bastian. Judges Bazelon and Danaher expressed interest in the relationship of this case to the Enterprise case (where the court remanded the Beaumont, Tex., ch. 6 case to the FCC because the Commission did not take into account a stock option agreement between favored KFDM Beaumont and W. P. Hobby [KPRC-AM-FM-TV *Houston Post*], entered into after the initial decision but before the final grant). They also seemed unable to comprehend why the Commission permits its coverage curves to be used in some instances and not in others.

Arguing against the Commission's ruling were attorneys Duke M. Patrick (Butterfield) and William J. Dempsey (WFDF). Defending the FCC were Assistant General Counsel Richard A. Solomon, and WJRT attorney R. Russell Eagan.

WTAO-TV, WETV (TV) Join Growing Uhf Casualty List

TWO STATIONS joined the growing uhf casualty ranks last week when ch. 56 WTAO-TV Cambridge, Mass., announced it was suspending operations, and WGMS Washington returned its ch. 20 construction permit (WETV [TV]) to the FCC, never having gotten on the air, resigned to the fact that it never would.

WTAO-TV reported it was suspending "temporarily," pending outcome of the allocations problem. WGMS expressed serious doubts as to the future success of uhf in Washington.

WTAO-TV suspension marks the 62d station which has ceased operating (of which four were vhf). The WGMS surrender of its cp makes it the 160th such deletion (of which 26 were vhf outlets).



"But *our* home survived the big windstorm..."

"Even before we started building our home, I asked my insurance agent to check everything so I'd be properly protected. He did that, but he also suggested some other things that had never occurred to me. He made sure I knew what was the safest type of construction. Also, he got me folders telling me how to prepare for a windstorm or hurricane when warnings are broadcast.

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First FCC Parley Held On Tv Change Comments

A FULL complement of FCC commissioners and top legal and engineering aides took a first hard look at the tv allocations comments and replies last Tuesday and decided to continue meeting on the subject with the hope of coming up with an answer—or answers—to the vexatious uhf-vhf problem before July 1.

First round last week saw all hands presented with docket-thick memorandum from Broadcast Bureau's Rules & Standards Division condensing proposals and counter proposals. The compendium listed all major recommendations filed in the 200 comments and more than 350 replies, sketching in the major salients of the suggestions and listing oppositions.

Among the principal recommendations digested were the CBS, Mullaney and Craven plans. Also condensed were such broad categories as drop-in proposals, selective deintermixture, additional vhf possibilities, etc.

Among first-thought ideas were suggestions that a complete spectrum analysis covering not only tv but all other services be made, that possible additions to broadcast spectrum in trade with military (Office of Defense Mobilization) be appraised, and that thought be given to securing additional vhf channel from industrial services. Some views were advanced that directional antennas might be utilized to squeeze in more vhf channels.

Procedurally, it was agreed that meetings on the allocations question would continue on at least a weekly basis for the next few weeks, or until ideas have jelled. At that point, it was presumed, the meetings would be continous—with time out for normal routine like regular Wednesday Commission meetings, oral arguments, etc.

WSTV-TV Answers Query On Community Tv Overlap

THERE will be no trouble forcing community television systems to cease using the signals of ch. 9 WSTV-TV Steubenville, Ohio, if and when the FCC approves that station's $370,000 purchase of WBLK-AM-TV Clarksburg, W. Va., and WPAR-AM-FM Parkersburg, W. Va.

That was the gist of the WSTV Inc. reply last week to the FCC inquiry last month regarding the retransmission of its signals in the Clarksburg area by community tv systems [B•T, Feb. 20].

If the FCC requires that no overlap between the Steubenville and Clarksburg tv stations occur via antenna systems, WSTV said it will order the community systems to cease using its signals. It will have the right to do so, its answer related, under copyright laws or those of "unfair competition."

The WSTV-TV signals are utilized by 16 community tv systems in Ohio, West Virginia, Pennsylvania and Maryland, the station reported. There are more than 15,000 subscribers to these systems, it estimated, of which 6,300 are served by the Clarksburg system.

WSTV said there were no contracts between its ch. 9 facility and these community tv systems, nor between ch. 12 WBLK-TV and these systems. WBLK-TV will be affiliated with NBC, the report indicated (WSTV-TV is a CBS affiliate).

In discussing community tv systems, WSTV said:

"WSTV Inc. believes that community antenna systems are at the present time providing a temporary service to communities that are unable to receive service from properly licensed stations; and that as soon as regular service is available to these people, the community antenna systems will lose a substantial number, if not all, of their subscribers, since people seldom are willing to pay for a service that can be obtained without charge. If this result does not take place in the natural course of events, it is the view of WSTV Inc. that the best interests of the television industry would be served by requiring community antenna systems to discontinue this duplicate service since such represents a competition with regularly licensed stations for the available audience."

Perjury Charges Fly In Hartford Tv Case

CHARGES of perjury were made and denied last week in the oral argument before the FCC *en banc* on the hotly contested Hartford, Conn., ch. 3 case.

Hartford Telecasting Inc. made the charges. It involved alleged testimony during the comparative hearing by officers and directors of the Travelers Insurance Co. (parent company owning WTIC Hartford, which holds the initial decision for the vhf facility) regarding the hiring of a "pool" lobbyist in the Connecticut capital working for passage of a sales tax bill.

Hartford Telecasting also claimed that WTIC has never presented any views contrary to the interests of the insurance company.

These allegations were denied by WTIC. WTIC said the perjury charges were "reckless and unsupported," and based on "distortions" of the testimony during the hearing. It said that WTIC's basic editorial policy is to give a fair hearing to all sides of public issues. The perjury charges were also opposed by the Broadcast Bureau.

Hartford Telecasting claimed it should have been preferred for the vhf channel because it outweighed WTIC in such criteria as diversification, integration and local ownership. WTIC claimed it was heavily owned by local residents (compared to only 8% local ownership by Hartford Telecasting) and that its past broadcast record was outstanding. It also argued that Hartford Telecasting failed to prove Travelers Insurance Co.'s dominance in the Hartford area.

If WTIC gains the final decision, it will become owned 23% by Franklin M. Doolittle and Walter B. Haase, it was explained. Messrs. Doolittle and Haase now own WDRC Hartford, which will be sold, it was stated.

Hartford Telecasting is owned by Clifford S. Strike, 25%; Harry C. Butcher (KIST Santa Barbara, Calif., and 13.2% owner of KEYT [TV] Santa Barbara, Calif.), 24%; George E. Cameron Jr. (former owner of KOTV [TV] Tulsa, Okla.), 24%, and others.

Excise Tax Held Applicable On C-C Tv Wire Charges

PAYMENTS to telephone companies for the use of leased wires to carry closed-circuit tv programs are subject to the regular 10% federal excise tax, the U. S. Internal Revenue Service ruled last week. The ruling determined that Congress intended to exempt "only communications services utilized in the business of furnishing programs to the general public."

Whether firms which have been using closed-circuit tv extensively are taxable for their past operations has not yet been ruled upon. A House Ways and Means subcommittee studying excise tax problems has reported an interest in a possible survey of the closed-circuit issue.

It was estimated the phone companies may get as much as $500,000 a year for use of the wire circuits.



He forgot that "Scotch" is a brand name for tape!

It's easy for all of us to fall into bad habits! While we welcome the mention of our product on your programs, we ask that you respect our registered trademark. If it is impossible for you to use the full name correctly: "SCOTCH" Brand Cellophane Tape, or "SCOTCH" Brand Magnetic Tape, etc., please just say *cellophane tape* or *magnetic tape*. Thank you.

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FCC Gets Comments On Tv Translators

A LEADING community tv equipment manufacturer has asked the FCC to give antenna services a four-year "grace period" before "subjecting" them to competition from tv translators.

That request, from Spencer-Kennedy Labs, Boston, Mass., was among comments filed with the Commission by last Thursday, deadline for comments on suggested rule-making involving the authorization of low-power tv translator service using the upper portion of the uhf band (chs. 70-83). The comments received last week were practically unanimous in indorsement of the proposal to authorize translators, but most contained qualifications or modifications.

Earlier comments, including Jerrold Electronic Corp.'s translator-coaxial cable proposal, also were heavily in favor of translator operations [B•T, March 12].

Spencer-Kennedy's "grace period" would pertain to communities which by March 1, 1956, had in operation—or a permit had been authorized to put into operation—a system providing tv service by wire. In these localities no translator operation would be permitted before March 1, 1960. To protect the public investment, S-K proposes that prospective translator licensees be approved by the governing body of the community to be served, and that the licensees deposit in escrow a sum sufficient to assure their five-year operation.

Other translator comments follow:

National Community Tv Assn., Washington, D. C., while emphasizing that community antenna systems provide and will continue to provide valuable and much needed service, acknowledges that translators may be of value in areas not economically practicable for community antenna projects. It cautions, however, against relaxing broadcasting's sound technical and economic principles in making new service available.

Washington State Tv Reflector Assn., which brings tv signals to north-central Washington via on-channel booster reflectors, claims its method of re-transmission is best; suggests authorization of vhf, rather than uhf, translators. When and if it appears that neither the on-channel nor vhf translator method can provide saturation service, uhf translators might be the answer in unserviced areas.

K-V Electronics Inc., Ellenville, N. Y., manufacturer of community tv equipment, reports itself "positively" opposed to uhf translators; argues that vhf on-channel re-radiating devices are most feasible, most economical.

Sylvania Electric Products Inc. favors adoption of translator proposals with certain modifications. Would restrict harmonics and other spurious radiation to not more than 60 db below the peak visual carrier; suggests a frequency tolerance of .01%; calls hourly observations "too burdensome."

CBS urges adoption of translator proposals, with qualifications; believes rules should make clear translators may be used to provide service to "shadow" areas (those areas within coverage of existing stations but precluded from service because of terrain or interference factors). As translators should only be licensed where there is a genuine need, CBS recommends doling out licenses on a case-by-case basis. Agrees that signals should not be rebroadcast without the consent of the originating station, but feels case-by-case consideration must be given rebroadcast of programs requiring station and network clearance and involving questions of overlap and payment.

NBC supports objective of translator proposals as an economical and simplified method of providing tv to areas inadequately served, and as long as no signals will be retransmitted without approval of originating station.

Radio Electronics Television Manufacturers Assn. supports the utilization of uhf for translator stations with several technical revisions, including: (1) no minimum space requirements for co-channel stations; (2) not limiting licensees to one translator in a service area, and (3) remote control operation of translator units.

Adler Electronics Inc., New Rochelle, N. Y., communications equipment manufacturer, supports RETMA comments favoring utilization of uhf for translator operations and cites its own experimentation in this field. Believes enough data has been accumulated to begin manufacture of needed equipment, although price is expected to exceed $1,000 figure mentioned in notice of proposed rule-making.

WSM-TV Nashville, Tenn., recommends all uhf channels allocated to tv be made available for translator operations. Also proposes 100-watt rather than 10-watt operation, with hours of operation in keeping with requirements of standard tv broadcast stations.

KFXJ-TV Grand Junction, Colo. (ch. 5), found "a great deal of merit" in the translator proposal, but found it in some respects "too rigid." Rather than limiting translator operations to the 70+ uhf frequencies, KFXJ-TV proposed using any frequency assigned to tv that would not cause interference or engineering problems. KFXJ-TV also recommended: allowing translators to operate at any distance from the originating station, when there is a demonstrated need for service; unattended operation of translators so long as adequate protection is provided; waiver of hours of monitoring by commercial grade operator in cases where station assumes responsibility; allowing the originating station to assume responsibility for rebroadcast of its ID.

KVDO-TV Corpus Christi, Tex. (ch. 22), favors proposal but raises questions regarding the future of uhf. Asks clarification of allocations question so uhf stations can make use of translators to extend their service.

Citizens of Flathead Valley, Mont., favor translator proposal but are against 10-watt power limit. In locations such as Flathead Valley (population spread over wide area), 10 watts is not enough and more than one translator is impracticable, citizens say. Recommend at least 60 watts for translator operation.

Jerrold Bid Returned

APPLICATION for FCC authorization of tv translator operation at Ellensburg, Wash., submitted by Jerrold Electronics Corp., was returned to the electronics firm last week. The FCC termed the application "defective." The Commission noted that Jerrold, in seeking booster authority, used the application form for recognized broadcast operations, whereas the FCC rules do not provide for boosters. Jerrold was premature, the FCC intimated, in seeking booster authority by the waiver of numerous FCC rules before final determination of rule-making proceedings concerned.

PULSE?

Real strong in WOWO's

4,000,000 Market Between

In the latest Pulse, covering 26 of WOWO's 82 county area, WOWO has 472 firsts out of 472 quarter hours surveyed—proof that in homes, factories and on the farms, WOWO commands a constant loyal audience not covered by any other single medium.

In 109 quarter hours WOWO not only held its audience, but gained from one to three points over a year ago. That's listener loyalty.

Radio listening itself is up in this typical midwest area—up from 6 a.m. to 11 p.m. Monday thru Friday (actually up 2.6 *at night*)—up all thru the week end from Saturday noon 'til Sunday night.

Mind you, WOWO's area is far bigger than the Pulse area surveyed. WOWO blankets a region of 4 million people and $6 billion spendable income. It is the Market Between—half again richer than Detroit, yet with no city bigger than Fort Wayne.

Get facts, figures, availabilities. Call Tom Longsworth, Sales Manager, Anthony 2136 in Fort Wayne, or Alexander W. "Bink" Dannenbaum, Jr., WBC National Sales Manager, MUrray Hill 7-0808, New York.

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO	TELEVISION
BOSTON—WBZ+WBZA	BOSTON—WBZ-TV
PITTSBURGH—KDKA	PITTSBURGH—KDKA-TV
CLEVELAND—KYW	CLEVELAND—KYW-TV
FORT WAYNE—WOWO	SAN FRANCISCO—KPIX
PORTLAND—KEX	

KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.



In the Market between–No selling campaign is complete without the WBC station **WOWO**–*50,000 watts*

FCC Wants Further Inquiry Of Seattle Ch. 7 Applicant

THE three competing applications for ch. 7 at Seattle, Wash., one of which had been favored for the grant in a hearing examiner's initial decision, were remanded to the examiner by FCC order last week. FCC Hearing Examiner Thomas H. Donahue's decision favored Queen City Broadcasting Co. and recommended denial of the applications of Puget Sound Broadcasting Co. and KXA Seattle.

The FCC ordered the record reopened for the purpose of permitting inquiry into the activities of Saul Haas, Queen City president, during his tenure as editor and part owner of the *Seattle Record* during the late '20s. The examiner had ruled that Mr. Haas' previous newspaper experience was not relevant to the tv proceeding.

Ft. Smith Citizens Group Protests KNAC-TV Sale

A GROUP of Ft. Smith, Ark., citizens will appear before the FCC to object to the sale of ch. 5 KNAC-TV (initial decision) that city, to Southwestern Publishing Co. (Donald W. Reynolds). The Commission last week ordered oral argument March 20 to determine if the record should be reopened on the application of American Tv Co. to assign KNAC-TV's cp to Southwestern. FCC Hearing Examiner Basil P. Cooper has recommended grant of the application.

The Commission's action followed a request to be heard filed by the "Citizens Group for Two Television Stations in Ft. Smith," which claims the assignment will leave Ft. Smith with only one tv station (ch. 22 KFSA-TV, presently operating, is owned by a Southwestern subsidiary). The citizen's group, comprised of Ft. Smith business and professional people, also charges that the assignment will result in a concentration of media control in that Southwestern publishes the only Ft. Smith daily newspapers (morning *Southwest American* and afternoon *Times Record*) in addition to its control of KFSA-AM-FM-TV.

The group accompanied its protest with signatures of 198 local people sympathetic to the group's purpose and endorsements from Arkansas Senators John L. McClellan (D) and J. W. Fulbright (D) favoring oral argument on the group's objections.

Segregation Issue Enters Pennsylvania Am Protest

SEGREGATION was among the charges made last week in two exceptions to an initial decision recommending an am grant to Levittown-Fairless Hills, Pa. The protestants, WTOA (FM) Trenton and WLDB Atlantic City, N. J., alleged, among other things, that the company which owns the Levittown-Fairless Hills housing project excludes Negroes from residence there. The protestants also said that neither Levittown nor Fairless Hills (both are unincorporated) is a "community" within the meaning of the Communications Act. WTOA described the localities as "dormitory suburbs" of Philadelphia and Trenton.

The disputed initial decision favored Drew J. T. O'Keefe and associates for 1490 kc, 250 w unlimited at Levittown-Fairless Hills and recommended denial of WTOA's application for the same facilities at Trenton [B•T, Feb. 27]. During the hearing it was brought out that Mr. O'Keefe's proposal would cause some interference to WLDB's operation.

Johnson Firm Buys 50% Of KRGV-TV Weslaco, Tex.

KRGV-TV Weslaco, Tex., last week filed an application with the FCC for transfer of 50% control to the LBJ Co. for $5,000 plus a loan of $140,000. The transfer agreement also called for a loan of $103,000 to KRGV Weslaco for which LBJ Co. is to receive an option to purchase 50% of the am.

The LBJ Co., of which Mrs. Claudia T. (Lady Bird) Johnson (wife of Sen. Lyndon B. Johnson [D-Tex.] Senate majority leader, and mother of minority LBJ stockholders Lucy Baines Johnson and Lynda Byrd Johnson) is the majority principal, is owner of KTBC-AM-FM Austin, Tex., and controls 29% of KWTX-AM-TV Waco, Tex.

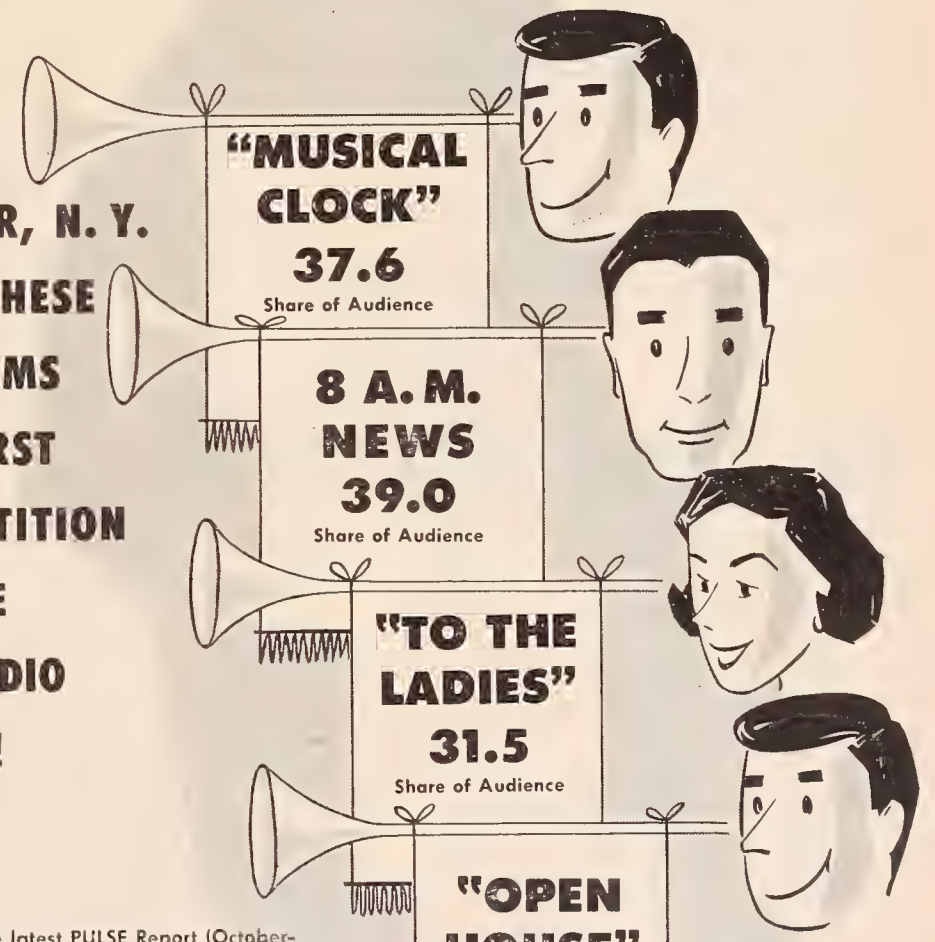
O. L. (Ted) Taylor, former station representative will retain 50% interest in the station and will continue as general manager. According to the application filed with the Commission, KRGV-TV owes Mr. Taylor $90,000.

WNAO-TV Raleigh Appeals

WNAO-TV Raleigh, N. C. (ch. 28) last week asked the U. S. Court of Appeals to reverse the FCC's denial of its petition to intervene in the Raleigh ch. 5 case. The uhf station said that if a vhf station begins operating in Raleigh, it would have to cease operating. The FCC denied the ch. 28 outlet's petition last January [B•T, Jan. 16]. A final decision is being awaited in the vhf hearing following oral argument between applicants WRAL and WPTF, both Raleigh, several weeks ago. WRAL holds an initial decision in its favor for the facility.

SOME "FAN FARE"!

IN ROCHESTER, N. Y. EACH OF THESE 4 PROGRAMS RANKS FIRST IN COMPETITION WITH FIVE OTHER RADIO STATIONS!



Yes, according to the latest PULSE Report (October-November, 1955) Rochesterians prefer these across-the-board radio shows: Ed Meath and the "Musical Clock", 6:15-9:30 A.M.; Warren Doremus and the "8 A.M. News"; Dorothy Cotton and "To The Ladies", 9:30-10.00 A.M.; and Ed Meath and "Open House", 5:00-6:00 P.M. If *Rochesterians prefer to watch 'em, you should prefer to buy spots in 'em!* Contact us for availabilities!

BUY WHERE THEY'RE LISTENING: —

CBS WHEC of Rochester
NEW YORK
5,000 WATTS

Representatives: EVERETT-McKINNEY, Inc. New York, Chicago, LEE F. O'CONNELL CO., Los Angeles, San Francisco

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HERE 'TIS!



Sell to this ONE BILLION DOLLAR Market on

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Studios in BOTH Tulsa and Muskogee
UNEQUALLED FACILITIES
316,000 WATTS

KTVX — The ONLY Television Station in Oklahoma with Studios in TWO MAJOR Markets.

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Channel 8 KTVX

L. A. (Bud) Blust
V. P. and Gen. Mgr.

•

BEN HOLMES, Natl. Sales Mgr.
TULSA BROADCASTING COMPANY
Box 9697, Tulsa, Oklahoma

Examiner Favors Denial Of KLIQ License Renewal

RECOMMENDATION that the license of KLIQ Portland, Ore., (1290 kc, 1 kw day), not be renewed was made last week by FCC Hearing Examiner Basil P. Cooper, who also recommended the grant of KLIQ's facilities to Robert E. Bollinger. In an initial decision, Mr. Cooper found that Mercury Broadcasting Co. (KLIQ) was not financially qualified to own and operate a station whereas Mr. Bollinger was in all ways qualified to be a broadcast licensee.

KLIQ, which has been off the air for two years, was sold in 1952 by its present owners, who reacquired ownership a year later when the station was sold at auction to satisfy claims. Mr. Cooper found that the hearing produced no evidence that Mercury had assets or commitments to satisfy current claims against the corporation totaling about $34,000.

Three New Daytime Ams Granted by Commission

THREE new am daytime stations were granted by the FCC last week. Construction permits awarded:

• Albuquerque, N. M.—Rex A. Tynes, 1580 kc, 1 kw. Mr. Tynes is sole owner of KCHS Truth or Consequences, N. M.

• Waynesburg, Pa.—Commonwealth Broadcasters Inc., 1580 kc, 250 w. President-Treasurer John S. Booth, 45% stockholder, is 33.3% owner of WTVE (TV) Elmira, N. Y., owner of WMLP-AM-FM Milton, Pa., president-treasurer of WTOW Towson, Md., and vice president-general manager-33% owner of WCHA-AM-FM Chambersburg, Pa. Vice president-secretary Earl P. Strine, 10% stockholder, is WCHA manager, and attorney Harry Daly, 45% stockholder, is stockholder in WOKE Oak Ridge, Tenn., WMLV Milleville, N. J., and WTOW Towson, Md.

• Savannah, Tenn. — Florence Bcstg. Co., 1010 kc, 250 w. Permittee is owner of WJOI-AM-FM Florence, Ala.

More Protest for WSPA-TV

THE two uhf stations which have been opposing the transmitter move of ch. 7 WSPA-TV Spartanburg, S. C., from Hogback Mt. to Paris Mt., served notice last week that they will carry the fight to court.

WGVL (TV) Greenville and WAIM-TV Anderson last Tuesday asked the FCC to reconsider its final decision affirming its approval of the ch. 7 outlet's move. The FCC's order following a protest hearing gave the go-ahead to WSPA-TV [B•T, March 12].

KCNA Tucson Asks Transfer

KCNA Tucson, Ariz., has filed an application with the FCC seeking transfer of control from 52%-owner author Erskine Caldwell ("Tobacco Road," "God's Little Acre," other novels) to minority stockholders George W. and Harry B. Chambers, for $35,574. Under the sale agreement, Mr. Caldwell will retain about 12% interest in KCNA.

Legal Handbook Published

A HANDBOOK, "Television Agreements," has been published by the Practising Law Institute, New York, explaining the legal aspects of tv contracts. Two panel discussions are included. They were edited by moderator David M. Solinger, senior partner of Solinger & Gordon, legal counsel for Foote, Cone & Belding, from PLI's 1955 course on radio-tv law.

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 14

Bristol, Va.-Tenn., ch. 5; Canton, Ohio, ch. 29; Corpus Christi, Tex., ch. 10; Miami, Fla., ch. 10; Norfolk-Portsmouth, Va., ch. 10; Omaha, Neb., ch. 7; Peoria, Ill., ch. 8; Seattle, Wash., ch. 7; Springfield, Ill., ch. 2; Jacksonville, Fla., ch. 12; Raleigh, N. C., ch. 5; Elmira, N. Y., ch. 18; Redding, Calif., ch. 7; Caguas, P. R., ch. 11.

AWAITING ORAL ARGUMENT: 10

Boston, Mass., ch. 5; Charlotte, N. C., ch. 9; Hartford, Conn., ch. 3; Indianapolis, Ind., ch. 13; New Orleans, La., ch. 4; Orlando, Fla., ch. 9; Paducah, Ky., ch. 6; San Antonio, Tex., ch. 12; St. Louis, Mo., ch. 11.

AWAITING INITIAL DECISION: 3

Hatfield, Ind. (Owensboro, Ky.), ch. 9; McKeesport, Pa. (Pittsburgh), ch. 4; San Francisco-Oakland, Calif., ch. 2.

IN HEARING: 10

Beaumont-Port Arthur, Tex., ch. 4; Biloxi, Miss., ch. 13; Cheboygan, Mich., ch. 4; Mayaguez, P. R., ch. 3; Onondaga-Parma, Mich., ch. 10; Pittsburgh, Pa., ch. 11; Toledo, Ohio, ch. 11; Lead-Deadwood, S. D., ch. 5; Caribou, Me., ch. 8; Coos Bay, Ore., ch. 16.

Ten Stations Receive FCC Transfer Approval

CHANGES in ownership of WAFB-AM-FM-TV Baton Rouge, La., and WESO Southbridge, Mass., were among 10 approved by the FCC last Thursday.

Control of the Baton Rouge stations was transferred from Louis S. Prejean, *et al.*, to the WDSU Broadcasting Co. (WDSU-AM-FM-TV New Orleans), for $148,600. WDSU Broadcasting held 26.7% of WAFB-AM-FM-TV stock prior to the approval and now holds 57.8%.

WESO was sold by WESO Inc. to WESO Broadcasting Corp. for $99,370. Among the principals are President Joseph L. Rosenmiller Jr. (53%), H-R Television Representatives salesman; Vice President-Treasurer Peter A. Bordes (17%), marketing and business consultant, and Joseph C. Amaturo (20%), NBC sales representative.

Also approved were ownership changes involving: WJAM Marion, Ala.; KBHS Hot Springs, Ark.; KLVC Leadville, Colo.; WHBO Tampa, Fla.; KROS-AM-FM Clinton, Iowa; KTCB Malden, Mo.; WDLC Port Jervis, N. Y., and KVWC Vernon, Tex.

No Hi-Fi for Uhf

SUGGESTION that uhf television stations be allowed to multiplex sound portion of a broadcast in order to transmit high fidelity sound—proferred by California attorney Joseph Brenner two years ago—was turned down by the FCC last week. The Commission said there was not sufficient technical information to warrant rule-making.

Rabaut Opposes Pay Tv

STATEMENT against subscription tv attributed in B•T's March 12 issue to Rep. Victor L. Anfuso (D-N. Y.) actually was made by Rep. Louis C. Rabaut (D-Mich.). Rep. Rabaut, in a statement entered in the *Congressional Record,* said the pay-tv idea should be regarded as "the camel's nose under the tent" and "stopped before it gets started."

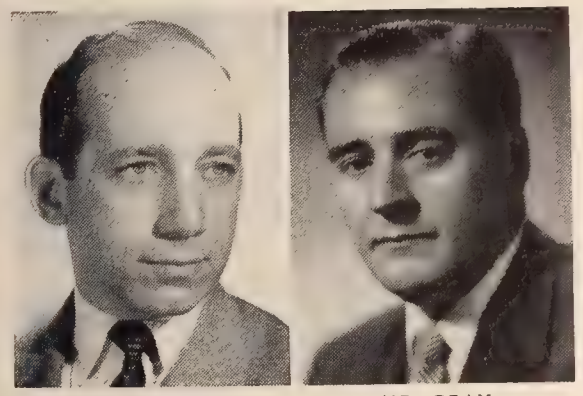
WOR-AM-TV NAMES SEPARATE MANAGERS

Gordon Gray turns responsibilities of am managership over to Robert Leder, retains duties as chief of tv outlet.

CREATION of separate managerships for WOR and WOR-TV New York, with Gordon Gray concentrating on WOR-TV as executive vice president and general manager and Robert J. Leder moving over from WINS New York to become general manager of WOR, was announced last week, effective April 15.

Thomas F. O'Neil, chairman and president of RKO Teleradio Pictures, owner of the stations, disclosed the changes and explained that "the mushrooming success of WOR-TV and the continuing achievement of WOR have practically dictated the necessity of splitting the supervision of these two valuable properties."

Mr. Gray, vice president and general manager of WOR-AM-TV, has headed the stations



MR. LEDER MR. GRAY

since December 1953, when he resigned as vice president in charge of the eastern office of WJR Detroit and WGAR Cleveland to join the O'Neil organization. Mr. Leder has been general manager of WINS since March 1954.

Mr. O'Neil said that "during Gordon Gray's period of general management of WOR-TV, the station's position, both financially and rating-wise, has risen most impressively." At the same time, he said, "despite a vastly more competitive situation, station WOR under his management has continued to maintain its position. . . . The resulting responsibilities require the full time of an executive for each station. Bob Leder's dynamic reputation is well known throughout the broadcasting industry."

Mr. Gray, before his tenure with WJR and WGAR, was vice president and a member of the board of WIP Philadelphia and, before that, manager of stations in Minneapolis, Omaha and Lincoln, Neb. Among other responsibilities, he is a member of the board of Mutual, member of the board of Television Bureau of Advertising, and vice president and a director of New York State Broadcasters Assn.

Before moving to WINS, Mr. Leder served NBC in several capacities, including eastern and national sales manager for NBC Spot Sales and sales director of WNBC (now WRCA) New York. He formerly was with National Television Assoc., WVNJ Newark, Booth Vickery & Schwinn and George Elliott Adv.

Uhf Boosts Prime Time

WWLP (TV) Springfield, Mass. (ch. 22), has announced that effective March 1, it has instituted a new Class AA time, from 8-10 p.m., at $500 per hour, splitting the former A time (7 p.m. to signoff) into two periods: 7-8 p.m. and 10-11 p.m. The move was made, according to William L. Putnam, general manager, to adjust to increases in audience and market saturation. Otherwise, all time periods (A through D), and time charges remain the same; Class A time, for example, still being $400 per hour for the uhf outlet.

April 15 Start Planned By WDMJ-TV Marquette

WDMJ-TV Marquette, Mich., plans to put a test pattern on the air tomorrow (Tuesday), with regular programming scheduled to begin April 15, according to Charles B. Zwemer. The ch. 6 CBS affiliate is represented nationally by Weed and plans to operate with 100 kw video and 60 kw audio.

Other executives include Frank J. Russell, owner-president; Wilber H. Treloar, general manager; Wallace C. Johnson, comptroller; Robert J. Luke, regional sales director; James Luke, local sales, and Paul Anick, chief engineer.

Formal Dedication Held For KHPL-TV Hayes Center

FORMAL DEDICATION of KHPL-TV Hayes Center, Neb., satellite of KHOL-TV Kearney, Neb., were held yesterday (Sunday) in KHOL-TV's studios.

Scheduled to be present at the ceremonies were Nebraska Gov. Victor Anderson, Sen. Carl Curtis, Sen. Roman Hruska, and Rep. A. L. Miller. Film interviews with other dignitaries from Nebraska, Colorado and Kansas also were to be shown.

KVSO-TV Ardmore, Okla., Aims for June Starting Date

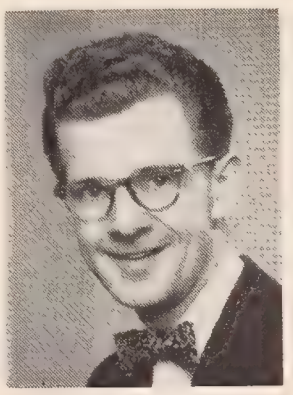
CONSTRUCTION has begun on KVSO-TV Ardmore, Okla., and the station should be on the air by June 1, according to General Manager John Easley Riesen.

Transmitting from a 1400-ft. peak in the Arbuckle Mountains north of Ardmore, the station will operate on 27.3 kw with a tower 647 ft. above average terrain. Studios will be located in downtown Ardmore.

The new station will be completely equipped to transmit color, said Mr. Riesen.

Frech Appointed Manager Of KFRE-TV Fresno, Calif.

THE APPOINTMENT of Ed Frech as manager of KFRE-TV Fresno, Calif., was to be announced today (Monday) by Paul R. Bartlett, president, California Inland Broadcasting Co. (KFRE-AM-TV). KFRE-TV received a final grant for ch. 12 in January [B•T, Jan. 16] and plans to go on the air this summer as a CBS-TV affiliate.



MR. FRECH

Mr. Frech is a vice president of the parent company and has been manager of KFRE for the past two years. Keith Mealey, chief engineer, and Helen Johnson, treasurer, both KFRE, will add the same duties for KFRE-TV.

CASCADE TELEVISION

The BIG for PACKAGE

IN THE PACIFIC NORTHWEST



KIMA-TV
Yakima, Wash.
KEPR-TV
Tri-Cities, Wash.
KLEW-TV
Lewiston, Idaho

CASCADE TELEVISION

Contact
WEED TELEVISION
Pacific Northwest: MOORE & LUND

AFTER a razzle-dazzle career in sportscasting during which he parlayed major league baseball broadcasts on a single station into a 400-outlet sports network (which folded during longdrawn litigation with the ball clubs over rights and fees), Gordon McLendon today serves as general manager for KLIF Dallas and also keeps a supervisory eye cocked at goings-on at the other McLendon radio stations, KELP El Paso and WRIT Milwaukee. Deciding to major in news as a field in which radio is far superior to television, Mr. McLendon, who is accustomed to controversy, has plunged KLIF into competition with the Dallas dailies, editorially as well as newswise, and the sparks are flying in all directions. Here is his own account of the fracas, excerpted from a talk before the Texas Broadcasters Assn. midwinter meeting at McAllen, Tex. [B•T, Feb. 27].



NEWS: THE ACE UP RADIO'S SLEEVE

IT IS OBVIOUS to all by now that in order to survive, radio must offer something which television cannot do, or cannot do as well. One of those things is news. In news, so far tv hasn't been able to pour water out of a boot with the directions printed on the heel.

For 20 years or more, radio men have discussed over cocktails radio's vast advantages over newspapers as a news medium. First, radio has an intrinsic time advantage which newspapers cannot duplicate. Radio has an additional advantage in the warmth and emphasis which can be given to news stories by the human voice. Third, radio news has the advantage of economy. Radio needs no linotypers, no proofreaders, no headline writers, no endless supply of newsprint. Your radio newsmen don't have to write out every story they deliver nor do they need to go into the multitudinous details which some newspapers use so often just because they have space they have to fill. So radio needs far fewer men than newspapers. Radio's electronic news plant is economically far more efficient than the bulky, unwieldly, uneconomic newspaper plant. Besides all this, the average metropolitan newspaper reaches only about two-thirds of the homes in the city. Over 95% of these same homes own a radio. Just how much of an advantage can radio have?

Yet, even with all these advantages, until the advent of television radio had never seriously challenged newspapers in the news-reporting field. Perhaps it was because until a few years ago there had always been other and easier sources of lucrative programming. But whatever the reason, it was true that in over 30 years commercial radio had done little to increase its stature or take advantage of its innate superiority as a news-reporting medium. When people thought of news, they thought of newspapers, simply because radio had never made any really serious effort to compete in the news field.

We at KLIF discussed the possibility of a "newspaper of the air" and proceeded to do something about it. We adopted a slogan of "Tomorrow's Newspaper Now" and proceeded to remove ourselves from competition with television by the very simple alternative of going into competition with newspapers, by becoming a "newspaper of the air." KLIF, and all of our other radio stations, now cover both local and national news events with a thoroughness and verve far beyond anything ever attempted by a station in a market of our size before.

We have not exactly put the newspapers out of business yet, and of course never will, but I'm certain that we have reduced their readership. Whenever we find in either of the local newspapers a story of any real local interest which has not appeared on KLIF hours or a full day before, our managing editor's job is in jeopardy. And we do not hesitate to call this coverage to the attention of the public. Several times in each newscast we will say, "Tokyo—here's a story that you won't read in the newspapers until tomorrow," or "Lisbon—another example of how far radio news is ahead of the newspapers."

Our news staff at KLIF consists of six men, none of whom have any particular hours, and all of them under the direction of Edd Routt, our managing editor. To function as a "newspaper of the air" we are on the air 24 hours a day and we have three mobile news units, one of them a reserve unit, but two of them roving the city at all hours to report news events direct from the scene. Whenever there's a fire, a murder, an important City Council vote, the announcement of a new building development, whenever the jury is coming in—KLIF's mobile news units are on the spot to report that news direct and we break into whatever program is in progress. Mobile units are not new, but I believe that we were the first station ever to put three of them to such extensive use. It is not at all unusual for us to have a program interrupted three or four times an hour for either mobile news unit reports or beeper telephone interviews.

Naturally, this is fast, exciting radio, and the result of it is that you are almost afraid to turn away from the station. When hubby gets home at five-thirty and picks up that newspaper, he's got nothing to tell wifey about because she's heard it all on KLIF during the day and, as a matter of fact, can generally tell him some new developments about most of the stories. Or maybe, and this is happening more every day, hubby has been listening at his office and doesn't bother to read the newspaper when he gets home.

We know that these six men—that's our managing editor, two desk men, and three outside leg men—aren't sufficient to do the job we want eventually to do. Eventually, we plan to have eleven men on our news staff—our managing editor and three other desk men, a crime and violence editor, a sports editor, a business and political news editor, a society editor, an editorial writer, an entertainment editor and a local and civic events editor. With that staff, I believe that in Dallas we can offer even more effective competition to either one of the competing dailies.

One of our objectives, and I assure you we are achieving it, is to force radio listening by a segment of the population which has got out of the habit of listening. For a long time it discouraged me to go out with a group of my friends and discover that none of them had listened to the radio that day. Or maybe one of them would say, "I only listen to the radio when I'm in my car." That used to drive me crazy. But it doesn't happen much any

more in Dallas. We're creating a new tune-in. We've compiled a list of 250 top Dallas citizens in all walks of Dallas business and social life and we're expanding this list rapidly. We've subdivided this list into top oil leaders, top banking and industrial leaders, top society women, top business men, top educators, etc. Now, we use this list to get their names and voices on the air just as often as possible. There's hardly a story that clatters over our United Press or INS wires that can't be made a local story. For instance, when President Eisenhower vetoed the gas bill, we quickly got beeper telephone comments from three prominent Dallas and Fort Worth oil men—H. L. Hunt, Jake Hamon and Al Hill.

When we get a story involving Harry Truman, we are apt to call two or three local party officials for comment. When a youth murders his parents in New Jersey, we get statements from local officials familiar with the juvenile delinquency problem. We're getting those local *names,* hundreds of them each week, on the air. My friends listen to the radio now—they're afraid not to. They're afraid the next story is going to be about them. So, in addition to our really superb local coverage, we *localize* all the national and regional stories. This to me is what radio should have been doing all these years.

We've got several other gimmicks that we use to add space to our news program. One of them is Jimmie Fidler, who supplies us with six 15-minute programs per week at a very modest cost. We take these programs and strip them into 30-second excerpts which we use on our newscasts every other hour. Jimmie gets the Hollywood news, states it succinctly, and he is always in good taste. We have found these Fidler excerpts are very effective for us.

We hire a helicopter on an hourly basis to report traffic conditions and also to carry us to the scene of events beyond the range of our mobile units.

We make use of the long distance telephone to get many stories. For instance, when Georgi Malenkov resigned, we promptly put through a call to Moscow and had no trouble at all getting an interview with American Ambassador Chip Bohlen. About all he would say was hello, he wouldn't even tell us the weather, but we had the interview, anyway. In May, on the day of its anniversary, we plan to devote some 10 broadcasts in one day to a news re-creation of the Battle of Chancellorsville, the high tide of the Southern Confederacy.

A FOUR-DAY BEAT

We turn up with some pretty amazing scoops. KLIF broke and then many times gave details on the biggest business news story in the history of North Texas four days before any Dallas newspaper could even get a line about it. We got a tip that Bill Zeckendorf, Angus Wynne and several other prominent Dallasites were getting ready to build a $300 million development between Dallas and Fort Worth which would close the gap between those two cities. The newspapers probably went crazy trying to figure out where our information was coming from. We specialize in quotations of stocks of local interest—Republic Bank stock, Texas Instruments, and so forth. We have a minute, morning and afternoon, devoted to late oil news.

All of which brings me to the subject of editorials. We have editorialized off and on for some time but never to the extent that Dan Kops carries it at WAVZ [New Haven, Conn.]. Dan's article in B•T [Sept. 19, 1955] on why radio should editorialize was one of the finest and most logical pieces I've ever read. We agree with it completely, although we feel that perhaps Dan doesn't go far enough. For one thing, I believe that he runs his editorials twice a day. We run our editorials eight times a day—*after* the 7, 8 and 9 a.m., 12 noon, 5 p.m., 6 p.m., 10 p.m. and 11 p.m. newscasts. Thus, you can see that we saturate the air pretty well. We don't run the same editorial every time; as a rule, we'll have two or three differently-worded versions to keep from boring the listener.

We don't run editorials unless we have something to editorialize about. That's the trouble with most newspaper editorials. They've got to fill up the editorial page every day and as a result it is generally pretty sloshy going on that page.

Our editorials are for the most part limited to a minute. That's about how long it takes you to read a newspaper editorial.

KLIF editorials are potentially the most powerful single weapon in our city for molding public opinion. The editorial page of any newspaper is bound to be about the least read in the whole paper. The average guy just doesn't bother with it. But on KLIF that same average guy *has* to *hear* the editorials. He knows that they are just going to last for a minute between records, and he won't turn off the station for just that short annoyance. So on KLIF, John Q. Public, the average guy—the guy that the paper *never* reaches with its editorials—is caught right in the firing line. And the first thing you know, John, who is a pretty bright guy, although maybe a little lethargic, gets real interested in this issue that he has heard on KLIF.

ADVANTAGE OF EQUAL TIME

It is my considered belief that radio stations can be far more powerful editorially than newspapers. True, we have to give free and equal time for rebuttal but, while I think this should be permissive rather than compulsory, this rule works to some extent to the advantage of radio. When you don't give equal time for rebuttal, you subject yourself to the criticism that has long weakened newspapers—the charge of prejudice. And besides that, when somebody answers you, there's a legitimate public service dispute going and your listening audience skyrockets.

We will editorialize each and every time we have some issue worth bringing to the public's attention. The main thing you should remember in editorializing is: be sure you are *right.* When you take an editorial position that is in any way selfish, the public somehow knows it, and your situation is as dangerous as a Neiman-Marcus charge account.

By now, I hope that I have given you the impression that reporting the news is a pleasure for us. We are responsible reporters, but we have fun; we make mistakes, in good faith, but so do the newspapers. Far more important than our personal pleasure, though, is the fact that the news functions for us as a sort of promotion. Some stations choose sports as the vehicle by which they lend immediacy and sparkle to their operation. In our case, news accomplishes that purpose for us. And the news is free. We are not troubled by demands for excessive rights fees, special promotional announcements, ticket-selling campaigns, and the many other exorbitant demands of the professional sports promoter.

This exciting, vivid news coverage is salable. So salable, as a matter of fact, that on Friday past when our mobile units were breaking in constantly to report the progress of an approaching tornado, one of the Dallas advertising agencies called up and wanted to know if we would sell him the tornado. We did not sensationalize news of the tornado but did it as a public service. We had so many mobile reports that on one occasion one of our mobile units actually interrupted another. And there are no rights fees to a tornado.

I believe I said earlier that even the smallest station here today can follow our aggressive news policy. That statement presumes that everyone can afford, either by adding to or cutting expenses, one experienced, fulltime news man. Experience has taught us that you just can't depend on disc jockeys to carry out any sort of effective news program—it just isn't their cup of tea. In a small town, you'll be surprised how one man can cover much of the available news. I know, because years ago we did it in Palestine, Tex., with one man, the same Edd Routt who is our managing editor today. If that one man does the job right, and works enough hours at it, I can guarantee you that before long you'll be able to afford two men, and then more. But at first you may have to spend a little money to make a lot of money. And you'll be licked right at the start if your man or men are clock-watchers.

KSON DROPS LOCAL AGENCY COMMISSION

San Diego station substitutes new local procedure of 15% 'discount' payment for time purchases and account services to weed out illegitimate advertising firms while protecting bona fide ones.

IN AN EFFORT to weed out illegitimate local "advertising agencies" and protect the bonafide agencies with which it does business, KSON-AM-FM San Diego has adopted a new procedure of 15% "discount" payments for time purchases and account services, Fred Rabell, president of Rabell Enterprises, KSON licensee, announces last week.

It replaces the usual 15% "commission" policy in dealing with local agencies and advertisers, he said, and does not apply to national agencies. The change was made to cure a local problem only, he emphasized.

Mr. Rabell said he instituted the discount plan as a legal means to allow KSON to determine what local agencies it would recognize since station attorneys advised him that the recent anti-trust consent decree against six advertising organizations required KSON to recognize all who claim to be agencies under the present 15% commission procedure. He said KSON just "got tired of being taken" by so-called "agencies" which neither created copy nor serviced an account and turned out to be a relative of the advertiser.

The KSON executive said the new policy "has been well received by all legitimate San Diego area agencies."

KSON informed the local advertising field that "it is the intent and will be the policy of KSON to encourage the use of advertising agencies by San Diego advertisers, it being KSON's belief that the advertiser is well served by an agent who is qualified to produce creative advertising copy for placement on the facilities of KSON." The station noted "the assumption of responsibility for payment of advertiser's air time charges" by the agency is a "worthwhile service" to both KSON and the advertiser.

KSON defined an advertising agency "as a service organization representing the advertiser as an agent" and under no circumstances as a principal in its own right, a broker or agent for KSON.

The station said it is discontinuing payment of commissions, since such are paid only to employes or its own agents, and instead will extend certain discounts to "selected" San Diego County agencies which it will "recognize." Gross air time charges will be discounted at 15%, KSON explained, and a 2% cash discount will be given remittances on or before the 10th of the month after billing. A 2% penalty will be added monthly on unpaid bills.

Mr. Rabell said the new policy affirms that long established custom of placing primary financial responsibility upon the agency, although some national advertising figures last week had criticised the KSON plan as not doing this. He said the confusion arose over a paragraph of KSON's notice of intent which said an advertiser would be held liable for payment in the event its agency was in default. "But this is a secondary liability," it was explained, "as the primary responsibility for payments to the media lies with the agency. Liability for payment is then a joint and several obligation of agency and advertiser."

To qualify for discounts, KSON said it expects the following from the agency: (1) payment of all invoices by the 15th of the month following billing; (2) creation and delivery to KSON of all advertising copy for advertisers. KSON said the prime consideration involved in extending discounts to an agency is financial responsibility and "under no circumstances will KSON bill a customer directly and remit a commission to an agency." Agencies also will forfeit the discount if they fail to create the advertising copy and supply it to the station, it was implied.

KSON concluded that "nothing in this notice of intent is to be construed as being of detriment to the many fine advertising agencies in San Diego with whom KSON has enjoyed mutually profitable relations for many years. There is no change in the 'dollar amount' accruing to the agencies on transactions. It is rather a change of method and procedure brought about by changed conditions in the local market and certain court decisions."



A CHAMPAGNE TOAST is drunk to KTNT-TV Seattle-Tacoma at a luncheon in honor of the station's third birthday, while June Svedin, KTNT-TV's national ad model pins a carnation on Trevor Evans, of Pacific National Agency, Seattle's "Advertising Man of the Year." Surrounding them are (l to r) Peter Lyman, Frederick E. Baker Inc.; Larry Carino, KTNT-TV commercial manager, and Don Staley, Weed Co. The station held a birthday promotion in both the Seattle and Tacoma Bon Marche Department Stores, inviting its viewers to drop in for a piece of birthday cake, free orchids and a general celebration complete with an orchestra.

Capper President Blake Dies in Topeka, Kan.

HENRY S. BLAKE, 68, president of Capper Publications (WIBW-AM-TV Topeka, Kan., KCKN Kansas City, Kan., and newspaper interests) died March 10 following a heart seizure while burning underbrush on his property in Topeka.



MR. BLAKE

Mr. Blake succeeded the late Sen. Arthur Capper as president of the Capper firm in 1951. He had been general manager since 1937 and before that worked for various newspapers throughout the country.

He is survived by his wife and three children, Henry S. Blake Jr., and Mrs. Homer L. Hiebert, both Topeka, and David R. Blake, Detroit.

WNBQ (TV) Shows Setup Prior to All-Color Debut

LOOKING TOWARD its debut as the world's first all-color station April 15, WNBQ (TV) Chicago is demonstrating to clients and agency representatives how their products will look on tinted tv.

Present clients have been invited to use the station's color facilities for camera and lighting tests to see how their products and packaging designs can be staged in live color commercials. Among WNBQ advertisers participating in the tests are Peter Hand Brewing Co. (Meister Brau beer), Santa Fe Railway, Jewel Food Stores, Armour & Co., Sears, Roebuck & Co., Coca-Cola, Kresge variety stores and other local accounts.

Trademarks and other visual aids will be spotlighted in the lighting-camera tests as sponsors go through their paces in anticipation of color, and also with an eye on black-and-white tv, according to Floyde Beaston, WNBQ sales manager.

On April 15, coincident with the opening of the NARTB convention, WNBQ plans to be transmitting all local live programs in color as the culmination of a gradual piecemeal conversion campaign.

The "color orientation" sessions, which got underway last Monday and which will continue at intervals during the next four weeks, bring into play WNBQ's engineering, program and production staffs.

Hildebrandt to Manage KMYR

KEN HILDEBRANDT, sales manager at KMYR Denver since Dolph-Pettey Broadcasting Co. acquired the station in January, has been named general manager, it was announced last week by Herbert L. Pettey, president of the broadcasting company. He succeeds Barry Long.



MR. HILDEBRANDT

Mr. Hildebrandt, onetime professional baseball player, entered radio at KYA San Francisco as a sportscaster and later became general sales manager.

Freeman Made KVVG-TV GM

PROMOTION of Ron Freeman from commercial manager to general manager of KVVG-TV Tulare, Calif., was announced last week by Uhf Television Corp., station owner. He replaces Ed Beatie, who has resigned to open his own advertising agency in Fresno, Calif. KVVG-TV also announced the promotion of Bob Lee from sales service director to operations manager.

WTVJ (TV) Live Colorcast Set

WTVJ (TV) Miami last week announced it would give Florida its first look at local live color television during the station's seventh anniversary celebration Wednesday. Approximately 500 clients, businessmen and other guests will visit the station for the anniversary celebration and will witness the first scheduled local colorcast, featuring Mitchell Wolfson, WTVJ (TV) president; Lee Ruwitch, executive vice president and general manager; Jack Shay, vice president in charge of operations, and John S. Allen, vice president and general sales manager.

KNBC Separates Am, Fm; Will Study Reaction to Fm

KNBC-FM San Francisco last Wednesday began programming independently of KNBC with hi-fi and classical music offerings. A study of listener and advertiser reaction to the separate fm service will be made.

KNBC-AM-FM General Manager William K. McDaniel said that the fm station is starting with 20 hours a week of separate programming with the intention of gradually expanding to as many as 18 hours a day as the response of the public and advertisers makes the added programming feasible.

Initial fm rates are $50 for one-hour of sponsorship and $5 for a single one-minute announcement. Five time sales had been completed as of last Thursday.

Teenage 'Growing Pains' Featured on WBC Stations

A SERIES of 40 half-hour tape-recorded programs, in which teenagers discuss various problems of concern to youngsters, is being launched by Westinghouse Broadcasting Co. radio stations this week. Titled *Growing Pains,* the series features Helen Parkhurst, internationally noted educator, in discussions with groups of high school students in all cities where WBC has stations.

In the discussions, the teenagers give their views on subjects as diverse as minority group problems, gambling, sex, slum life and rock-and-roll music. The series has been in preparation for six months. William Kaland, WBC assistant national program manager, who supervised production, explained that the purpose is not to "shock" listeners, but to present the teenager's outlook on life and the problems that confront him.

The series also is being made available to non-commercial radio stations as a public service. WNYC New York is one of those that already has scheduled it.

KTLA (TV) Names Warner

HARRY P. WARNER last week was appointed head of the KTLA (TV) Los Angeles legal department, Klaus Landsberg, KTLA general manager and vice president of the parent Paramount Television Productions, announced [CLOSED CIRCUIT, March 12]. Mr. Warner is a member of the American Bar Assn. and the bar of the Supreme Court of the U. S. Until recently he has been in private practice in Washington.

WTTM Local Sales Up 40%

WTTM Trenton, N. J., had a 40.6% increase in local billings in January as compared to the same month last year, it has been reported by Fred E. Walker, WTTM general manager, and Harry W. Barnam, general sales manager of the station.

WMUR-TV Rate Increase

WMUR-TV Manchester, N. H., placed rate card No. 5 into effect March 1, boosting Class AA hourly rates from $350 to $600. The ch. 9 outlet is an ABC-TV affiliate.

Art Dealer's Sponsorship Of 'Window' Gets Results

A BLEND of culture and commercialism produced immediate results for the Hammer Galleries (New York art dealers), sponsors of *Window* last Tuesday through Friday over WRCA-TV New York, a station spokesman said. Two paintings were sold to viewers of the program. "The first color tv international fashion show" was to be carried by the station today in cooperation with Gimbels department store in New York, in the time periods usually allotted to the *Richard Willis Show* and *Jinx's Diary* (2-3 p.m. EST). The program was to feature outstanding coutourier creations from top designers in England, France, Italy and Spain.

KLIK Expands Sales

ED DAHL, general manager of KLIK Jefferson City, Mo., has announced an expansion of the station's sales staff with the addition of three executives. Added to the staff were William Ogden, formerly with CBS sales; James Jae, promotion and advertising director of KTVI (TV) St. Louis, and Richard Erbe. Mr. Dahl has just completed his first month as KLIK manager.

KTRK-TV Signs Steel Co.

KTRK-TV Houston has announced that Star Steel Supply Co., that city, for Westinghouse products, has signed for four programs totaling 2½ hours per week. The year-long contract for *Star Steel Hour, Star Steel Sports, Star Steel Final* and *News of the Day* was placed through Kamin Adv., Houston.



Cash Registers are Singing in the WBRZ Area because:

POPULATION IS UP **84%**

EFFECTIVE BUYING INCOME IS UP **100%**

FOOD STORE SALES ARE UP **209%**

—Sales Management's area growth ratings, 1945-1955

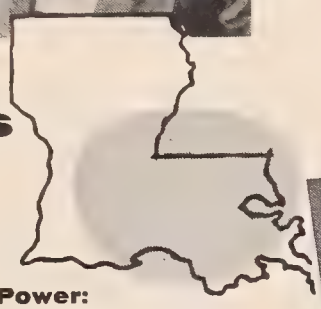
NBC-ABC

Represented by Hollingbery

$899,481,000.00 spendable dollars

from OIL, GAS, CHEMICALS, SULPHUR, INDUSTRY, AGRICULTURE

—and only one TV station completely covers this rich heart of Louisiana



Power: 100,000 watts

Tower: 1001 ft. 6 in.

WBRZ Channel **2**

BATON ROUGE, LOUISIANA

Mr. Timebuyer:
Here's a station geared to produce *low-cost sales results* because it's programmed to reach *the adult audience*—the people who buy most of the goods advertised on radio.

For the best buy in radio in Jacksonville Florida, there's nothing like the incomparable *Ted Chapeau...* Top man for 16 years. And he's on WJHP radio with rates and ratings *worthy of comparison.*

WJHP *radio*
Jacksonville
Florida

STATIONS FIGHT BAN ON COURT COVERAGE

Boston's WBZ outlets file opposition to proposed Massachusetts legislation preventing either tv or radio from broadcasting proceedings in which witnesses give testimony.

THE FIGHT to gain coverage rights for radio and tv in courtrooms was carried on last week by WBZ and WBZ-TV Boston, Westinghouse stations, as they filed opposition to proposed legislation preventing either medium from broadcasting proceedings in which witnesses testify.

The stations opposed the portion of Public Document 144 (Judicial Council of Mass., 1955) that proposes the radio-tv ban for all public agencies and tribunals. The ban would be much broader than Canon 35 of the American Bar Assn., recently held invalid and outmoded by the Colorado Supreme Court [B•T, March 5].

Contending the blanket ban, and the assumption on which it is based, are not properly founded either in fact or law, W. C. Swartley, vice president of the Westinghouse group, argued such a prohibition by law is clearly contrary to the public interest.

Mr. Swartley reviewed the history of religious broadcasting by WBC stations and the 10-year history of religious telecasting in Philadelphia. He cited the Colorado decision to show that courtroom decorum is preserved by modern electronic reporting techniques and explained the accuracy of these methods. Right of privacy and control of proceedings do not suffer, he added.

In Philadelphia, a committee of the Philadelphia Bar Assn. is advocating a ban against picture-taking in all Philadelphia courts, including magistrates' courts. The association's Committee on Criminal Justice & Law Enforcement said the taking of photos is degrading. As a rule, Philadelphia photographers have been allowed to take photos in magistrates' courts.

A demonstration of tv newsreel camera coverage of court trials was staged March 10 in Philadelphia by WRCV-AM-TV during a teenage radio panel program, *Junior Town Meeting of the Air.* Judge Vincent A. Carroll, prominent Philadelphia jurist, moderated the panel. Ernie Leiss, newsman, and Ralph Lopatin, producer, WRCV-TV, showed how tv techniques do not interfere with courtroom decorum.

Milwaukee Sentencing Filmed by WTMJ-TV

WTMJ-TV Milwaukee last week became the first television station to carry a sound film of a sentencing in a criminal court of that city. The film was telecast exclusively over WTMJ-TV last Tuesday (March 13), and the sound track was carried over WTMJ the same day.

Judge Clarence E. Rinehard allowed cameramen from the station to record the sound and shoot the film of the sentencing of Robert O'Connor and John C. Johns to life imprisonment. The two men had been convicted of killing a Milwaukee tavernkeeper during a holdup last year.

Jack Kreuger, news director of WTMJ-AM-TV, conferred with the judge before the last session of the trial to make arrangements. At that time, Judge Rinehard gave the opinion that when he had heard and dismissed all defense pleas and all motions for a new trial, the legal rights of the two defendants would no longer be in jeopardy. Therefore, just before he pronounced sentence, he allowed cameramen to set up a sound mike and cameras.

Prior to pronouncing sentence, Judge Rinehard made the following statement defining his stand on the right of the public to see and hear on radio and tv this part of the trial:

"A proceeding such as this in court is essentially a public proceeding and people cannot complain if matters taken up are displayed to the public because people are entitled to know what takes place in their courts—especially in the final determination of cases so important as this one is. Accordingly, I have permitted the taking of pictures at the final disposition of this matter."

WDOV, WDOX-FM Personnel Named by Dover Bctsg. Co.

CLIFF GOODMAN will continue as manager of WDOV and WDOX-FM Dover, Del., according to Henry Rau, president of Dover Broadcasting Co., new corporation which recently bought the stations from Delaware State Capital Broadcasting Co.

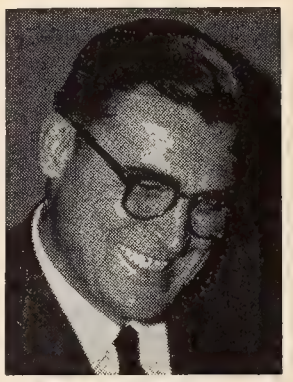
Mr. Rau also announced that Maxwell Marvin has been named new vice president and general manager of WDOV but also will continue as manager of WOL Washington, D. C. The new chief engineer of WDOV is Lloyd Smith, also chief engineer for WOL.

Charles Dillon, vice president of WOL, becomes secretary-treasurer of WDOV and will handle national sales.

National sales representative for WDOV in New York will be Grant Webb.

Dennis to KLRJ-TV

WALTER L. DENNIS has been appointed sales manager of KLRJ-TV Las Vegas, Nev., Robert Gardner, general manager, announced last week. Mr. Dennis moves to Las Vegas from Pueblo, Calif., where he was sales director of Telerad Inc., management firm, and also the Silver Dollar Network of Colorado.



MR. DENNIS

He previously was with the old National Assn. of Broadcasters (now NARTB) as news bureau chief, formerly was radio-tv director for Allied stores (department store chain) and held various positions with several radio stations, including general manager of WJNO-TV Palm Beach, Fla.

WBT Local Sales Increase

LOCAL SALES of WBT Charlotte, N. C., were up 70.2% in January over the same period last year, according to Managing Director J. Robert Covington. WBT is owned by the Jefferson Standard Broadcasting Co., which also owns WBTV (TV) there and WBTW (TV) Florence, S. C.

KCOP (TV) Signs Tom Duggan

TOM DUGGAN, who resigned last month from WBKB (TV) Chicago [B•T, Feb. 20], has been signed to an exclusive contract by KCOP (TV) Los Angeles as "an observer on the local scene," Jack Heintz, KCOP vice president and general manager, has announced.



A NEW television station, to be located at Ensign, Kan., is discussed by (l to r), Leigh Warner, president of Southwest Television Co.; Howard O. Peterson, general manager of KTVH (TV) Hutchinson, Kan., and Mr. Warner's wife. The new tv outlet, as yet without call letters, will operate on ch. 6 as a satellite of KTVH. It will serve an estimated 30,000 homes in an area as yet without television.

New Office Building Planned By WHLI Hempstead, L. I.

WHLI Hempstead, L. I., New York, last week announced that construction of a new $250,000 two-story office building will begin April 1, with completion scheduled by September.

The new building, designed by the architectural firm of Shulman & Soloway, will be constructed of stone, stainless steel, marble and glass. It will contain WHLI's executive offices, three studios and a master control room, plus quarters to house what Paul Godofsky, president and general manager, calls "our communications room." This specially-designed, studio-control room will be shared by the station's news and public affairs departments and will contain up-to-date tape recorders, "beeper" telephones, hi-fi short-wave radio receivers and "various automation tools."

WLWA (TV) Announces Triple-A Sales Plan

WLWA (TV) Atlanta has put its new "Triple-A Plan" into use for advertisers who market products distributed through super markets and drug stores. The plan comprises "The Kid Package," "The Women's Package" and "The Mass Package" for different-type advertisers.

The "Triple-A Plan" calls for one-minute participating spots and 20-second breaks, with three participations per unit of three shows where availabilities allow.

WTTM Relays Fire Coverage

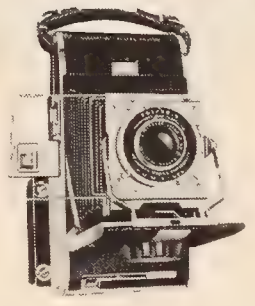
WTTM Trenton, N. J., last Wednesday relayed its coverage of two separate general alarm fires in that city to WKDN Camden, N. J. and WIP Philadelphia. The outbreak of the fires which destroyed the Cathedral of St. Mary's and its parochial school (at 4:30 a.m.) and the largest elementary school in the city, Jefferson (at 9:05 a.m.), provided radio with a clean beat of the local morning and evening newspapers which had just gone to press, according to WTTM. Station's pickups were handled by News Director Joe Agares and news editor Ray McPhee.

NOW

fast, low cost TV commercials and spot news in minutes!



GRAY TELOP III



POLAROID ® LAND CAMERA
(Pathfinder model)

Use of the newly improved Telop III and the famous Polaroid (picture in a minute) Land Camera, now offer fast, extremely low cost production and projection of commercials and spot news for TV stations! This combination opens many new, profitable markets for TV time salesmen and is particularly helpful in meeting the budget requirements of local sponsors.

Commercials can be changed DAILY and the Polaroid photograph inserted in the Telop III for immediate projection without further preparation.

Telop III projects on single optical axis, opaque cards, photographs, art work, transparent 3¼" x 4" glass slides, strip material, and can be used with any TV camera including the Vidicon. The Telojector, to project 2" x 2" transparencies, can be used with the Telop III.

Telop III holds 50 slides, with either manual or automatic, local or remote control. Write for booklet describing complete money saving features.

Ask For Details On Rental-Purchase Plan

SPOT NEWS



ACCIDENTS SPORTS FIRES CELEBRITIES

COMMERCIALS



CAR SALES RESTAURANTS FLORISTS BEAUTY SHOPS

RESEARCH *and Development Company, Inc.*
Manchester, Conn., Subsidiary of The Gray Manufacturing Co.



BARTELL BROADCASTERS Inc., recent purchaser of KRUX Phoenix [B•T, Dec. 5, 1955], has signed a lease for office and studio space in the Sahara Hotel there and appointed John F. Box Jr. KRUX general manager. Mr. Box will continue as executive vice president of the Bartell group and moves to KRUX from Bartell's WOKY Milwaukee. Present for the lease signing were (l to r): seated, Michael Robinson, managing director, Sahara Hotel Corp.; George Gobel, NBC-TV personality and Sahara stockholder; David B. Bartell, chairman of the Bartell board; standing, Marion Isbell, president, National Restaurant Assn.; David O'Malley, Mr. Gobel's business manager, and Mr. Box.

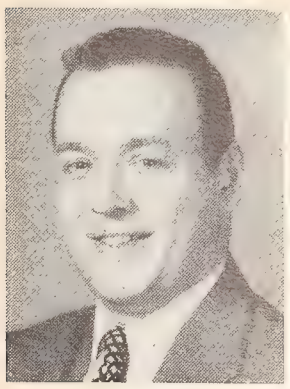
College Students Operate WDOT Burlington on Sundays

WDOT Burlington, Vt., has given its entire broadcast day on Sundays to two area colleges, U. of Vermont and St. Michaels. The station is operated entirely by students with one member of the WDOT staff serving as supervisor.

The two colleges alternate operation of the station. Don Bartlett, WDOT program director, said the students would be able to receive commercial station experience and also would acquaint the community with campus activities.

Opens Atlanta Office

HARRINGTON, RIGHTER & PARSONS, station representative firm, last week announced the March 1 opening of an office at 1430 W. Peachtree Street, N. W., Atlanta, Ga. Frank P. Rice, of the firm's Chicago sales staff, has been appointed southeast manager with headquarters in Atlanta. Also announced was the appointment of William L. Snyder to the Chicago staff.



MR. RICE

REPRESENTATIVE APPOINTMENTS

KWJJ Portland, Ore., names Headley-Reed Co. representative for West Coast. Burn-Smith Co. continues to represent station in Midwest and East.

KJAY Topeka, Kan., appoints The Walker Representation Co., N. Y., for national sales.

REPRESENTATIVE PEOPLE

Donald Hamilton, Tv Specialties Equipment Co., N. Y., to Richard O'Connell Inc., N. Y., station representative, as account executive.

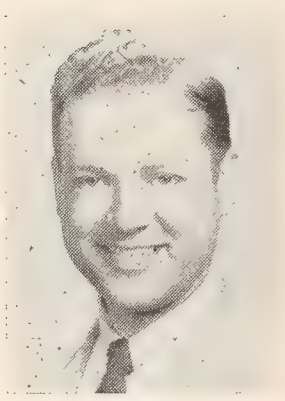
Lawrence H. Buck, account executive, WABD (TV) New York, to NBC Spot Sales, Chicago, in similar capacity.

Nicholas J. Pitasi, account executive, Headley-Reed, N. Y., to sales staff of H-R Representatives, N. Y.

STATION PEOPLE

Buddy E. Starcher, former manager of WMIE Miami, Fla., to KCUL Fort Worth, Tex., in same capacity.

Walter H. Stamper Jr., in Chattanooga, Tenn., radio since 1941, appointed commercial manager, WAPO Chattanooga.



MR. STAMPER

George B. Morgan, commercial manager, KGGM-TV Albuquerque, N. M., to WHOK-TV Holdrege, Neb., as sales manager, succeeding **A. B. McPhillamy,** deceased.

George Mathews, formerly with KOA Denver, to WRCV-TV Philadelphia as business manager. **Robert Woodburn** transferred from NBC Chicago as assistant business manager. **Lou Vassalotti** to WRCV-TV accounting department. **Nancy Gaston,** receptionist, to secretary to director of operations. **Irene Skilton,** secretary to radio engineering department, to secretarial staff of general manager.

John H. Brock, Carolina sales manager, WBTW (TV) Florence, S. C., named national sales manager.

John D. Hymes, former manager, WLAN Lancaster, Pa., and **Jack Stahle,** KFRC San Francisco, to sales staff, KGO-AM-TV San Francisco.

Irby N. Hollans, formerly reporter, *Roanoke* (Va.) *World-News,* to WRVA Richmond, Va., as promotion manager, succeeding **Jack Stone,** assigned to promotion manager, WRVA-TV. **Bill Thompson,** former publicity manager, WRVA, to news film director, WRVA-TV. **Burt Repine,** music director, WRVA, appointed manager of WRVA Theatre Div. **Jack B. Clements,** director of news and special events, WWNC Asheville, N. C., to WRVA as news editor, succeeding **George Passage,** transferred to news editor, WRVA-TV.

Frank D. Charbonnet, IBM Electronics Sales Div., New Orleans, to sales staff, WDSU-TV New Orleans, succeeding **Daniel G. Evans,** appointed vice president and account executive, Whitlock-Swigart Inc., New Orleans.

Earl Leyden, Colorado regional sales and display supervisor, Kellogg Co., to KBTV (TV) Denver as merchandising manager.

Pat McCallion, KTAR Phoenix, Ariz., to KOOL Phoenix as account executive.

Merl Van Lydegraf, sales representative, KZTV (TV) Reno, Nev., to sales staff, KNTV (TV) San Jose, Calif.

Charlie Slack, student, Marshall College, Huntington, W. Va., to sales staff, WHTN-TV Huntington. Others to WHTN-TV: **Arthur Taylor** of Pittsburgh, Pa., as projectionist; **Eugene Teszler,** N. Y., studio engineer, and **Patricia Fortner,** Huntington, station artist.

Mel Hallock, program director, KMON Great Falls, Mont., to station sales staff. **Jacki Skees Krall,** station traffic director, and **Bill Sterling,** Northwest area radio salesman, also to KMON sales staff. **Jim Pease,** continuity director, appointed to head new operations desk.

Edward M. Gilman, motion picture production cameraman, Dephoure Studios, Boston, to WNAC-TV as technical supervisor of special film projects.

Happy Promoter

THOSE who claim television is hurting sports attendance will get a ready argument from Vince McMahon, Washington wrestling promoter, whose weekly shows are telecast over WTTG (TV) Washington.

The promoter's card the night of March 8 was sold out in advance and he says tv "unquestionably" is responsible. "After the March 1 matches, three phones were kept busy for over two hours accepting reservations for the March 8 show from fans who had seen the fights on their tv sets at home."

Mr. McMahon began promoting wrestling again (after a two-year layoff because of poor attendance, which he blamed on tv) 11 weeks ago and crowds at the 3,000 seat arena have climbed steadily since. The matches were not being telecast when discontinued in 1954. He has received phone calls seeking tickets from people in Pennsylvania, Maryland and Virginia. "I have never seen its equal in 20 years in the promotion business," he said.

Gunther Brewing Co., Baltimore, sponsors the Thursday night telecasts.

Stanley Ediss, former assistant program director, WINS New York, to KDKA Pittsburgh, Pa., as production manager.

Charles L. Stephen, production manager, WMBD Peoria, Ill., to WHAS Louisville, Ky., radio production department. **Phyllis Knight,** home director, WHAS, to daily show on WHAS-TV.

Herbert Grayson, formerly member of promotion-publicity staff at Portland Cement Co., Chicago, appointed press information director WBBM that city, succeeding **Budd Blume,** resigned to join J. Walter Thompson Co., Chicago, as tv commercial writer.

Ray McPhee, newscaster, WTTM Trenton, N. J., named news editor.

Leonard Troy, art director, KFMB-TV San Diego, Calif., to art production supervisor and tv sales development department.

Lee Allan Smith, graduate, Oklahoma U., Norman, to sales staff, WKY Oklahoma City.

Douglas E. Nicol, formerly of *Detroit Free Press* and *Detroit Reporter,* to WXYZ-AM-TV Detroit as publicity director.

Virgil Cobia, musician and time salesman, KRCG (TV) Jefferson City, Mo., to KLIK Jefferson City in production and sales departments.

Lew Riefstahl, newsman-announcer, WBIA Augusta, Ga., to WQSN Charleston, S. C., for daily *Night Watch* show.

Cleve Hermann, California sportscaster, to KFWB Hollywood for nightly program.

Jess Cain, formerly announcer on DuMont Television Network, to announcing staff of WNDU-TV South Bend, Ind.

Alan Dary, Boston disc jockey, to WBZ-WBZA Boston-Springfield, Mass. **Don Kent,** Weymouth, Mass., weathercaster, formerly heard on WBZ, resuming program on WBZ-AM-TV.

Tom Donahoe, sales and sales promotion specialist, McElroy & Prewitt, Sioux City food broker firm, to KBTV (TV) Denver as merchandising manager.

Kenneth C. Bruce, engineer, KDKA-TV Pittsburgh, Pa., appointed technical facilities engineering supervisor.

Robert J. Finan, formerly news editor, WIZZ Streator, Ill., to WLBK DeKalb, Ill., as news director and announcer. **Joe Barry,** new to radio industry, to WLBK as announcer.

Bill Stinson, news director, KWTX (TV) Waco, Tex., to WFAA-TV Dallas, Tex., in same capacity.

Jim Turner, WJAN Spartanburg, S. C., to WAYS Charlotte, N. C., as sports director.

Phil Long, disc jockey, WMAL Washington, to WPGC Morningside, Md.

Mina Meadows, formerly traffic manager and program director, WIZZ Streator, Ill., to KFI Los Angeles as local sales traffic manager.

Art Lane, formerly disc jockey, WHAT Philadelphia, to WLBR Lebanon, Pa.

Bonnie, vocalist-pianist and former Miss Grand Rapids to WOOD Grand Rapids, Mich., as station's first woman disc jockey.

Barry Medlin to WWIT Canton-Asheville, N. C., as disc jockey.

B. Iden Payne, U. of Texas drama professor, beginning series of talks on WFAA Dallas, Tex.

Don Usher, KWJJ Portland, Ore., and **Russ Norman,** KING Seattle, to Five Men of Music team of KAYO Seattle.

Gordon Baker Lloyd, 25-year garden broadcaster, conducting new weekday garden show on KHJ Los Angeles.

Deacon Smith, Western disc jockey, KVSM San Mateo, Calif., to KEEN San Jose, Calif. **Black Jack Wayne** and his Western Jamboree, **Linda Roth** and **Willis Dahl,** singers, to KEEN talent staff.

Dick Norris, actor, to KNXT (TV) Hollywood as film show host.

Bern Penrose, WSNJ Bridgeton, N. J., to announcing staff of WTTM Trenton, N. J.

John Galley of Chicago to announcing and news staff, KWBU Corpus Christi, Tex.

Paul Bair, former sports director, WEOA Evansville, Ind., and **Don Beecher,** former news director, WXLW Indianapolis, to WIL St. Louis announcing staff. **Don I. Brady,** Minnesota Mining & Mfg. Co., Chicago, to WIL sales staff.

Francis Irvin, vocalist, to cast of *Bandstand Revue,* KTLA (TV) Hollywood.

William (Tubby) Rives, entertainer, to WBZ-TV Boston for daily film show.

Myron Walden, news department, WTMJ-AM-TV Milwaukee, transferred to announcing staff.

Pete Langston, disc jockey, to WDVA Danville, Va.

Three-Ring Tv

A FULL-FLEDGED circus, tent and all, has moved onto the downtown parking lot of KTLA (TV) Hollywood as a regular production unit of the station's program department. Klaus Landsberg, vice president of Paramount Television Productions Inc. and general manager of KTLA, personally directs the weekly full-hour telecasts which began Thursday evening under sponsorship of Swift & Co. and Bell Brand Foods. Ringmaster Dick Lane and Susie, a trained bear seen on the show, last week visited the Hollywood offices of radio-tv affiliated firms to promote the show. The *KTLA Circus* tent has 800 bleacher seats.

Steve Murphy, WOW Omaha, Neb., appointed assistant news editor, WOW-AM-TV. **John Carleman,** KBON and KOIL, both Omaha, to WOW-AM-TV as continuity writer.

Eugenie van de Water, WCSH-TV Portland, Me., to program department staff, WJAR-TV Providence, R. I.

Thomas J. Stanton, former manufacturer's representative, to promotion department of KWK St. Louis.

Gostin Freeney, news department, WMAZ Macon, Ga., transferred to announcing staff. **J. Howard Absalom,** WAKR-TV Akron, Ohio, to news department WMAZ-AM-FM-TV.

Tom Carlisle named director of news, KBTV (TV) Denver. **George Byram,** Cheyenne,

attention

NARTB GOLFERS



B•T's annual Blind Bogey Golf Tournament will be held Sunday, April 15, at the 27-hole Midwest Country Club (above), Hinsdale, Ill. Over 20 prizes, including B•T's silver trophies for low gross and low net, will be awarded.
Tee-off time is 9:30. Those who wish transportation please indicate on reservation below.

MAIL THIS RESERVATION TODAY, TO:
BROADCASTING • TELECASTING 1735 DeSales St., N.W., Wash., D. C.

Name .....

Address .....

Firm .....

I will want a ride to the club ☐

April 15 ***Tee-off time: 9:30 a.m.***

ON THE DOTTED LINE...



WILLIAM E. WATERS, chairman of the San Francisco Bay area Dodge dealers advertising committee, signs for live boxing telecasts from Winterland Arena on KOVR-TV San Francisco. Also taking part were (l to r), Terry H. Lee, general manager; Frank King, sales manager; Sam Elkins, account executive, all KOVR-TV, and Jack Edwards, Grant Adv. account executive. The Dodge dealers are sponsoring one hour of the two hour program and Gallo wine is sponsoring another half hour.



SIGNING a contract renewing sponsorship of *Stories of the Century* over KGLO-TV Mason City, Iowa, is Sid Jensvold, president of the S. B. Jensvold Co., which retails farm equipment. Looking on is Lloyd Loers, KGLO-TV sales manager.



BARRY SULLIVAN (l), star of the new Ziv television program, *The Man Called X*, and John Reynolds (r), vice president-general manager, KHJ-TV Hollywood, discuss the program's presentation with Harold Moore, sales manager, Southern Calif. Edison Co., which has signed to sponsor the dramatic series on KHJ-TV. Agency for Edison is the Meyers Co.



DON BRYAN, Screen Gems sales representative, shows J. W. T. Armacost, secretary-treasurer, Coca-Cola Bottling Works, Washington, where to sign the contract calling for Coca-Cola to sponsor *Jungle Jim* on WMAL-TV Washington. Other Coca-Cola bottlers use the show in Atlanta and Albany, Ga., and Eugene, Ore.



RAY J. OOSDYKE (l), vice president in charge of sales, Mid-West Refineries Inc. (White Rose gasoline), and Bill Schroeder, WOOD-TV Grand Rapids, Mich., general manager, shake hands on the just-signed contract calling for Mid-West to sponsor *The Big Idea* (Tues., 7-7:30 p.m.). Looking over an article on *Idea*, produced on film by RKO-Pathe, in the *Saturday Evening Post* are Grand Rapids Chamber of Commerce President Donald J. Porter (l) and James Van Stee, of Van Stee, Schmidt and Sefton, advertising agency handling the account.



NEW SPONSOR of *The World Tonight* on KDKA-TV Pittsburgh is Duquesne Brewing of that city. Signing for the weekday show, featuring KDKA-TV News Director Bill Burns and Ray Scott, are (l to r) Vic Maitland, president of Vic Maitland & Assoc. agency; Mr. Burns; Harold C. Lund, Westinghouse vice president in charge of the station, and Lloyd Chapman, station sales manager.



DISCUSSING PLANS for Falstaff beer's new series of musical programs on KLZ Denver are (l to r) Harold Storm, KLZ promotion chief; Robert McDonald, Falstaff divisional advertising manager, and E. Lee Fondren, KLZ sales.

Wyo., announcer, to KBTV announcing and production staff.

Frank Yankovic, polka orchestra leader and recording star, signed for musical series on WGN-TV Chicago.

Milli Riba to KGMB-TV Honolulu as home economist, replacing **Marjorie Abel,** resigned.

Don Wilburn, student, Marshall College, Huntington, W. Va., to announcing staff of WHTN-TV Huntington. **Edie Leighty,** physical fitness demonstrator, to *The Feminine Touch* on WHTN-TV.

Alan Landsburg, former NBC staff member and more recently with U. S. Armed Forces Radio Service, Germany, to WRCA New York as staff director.

Donn Winther, promotion department, WNBF-AM-TV Binghamton, N. Y., father of girl, Kristen Lee, Feb. 28.

Ed Storie, disc jockey, WWIT Canton-Asheville, N. C., father of girl, Feb. 24.

David P. Walker, film editor, WWLP (TV) Springfield, Mass., married March 10 to **Doris L. Pera,** former secretary to program director.

Reed Upton, announcer, KOAT-TV Albuquerque, father of girl, Karen Diane.

Lee Reynolds, director, WTTG (TV) Washington, married **Wania Jean McGinnis,** WRC Washington program production department, March 10.

Fred H. Schmutz, production supervisor, KARK-TV Little Rock, Ark., father of girl, Anne Elizabeth.

Dick Osborne, national sales representative, WLWC (TV) Columbus, Ohio, father of boy, David Lawrence. **Charles Dodsworth,** sales manager, father of boy, Paul Michael. **Jack Anthony,** producer, father of boy, Jeffrey Karl. **Dick Zavon,** client service director, father of boy, Bruce Paul.

Walter J. D. Alexander II, cameraman, WHTN-TV Huntington, W. Va., father of boy, Michael Anthony.

Patrick Crafton, national sales manager, WCPO-AM-FM-TV Cincinnati, Ohio, father of boy, Christopher.

Dick Campbell, program director, WDVA Danville, Va., father of girl, Alexis Nicole.



"It's those Super-Six personalities on KRIZ Phoenix that really slay me."

RCA Victor Signs Agreement With Decca Ltd. of London

RCA Victor, New York, and Decca Record Co. Ltd., London, have announced an agreement whereby Decca—not corporately or otherwise connected with Decca Records Inc., New York—will receive RCA Victor master discs for manufacture and distribution abroad under the Victor label. The agreement becomes effective in May 1957.

Meanwhile, RCA and the Gramophone Co. Ltd. of England will terminate their present agreement under which Gramophone presses and releases RCA records in England, and RCA presses and releases Gramophone records in the U. S. under the "His Master's Voice" (HMV) imprint. Although the British Decca firm will continue its arrangements with London Records Inc., New York, for domestic distribution here of the British Decca recordings under the London label, it also will give RCA classical and popular recordings. Beginning this May, RCA will effect a similar agreement with Teldec Records of West Germany and Musikvertrieb of Switzerland.

TelExecutive Names Wilke

APPOINTMENT of Hubert Wilke as a sales executive of the TelExecutive Div., TelePrompTer Corp. was announced last week by Herbert W. Hobler, TelePrompTer vice president in charge of sales. Mr. Wilke formerly was general sales manager of Atlas Television Corp., New York, tv film producer, and previously had been with the production staff of *We, the People* and with Roy S. Durstine, New York, as producer-director-writer.

PROGRAM SERVICE PEOPLE

George W. Shaffer, government relations department, Western Union Telegraph Co., Washington, appointed assistant vice president.

Robert Boesl, assistant comptroller, Fletcher D. Richards, N. Y., advertising agency, to Olmsted Sound Studios, N. Y., as chief comptroller.

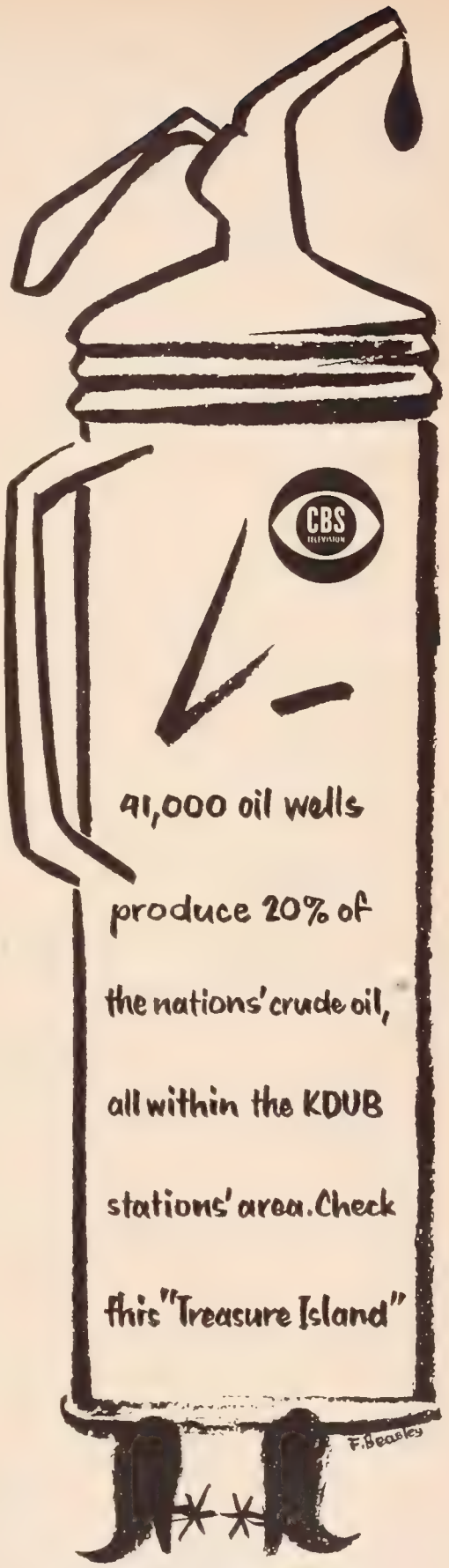
James W. Cook, vice president in charge of rates and revenues, American Telephone & Telegraph Co., appointed vice president in charge of merchandising, succeeding **Bartlett T. Miller,** retired. **E. Hornsby Wasson,** AT&T operations vice president, replaces Mr. Cook.

George Fox, president of George Fox Organization, and **Betty Turbiville,** production director, KCOP (TV) Hollywood, are packaging stock company live dramatic series for tv. Mr. Fox will produce and Miss Turbiville direct dramas planned for 60-minute segments, and series will use stock company of permanent players augmented by guest stars. Thirty-nine stories are being adapted.

Pat Hunter, consultant for daytime programming, Young & Rubicam Inc., N. Y., named vice president in charge of operations, Associated Writers & Producers Inc., N. Y., production firm. **Robert B. Schall,** former staff member, Television Bureau of Advertising, appointed production manager of AWP.

James R. Alfrey, accounting department, Capitol Records, Hollywood, named staff assistant in administrative unit of executive vice president's office.

Yasha Frank, former audio-visual consultant with William H. Weintraub & Co. (now Norman, Craig & Kummel), D'Arcy Adv., and CBS Inc., all N. Y., to Gotham Recording Corp.,



OVER 178,000 SETS!

K·DUB stations

KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
ABILENE-SWEETWATER, TEXAS
KDUB-AM
LUBBOCK, TEXAS

NATIONAL REPRESENTATIVES: THE BRANHAM COMPANY
President and Gen. Mgr., W. D. "DUB" ROGERS
National Sales Mgr. E. A. "Buzz" Hassett

N. Y., as resident consultant on audio-visual problems in sales promotion and allied fields. **Carol Graham,** casting director and assistant radio-tv producer, Donahue & Co. Adv., N. Y., to Gotham as account executive of sales & service department.

Jack Talan, MCA Ltd., N. Y., announces formation of new tv program packaging and artist management firm, Theatrical Enterprises Inc., 65 E. 55th St., New York 22.

Virginia Gravely, staff member, Hackensack (N. J.) News Bureau and Popular Publications, N. Y., to United Press Radio staff, N. Y.

Cleo F. Craig, president, American Telephone & Telegraph Co., N. Y., elected director of U. S. Steel Corp., N. Y., succeeding Myron C. Taylor, resigned.

PROGRAM SERVICE SHORTS

United Press has opened new Tampa, Fla., bureau to service state's west coast. Bureau manager is Charles E. Noland, formerly of UP's Miami staff.

Stone Assoc., N. Y., program producer and merchandising firm, moved to 595 Madison Ave., effective March 1.

William Schuller (theatrical) **Agency,** N. Y., has opened L. A. office to handle tv commercial and radio panel show talent.

American Sound Corp., Belleville, N. J., has been established by combination of Allied Record Mfg. Co., Hollywood, Calif., and Bart Mfg. Corp., Belleville, N. J., as custom manufacturer of records and transcriptions.

RCA Thesaurus, N. Y., radio transcription library, has added to its service list: WROY Carmi, Ill; KSIB Creston, Iowa; KLTF Little Falls, Minn.; WYZE Atlanta; WRNL Richmond, Va., and KSBK, English-language station in Naha, Okinawa.

Capitol Records disc recording facilities have been moved from studios at 5515 Melrose Ave., Hollywood, to company's new studios in Capitol Tower.

Song Ad Film-Radio Productions, L. A., announces contracts with three San Joaquin Valley radio stations for musical station breaks. Clients are KLOK San Jose, KJOY (formerly KXOB) Stockton and KWIP Merced, all Calif.

Capitol Records Inc., Hollywood, reports record sales for 1955, with net sales increase of 31% and net income of 33% over 1954. Year's sales for 1956, representing high in firm's 13-year history, were $21,308,633. Common stock earnings, after charges and preferred dividends, equaled $1.92 a share, increase of 33% over 1954.

Theodore Granik, Washington producer, announces production of tv series titled *The Living Story,* featuring Charles Francis Coe, writer-raconteur of Palm Beach, Fla. Historical series will be live and filmed. Mr. Coe is lawyer and publisher of *Palm Beach Post, Times* and *Post-Times.*

United Press radio wire service to be used exclusively by WTAO Cambridge, Mass., effective April 1, according to WTAO.

Donald Blake and **William Kirkpatrick** have assumed ownership of Western Recorders, 6000 Sunset Blvd., Hollywood.

William Tell Productions, N. Y., tv packager, has signed Blackstone the Magician, to be featured in live audience-panel show, *The Magic Question.* Firm says sponsorship of program under consideration.

AFM's Civil War Continues Unabated

HOLLYWOOD Local 47 of the American Federation of Musicians still had two "official" presidents last week, one refusing to relinquish his presidential suite in the local's $1.5 million clubhouse and the other seeking by "due process" and possibly court action to take over the office, including management of the local's business and financial affairs.

The confusion was compounded as both factions in the open revolt against AFM President James Caesar Petrillo promised "new fireworks" by today (Monday) but refused to reveal what strategy they plan to clarify control of the local whose members perform on all of Hollywood's huge radio-tv and movie output. [B•T, March 12, 5.]

A special panel of the AFM International Executive Board continued in session at the Hollywood Plaza Hotel last week conducting its secret investigation of the rebellion, having failed to halt a mass membership meeting Monday midnight when a vote of 1,535 to 51 formally impeached Local 47's pro-Petrillo president, John te Groen. Mr. te Groen was sitting tight in his presidential office at Local 47 late last week refusing to relinquish it to Cecil F. Read, Local 47 vice president who has led the anti-Petrillo battle and has been named "acting president."

On Thursday Mr. Read's office told B•T that he had answered the appeal of Mr. te Groen filed with AFM Secretary Leo Cluesmann but that no word about a trial by AFM had been received. Mr. Cluesmann's notice to Mr. Read of Mr. te Groen's appeal specified last Friday as deadline for reply and notified Mr. Read to be prepared to stand trial that day if necessary. The reply was not made public.

Mr. Read has invited Mr. Petrillo to Hollywood to personally discuss the differences in dispute, but no answer has been received. The dispute centers about the AFM $14 million music performance trust fund. Hollywood musicians claim they are responsible for the largest contributions to the fund but get virtually nothing in return. The biggest sore spot is involved in release of old feature movies to television. The film owners pay extra money for tv rights to nearly every one who worked on the film but the musicians. Instead, the money is paid directly to the AFM trust fund.

AFM contends the musicians were paid for their original services when the films were made and the musician contracts did not provide for extra payment for tv use. AFM says the tv release payments to the trust fund are covered in a separate AFM agreement with the film producers. AFM holds that the trust fund money is spread throughout the country to help musicians thrown out of work by the mechanical product made by the "rich" musicians in Hollywood.

The anti-Petrillo revolt, also aroused over Mr. Petrillo's "dictatorial" powers, first erupted openly Feb. 27 when a Local 47 membership meeting by voice vote "suspended" President te Groen and named Mr. Read acting president. The meeting last Monday night was called on petition of 500 members to prefer formal charges against Mr. te Groen and cast an official secret ballot to effect his impeachment.

The weekend before the March 12 meeting, the IEB investigating panel ordered the session cancelled, sent notices to all 15,000 Local 47 members and ordered Mr. te Groen not to appear for trial. On Monday, however, the Read faction ran full-page local trade paper ads to confirm that the meeting would be held anyway and an estimated 3,000 members turned up at the Hollywood Palladium for the midnight meeting. Mr. te Groen did not attend. The meeting was chairmanned by Mr. Read.

Meanwhile, it was reported last week that another impeachment meeting is planned for March 26. This time charges are expected to be preferred against Local 47's recording secretary, Maury Paul, who has supported Mr. te Groen and Mr. Petrillo. Financial Secretary G. R. Hennon, also pro-Petrillo, is expected to be third on the impeachment list at another time, according to Local 47 observers.

No Solution Reached In SAG-AFTRA Dispute

A JURISDICTIONAL dispute between the Screen Actors Guild and the American Federation of Television & Radio Artists, as to which will have representation when electronic tape is used for most television "film" programs, appeared no closer to solution last week as SAG pressed its claims with CBS, the only network currently producing its own film programs. The other networks, and CBS in part, use outside film producers at present.

Representatives of CBS and SAG met in a three-hour session Tuesday in Hollywood to discuss the guild's charge that an agreement recently entered into between CBS and AFTRA is a "flagrant violation" of jurisdictional lines covering actors in television motion pictures [B•T, March 12]. SAG has all film jurisdiction while AFTRA has live shows and kinescopes.

Representing the network at the meeting were William C. Fitts Jr. of New York, CBS vice president in charge of labor relations, and Eugene Purver, west coast public relations representative. Presenting the guild case were Walter Pidgeon, president; Dana Andrews, vice president; John L. Dales, national executive secretary, and Kenneth Thomson and Chester L. Migden, guild executives.

No agreement was reached at the meeting and no further meetings are scheduled, but the guild warned the CBS representatives that if the network tries to produce television motion pictures on tape or with any other device, except under the SAG contract, the guild will take all steps necessary to protect its rights.

The guild pointed out to the CBS officials that in the recent so-called "clarification" of AFTRA's contract with the network, the limitation on AFTRA's jurisdiction over pre-recorded programs to those "done in the manner of a live broadcast" was removed. SAG claimed that this was an obvious attempt to give AFTRA jurisdiction over television motion pictures made by the network on tape and with other electronic devices.

The guild stressed to CBS that in its contract with the network, the jurisdictional lines of AFTRA and SAG are clearly defined and that no unilateral action by the network or AFTRA can change this contract without agreement by the guild.

Ruling on WTOP-TV Upheld

A RULING by the National Labor Relations Board that assistant directors and floor directors at WTOP-TV Washington are supervisors and not employes was upheld last week by the board, denying an appeal by WTOP-TV. Comr. Ivar Peterson dissented, commenting that floor directors sweep the floor and move props. In another ruling, the board directed that an election be held for KARK-TV Little Rock, Ark., technicians, at petition of the International Brotherhood of Electrical Workers, which now represents KARK radio technicians.

Tv Networks Report Time Gross Increase

GROSS time charges of the three current tv networks were $38,876,756 last January, or 16% above the $33,445,991 grossed by the four networks operating in January 1955, Publishers Information Bureau reported last week.

Leading network in gross billings was CBS-TV, chalking up $17,820,455 that month for a gain of 13% over its January 1955 mark. NBC-TV, with $14,674,255, was up 11%, and ABC-TV, with $6,382,046, increased its January billing by 72%.

The breakdown follows:

Network Television

	January 1956	January 1955	Percent Change
ABC	$ 6,382,046	$ 4,718,195	plus 72
CBS	17,820,455	15,831,141	plus 13
DuMont	.....	723,960	.....
NBC	14,674,255	13,172,695	plus 11
Total	$38,876,756	$33,445,991	plus 16

Effective Sept. 15, 1955, DuMont Television Network changed from a national network to a local operation.

NBC-TV's 'Medic' Cancels Caesarean Operation Show

NBC officials explained at a news conference in New York Tuesday that a *Medic* telecast showing a Caesarean operation had been cancelled last Monday because the operation sequence was deemed "too rugged for pregnant women and for children." A kinescope of an earlier *Medic* film was substituted, but NBC executives said an edited version of the cancelled film would be shown at a later date.

In reply to a question, Stockton Helffrich, NBC director of continuity acceptance, said NBC had decided to cancel the film even before receiving a letter from the Rev. Timothy J. Flynn, radio-tv director of the Archdiocese of New York, in which the position of the Catholic church against sex education on television or in other mass media was outlined. Father Flynn later told B•T the letter did not ask NBC to cancel the program, but said the church believes that sex education is the function of parents, and a tv program assuming this duty might offend the Catholic segment of the viewing audience.

Rumania Asks NBC to Cancel Show About Legation Seizure

NBC-TV Thursday was "studying" an unusual protest received from the Rumanian government requesting the network to cancel a tv drama, "Five Who Shook the Mighty," by Bernard Wolfa, which is scheduled for tomorrow (Tuesday) on the *Armstrong Circle Theatre* (9:30-10:30 p.m. EST).

An official of the Rumanian legation delivered the protest to NBC in Washington late Wednesday afternoon. The teleplay dramatizes the seizure of the Rumanian legation in Bern, Switzerland, on Feb. 15, 1955, by five Rumanian anti-communists who sought to force Rumania to release five leaders of the resistance movement. The anti-communists eventually were captured and now await trial in Switzerland. Rumania's attempts to extradite the quintet have been in vain.

Rep. Michael A. Feighan (D-Ohio) Thursday wrote NBC President Robert W. Sarnoff he was "shocked" at the Rumanian Legation's "direct interference in the internal affairs of the American people" and said he hoped NBC will "in no way yield" to such efforts to "intimidate and regulate one of our basic free enterprise activities." He read his letter on the House floor.



MORRIS PLAN Banks of California will sponsor *Masters of Melody* over a seven-station network of CBS Radio stations beginning April 1. The program, featuring Albert White and his orchestra, will be heard on KNX-AM-FM Los Angeles, KCBS-AM-FM San Francisco, KERN-AM-FM Bakersfield, KROY Sacramento, KFRE Fresno, KMBY Monterey, and KCMJ Palm Springs. At the contract signing are (l to r): seated, Jules Dundes, general manager of KCBS-AM-TV; Ralph N. Larson, president of the Morris Plan Co. of California; standing, Dick Schutte, CBS Radio Spot Sales account executive, and Houston Levers, Harrington-Richards (agency) account executive.

CBS, NBC Put Up Money For Broadway Musicals

NBC-TV negotiations involving Broadway musical type shows were reported last week as "progressing" with no "firm commitments." Among them was a plan by the network to finance a musical production of "Casey Jones" on Broadway next season for eventual use as a color tv spectacular. If decided, the backing will be similar to that of "The Great Sebastians," financed by NBC-TV in return for tv rights. Another musical, "My Fair Lady" opened on Broadway last week, financed by a reported $333,000 by CBS-TV.

Under consideration is NBC-TV financing of swimming star Esther Williams' proposed European-U. S. tour of her Aquacade which opens in London this summer. Although not firm, it was understood that a contract with Miss Williams would include rights for her appearance in one or more color spectaculars next season.

Said to be more firm is a proposed 15-minute pickup by NBC-TV's *Wide Wide World* program on April 15 of a rehearsal on Broadway of a musical, "Shangri-La," a version of the novel, "Lost Horizon." The telecast from the rehearsal hall would be on the air before the show's opening, scheduled in New Haven on April 21, and on Broadway June 6.

Listeners Who Don't Watch Swell 'Mickey Mouse' Audience

ABC-TV reported Thursday on findings of a study on the "audio audience" of its *Mickey Mouse Club* program (Mon.-Fri., 5-6 p.m. EST). The study of adults who "attentively listen to, but do not watch" the program was conducted for the network by Trendex Inc. on Feb. 27-28 in the 15 markets the firm covers. Trendex used telephone coincidental and recall survey techniques in the study.

Trendex found that during an average minute of *Mickey Mouse Club,* the number of adult women in the audience nearly doubled when "listeners" were added to "viewers"; that the total male and female audience increased by 81% with this additive, and that nearly 7 million adults are exposed to each of the program's sales messages, with 67% of these adults women. For the hour, the female audience went up 77% with the added "listeners"; total adult audience increased by more than half and over 10 million adults were exposed to the program, 73% of them women. Trendex also claimed that the "audio" rating alone was higher than the rating of any radio show and equal to 76% of the total radio activity between 5-6 p.m.

'Mickey Mouse Club' Pushes Novelty Hat to Record Sales

THE greatest volume of children's novelty hats to be sold in the past 16 years—three million in four-and-a-half months—was provided by the "Mousekeeter" hat promoted on the *Mickey Mouse Club,* on ABC-TV, according to Ben Molin, president, and Joseph Rosenbaum, executive vice president, of Benay Albee Novelty Co., makers and licensees of the "Mousekeeter Hat."

The orders are still piling up. The firm started manufacturing the hats in October and put them in the stores as recently as Nov. 1. The hats themselves are worn by the children participating in the show on ABC-TV (Mon.-Fri., 5 to 6 p.m. EST).

Another indication of the appeal the program has to children was indicated in a report that 400,000 subscription applications have been racked up for the *Mickey Mouse Club Magazine* two weeks following its issuance. The publication, which will be issued quarterly, sells for a dollar a year and contains no advertising.

ABC-TV Details Clearance Costs on New Film Series

AS PART of a presentation sent to potential advertisers and their agencies, ABC-TV last week outlined details for its new half-hour film series, *R.F.D.—U.S.A.* The series is to begin next fall in the Sunday, 4-4:30 p.m. EST period, but no starting date has been set.

ABC-TV expects to clear 131 stations for the series, which centers around people and places in rural America. For weekly sponsorship, it lists minimum cleared gross time costs at $22,500, and 52 week time expenditures at $848,276. Weekly program costs are pegged at $25,000 for each of 33 originals and $9,000 each for 19 repeats, and with total costs, commissionable, for 52 weeks of $996,000. For time and talent, total cost commissionable for 52 weeks is estimated at $1,858,876, including projection room charges of $15,600.

NBC-TV Releases Schedule Of Gridcasts for Next Fall

COLLEGE football games to be telecast nationally by NBC-TV next fall were announced jointly last Friday by Tom S. Gallery, NBC sports director, and Howard Grubbs, chairman of the television committee of the National Collegiate Athletic Assn. NBC-TV acquired national tv rights to the games for a price reported at slightly less than $1.5 million [B•T, March 12].

The schedule, which includes a two-day game set-up on Thanksgiving and seven Saturday dates, follows: Kentucky vs. Georgia Tech, Sept. 22; Texas Christian vs. Arkansas, Oct. 6; Notre Dame vs. Oklahoma, Oct. 27; Big Ten game to be selected, Nov. 10; Pennsylvania vs. Cornell and Oregon State vs. Oregon, Nov. 22; UCLA vs. Southern California, Nov. 24; Army vs. Navy, Dec. 1, and Miami vs. Pittsburgh, Dec. 8.

AB-PT Elects McConnell

H. HUGH McCONNELL, vice president, Metropolitan Life Insurance Co., last week was elected a director of American Broadcasting-Paramount Theatres Inc., filling the vacancy caused by the death last month of Walter W. Gross [AT DEADLINE, Feb. 20]. AB-PT also announced the election of Herbert B. Lazarus, general counsel, as vice president, and declared a 25 cent per share dividend on both outstanding preferred and common stock, payable April 20 to stockholders on record March 27.

Caesar Loses Nanette Fabray

THE COMEDY "team" of Sid Caesar and Nanette Fabray, stars of NBC-TV's *Caesar's Hour,* will part company after June because of contract differences. Miss Fabray said her income from the show was $3,750 a week and that the breakup was caused by her and Mr. Caesar, who also produces the show, being "apart on many phases" of a proposed new long-term contract. The announcements by Mr. Caesar and Miss Fabray in New York were accompanied by expressions of mutual admiration for each other's abilities and performances.



CHECKING the contract calling for Lanolin Plus (toilet articles) co-sponsorship of *Name That Tune* (CBS-TV, Tuesday, 7:30-8 p.m.) are Dr. Joseph Schultz, Lanolin president, and Milton H. Biow, president, The Biow Co., Lanolin's agency. Co-sponsorship begins tomorrow (Tuesday).

Richard's Fans

NBC last week estimated that between 40-50 million persons viewed NBC-TV's three-hour presentation of *Richard III* March 11 [See IN REVIEW, page 14], and claimed the audience was "the largest ever to witness a daytime television entertainment program." Thomas A. McAvity, vice president in charge of NBC-TV, predicted the audience for this program "would equal those of the top ten nighttime shows in the next national rating service."

The estimate of 40-50 million viewers for *Richard III* was calculated by the NBC Research Dept., which found the number of viewers per tv receiver "higher than in usual circumstances." It accounted for this development by pointing out that the Sunday afternoon time "made it possible for large family groups to watch because of an absence of customary weekday demands on family time and also because many schools and colleges across the country made viewing of *Richard III* a homework assignment."

'Cross' Appeals

NBC-TV claimed its "The Twisted Cross" film documentary Wednesday (9-10 p.m. EST) was seen by an estimated 34 million viewers, marking what the network said was the largest tv audience for a one-shot documentary. The program also signaled the first use of network tv programs by the sponsor, North American Philips Co., (Norelco electric shavers), New York, through C. J. LaRoche Co., New York.

NETWORK PEOPLE

Buzz Julik, producer-director, J. Walter Thompson Co., L. A., to CBS-TV there as producer-director, effective April.

Jack Bachem, former CBS Radio salesman and for last seven years with DuMont Television Network (now DuMont Broadcasting Corp.), returned to CBS as account executive in radio network sales department.

Don Shields, former CBS Radio newswriter, named assistant public relations director, National Citizens for Eisenhower, at organization's New York headquarters.

Louis Hausman, vice president of CBS, serving as head of volunteer committee of the N. Y. Chapter of American Red Cross which is soliciting funds in radio-tv field. Campaign has N. Y. goal of $6.4 million. Other chairmen are **H. Preston Peters,** president, Peters, Griffin, Woodward Inc., station representative; **John Sinn,** president of Ziv Television Programs; **Charles Collingwood,** president, N. Y. chapter of American Federation of Television and Radio Artists.

Martha Wright, CBS-TV and CBS Radio personality, appointed tv chairman for campaign for Boys Town in Italy.

Sherril Taylor, co-director of sales promotion and advertising of CBS Radio, father of girl, Sarah, March 8.

Jack Martin, CBS Radio network sales service manager, married to Patricia Chamberlin.

Norman Ober, CBS New York staff writer, father of girl, Amy Laurel.

Dobin Becomes Partner In Cohn & Marks Firm

PAUL DOBIN has been made a partner of the Washington communications law firm of Cohn & Marks, it was announced last week. Mr. Dobin joined Cohn & Marks late in 1952 after six years with the FCC.



MR. DOBIN

Mr. Dobin is a 1941 *cum laude* graduate of Harvard Law School, where he was note editor of the *Harvard Law Review.* He was graduated in 1938 from the College of the City of New York, also *cum laude,* and served in the U. S. Army's Judge Advocate General's branch during World War II.

In his FCC career, Mr. Dobin served as legal assistant to then FCC Comr. Robert F. Jones. When the Commission staff was reorganized in 1951, Mr. Dobin was named the first chief of the Broadcast Bureau's Rules & Standards Div. It was during this time that the FCC's post-freeze tv allocations plan was adopted.

Name of the firm remains unchanged. Marcus Cohn is former chief, field division, FCC Law Dept., who left for private practice in 1943. Leonard H. Marks is former assistant to the FCC General Counsel, who left to join Mr. Cohn in 1946.

Publicity Helps Ads Make Little Clients Look Big

PROPERLY coordinated publicity can "make even the best advertising campaign work harder," according to Ashley W. Burner, public relations director of Anderson & Cairns, New York.

Speaking at last week's opening session of a 10-week seminar held by the Publicity Club of New York, Mr. Burner told agency publicists that the little advertiser "who must make every dollar in his budget count" can get far more mileage out of his advertising by impressing the public with his stature in business. He said that today's agencies should make it their job "to come up with the formula that will make the client seem bigger both in terms of physical size and promotional expenditures."

In demonstrating the relation of publicity to overall marketing, Mr. Burner showed a 14-minute film illustrating how one of A&C's soft-goods clients introduced a new product in the Florida market.

'Business Week' Looks at Tv, Finds Influence Widespread

THE MARCH 10 issue of *Business Week* highlights tv with a cover picture and a 15-page inside story titled "Television: The New Cyclops." The article describes the past, present and future of the industry and states that "it's almost impossible to find substantial numbers of people [in the U. S.] who haven't been influenced to some degree [by television]."

$3.5 BILLION SEEN FOR SETS IN 1966

RETMA president predicts electronics business will more than double in 10 years. Transistors to replace electricity.

U. S. INVESTORS were urged Thursday to pay "particular interest" to a "burgeoning broadcast set industry."

The speaker was H. Leslie Hoffman, president of Radio-Electronics-Television Mfrs. Assn., at a New York Society of Security Analysts session which followed RETMA's three-day spring meeting in New York last week (see story, page 64).

Mr. Hoffman, who is president of Hoffman Electronics Corp., Los Angeles, said the broadcast set industry, which "is growing stronger by the day . . . will be worth over $3.5 billion 10 years from now." He also blamed the lagging color tv market on "lack of public exposure" rather than to high cost factors. Noting that a "radical change is in the offing," Mr. Hoffman predicted that by 1960, color tv set units will reach 4 million, and by 1966, 7.5 million. Black-and-white set sales, he said, will fall as color tv sales go up, with the set figure dropping from the current 7.5 million to 4.5 million by 1966. Mr. Hoffman said the car radio set figure will keep pace with the growth of the auto industry.

Other predictions made by Mr. Hoffman:

• An obsolescence of AC-current fed radios and tv receivers. "With the growth of the transistor era and the 10-cent replaceable battery, electricity will seem to be a luxury no one will afford."

• A steady increase in two and three tv set homes "in the same manner as was experienced with portable radios following the war," and bolstered by "the emphasis on smaller and more compact tv set packaging."

Mr. Hoffman's optimism was echoed by that of James D. McLean, vice president and general manager of Philco Corp.'s Government & Industrial Div.

Mr. McLean characterized as "a whole, tremendous, untapped reservoir" the small, fringe reception areas which, at the present time, cannot economically afford to build, maintain and sustain their own expensive tv stations. He predicted a sudden growth of "the satellite tv market" with further development of community tv antenna systems. "The magic word," he said, "is microwave relay."

Dr. W. R. G. Baker, vice president in charge of engineering, General Electric Co., pinpointed international broadcasting as a "fabulous market." Dr. Baker, describing the current study of color tv by foreign engineers (see story, below), said that "as soon as we are able to 'sell' people abroad on U. S. electronics standards generated by industry, approved by the government, instead of being both generated and approved by the government as in their case, the bigger the international market in broadcasting equipment will become."

Transistors came under further discussion. Ray C. Carlson of Tun-Sol Electric Co., Newark, N. J., said that although the development of the transistor "poses what appears to be a serious threat to receiving tube manufacturers such as we, the tube business will last to the very day the transistors take over the tubes' functions altogether. At that point, we tube people will be in the transistor business to stay."

Mr. Hoffman also said a measure of the electronics industry's growth can be seen "by the fact that today, over 75% of our employment in this industry is devoted to products unknown ten years ago." He said electronics today is a $9.75 billion industry; in 1960, it will have grown to $15 billion and by 1966, to $21 billion.

VISITING ENGINEERS ASK ABOUT CHROMACODER

GE is still working on CBS' device, they are told during quiz session of top U. S. scientists and engineers. Questions cover wide range of matters concerning color tv.

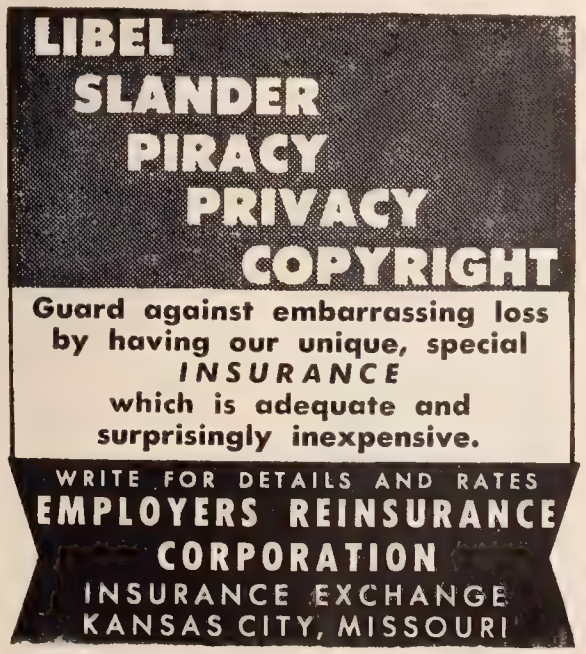
GENERAL ELECTRIC is proceeding with "intensive" work on the CBS-developed Chromacoder, a camera device which translates information from field sequential color to compatible color, a spokesman for the manufacturing firm revealed last week.

CBS, some time ago, turned over all of its research and development on the Chromacoder to GE in an agreement effected between the two. The question about the device—i.e., what has happened to it—was asked last week by the French delegation of the International Radio Consultative Committee (CCIR), which has been in the U. S. to study color tv [B•T, March 12].

The foreign group, made up of some 100 engineers representing more than 20 countries in Europe and elsewhere, asked questions of a "panel" of top U. S. electronics scientists and engineers at the United Nations Bldg., in New York. The session was part of a two-week tour and inspection of facilities in addition to discussions and demonstrations on various facets of color tv development. Last week, the delegates were invited to visit the antenna site atop the Empire State Bldg., RCA's color tv tube plant at Lancaster, Pa., Allen B. DuMont Labs in New Jersey, and the Bell Telephone Labs, also in New Jersey.

Questions were asked by delegates representing Japan, Germany, Australia, Canada, Switzerland, France, Belgium and the United Kingdom. Other countries, whose questions were not taken up during the conference, were asked to submit their queries to the panel later that afternoon in private discussions [see separate box].

French interest also centered on the cost of studio origination—in equipment and personnel—required for a color pickup of a show compared to black-and-white. According to



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The Curious Russians

IF RUSSIA invented color tv, the inquisitiveness of its top tv experts in the U. S. compatible system certainly doesn't reflect smugness. A record 44 questions were submitted to the chair by the nine-man Russian delegation attending an international meeting on color tv standards at the United Nations Bldg., New York, last week, as contrasted to some half-dozen questions of the United Kingdom which actually were answered during the Monday session. When time ran out, the chairman called a halt to U. S. tv panel answers and said further questions, including the 44 USSR queries, would be handled through private conversations. A B•T request for a copy of the questions was turned down by conference leaders, including the Russian delegation, because the queries were "not unusual" and "generally ran the gamut in the technical phase of color tv."

the panel, the cost generally in "studio time and employment" runs about a 2 to 1 ratio, except for the "complicated" show which requires as much as six hours to condition the studio for lighting.

Queries ranged from the number of additional tubes needed in a color set above that used in a monochrome receiver [six minimum and 15 maximum] to resolution, brightness, effect and gamma correction on color transmission luminance, chrominance signal and effects of icing and other weather conditions on the standing wave ratio. Much attention of the delegates centered on the bandwidth used in the U. S. color system—a subject of keen interest to the Europeans, who must decide what use their color systems will make of the spectrum.

Francis Colt DeWolfe, State Dept. telecommunications chief and chairman of the U. S. delegation, spoke to the group, expressing the hope that the discussions and demonstrations would move the countries forward and closer to a common standard for the interchange of color programs.

Capt. C. F. Booth, assistant engineer in chief for radio, British Post Office, who headed the UK's delegation, spoke on behalf of the CCIR and his particular group, noting that the engineers soon would be in London for color tv demonstrations there. The French delegate also welcomed delegates to a forthcoming color demonstration in Paris.

A top Russian delegate, Sergei V. Novakovsky, engineer of the Ministry of Communications, Moscow, asked for the floor. In his brief comment, made in English, Mr. Novakovsky said he hoped the work of the CCIR would lead to "wide-scale" color tv service, filling cultural requirements of peoples of the world over. He said color tv had "great possibilities" but in order to derive its greatest benefits, those engaged in its development "must work hard." Television in the USSR, he said, has "wide use," noting that there is "great interest" in the medium in that country.

RCA Ships Equipment

RCA reported shipment of a 12 kw amplifier to WTVO (TV) Rockford, Ill., on Wednesday and a 25 kw transmitter to WSPA-TV Spartanburg, S. C., on March 9.

Standard Offers New Tv Amplifier

STANDARD ELECTRONICS Corp., Newark, N. J., has announced the availability of its new 25 kw tv amplifier for channels 2 through 6. The new equipment, produced by Standard, a subsidiary of Dynamics Corp. of America, is priced at $50,000 and will be on display at the NARTB Chicago convention April 15-19 [B•T, March 12].

Among the advantages cited by Standard for its new amplifier are a lower investment cost than any available competitive make; lower floor space requirements—two cabinets occupy 23.5 sq. ft.; reduced weight—4,000 pounds or approximately 170 pounds per sq. ft.; low power consumption—63 kw at 90% power factor at black level; full-length glass doors permitting visual inspection of all tubes even while the amplifier is operating, and lower operating cost.

Tv Production Lags, Radio Up in January

PRODUCTION of radio receivers in four-week January increased over the same month last year, while tv sets showed a decline, according to figures released by RETMA.

There were 1,078,624 radio sets produced, compared to 1,786,330 during five-week December 1955 and 1,068,146 for January 1955. Tv sets manufactured in January 1956 were down to 588,347 from 604,626 in December and 654,582 in January 1955.

Motorola Sees New Models Boosting Color Set Sales

COLOR TV is "gaining acceptance gradually" and Motorola Inc. expects sales volume to mount after the introduction of new models this summer, Paul Galvin, president of the Chicago-based set manufacturing firm, asserted last week.

Mr. Galvin's comments were contained in the company's 1955 financial report, which showed an all-time sales high last year at $226,653,953, up 10% from 1954, and net earnings of $8,490,539, up 12% from 1954, for the second best year in history.

Mr. Galvin was cautious in his color predictions, but noted Motorola has been producing color sets since mid-1954. It is known that Motorola plans to bring out a 21-inch color model (with RCA tube) during the mid-1956 Home Furnishing Market in Chicago and support it with a heavy merchandising-promotion drive, with results probably reflecting around September [CLOSED CIRCUIT, Feb. 13].

Lower-Priced Color Tv Set Hinted by Folsom in Address

A RENEWED hint that RCA later this year will come out with a lower-priced color tv set was given last week in a talk by Frank M. Folsom, RCA president.

In an address before the Boston Security Analysts Society, Mr. Folsom said: "We [RCA] now have on the market the first complete line of 21-inch color receivers that range in price from $695 to $995. As demand increases production will increase and prices will decrease."

An earlier indication that RCA was aiming for a lower price tag for its color receiver product was issued more than a month ago at Bloomington, Ind., when RCA publicly revealed its color tv mass production line [B•T, Feb. 6].

Mr. Folsom predicted that RCA alone plans to produce more than 200,000 color sets in 1956 and, in a more general prediction, pegged "as a conservative estimate," the business volume of the electronics industry in 1964 at some 66% over that of today, or $18 billion.

In a review of color tv's status, Mr. Folsom said:

"While the public is becoming more color conscious, advertisers and merchandisers are also attracted by the power of color which gives added sales impact to all products from automobiles to candy bars. . . ."

Sub-Miniature Transistor Developed by Philco Corp.

PHILCO CORP.'s electronic tube and transistor division Philadelphia, last week reported a newly-developed sub-miniature junction transistor which it claims to be the smallest of its kind ever developed for use in portable radios, amplifying and military equipment. It is reportedly so small that 20 of these transistors can be placed on an ordinary 10 cent piece.

Coincident with the announcement, Philco's Government and Industrial Div. said it had manufactured a miniaturized amplifier the size of an ordinary pencil eraser, using the new transistors. The M1—as the new transistor is called—can withstand an acceleration rate of 20,000 "G's" (20,000 times the force of gravity) without change in characteristics and operates on as little as one ten-thousandth of a watt, Philco said.

Wooten Invents 'Co-Phaser' To Eliminate Interference

A "CO-PHASER," designed to reduce reception interference of tv stations operating on the same channel in different communities, has been invented by S. D. Wooten, Memphis, Tenn., pioneer broadcaster and inventor.

Mr. Wooten's device consists of a secondary antenna installed below the primary antenna and pointed in the opposite direction. Usually interference is caused when the main antenna picks up the signal of the unwanted station. With the "co-phaser," the unwanted beam, which comes in from the rear, is picked up by the secondary antenna.

A control connected to the tv set is adjusted so the secondary signal is flattened and eliminated. Mr. Wooten has reported that field tests have proven his system satisfactory.

He estimates installation of the second antenna would range from $15 to $20 and the control purchase price would be less than $30.

Inman Joins Rust Co.

DONALD INMAN has been appointed broadcasting sales manager of the Rust Industrial Co. (electronics manufacturer), Manchester, N. H., according to the firm's president, William F. Rust. Mr. Inman will direct sales efforts of the company's remote control systems and will work in research engineering.

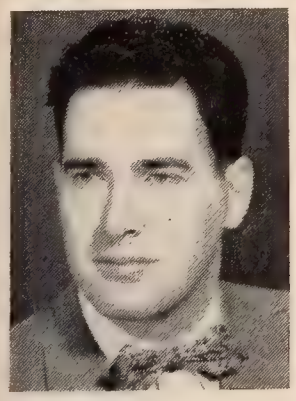


MR. INMAN

A veteran of 25 years in electrical engineering, he is the coinventor of a radar training device used by the Navy in navigation training.

Visual Electronics Names Gallagher to Sales Post

IN LINE with expansion moves at Visual Electronics Corp., New York, [B•T, March 12], James B. Tharpe, president, is announcing today (Monday) the appointment of John Patrick (Pat) Gallagher as regional sales manager. Mr. Gallagher, formerly market development manager and industrial television consultant for Allen B. DuMont Labs, will undertake an initial assignment of establishing Visual Electronic's Chicago office at 5306 W. Lawrence St. Subsequently, he will manage the sales of microwave relay equipment throughout the eastern region of the country.



MR. GALLAGHER

Western Electric Buys Gear For GOP Convention Coverage

WESTERN ELECTRIC Co. has purchased 10 microwave relay systems from Raytheon Mfg. Co. for use during the Republican National Convention in August. Purchased for the Pacific Telephone & Telegraph Co., the equipment is said to be the first for commercial television to operate in the 12-13,000 mc band.

GE Ships to Two

GENERAL ELECTRIC Co. reported last week it had shipped equipment for a complete satellite television operation to WROW-TV Albany, for use at Hagaman, N. Y. The satellite will operate on ch. 29 and was reported scheduled to go on the air about April 1. Equipment shipped by GE included a 12 kw transmitter and a five-bay helical antenna.

GE also reported it had shipped complete station equipment, consisting of a 10 kw transmitter and studio equipment, to KDWI (TV) Tucson, Ariz. (ch. 9).

MANUFACTURING SHORTS

Foto-Video Laboratories Inc., Little Falls, N. J., reports shipment of color and monochrome equipment to KTNT-TV Tacoma, Wash.; WABC-TV New York; WSYR-TV Syracuse, N. Y., and KVOS-TV Bellingham, Wash. Firm also has shipped new F-101A Tv Light Box to more than 30 stations. M. K. Widdekind Co., Seattle, has been appointed Foto-Video representative in Northwest.

RCA Tube Div., Harrison, N. J., has revised 28-page standard booklet, *RCA Receiving Tubes for AM, FM and Television Broadcast.* Over 600 receiving tubes and 75 picture tubes are described in brochure. Division also has made available new 24-page catalogue, RCA Photosensitive Devices and Cathode-ray Tubes, containing technical data on more than 100 tubes.

Zenith Radio Corp., Chicago, announces creation of research lab in Redwood, Calif., to be devoted to "certain electronic developments" outside home radio-tv field, with Dr. Winfield W. Salisbury as research director.

Admiral Corp., Chicago, has declared 25-cent dividend payable March 31 to common stock shareholders of record March 15.

MANUFACTURING PEOPLE

James E. Herbert, formerly general sales manager, Motorola Inc., Chicago, to Hoffman Electronics Corp., L. A., as vice president in charge of sales. **John Chadwell,** sales manager of Hoffman Sales Div., appointed general manager of Hoffman Sales Div. of San Francisco, succeeding **John Barker,** resigned.

Robert M. Fichter, advertising manager, television-radio division, Westinghouse Electric Corp., Pittsburgh, Pa., appointed manager of firm's product development department.



MR. FICHTER

Edward J. Hart, RCA microwave field sales representative for eastern region, appointed manager of microwave equipment sales. **B. R. Dean,** formerly overseas technical representative on microwave equipment for RCA Service Co., appointed field sales representative in southwestern region.

Stanley E. Rendell promoted from chief industrial engineer to factory engineering manager, tv-radio operations division of Raytheon Mfg. Co., Chicago.

Dr. W. R. Sittner appointed associate director of research and development for semi-conductor division of Motorola Inc., Chicago. **Dr. William E. Taylor** named chief engineer of division materials research department. **Harold A. Jones,** assistant to national sales manager, Motorola communication electronics division, Chicago, promoted to national sales manager.

Maurice V. Odquist, vice president, C&C Super Corp., N. Y., to Sylvania Electric Products Inc., N. Y., as director of new product sales. **James H. Brewster III,** American Machine & Foundry Co., N. Y., to Sylvania as director of customer relations of electronic systems division. **Thomas D. Fuller,** sales service engineering dept., Sylvania Pacific Div., named assistant regional sales manager for division's electronic products. **E. M. Longmire,** formerly appliance distributor, named Sylvania district sales manager for radio and television division, with headquarters in Atlanta. **V. Hubert Campbell,** manager of design engineering and product development of Radio Tube Div., Sylvania Electric Products Inc., Emporium, Pa., promoted to assistant chief engineer of the division.

Wayne J. Berry, associated with Graybar Electric Co. since 1937, most recently as manager of Memphis branch, appointed district manager of Southeast, with headquarters in Richmond. **C. S. Powell,** Graybar Mississippi Valley district manager, named to replace Mr. Berry as manager in Memphis.

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CHANGE IN POLICY URGED ON CANADA'S TV OUTLETS

Broadcasters are expected to ask government to do away with one video outlet to a city in resolution "to secure private television licenses for qualified applicants in all Canadian markets."

CANADIAN BROADCASTERS are expected to urge the Canadian government to change its present policy of one television station to one city. A resolution "to secure private television licenses for qualified applicants in all Canadian markets" will be discussed at the annual meeting of the Canadian Assn. of Radio and Television Broadcasters to be held March 28 at Toronto.

Regional association meetings this past year have recommended that the CARTB urge this change in government policy, so that second and third tv stations can be opened up in any Canadian city.

The CARTB meeting will also discuss a recommendation to the government at the urging of regional meetings "for placement of the administration of all legislation affecting telecommunications under one authority separate from any body operating communications, and that provision be made for a court of appeal for the review of decisions of any such authority on questions of fact and law."

Currently the administration of such legislation is mainly in the hands of the Canadian Broadcasting Corp., which also operates stations and competes with privately-owned stations for advertising business.

Other resolutions to be discussed at the CARTB annual meeting affect copyright, rate cards and recognition of broadcasting as the electronic form of publication.

Demand for a change in government policy to allow more than one television station in one city is coming from a growing number of sources. In the Manitoba provincial legislature, on Feb. 21, Liberal member Jack St. John (Winnipeg Centre) urged the Manitoba legislature to go on record as favoring competition in television in the Greater Winnipeg area and that the Canadian government encourage establishment of tv stations in other parts of the province of Manitoba. There are now two stations in the province, CBWT (TV) Winnipeg, and CKX-TV Brandon.

Mr. St. John declared in his resolution that there has been a demand for the establishment of more than one tv station in the Winnipeg area by viewers, that a great number of people in Manitoba province only have a choice of one tv station, that Manitoba citizens should be in the same position as those of other provinces where there is a choice of stations, both Canadian and United States, and that just as there is a choice in radio stations, there should be a choice for tv station and programs.

He pointed out that he will appear in person before the Royal Commission on Broadcasting, which starts meetings on April 30, and will tell the commission "that there should be competitive television at the earliest possible moment, and that there be a separate board of regulation."

Canadian Political Telecasts Scheduled to Begin in April

MAJOR political parties in Canada will begin telecasting their views in a free 10-minute period each Friday evening beginning in April, using the facilities of the Canadian Broadcasting Corp., as well as those of private stations.

The broadcasts are to be divided among the parties on the basis of their strength in the House of Commons: the Liberal party will have four periods, the Progressive Conservatives three, the Cooperative Commonwealth Federation two, and the Social Credit party one.

Sweden Studying Plan To Expand Tv Facilities

TEN SWEDISH commercial and industrial organizations have given the Minister of Communications a proposal designed to make television accessible to four million Swedes—about half the population—within two years.

Tv in Sweden has been stalemated since November 1954, when authorities issued a report in which a plan for the building of a nationwide network was set forth. Parliament has failed to act on the 1954 report. The country's only tv is an experimental station operated by the State Radio in Stockholm.

Under the new plan the cost of setting up television would be shared equally by the state and private industry, each contributing 2.5 million crowns ($500,000). Revenue would come from two chief sources: license fees and advertising. Commercials would be limited to one-tenth of the program time and would have to be given at the beginning or end, with no "sandwiching" or mid-program spots.

The first step would be to make tv available within one year to the three largest cities—Stockholm, Goteborg and Malmo—with 2.1 million potential viewers. Proponents of the plan say the number of Swedish sets would be boosted from today's 8,000 to 220,000 within five years.

JAPANESE GOVERNMENT SEEKS RADIO-TV CONTROL

AN ATTEMPT by the Japanese government to gain increased control over the Broadcasting Corp. of Japan (NHK), against a background of political implications, was reported last week in a United Press dispatch from Tokyo. The report said the administration seeks revision of the radio broadcasting law in Japan under which the national radio and tv networks have been organized.

Direct effect of the scheme, according to the UP report, would be to give the administration direct power to appoint the policy-making committee and board chairman of NHK as well as close a tight grip on the financial operation. NHK had a complete monopoly on radio in Japan until 1951 when the first commercial radio outlets were authorized. Now a semi-government organization, NHK claims to be financed from listening fees and government loans. It has 38 radio stations, 33 relay stations and three tv outlets. The number of commercial radio stations financed by advertising "is far less," the UP reported.

The dispatch said the administration planned to remove the current NHK board chairman, Tetsuro Furugaki, whose term expires in March, permanently from office. It was noted that the board chairman's popularity has been on the wane with the conservatives ever since he resisted their pressure to dismiss Toriro Miki, who had irked the administration party with a weekly musical program satirizing political, social and other themes. This program, the dispatch said, became one of the most popular in Japan and when Miki eventually was dismissed, the act caused a storm of protest. This opposition, it was stated by critics of the proposed radio broadcast revision, stopped attempts at overhauling the law and increasing government control over NHK.

Louisiana Commission Testing Teletranscription Field Unit

FIELD TESTING of a new mobile television production teletranscription unit, reportedly the first of its kind in the country, has been announced by the Louisiana Educational Television Commission.

Constructed and outfitted by the Dage Television Div. of Thompson Products Inc., projecting recommendations of the commission, the mobile unit is being made available to the LETC first in the nation for a seven-week joint project beginning today (March 19), according to E. W. Bundy, the commission's executive secretary.

The unit will travel throughout the state teletranscribing educational tv programs produced "live" at various colleges and agencies, and it will "make possible statewide distribution of a series of kinescoped educational programs . . . via commercial and non-commercial stations." The traveling studio will be completed with dual vidicon camera chain, film chain, audio, lighting, complete kinescoping equipment. A Dage engineer will accompany the unit for this field project.

Radio-Tv 'Miracle Healers' Blasted by Rabbi Rosenblum

CHARGING that "such individuals as 'miracle healer' Oral Roberts" are no more than "spiritual pitchmen . . . palming off inferior goods on the gullible masses who remain glued to their radios and tv screens," Rabbi William F. Rosenblum of New York's Temple Israel, in a sermon a week ago Saturday, supported the protest of the National Council of Churches of Christ against the purchase of broadcast time by religious groups [B•T, March 12].

Alluding to current state drives to rid the airwaves of so-called "bait advertisers," Dr.



EDUCATIONAL TV received a boost from commercial radio when WCFL Chicago donated $5,000 to WTTW (TV), that city's non-commercial outlet. Edward L. Ryerson (l), president of Chicago Educational Television Assn. (WTTW licensee), accepts the check from William A. Lee (c), president of WCFL and the Chicago Federation of Labor, which owns and operates the station, while Renslow P. Sherer, volunteer executive vice president of WTTW, looks on. WTTW conducted an all-day drive March 11 to raise money to cover operation costs through spring [B•T, March 12].

Rosenblum expressed amazement that "we permit 'spiritual pitchmen' to give their performances before audiences of millions who have no way of finding out whether or not the 'healing magic' that they see in the screen does in effect cure the victims of disease and deformity over whom these 'miracle men' pray." Thus, the Rabbi went on, the public should insist that these "tv healers" submit their proofs "to a competent commission of outstanding religious leaders as well as recognized surgeons and doctors of all faiths" in the manner of a *Good Housekeeping* or Better Business Bureau seal. "I doubt very much," Rabbi Rosenblum concluded, "whether we can trust ourselves to men who . . . through screaming petitions to God . . . histrionic antics . . . exercise ills and evils under the guidance of a tv director and in accordance with the requirements of camera technicians."

Television Seen as Answer To Current Teacher Shortage

TELEVISION can eliminate the current teacher shortage, providing not only enough teachers but better ones, according to Dr. Alvin C. Eurich, director of the Fund for the Advancement of Education, established by the Ford Foundation.

In the current issue of the *Farm Journal* magazine, Dr. Eurich says that by bringing television into classrooms, better use can be made of superior teachers: "Children everywhere can have the *top* teachers, the best minds in the nation."

In a companion article in the same issue of the periodical, Richard C. Davids, associate editor, reports the successful results of a teaching-by-television experiment conducted in the Pittsburgh, Pa., area.

WGBH-TV Gives Graduate Aid

WGBH-TV, Boston educational station, has established 10 graduate-level scholarships, valued at $1,000 each, to be used in studying communications at Boston U. The awards are open to anyone holding a bachelor's degree from any accredited college. Applications may be obtained from Prof. Leo Martin, chairman of the Div. of Communication Arts, School of Public Relations & Communications, Boston U., 84 Exeter St., Boston. Deadline for applications is May 1.

WOSU-TV Goes on Air

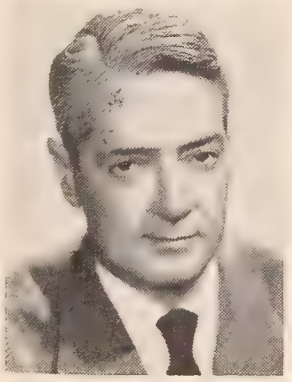
WOSU-TV Columbus, Ohio State U.'s ch. 34 station, went on the air Feb. 20. The station currently is on the air from 3 to 5 p.m. and from 7 to 9 p.m. Monday through Saturday.

INDUSTRIAL HEART
OF THE TRI-STATE AREA
TV's New Queen
CHANNEL 13
316,000 watts of V. H. F. power
WHTN-TV BASIC ABC
Greater Huntington Theatre Corp.
Huntington, W. Va. Huntington 3-0185

SMITH, WTIC, WICC WIN DUPONT AWARDS

CBS European newsman and two Connecticut stations honored at presentation Friday.

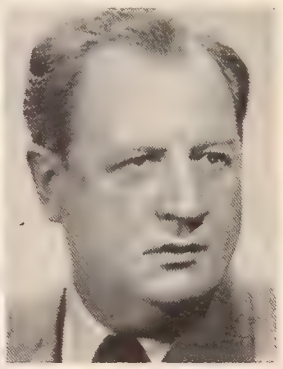
HOWARD K. SMITH, chief CBS European correspondent, and two Connecticut radio stations, WTIC Hartford and WICC Bridgeport, were honored in Washington last Friday as winners of the 13th annual Alfred I. duPont Awards in Radio & Television.


MR. SMITH

Dr. Francis P. Gaines, president of Washington & Lee U. and chairman of the five-member awards committee which selected this year's winners, made the presentations at the annual awards dinner in the Mayflower Hotel. Each of the winners was presented an special plaque and $1,000 to be used in establishing scholarships or fellowships in the communications field at institutions of the winner's choice.

Mr. Smith's award hailed his "exceptional insight" into European events as it was demonstrated in commentary over CBS radio and


MR. MORENCY


MR. MERRYMAN

television last year and "his ability to communicate that meaning with clarity, liveliness and warmth."

The am outlets won the station awards for "meritorious service to the American people" during 1955. WTIC is a 50,000 watt NBC affiliate. Paul Morency is its president-general manager. WICC, a Mutual affiliate, operates with 1,000 watts daytime and 500 watts at night. Phil Merryman is president-general manager.

The awards have been administered by Washington & Lee U. since 1951, with O. W. Riegel as curator. Committee members, besides Dr. Gaines, include Mrs. Jessie Ball duPont, who established the awards in 1942 in honor of her husband; Turner Catledge, managing editor of the *New York Times;* Mrs. Theodore S. Chapman, president of the General Federation of Women's Clubs, and Byron S. Price, former assistant secretary general of the United Nations.

Rettig Wins Mars Award For Second Straight Year

MARS Inc. (candy manufacturer), Chicago, through Leo Burnett Co., has announced its Fourth Annual Milky Way Gold Star Awards honoring the country's 12 outstanding juvenile performers for 1955. Presentations will be

25,000
SQUARE MILES
of heavily populated rich farmlands and industrial communities in Illinois and Iowa are covered by
WHBF am-tv
CBS FOR THE
QUAD-CITIES
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS
NOW 1/4 MILLION PEOPLE
WHBF AM TV
ROCK ISLAND, ILLINOIS
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The 22nd consecutive edition of "Radio's One-Book Reference Library"
has been mailed recently to subscribers. *If you're not already a B•T*
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made on CBS-TV's *Bob Crosby Show* Friday (March 23), on the basis of Mars' annual national poll of over 15,000 entertainment and press representatives.

Winner for the second straight year was Tommy Rettig, 13-year-old star of CBS-TV's *Lassie.* Runnersup were Ricky Nelson, ABC-TV's *Ozzie & Harriet,* who has won four times consecutively, and Rusty Hamer, ABC-TV's *Make Room for Daddy,* winner for the second straight year.

Other winners of 14-karat engraved gold star awards are Cathy Crosby, *Bob Crosby Show* (CBS-TV); Lee Aaker, *Adventures of Rin Tin Tin* (ABC-TV), two-time winner; Tim Hovey, "Private War of Major Benson," (Universal-International movie); Sherry Jackson, *Make Room for Daddy* (ABC-TV), two-time winner; Patty McCormack, "The Bad Seed" (theatrical version), two-time winner; Lauren Chapin and Billy Gray (two times), *Father Knows Best* (NBC-TV); Barry Gordon, *Perry Como Show* (NBC-TV), and Robin Morgan, *Mama* (CBS-TV), two-time winner.

NBC's 'Assignment: India' Wins Polk Memorial Award

NBC-TV's twice-broadcast film documentary, *Assignment: India,* was named as the winner in the television reporting category of Long Island U.'s 1955 George Polk Memorial Award, it was announced last week by Dr. Theodore E. Kruglak, head of LIU's journalism faculty.

The Polk awards—made last Thursday—were established following the 1948 murder of CBS news correspondent George Polk before the Greek-Communist civil war. Other Polk awards went to newspapers and magazines under various categories.

WBC Station Executives Win Two-Week Paris Vacations

IN RECOGNITION of their outstanding contributions to radio during 1955, four Westinghouse Broadcasting Co. station executives have been awarded two-week vacations in Paris for two as winners of the company's year-long "R.S.V.P." contest. They are: Franklin B. Tooke, general manager of WBZ-TV Boston; Robert H. Teter, assistant to the president of WBC. Gordon Davis, general manager of KYW Cleveland, and David N. Lewis, advertising and sales promotion manager, KDKA-TV Pittsburgh.

Awards were made on the basis of achievements in 1955, when three of the winners were executives of KYW, then in Philadelphia, which was adjudged WBC's outstanding overall radio operation of the year. Mr. Tooke was general manager, Mr. Teter was sales manager and Mr. Davis was program manager. Mr. Lewis in 1955 was advertising and sales promotion manager of KDKA Pittsburgh, radio partner of KDKA-TV. Mr. Tooke has been presented with the President's Trophy, symbolic of the award to KYW.

The four individual winners have received the WBC "Award of Merit," which also was given to four runners-up: Paul E. Mills, general manager, WBZ Boston; William Williamson, sales manager of WBZ; C. Lud Richards, formerly promotion manager but now national sales representative of WBZ, and Guy Harris, program manager of WOWO Fort Wayne, Ind. The runners-up were given gold wrist watches as consolation prizes.

HEADLINERS AWARDS SCHEDULED APRIL 7

Club to present medallions to Eric Sevareid; WAVZ New Haven, Conn.; WBT Charlotte, N. C.; NBC-TV; WTVJ (TV) Miami, and WHAS-TV Louisville, Ky., for news efforts.

OUTSTANDING news achievements by radio and tv stations, networks and individuals during the calendar year 1955 will be recognized April 7 when the National Headliners Club presents silver medallions to them and to winners in other fields of news coverage at an awards luncheon in the Hotel Shelbourne, Atlantic City, N. J.

Radio awards will go to Eric Sevareid, CBS commentator, for consistently outstanding network news broadcasting as exemplified by his *The World Tonight* broadcasts; WAVZ New Haven, Conn., for outstanding public service by a radio station, with special mention of its broadcast editorials and to WBT Charlotte for consistently outstanding news reporting by a radio station as demonstrated by its *Profile* series, produced by J. B. Clark, Carolinas news editor, under WBT news editor Jack Knell.

Tv award winners are NBC-TV for outstanding tv network coverage of a news event, "Chicago Cop Killer," tv films made by William Birch and Bruce Powell, of the pursuit and capture of a murder suspect and telecast on *News Caravan* and *Today*; WTVJ (TV) Miami, Fla., for outstanding local tv coverage of a news event by its telecasting of police graft in "Bookie Payoff"; WHAS-TV Louisville, Ky., for outstanding public service by a tv station for its "Crusade for Children."

A special award was voted Charles E. Shutt, manager of the Washington bureau of Tele-News, for his exclusive interviews with Russia's past and present premiers, Malenkov and Bulganin, Communist Party Secretary Krushchev and Foreign Minister Molotov.

White Award Committee Set

A SIX-MAN committee to determine the basis for making the Radio-Television News Directors Assn.'s annual Paul White Award has been named by RTNDA President Harold Baker.

Jack Shelley, WHO Des Moines, Iowa news director and a past RTNDA president, is chairman of the committee, which also includes Edward R. Murrow and Robert Trout, CBS broadcasters; Frank McCall, NBC producer; John Daly, ABC news director, and Howard Chernoff, former manager of KFMB-AM-TV San Diego. All are former associates and close friends of the late Mr. White, pioneer CBS network news chief and, until his death last year, executive news director at KFMB.

Galvin to Be Honored

PAUL GALVIN of Motorola, a member of the Radio-Electronics-Tv Mfrs. Assn. board of directors for 22 years, president for several, and active in all areas of the association's affairs, last week was named by the RETMA board to receive its 1956 medal of honor. The award, given annually to an industry member deemed to have made the most notable contributions to the electronics industry, will be presented to Mr. Galvin on June 14 during the RETMA convention in Chicago June 12-14. The board meanwhile designated Leslie F. Muter of the Muter Co., Chicago, as chairman of the convention committee, and Max Balcom of Sylvania as chairman of the nominating committee.

TO CAST SPELL IN COLOR

WNBQ (TV) Chicago, which becomes the world's first all-color station April 15, plans to colorcast this spring's local finals of the *Chicago Daily News* spelling bee April 21 and 28. The event will mark the third consecutive year WNBQ has carried the finals. Top speller will receive a trip to Washington, D. C., to compete in the National Spelling Bee finals, a Zenith portable radio and 24-volume set of *Encyclopedia Britannica.*

RAB TELLS CONTADINA SUCCESS

A FOUR-PAGE RAB folder sent to members last week described the role of spot radio in boosting sales for Contadina tomato paste, a product of Hershel California Fruit Products Co., San Jose, Calif. The brochure shows how Brisacher, Wheeler & Staff, San Francisco, got the large cumulative audiences and on-the-spot merchandising for Contadina they wanted through spot radio.

By using adjacencies to top-rated radio programs and participations on shows of leading personalities Contadina attained "real value, both in circulation and in the use of the popularity of local personalities," the folder says.

RATING SUITABLE FOR FRAMING

PULSE survey figures looked so good to WTOP Washington one rating period recently that the promotion department graphed the WTOP showing against other stations named and printed it in two colors. The graph, titled "Quarter Hour Wins" was framed and sent to the WTOP mailing list with a covering note, "We think these facts produce a very pretty picture!"

THE WISE BUY THAT EARNS RETURNS

CREDIT TO RADIO

MILNER PRODUCTS Co. (Pine-Sol and other household cleansers), Jackson, Miss., has built up its firm in seven years to rank alongside the nation's large bleach producers. The past year the company spent $250,000, or 60% of its advertising in radio. According to Howard S. Cohoon, the firm's president, Milner "owes it all to radio."

This story [B•T, Oct. 17, 1955] and details of Pine-Sol's initial local spot radio campaigns that last year were extended to regional networks on a 52-week basis are contained in a brochure issued by Radio Advertising Bureau. Mr. Cohoon mentions that radio advertising worked so well for his firm that it planned to use the same formula to promote Perma-Starch, another product.



J. D. TIDEMAN (r), owner of Emma's Flower Shop, goes over script for the 700th broadcast with Ed Stratton, WSIX Nashville salesman.

GIMMICK GETS 'EM

"DO YOU HAVE a 1919 penny? If you do it is worth $100 at Federal Dept. Store on a new Crosley refrigerator."

Described as a "well-worn gimmick," by KHUM Eureka, Calif., Commercial Manager John Karr, this spot announcement—which he used "as a final desperate move" to sell a Eureka department store on radio—nevertheless paid off handsomely.

"After the first spot was aired, the client's phones started to ring and kept on ringing with over 150 calls," said Mr. Karr. "The foot traffic also increased at the store. Finally after a three-day period, Federal Dept. Store sold in excess of $2,000 in refrigerators—and all this from 10 spots at a package rate of $45."

A BLOOMIN' SUCCESS

A WEEKLY PROGRAM over WSIX Nashville has been a contributing factor in the growth of Emma's Flower Shop in the Tennessee city from a small downtown florist to one of the largest in the South.

The Sunday afternoon 15-minute show, *An Orchid to You,* which Emma's has sponsored on the radio station for 13½ years, salutes some individual citizen or organization for outstanding accomplishment and sends them an orchid.

In addition to this program, the flower shop currently runs spot announcements daily, a nightly 10 minute program, and spot saturations for special occasions.

LOG CHAINS, ANYONE?

THE SALE of $1 million worth of used construction and logging equipment brought prospective buyers from far and wide when advertised on KVOS-TV Bellingham, Wash.

Industrial Supply Co. sponsored the Gator Bowl telecast on the station to advertise its sale and received responses from Seattle, Tacoma, Bremerton, Port Townsend, all in Washington, and Vancouver, B. C.

The impact of television so impressed Charles Hyde, Industrial Supply president, that he has purchased a regular schedule on KVOS-TV, according to Fred Elsethagen, the station's sales manager.

LOTS OF NYLONS

USING ONLY WOIC Columbia, S. C., the H. L. Green Co. (variety store) sold 1,614 pairs of nylon hose in three days. On all previous advertising, the store regularly used newspaper, radio, and window displays, with average sales on this type of promotion about 300 items. Twenty station-break spots were used during the three-day promotion. "You can be assured the H. L. Green Co. will call on WOIC for all future advertising," John R. Gromek, the store's manager, told WOIC Manager Russell George.



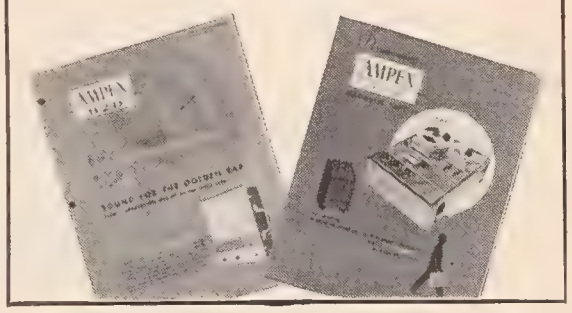
ULTRA-FIDELITY COMBINATION ...via Graybar

The perfect companion piece for the Ampex 600 tape recorder is the matching Ampex 620 Amplifier-Speaker. The two were designed to complement each other's performance (but are available separately). Both are portable – weigh 28 and 25 pounds respectively, in Samsonite cases about the size of overnight luggage. The applications for this "walking hi-fi system" are unlimited. Both units have fidelity that equals studio console performance. Full details and a demonstration can be gotten through your nearby Graybar Broadcast Equipment Representative. A phone call is the fastest way to prompt attention.

Send us your name and address for literature shown below.

Send for these free catalogs

These booklets will answer most of the questions you have concerning the Ampex 600-620 combination. They illustrate and describe features and applications – important performance characteristics and specifications. Contact Graybar today!



615-13

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR . . . via GraybaR

Graybar Electric Company, 420 Lexington Avenue New York 17, N. Y.

OFFICES AND WAREHOUSES IN OVER 130 PRINCIPAL CITIES.

Studio Church

WHEN WOOD-TV Grand Rapids, Mich., moved into new and larger studios in January 1955, one of the first things Program Director Frank Sisson did was to begin telecasting weekly church services from the studio.

Since that time, worshippers have been coming to the station every Sunday morning at 9 o'clock to go to church on television via *WOODland Chapel.* A different Protestant minister delivers the services each Sunday, together with his



own choir and organist. Altar furniture was donated for the program by American Seating Co., a local firm.

Mr. Sisson said viewers' praise of *WOODland Chapel* has made it one of the "most integral parts of WOOD-TV's overall programming concept."

PUTS PUBLIC SPIRIT FIRST

INDEPENDENT KTVW (TV) Seattle put public spirit ahead of its own program interests the evening of President Eisenhower's tv announcement about his availability for a second term and invited viewers to tune to network-affiliated stations to see the telecast. On a station break, KTVW said: "At this time Channel 13 would like to remind you that President Dwight D. Eisenhower will be speaking to the nation via television and radio at 7 o'clock. We invite you to tune to Channel 4, 5 or 11 to hear his talk. Meantime, Channel 13 continues its regularly scheduled programs."

NBC-TV SETS THIRD OPERA

THIRD presentation in the NBC-TV *Opera Theatre's* current season will be the world-premier of Norman dello Joio's "Trial at Rouen," based on the Joan of Arc story, NBC reports. The colorcast is scheduled for April 8 (4-5:30 p.m.) and will star Elain Malbin, Hugh Thompson, Chester Watson, Paul Ukena and the Symphony of the Air (formerly NBC Symphony) under Peter Herman Adler. Other NBC operas presented this season were "Madame Butterfly" and "The Magic Flute."

OFFICIAL BOOST FOR COLOR

IT WAS OFFICIAL in Fort Worth, Tex. Color Television Week was proclaimed there by the mayor himself. WBAP-TV Fort Worth, which takes credit for Texas' first colorcasts, promoted the week with "Miss Color Tv" chosen to preside, a luncheon for officials and color set dealers, and a contest in cooperation with the NBC *Matinee Theatre* promotion. The mayor's proclamation was read on WBAP-TV's daily color show, *Texas Living.*

WLOL BUILDS 'BIG 5' SUSPENSE

WLOL Minneapolis-St. Paul has been mildly brainwashing listeners to the tune of "What's B-5?" Now, after threats to blow up the station, "B 5 and all!" and waves of calls which twice blew a switchboard fuse, WLOL has revealed that B-5 is the station's "Big Five" team of disc jockeys. The teaser campaign included mailouts with capsules promising to fill the B-5 prescription in two weeks, air skits, station breaks and ad lib promotion, all followed up two weeks later with the answer to the big question. Big Five jingles, written and recorded for WLOL by the Modernaires, are now in use by the station.

BANGHART TESTS LISTENERSHIP

SLIGHTLY miffed by low ratings on his show, as reported by various research services, Ken Banghart, WRCA New York newscaster, decided to conduct his own survey on his nightly news program (11-11:15 p.m. EST). Several weeks ago, he asked listeners to give their comments about the program, and offered to send the first 1,000 letterwriters a leather-bound pocket almanac. With that single announcement, the station reports last week, Mr. Banghart has received more than 10,000 letters.

WITH SERVES BIRTHDAY CAKE

A BIG BATCH of cakes were sent by WITH Baltimore March 1 to remind friends of the station's fifteenth birthday. Recipients were key people among local agencies and advertisers and national agency executives and time-buyers.

GE TO PLUG SET SERVICE

AS A MEANS of creating consumer demand for radio and television tubes and services, the General Electric Co. this spring is launching a five-point sales and promotional campaign, heralded as "the greatest show of worth" and tied to a circus motif. GE will utilize radio-tv spots and newspaper advertisements to convince consumers of the need for regular tune-ups; impress upon them that dealers shops are skilled service centers; make the GE picture tube line readily identifiable to the public; promote sale of replacement tubes and the availability of the GE finance plan. The circus theme will be exploited at the point-of-sale with a wide variety of banners, posters, bow-ties, badges, color books for children and envelope stuffers. Maxon Inc., N. Y., is GE's agency for the tube account.

WBKB (TV) FEEDS ANNUAL EVENT

WBKB (TV) Chicago and eight other Illinois tv stations carried final games of the Illinois High School Basketball "Sweet 16" tournament in Champaign March 17, with Illinois Bell Telephone Co. as sponsor for the fifth straight year. The contract was placed through N. W. Ayer & Son Inc. Afternoon and evening telecasts were fed by WBKB to a network comprising WCIA (TV) Champaign, WDAN-TV Danville, WTVP (TV) Decatur, WGEM-TV Quincy, WTVO (TV) Rockford, WHBF-TV Rock Island, WEEK-TV Peoria, and WICS (TV) Springfield. Jack Drees handled play-by-play.

KJAY CLAIMS SCOOP ON DEATH

KJAY Topeka, Kan., claims an all-media scoop on what it says was the biggest Topeka news story of the year, when Henry S. Blake, president of Capper Publications, (WIBW-AM-TV Topeka), was found dead March 10. (see page 82). A 10-year-old girl living across the street from Bob Rohrs, owner of KJAY, found the body and gave a telephone eye witness account over KJAY. Mr. Blake died, presumably of a heart attack, while burning brush on property he owned.



TED KLUSZEWSKI, Cincinnati Reds' first baseman and homerun king, has been signed by the Bavarian Brewing Co., Covington, Ky., to act as host on the *Promise Playhouse* show, telecast five times a week over WKRC-TV Cincinnati, Ohio. Discussing details of the show before the baseball star left for training camp are (l to r) Warren Thomas, commercial announcer, Mr. Kluszewski, and Daryl Parks, who will substitute for the sports star during the baseball season.

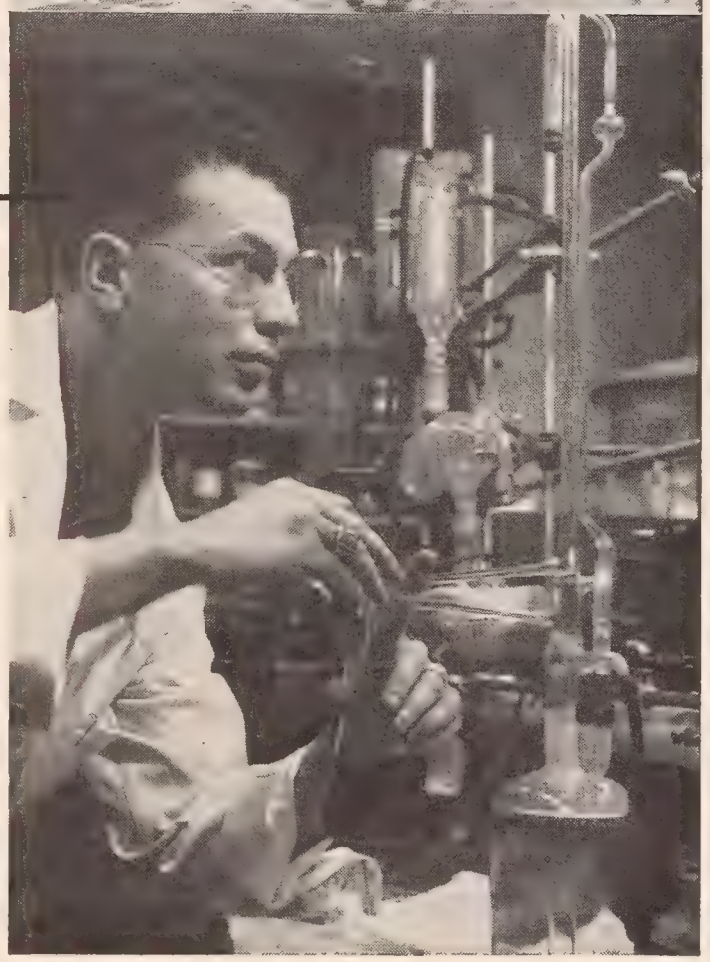
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Over 1000 effects—Send for your FREE catalog and a copy of CUE-TEASERS, a collection of spots cued to sound effects as attention getters. Also investigate our sound effects special—THE BEST SELLERS package.

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New York: Charles Michelson, Inc.
45 West 45th St.

STANDARD
RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Ave., Chicago 1, Ill.





We bet $15 a year on him

...and only about 15¢ on him

We Americans spend about 106 times as much backing horses as we do in backing cancer control through our gifts. This in a country which loses a quarter-million people to cancer every year!

Last year the American Cancer Society had available only two-thirds of the funds that it needed for vital research grants.

You—of the Radio, Television and Entertainment industries—have aided us most generously in the past. This year we ask that you do everything in your power to reach as many Americans as possible with this message: "Fight Cancer with a Checkup and a Check." Medical checkups can help save up to 80,000 more lives a year now. Personal checks will support the great fight against cancer.

Here's a partial list of the radio and TV materials that will be made available to you.....

Radio Transcribed materials including twenty-second and one-minute spots, a variety of quarter-hour shows, and two big half-hour shows—"The All-Star Revue," starring Jimmy Durante, and a moving documentary, "This We Know." Script material also available.

Television Twenty-second and one-minute film trailers, flipboards, slides, telops, posters and other visual aids. Copy for live announcements also available.

Plus a new quarter-hour TV film show produced for the American Cancer Society by UPA—"Sappy Homiens—the Story of an Animated Cartoon."

For further information, consult the American Cancer Society Unit in your community or write to:

American Cancer Society

RADIO AND TELEVISION SECTION
521 West 57th Street, New York 19, N. Y.

NBC TO USHER IN PASSOVER

UNITED Jewish Appeal, in cooperation with NBC Radio, this Thursday will air a special dramatic program in observance of the Passover season. Broadcast, scheduled from 9:05-9:30 p.m. EST, is titled *Season of Freedom* and is being written by Ira Marion and produced by Himan Brown. UJA will use program to assist its 18th annual nationwide fund-raising campaign to aid immigration to and development in Israel.

FIRESTONE TAKES DOUBLE TIME

SPECIAL full-hour program, titled "Springtime, U.S.A." will be presented on *The Voice of Firestone* today (Monday) over ABC-TV and ABC Radio (8:30-9:30 p.m. EST). Usually a half-hour show, the expanded *Firestone* program will be a cavalcade of American history in music and song, featuring such artists as Helen Hayes, Rise Stevens, Patrice Munsel, Brian Sullivan, Ray Middleton and Paul Whiteman, with Howard Barlow conducting the Firestone orchestra and chorus.

KCOR-TV PROVES AD RESULTS

VIEWERS of KCOR-TV San Antonio's *Stars of Tomorrow* amateur hour program spent over $68,800 in product purchases in order to vote their favorite Spanish stars into the winner's spotlight. The program, sponsored by Pioneer Flour Mills and Hoffman-Hayman (H&H) coffee through San Antonio's Thomas F. Conroy agency, asked its audience to submit two votes for each purchase of a pound sack of flour and 20 votes for each pound of coffee bought. Total number of votes reported was 2,163,701—311,176 for H&H coffee and 1,852,525 for the flour. In redeeemable coupons, these votes represented $68,800.02. Cost to the sponsors, the station said, was $2,453.59 for the entire 13-week series.

WBZ GREETS DUBLIN MARCH 17

WBZ-WBZA Boston-Springfield, Mass., went all the way to Dublin for a St. Patrick's Day promotion. The stations took a five column, 10 inch advertisement in the *Dublin Irish Indepedent* for a St. Patrick's Day "greeting to all of the boys at home." The ad featured Marie Kelly, selected Apple Queen for the station's New England apple feud promotion last fall. St. Patrick's programming on WBZ included a program created in Ireland by Radio Erin, station breaks recorded by all the Irish secretaries at WBZ and Irish music the entire day. The promotion was heralded beforehand with a mailing of Irish pennies.

Station Authorizations, Applications

(As Compiled by B • T)

March 8 through March 14

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts. mc—megacycles. D—Day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization.

Am-Fm Summary Through Mar. 14

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,831	2,828	216	376	159
Fm	539	529	50	22	1

FCC Commercial Station Authorizations As of February 29, 1956*

	Am	Fm	Tv
Licensed (all on air)	2,832	521	159
Cps on air	9	18	326
Cps not on air	123	13	106
Total on air	2,841	539	485
Total authorized	2,964	552	591
Applications in hearing	150	1	159
New station requests	247	4	22
New station bids in hearing	100	0	106
Facilities change requests	148	6	31
Total applications pending	819	48	281
Licenses deleted in Feb.	1	1	0
Cps deleted in Feb.	1	1	3

*Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary Through March 14

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	348	96	444
Noncom. Educ. on air	14	5	19

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	308	307	615[1]
Noncom. Educational	20	17	37[2]

Applications filed since April 14, 1952:

(When FCC ended Sept. 28, 1948-April 14, 1952 freeze on tv processing)

	New	Amend.	Vhf	Uhf	Total
Commercial	972	337	764	545	1,310[3]
Noncom. Educ.	61		34	27	61[4]
Total	1,033	337	798	572	1,370[5]

[1] 166 cps (32 vhf, 134 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 34 already granted.
[5] Includes 642 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

ACTIONS BY FCC

Owensboro, Ky.—Aircast Inc., granted uhf ch. 14 (470-476 mc); ERP 20.9 kw vis., 11.2 kw aur.; ant. height above average terrain 280 ft., above ground 303 ft. Estimated construction cost $77,450, first year operating cost $84,000, revenue $96,000. Post office address 3015 Radiance Rd., Louisville, Ky. Studio and trans. location 214 Frederica St., Owensboro. Geographic coordinates 37° 46′ 27″ N. Lat., 87° 06′ 49″ W. Long. Trans. and ant. RCA. Consulting engineer Fred O. Grimwood & Co., St. Louis. Principals include Pres. **Stephen P. Bellinger** (30%), 25% owner of **WVMC Mt. Carmel, Ill.**, 22.5% owner of **WIZZ Streator, Ill.**, and 25% owner of **WINL-FM Lebanon, Ind.**; Vice Pres. **Ben H. Townsend** (20%), 18.7% owner of WVMC, 6.2% owner of WINL-FM and 6% owner of WIZZ; Secy. **Joel W. Townsend** (20%), 18.7% owner of WVMC, 6.2% owner of WINL-FM and 6% owner of WIZZ, and Treas. **Morris E. Kemper** (30%), 37.5% owner of WVMC, 12.5% owner of WINL-FM and 11.5% owner of WIZZ. Granted March 14.

Agana, Guam—By report and order, Commission amended its tv table of assignments to include Territory of Guam by assigning chs. 8 and 10 to Agana, Guam, effective immediately. Radio Guam, licensee of **KUAM Agana**, had petitioned for assignment of ch. 8 to that city. Announced March 8.

APPLICATIONS

Agana, Guam—Radio Guam, vhf ch. 8 (180-186 mc); ERP 1 kw vis., 500 w aur.; ant. height above average terrain 136.5 ft., above ground 302 ft. Estimated construction cost $71,048, first year operating cost $75,000, revenue $75,000. Post office address 141 El Camino, Beverly Hills, Calif. Studio and trans. location Agana. Geographic coordinates 13° 26′ 53″ N. Lat., 144° 25′ 21.6″ W. Long. Trans. Gates, ant. Prodelin. Legal counsel Krieger & Jorgensen, Washington, D. C. Consulting engineer Jay E. Tapp, Long Beach, Calif. Applicant is owner of **KUAM Agana.** Filed March 12.

Ponce, Puerto Rico—Dept. of Education of P.R., vhf ch. 7 (174-180 mc); ERP 2.88 kw vis., 1.44 kw aur.; ant. height above average terrain 2,560 ft., above ground 137 ft. Estimated construction cost $300.000, first year operating cost $80,000, revenue none. Post office address Hato Rey (San Juan), P. R. Studio location Anon, P. R. Trans. location Ponce. Geographic coordinates 18° 09′ 25″ N. Lat., 66° 33′ 44″ W. Long. Trans. and ant. RCA. Legal counsel Arnold, Fortas & Porter, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Station is to be used for non-commercial educational purposes by applicant which is owner of **WIPR-AM-TV San Juan.** Filed March 8.

Existing Tv Stations . . .

ACTIONS BY FCC

KSHO-TV Las Vegas, Nev.—Granted mod. of cp to change ERP to 436 w vis., 218 w aur., and make equip. changes. Ant. height 139.6 ft. above average terrain. Action of March 9.

WFMZ-TV Allentown, Pa.—FCC denied petition for pay-tv at **WFMZ-TV Allentown** because of pending rule-making on pay-tv question. Action March 8.

APPLICATIONS

WESH-TV Daytona Beach, Fla.—Seeks mod. of cp to change ERP to 5 kw vis., 2.5 kw aur. and make equipment changes. Ant. height above average terrain: 317 ft. Filed March 8.

WTTG (TV) Washington, D. C.—Seeks cp to change ERP to 50 kw vis., 25 kw aur., and make ant. and equipment changes. Ant. height above average terrain: 559 ft. Filed March 12.

AMENDMENT

KSHO-TV Las Vegas, Nev.—Files amendment

NEGOTIATOR FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

ALLEN KANDER
And Company

1701 K St., N. W. • Washington 6, D. C., NA. 8-3233
Lincoln Building • New York 17, N. Y., MU 7-4242
111 West Monroe St. • Chicago 3, Illinois RA 6-3688

to change ERP to 430 w vis., 215 w aur. and make equipment changes. Amended March 12.

New Am Stations . . .

ACTIONS BY FCC

Salt Lake City, Utah—Dale R. Curtis granted 1470 kc, 1 kw D. Post office address 2260 Highland Dr., Salt Lake City. Estimated construction cost $18,000, first year operating cost $39,750, revenue $51,000. Mr. Curtis is general manager-treasurer of coal company and holds half interests in four other Salt Lake City firms. Granted March 8.

Tooele City, Utah—Tooele County Radio & Television Bcstg. Inc. granted 900 kc, 1 kw D. Post office address 115 N. Main St., Tooele. Estimated construction cost $28,000, first year operating cost $30,000, revenue $30,000. Principals include Pres. **Chester L. Price** (30%), theatre owner-manager; Secy.-Treas. **Hildred R. Price** (20%), housewife, and Vice Pres **S. L. Gillette** (30%), theatre owner. Granted March 8.

APPLICATIONS

Phoenix, Ariz.—David M. Segal, 790 kc, 500 w D. Post office address P. O. Box 98, Aurora-Denver 8, Colo. Estimated construction cost $16,400, first year operating cost $36,000, revenue $48,000. Mr. Segal controls **KOSI Aurora, Colo., KLFE Ottumwa, Iowa, WGVM Texarkana, Tex.,** is selling **KUDL Kansas City, Mo.,** and is applying for new am in Boulder, Colo. (see below). Filed March 12.

Ridgecrest, Calif. — Ridgecrest - China Lake Broadcasters, 990 kc, 1 kw D. Post office address 4488 S. W. Council Crest Dr., Portland, Ore. Estimated construction cost $17,246, first year operating cost $36,000, revenue $43,000. Applicant is wholly-owned by **Harold C. Singleton,** 52% owner **KTEL Walla Walla, Wash.;** 9.9% of **KGAL Lebanon, Ore.;** 100% **KRTV Hillsboro, Ore.;** 14% of **KITI Chehalis, Wash.,** and holds cp for new am to operate in **Coos Bay, Ore.** Filed March 12.

Boulder, Colo.—David M. Segal, 1540 kc, 500 w D. Post office address P. O. Box 98, Aurora-Denver 8, Colo. Estimated construction cost $16,000, first year operating cost $36,000, revenue $48,000. See Phoenix, Ariz., application above. Filed March 13.

Shelbyville, Ind.—Shelbyville Broadcasters, 600 kc, 500 w D. Post office address 3509 Guilford, Indianapolis, Ind. Estimated construction cost $39,232, first year operating cost $40,000, revenue $85,000. Principals are equal partners **David F. Milligan,** general manager of **WWTV (TV) Cadillac, Mich.,** and general manager of Mid-West Tv Corp., holder of initial decision for ch. 13 in Indianapolis, and **Alex W. Monahan,** program director of WWTV (TV). Filed March 12.

Bay City, Mich.—Water Wonderland Bcstg. Co., 1250 kc, 1 kw D. Post office address 215 Shearer Bldg., Bay City. Estimated construction cost $15,345, first year operating cost $34,320, revenue $45,000. Principals include Pres. **Patrick J. Trahan** (5.88%), grocery, real estate interests; Vice Pres. **S. Franklin Horowitz** (19.61%), physician; Secy. **Ralph J. Isackson** (3.92%), attorney, and Treas. **Reed T. Draper** (7.84%), auto dealer, finance company and real estate interests. Filed March 13.

Ortonville, Minn.—Tri-State Bcstg. Co., 1350 kc, 1 kw D. Post office address P. O. Box 727, Ortonville. Estimated construction cost $12,711, first year operating cost $50,000, revenue $63,000. Principals are equal owners Pres.-Treas. **James D. Kaercher.** former newsman **WCCO Minneapolis, Minn.,** and presently asst. editor-advertising manager of weekly *Ortonville Independent* and *Graceville* (Minn.) *Enterprise* Vice Pres. **Donald P. Egert,** employe **KVSD Vermillion, S. D.;** Secy. **Warren McCormick,** employe **KWAT Watertown, S. D.,** and **Richard S. Schultz,** engineer KWAT. Filed March 12.

Franklin, Va.—News Pub. Co., 1220 kc, 250 w D. Post office address P. O. Box 478, Franklin. Estimated construction cost $11,698, first year operating cost $25,000, revenue $30,000. Principals include Pres.-Treas. **F. Clyde Tuttle** (99.334%), majority owner of weekly *Tidewater News.* Filed March 8.

APPLICATION RESUBMITTED

Clinton, Iowa—Mississippi Valley Bcstg. Co. application for new am to operate on 1390 kc, 1 kw D resubmitted. Resubmitted March 13.

APPLICATIONS AMENDED

Pitman-Glassboro, N. J.—Delsea Broadcasters application for cp for new am to operate on 690 kc, 250 w D amended to change trans. and studio location to Garden St. and N. West St., Vineland, N. J.; make changes in DA system and change station location to Vineland. Amended March 12.

Ridgewood, N. J.—Stern Bcstg. Co. application for cp to operate on 540 kc, 1 kw D amended to make changes in DA system and make equipment changes. Amended March 12.

Babylon, N. Y.—Babylon-Bay Shore Bcstg. Corp. application for cp to operate on 1440 kc, 500 w D amended to change ant.-trans. and studio locations to Farmingdale Rd., Babylon. Amended March 13.

Port Lavaca, Tex.—Uvalde Broadcasters application for cp to operate on 1560 kc, 500 w D amended to change to 1570 kc. Amended March 13.

Existing Am Stations . . .

ACTIONS BY FCC

WATM Atmore, Ala.—Granted change from 1580 kc, 250 w D to 1590 kc, 1 kw D. Action March 8.

KTKT Tucson, Ariz.—Granted change from 1490 kc, 250 w unl. to 990 kc, 10 kw D. Action March 8.

KSTN Stockton, Calif.—Granted change on 1420 kc from 1 kw unl. to 5 kw D, 1 kw N. Action March 8.

KPST Preston, Idaho—Granted change from unl. to Specified Hours, operating on 1340 kc, 250 w; will operate from 7 a.m. until 6 p.m. each day except Sun. and from 8 a.m. until 5 p.m. Sun. Action March 8.

WMPA Aberdeen, Miss.—Granted change from unl. to Specified Hours, operating on 1240 kc, 250 w; will operate from 6 a.m. to 6 p.m. daily, Sun. included. Action March 8.

WMIS Natchez, Miss.—Application for cp to change ant.-trans. location from Hwy. 61 (north) Natchez to Shady Lane (just off Hwy. 61 south), Natchez, and make changes in ant. (increase height) dismissed at request of applicant. Action March 12.

WBAW Barnwell, S. C.—Granted increase of power on 740 kc D from 250 w to 500 w. Action March 8.

APPLICATIONS

KAMD Camden, Ark.—Seeks mod. of cp to change trans. location to U. S. Rte. 79, about .25 miles northeast of city limits, Camden. Filed March 13.

KHIL Fort Lupton, Colo.—Seeks mod. of cp (which authorized new am station) to change ant.-trans. and studio location to 3.85 miles south of center of Fort Lupton. Filed March 12.

WGGG Gainesville, Fla.—Seeks cp to make ant. system changes. Filed March 13.

WTHI Terre Haute, Ind.—Seeks cp to change from DA-2 to DA-1. Filed March 12.

WDYK Cumberland, Md.—Seeks cp to change ant.-trans. and studio locations to Williams Rd., Cumberland. Filed March 12.

WGRD Grand Rapids, Mich.—Seeks mod. of license to change hours from D to Specified Hours. Filed March 12.

WBBR Brooklyn, N. Y.—Seeks mod. of license to change name of licensee to Watchtower Bible & Tract Society of New York Inc. Filed March 13.

APPLICATION RESUBMITTED

WGMA Hollywood, Fla.—Resubmits application seeking cp to increase power from 500 w D to 1 kw D. Resubmitted March 12.

APPLICATION AMENDED

KGMS Sacramento, Calif.—Application for cp to change hours from D to unl., using power of 1 kw D and 500 w N, change from DA-D to DA-2, change trans. location and change studio location to 12th and L Sts., Sacramento, amended to increase N power to 1 kw. Amended March 13.

New Fm Stations . . .

ACTION BY FCC

Seneca, S. C.—Blue Ridge Bcstg. Co. granted 98.1 mc, 9.2 kw unl. Post office address Box 443, Seneca. Not new construction; first year operating cost $6,000, revenue $6,000. Blue Ridge is licensee of **WSNW Seneca** and **WBAW Barnwell,** both **S. C.** Granted March 8.

APPLICATION

Binghamton, N. Y.—Triangle Publications Inc., 98.1 mc, 4.7 kw. Post office address 400 N. Broad St., Philadelphia. Estimated construction cost $8,525, first year operating cost $3,600, revenue none. Applicant is owner of **WFIL-AM-TV Philadelphia, WLBR-TV Lebanon, WFBG-AM-TV Altoona,** all Pa., and **WNBF-AM-TV Binghamton.** Filed March 12.

Existing Fm Stations . . .

ACTION BY FCC

WMBR-FM Jacksonville, Fla.—Granted cp to change ERP to 50 kw, ant. height to 850 ft., and change trans. location and ant. system. Announced March 12.

APPLICATION

KMFM (FM) Mountain Park, N. M.—Seeks cp to change ERP to 2.29 kw and make ant. system changes. Ant. height above average terrain: 228 ft. Filed March 12.

Ownership Changes . . .

ACTION BY FCC

KONI Phoenix, Ariz.—Application for assignment of license to **Anjo Broadcasters & Telecasters Inc.** returned to applicant. Filed on wrong form. Action March 12.

APPLICATIONS

KCNA Tucson, Ariz.—Seeks transfer of control to **George W.** and **Harry B. Chambers** for $35,574. Transferor, **Erskine Caldwell,** will retain 700 of then 5,825 outstanding shares. Filed March 12.

KWKW-AM-FM Pasadena, Calif.—Seek assignment of licenses to Southern California Bcstg. Co. Corporate change only; no change in control. Filed March 8.

WESH-TV Daytona Beach, Fla.—Seeks transfer of control to **WCOA Inc.** for $5,000 plus loan of $150,000. Applicant is licensee of **WCOA Pensacola** and is affiliated through ownership with **WTMC Ocala, WDLP-AM-FM Panama City,** and **WJHP-AM-FM-TV Jacksonville.** Principals own string of daily and weekly Florida newspapers. Filed March 8.

WKDL Clarksdale, Miss.—Seeks assignment of license to Coahoma Bcstg. Co. for $4,000 plus assumption of liabilities (balance sheet indicated $3,366 in current liabilities). Principals are **Anne P. McLendon** (60%), wife of **John M. McLendon,** 50% owner of **WOKJ Jackson** and 50% of **WNLA Indianola,** both **Miss.,** and **W. L. Kent** (40%), 50% owner WOKJ and WNLA. Filed March 12.

WXRA Kenmore, N. Y.-WXRC (FM) Buffalo, N. Y.—Seek assignment of licenses to Western New York Bcstg. Co. for $24,500. **Thaddeus Podbielniak,** presently 50% owner, will become sole owner. Filed March 12.

KBWL Blackwell, Okla.—Seeks transfer of control to Vice Pres. **E. N. Haynes** (60.52%). Mr. Haynes was already minority stockholder. Cost of additional (controlling) shares was not indicated in application. Filed March 12.

KOTV (TV) Tulsa, Okla.—Seeks transfer of control to **John H. Whitney.** Mr. Whitney will control 56.5% instead of 44% as at present. No change in corporate control. Filed March 8.

KRUL Corvallis, Ore.—Seeks transfer of control to **John G. Severton** for $14,155. Mr. Severton, among interests, is electrical appliance wholesaler. Filed March 12.

WHJB Greensburg, Pa.—Seeks assignment of license to **WJHB Inc.** No change in control; corporate change only. Filed March 8.

WKBJ Milan, Tenn.—Seeks assignment of license to West Tennessee Bcstg. Co. for $7,000. Present stockholders **H. E. Williams** (33.3%) and **Herbert J. Kropf** (33.3%) are retiring from station management and selling stock to remaining five stockholders who will each retain 20% interest. Filed March 8.

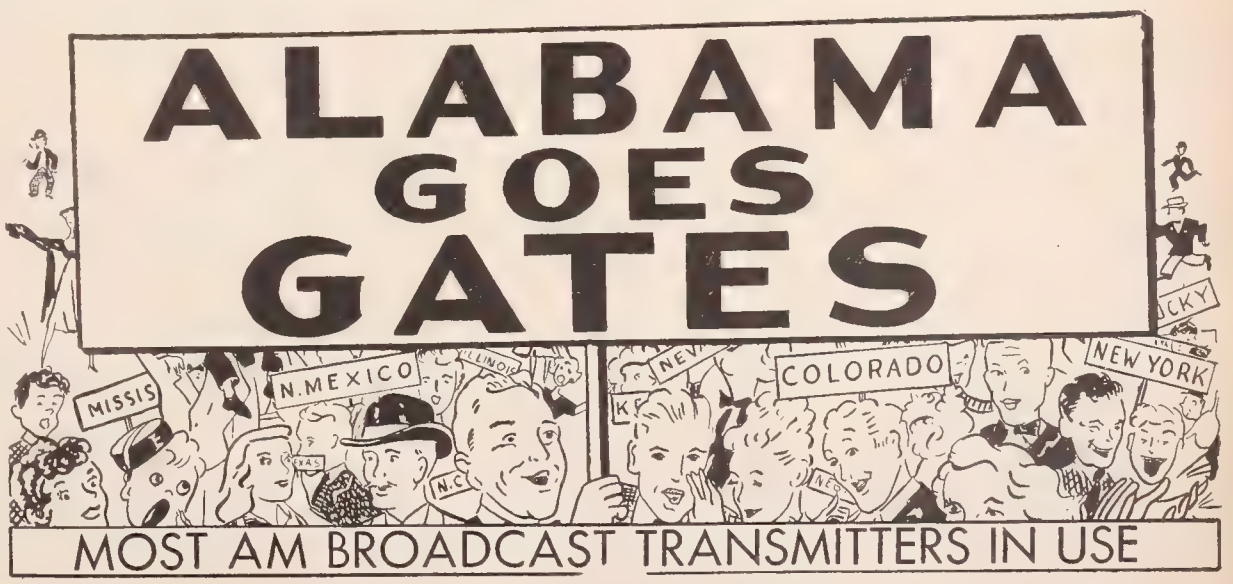
KBEN Carrizo Springs, Tex.—Seeks assignment of license to Radio Station KBEN for $16,000. Principals are partners **Walter H. Herbort Jr.,** manager of KBEN, and **Roy W. Herbort,** engineer-announcer of **KDLK Del Rio, Tex.** Filed March 12.

KCMC-AM-FM-TV Texarkana, Tex.—Seeks transfer of negative control to **Camden News Pub. Co.** Corporate change only; no change in control. Filed March 12.

KRGV-TV Weslaco, Tex.—Seeks transfer of negative control to **LBJ Co.** for $5,000 plus loan of $140,000. Loan of $103,000 to **KRGV Weslaco** is also called for with LBJ Co. to hold option for 50% of outstanding stock. **KRGV-TV** owes transferor **O. L. Taylor,** who will maintain 50% control, $90,000. LBJ Co. is owner of **KTBC-AM-TV Austin, Tex.,** and 29% owner of **KWTX-AM-TV Waco, Tex.** Filed March 13.

APPLICATION AMENDED

KURA Moab, Utah—Application for assignment



of cp to **Moab Bcstg. & Television Corp.** amended to make changes in corporate structure. Amended March 13.

Hearing Cases . . .

INITIAL DECISION

Portland, Ore.—Hearing Examiner Basil P. Cooper issued initial decision looking toward grant of application of Robert E. Bollinger for new am to operate on 1290 kc, 1 kw D in Portland, Ore., and denial of applications of Mercury Bcstg. Co., to change trans. and studio locations of **KLIQ Portland** (on 1290 kc, 1 kw D), install new trans. and change ant. system, and for renewal of license of KLIQ. Action March 12.

FINAL DECISION

WTBF Troy, Ala.—FCC made effective immediately initial decision and granted application of Troy Bcstg. Co. to change facilities of **WTBF Troy** from 1490 kc, 250 w unl. to 970 kc, 5 kw D, 500 w N. Action March 14.

OTHER ACTIONS

Sec. 1.370—FCC made procedural changes to incorporate present sec. 1.370 of its broadcast application rules, with minor mod., in those sections dealing with processing of am (sec. 1.373) and tv (sec. 1.378) applications, and to add new rule (sec. 1.379) on processing fm and non-commercial educational fm applications which also includes 30-day waiting period. Amendments are effective March 16. Announced March 8.

Fort Smith, Ark.—FCC ordered oral argument on March 20 on petition filed by Citizens Group for Two Television Stations in Fort Smith, to determine if record should be reopened in proceeding on applications of American Television Co. to assign cp for **KNAC-TV Fort Smith, Ark.**, (ch. 5), to Southwestern Pub. Co. and for extension of time to complete construction of KNAC-TV. (Oct. 3, 1955, Hearing Examiner Basil P. Cooper issued initial decision looking toward grant of these applications). Action March 14.

KPIX (TV) San Francisco—FCC terminated, effective immediately, proceeding which instituted inquiry to ascertain whether any rules or regulations or provisions of Communications Act have been violated in connection with tampering with and damage to equipment of **KPIX (TV) San Francisco** which prevented its broadcasting Dec. 14, 1954. As a result of inquiry suspension proceedings have been instituted against Roald W. Didriksen, Carlton P. Schwarz and Anthony Severdia. Action March 8.

WAVZ New Haven, Conn.—FCC denied petition by Key Bcstg. System Inc. for reconsideration of FCC's decision of Nov. 3, 1955, granting application of **WAVZ New Haven** to change from 1260 kc, 1 kw D to 1300 kc, 1 kw unl. with waiver of sec. 3.28 (c), and denying application of Key for new am to operate on 1300 kc, 1 kw D in Bay Shore, N. Y. Action March 14.

Cheboygan, Mich.—FCC announced memorandum opinion and order of March 7 which granted petition by Midwestern Bcstg. Co. to enlarge issues in proceeding on its application and that of Straits Bcstg. Co. for new tv station to operate on ch. 4 in Cheboygan to permit determination of comparative coverage of two proposals. Announced March 9.

WJRT (TV) Flint, Mich.—FCC announced its memorandum opinion and order of March 7 which (1) granted joint petition by **WWTV (TV) Cadillac, Mich.**, and **WTOM-TV Lansing, Mich.**, insofar as it requests mod. of issues to permit showing as to consequences to WTOM-TV re grant of application for mod. of cp to WJRT (TV) Flint and denied joint petition in all other respects; (2) denied petition for repudiation or clarification and petition in support thereof and joint petition for remand, reopening of record and further relief, filed by WWTV (TV) and **WKXN-TV Saginaw, Mich.**, and dismissed as moot petition of WKXN-TV for review of examiner's ruling, and (3) on Commission's own motion, ordered proceeding remanded to examiner and record reopened for limited purpose of permitting introduction of evidence relative to WTOM-TV. Announced March 9.

WSPA-TV Spartanburg, S. C.—FCC announced decision of March 7 affirming Commission action of April 30, 1954, which granted application for mod. of cp of **WSPA-TV Spartanburg** to change trans. site to Paris Mt. with ERP of 200 kw vis., 120 kw aur., ant. 1,182 ft., change main studio location within Spartanburg, and make equipment changes; terminated April 1, 1955, action which postponed effective date of said grant pending hearing and made April 30, 1954, grant effective immediately. Action March 9.

WSPA-TV Spartanburg, S. C.—Commission announced memorandum opinion and order of March 7 which (1) dismissed as moot, petition by **WAIM-TV Anderson, S. C.**, and **WGVL (TV) Greenville, S. C.**, insofar as it requests stay of above-mentioned proceeding on application of WSPA-TV, pending disposition of petition for reconsideration of Nov. 10 action denying deintermixture petitions, and (2) denied petition insofar as it requests stay pending determination of general tv rule-making proceeding. Announced March 9.

Seattle, Wash.—FCC ordered proceedings on applications of Queen City Bcstg. Co., KXA Inc., and Puget Sound Bcstg. Co., for new tv to operate on ch. 7 in Seattle remanded to examiner and record reopened for limited purpose of taking additional evidence relative to policies of *Seattle Record* while it was edited and co-owned by Saul Haas, pres. and controlling stockholder of Queen City Bcstg. Co. (April 15, 1955, Hearing Examiner Thomas H. Donahue issued initial decision looking toward grant of application of Queen City and denial of KXA and Puget Sound applications). Action March 14.

Madison, Wis.—FCC granted request of Badger Television Co. to dismiss its petitions for reopening of record and for reconsideration, rehearing, etc., of FCC decision of Dec. 12, 1955, granting application of Radio Wisconsin Inc. for new tv to operate on ch. 3 in Madison and denying Badger's competing application. Action March 14.

Caguas, Puerto Rico.—American Colonial Bcstg. Corp. files requests to withdraw petition for removal from hearing docket and grant application. Filed March 12.

Caguas, Puerto Rico—Supreme Bcstg. Co. petitions FCC for withdrawal of application. Filed March 12.

Ponce, Puerto Rico—American Colonial Bcstg. Corp. is being advised that application for new tv to operate on ch. 9 indicates necessity of hearing. Action March 14.

Routine Roundup . . .

March 8 Applications

ACCEPTED FOR FILING

Remote Control

WMFJ Daytona Beach, Fla.; WIRC Hickory, N. C.

SCA

WRRC (FM) Cherry Valley Twnshp., N. Y.; WRRD (FM) DeRuyter Village, N. Y.; WRRL (FM) Wethersfield Twnshp., N. Y.; WRRE (FM) S. Bristol Twnshp., N. Y.

Renewal of License

KGNO Dodge City, Kan.; KFH-FM Wichita, Kan.; KWGS (FM) Tulsa, Okla.

March 9 Decisions

ACTIONS ON MOTIONS

By Comr. Rosel H. Hyde

Broadcast Bureau—Granted petition for extension of time to March 9 to file response to motion to enlarge issues filed Feb. 23, by Southern Indiana Broadcasters Inc., Newburgh, Ind., re its am application and that of Lawrenceville Bcstg. Co., Lawrenceville, Ill. Action March 6.

Jefferson Amusement Co., Port Arthur, Tex.—Dismissed as moot petition for waiver of Commission rules to permit filing by petitioner of opposition to petition filed Feb. 14, by Port Arthur College, Port Arthur, to amend its tv application (ch. 4), and pleading entitled "Reply and Opposition to Port Arthur College Motion to Strike" attached thereto. Action March 6.

By Hearing Examiner Jay A. Kyle

KFNF Shenandoah, Iowa—Ordered prehearing conference March 30, re application of **KFNF Shenandoah** for cp to change ant.-trans. location and increase ant. height. Action March 7.

By Hearing Examiner Herbert Sharfman

Grand Prairie Bcstg. Co., Grand Prairie, Tex.—By memorandum opinion and order of hearing, denied petition for leave to amend its am application so as to bring programming data up to date, and proposed amendment tendered therewith (on Feb. 23) is rejected. Action March 7.

By Hearing Examiner Annie Neal Huntting

Lawrenceville, Ill.-Newburgh, Ind.—Issued first statement concerning prehearing conferences and order re am applications of Southern Indiana Broadcasters Inc., Newburgh, and Lawrenceville Bcstg. Co., Lawrenceville, indicating agreements reached among parties which shall govern course of proceeding to extent indicated; hearing is continued from April 12 to April 30, and second prehearing conference is scheduled for April 20. Action March. 5.

By Comr. Rosel H. Hyde

Broadcast Bureau—Granted petition for extension of time to March 12 to file appeal from ruling made by hearing examiner on March 5 re am applications of Courier-Times Inc., New Castle, Ind., and **WSLM Salem, Ind.**, with regard to separation of issues. Action March 8.

March 12 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of March 9

WTVN (TV) Columbus, Ohio—Granted license covering mounting tv ant. on top of northwest tower (increase height).

WOC-TV Davenport, Iowa—Granted license for changes in facilities, change in description of trans. location (not a move); ERP: vis. 100 kw, aur. 60.3 kw.

KGLO-TV Mason City, Iowa—Granted license for tv station; ERP: vis. 100 kw, aur. 50 kw.

KLTV (TV) Tyler, Tex.—Granted license for tv station.

WOI-TV Ames, Iowa—Granted license covering changes in facilities.

WBAL-TV Baltimore, Md.—Granted license covering changes in facilities.

KCRB Chanute, Kan.—Granted permission to sign-off at 6:30 p.m. CST for period April 1 to Oct. 1.

KPLK Dallas, Ore.—Granted permission to sign-off at 6 p.m. each evening through Sept.

WTOB-TV Winston Salem, N. C.—Granted cp to replace expired cp which authorized new commercial tv station (ch. 26).

Following were granted extensions of completion dates as shown: **WFRM-FM Coudersport, Pa.**, to 7-1-56; **KETA (TV) Oklahoma City, Okla.**, to 9-18-56.

Following stations were granted authority to operate trans. by remote control: **WIRC Hickory, N. C.; WMFJ Daytona Beach, Fla.; WLOI La-Porte, Ind.; KGBX Springfield, Mo.**, while using non-DA.

Action of March 8

KSIB Creston, Iowa—Granted permission to sign-off at 6 p.m., CST, during March through Sept.

Actions of March 7

WWJ-TV Detroit, Mich.—Granted license covering changes in facilities and change studio location.

Following were granted extensions of completion dates as shown: **KVVG (TV) Tulare, Calif.**, to 9-1-56; **KQED (TV) Berkeley, Calif.**, to 9-22-56; **WIPR-TV San Juan, P. R.**, to 10-2-56.

Actions of March 6

Following stations were granted authority to operate trans. by remote control: **WHBC Canton, Ohio**, while using non-DA; **WHBC-FM Canton, Ohio.**

Actions of March 5

WWPC (FM) Chambersburg, Pa.—Granted license for fm station.

KCLS Flagstaff, Ariz.—Granted license covering change of frequency, changes in ant. system, change in hours of operation and installation of DA-N.

Following were granted extensions of completion dates as shown: **WTVI (TV) Fort Pierce,**

(Continues on page 110)

Radio Station and Newspaper

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RADIO

Help Wanted

Managerial

Manager-salesman, independent daytime to be on air within thirty days at Muleshoe, Texas. Contact David W. Ratliff, Stamford, Texas.

Salesmen

Qualified Salesman, small market daytimer, right man can become manager. Box 702F, B•T.

Experienced air salesman—news director. Virginia kilowatt independent. Box 726F, B•T.

Experienced salesman for Mutual station in New Mexico. Attractive financial arrangements. Box 829F, B•T.

Here's a chance for a salesman to join a 5 kw fulltime network affiliate with best local signal in a Pennsylvania city within first 80 markets. Want a man with experience in daytimer or independent or general hard selling background. Guaranteed base. Job available approximately May 1. Well known management. All replies confidential. Box 841F, B•T.

Immediate opening experienced radio salesman. Five kilowatt, San Joaquin Valley independent. $400.00 draw against commission. Experience, references, and photo first letter. KCHJ, P.O. Box 262, Delano, California.

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HOLLYWOOD 4-7279

RADIO

Help Wanted—(Cont'd)

Salesmen

Aggressive, imaginative man with proven sales record to sell New England network of fm stations broadcasting classical music 18 hours daily. Good salary plus commission. Rare opportunity for man of high calibre. Tell all first letter. General Broadcasting Corp., Box 374, Providence, R. I.

Are you an executive type salesman with an eye to a manager's job. We have five stations and are currently applying for our sixth. We need capable salesmen who want to join a growing organization that rewards able men through advancement. Currently we have openings in Houston, Baton Rouge, and our newest property in Memphis. Our stations are all programmed to reach the negro market and have high earning potentials for the right men. You will be supported by a good selling story, have promotion, good ratings and realistic rates. We'll give you an excellent basic draw, commission, auto expense allowance and year-end bonus. Write giving full details, past earnings and photo. The OK Group. 505 Baronne Street, New Orleans, Louisiana.

Announcers

Florida—Need top-notch pops DJ. Better than average salary with chance to sell and increase your earnings. Send short tape (non-returnable) of show, commercials and news. Box 505F, B•T.

Fulltime North Carolina regional needs combination 1st class engineer-announcer. Write Box 686F, B•T, giving experience and stations where employed.

Announcer with selling experience, or who wants to break into sales. Salary negotiated. South-south central location. Box 701F, B•T.

Announcer-engineer, salary $400.00 a month. Virginia kilowatt independent. Box 725F, B•T.

Announcer-operator board, some experience in play-by-play for permanent position in progressive 1000 watt, clear channel station in midwest. Extra benefits available. State salary, availability in application . . . reply Box 769F, B•T.

Midwest daytimer needs announcer with first phone. $100.00. Permanent. Send tape and detailed letter. Box 770F, B•T.

Above average announcer-DJ. Operate board. Send tape, photo, references, etc. Box 777F, B•T.

Experienced announcer to take over morning show, in radio. Also one good television announcer. Both positions open April 1 in this combined vhf-radio operation. Send tape, photo, resume, preferences. All tapes returned. Box 790F, B•T.

Opportunity for a rock 'n roll stylist, combination sales. First class ticket preferred. Daytime indie, beautiful physical plant. Congeniality the keynote here, in progressive Florida station. Established audience. Must have top references for a top situation. Brief resume first to Box 812F, B•T.

Aggressive, stable salesman for southeast coastal negro market station; low frequency, top personalities, top ratings. Very competitive market but this long-established station sells with superior ratings and coverage. 20% against $100 draw for right man. Box 821F, B•T.

Mutual station, Washington State, needs combo man who can call J. C. and high school sports. Send resume, tape, letter to Box 831F, B•T.

5000 watt network station in largest city in the mid-South wants a professional announcer capable of handling news and "straight" record show. We want a man with a good voice but, more important, he must be capable of using his voice in a friendly, intelligent fashion. Will pay up to $100 base, after that it is up to the man so far as talent is concerned. Send photo, complete background and tape. Box 833F, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

Needed experienced announcer, forty-two hour week. Hospitalization. New plant. Station established 1938. Five kw network. Write WFNC, Fayetteville, North Carolina, give experience, salary required. Interview arranged later.

Announcer—1st phone combo man. Permanent position. WJIV, Savannah, Georgia.

Morning man. Rural station near Washington, D. C. Send tape, photo, resume. WKIK, Leonardtown, Maryland.

WLBE, Leesburg and Eustis, Florida, needs good announcer, 1st phone. Good working conditions in growing market, 40½ hours per week.

Progressive, independent operation needs top personality DJ. Send tape and all details and requirements to Larry Monroe, Program Director, WNOE, New Orleans, La.

Two top-voice announcers to key regional network programming morning and afternoon from 5000 watt non-directional established rural-urban operation. Must be capable of maintaining established pace and original programming concepts. WTVB, Coldwater, Michigan.

Technical

Engineer needed immediately. Experience desired, but not essential. Salary open. Box 672F, B•T.

Chief engineer in Iowa city, 20,000 pop. Announcing desirable. Board work approximately half of schedule. Good salary. Box 773F, B•T.

Chief engineer wanted, announcing ability necessary, good salary, send references in first letter. Box 785F, B•T.

Combo-first phone for 1000 watter. Divide board work with chief engineer. Day work only. Fast growing station. Excellent opportunity . . . write Box 794F, B•T.

Wanted immediately, engineer-announcer for 500 watt station. WALM, Albion, Michigan.

Engineer-announcer. Must be capable of all-around good job. Excellent pay and working conditions. Send tape and data. WBAW, Barnwell, S. C.

Exceptional individual with first phone who will exchange immediate security for chance to be important part in developing fm good music station with coverage exceeding ½ million fm homes. $90.00 weekly now—share of progress later. WFMZ, Allentown, Pa.

Engineer-announcer for 5000 watt independent. Send tape and resume. WJAM, Marion, Alabama.

Wanted: Radio engineer; first class radio telephone license; strong on maintenance. No operating tricks. Apply Chief Engineer, Radio Station WRIV, 29 East Main Street, Riverhead, Long Island, N. Y.

Help wanted—Combination anonuncer-engineer. First phone, Handle hillbilly. WTRB, Ripley, Tennessee.

Need radio and tv engineers during vacation, April through October. Cameramen, audio, video and transmitter operators. Also men experienced in radio studio/field work. Prefer men with first class license. Excellent opportunity to gain experience in network operation. Apply NBC, Washington, D. C.

Programming-Production, Others

Copywriter. Must have experience. Write, sell copy. Box 742F, B•T.

Announcer: Good voice. Know music, do news, no rock and roll. Send your complete background to Box 743F, B•T.

Girl experienced, to handle traffic and copy in progressive radio operation. Nice Georgia market. Send resume, photo, samples, references. Box 789F, B•T.

Ralio-tv newsman. Cover beat, write and present news, assist news director. Detail news experience in full resume with references. Send photo and tape. No beginners. Northern New England location. Write Box 834F, B•T.

Immediate opening for experienced traffic director. Please airmail all details and photo to Sales Manager, KOA-Radio, Denver, Colorado.

RADIO

Help Wanted—(Cont'd)

Production-Programming, Others

Combination farm director sports play-by-play. Big Seven basketball and football network. Must have stable background, college degree, maturity, experience. Prefer person from midwest with rural background. Position offers opportunity, security, month's vacation, federal appointment, $5,000-$6,000 annual salary. Send air-check, pictures, recommendations in first letter or contact in person Ken Thomas, Director, KSAC, Kansas State College, Manhattan, Kansas.

Program director—chief announcer, progressive station in small fast-growing market. Good salary plus talents. Car necessary. Send tape, photo, resume and references. KSCB, Liberal, Kansas.

Situations Wanted

Managerial

Thirty years old, ten years experience programming and sales. Seek job as manager in deep south, preferably Florida. Excellent references. Box 298F, B•T.

Broadcaster wishes general management small market station or PD major market. Idea man. Nine years' experience sales, production, announcing. Available now. Box 750F, B•T.

Manager now available. Twenty-one years experience. Sales directional ability. Box 774F, B•T.

Twenty years radio and television management, general operations and sales. Prefer general management, but consider attractive sales or program proposal. Box 811F, B•T.

Manager or commercial manager for small station. Announce if necessary. First phone. Experienced. South only considered. Box 816F, B•T.

Young executive, 33, desires managerial post midwest. Married, children. 9 years radio. May I hear from you. Box 828F, B•T.

Salesmen

Salesman-announcer. Industrious, reliable. Married. Excellent references. Box 784F, B•T.

Program director with sales appeal 10 years programming; 5 years radio sales. Married, 33, top references. Box 813F, B•T.

Announcers

Here's the right negro girl for radio and tv!!! Experienced. Single. Will travel. Box 555F, B•T.

Announcer, 3 years experience, DJ, versatile, ambitious, married, available. Box 687F, B•T.

Seeking summer replacement job, good announcer, 4 years experience. Box 688F, B•T.

Announcer, thoroughly experienced radio-tv, desires permanency Eastern metropolitan market. Box 700F, B•T.

Six years experience—announcer-salesman. All phases air work. Married, 29 years old. Presently employed. Prefer East. Box 716F, B•T.

Announcer, play-by-play, staff, married, presently working southeast. Desires good baseball town anywhere. Strong news, commercials, DJ, tape, resume. Box 721F, B•T.

Experienced announcer. Versatile affable married veteran. Desires permanancy, larger setup. Extremely dependable. Top voice. Box 755F, B•T.

Recent broadcasting school graduate. Married, veteran. Good DJ, news, sports, board, tape. Prefer midwestern states. Speak Polish, German fluently. Box 759F, B•T.

Top deejay, morning man—employed, family, seeks to relocate. Only major markets need apply. Box 760F, B•T.

Experienced announcer wants permanent job in large southern city with tv opportunity. Box 762F, B•T.

Employed announcer, desires position in progressive market, eventually working into programming. Two and half years experience. Veteran. Box 764F, B•T.

Experienced combo announcer, single, draft exempt, presently employed, excellent recommendations. Prefer midwest. Box 766F, B•T.

Sportscaster. Nine years radio play-by-play. Major sports. Big 10. Three years tv sports. Excellent references. Sincere, conscientious. Desire southwest, far west. Will accept others. Box 767F, B•T.

Inexperienced announcers (3) desire permanent positions in radio, tv, in Florida. Will send tape and picture upon request. Box 776F, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Announcer, six years same operation. Thorough knowledge programming, production, desires permanent relocation northeast or east coast. Authoritative news, relaxed, informal DJ, sincere commercials. Box 778F, B•T.

Experienced sportscaster, employed, desires baseball play-by-play for 1956. Box 779F, B•T.

Experienced sportscaster—newsman, now working, wants year around sports opportunity. Box 780F, B•T.

Are you looking for a DJ!! Salary secondary to opportunity. 21, single, experienced, radio school graduate. Presently employed 1000 watt independent. Prefer East or West Coast. Permanent position. Immediate availability, will travel. Air tape, resume, photo. Box 781F, B•T.

Announcer: Experienced am, on-camera tv in major market. Desire permanent position in good am-tv network station. Box 786F, B•T.

Hurry, hurry, hurry, step right up—announcer, DJ; available immediately. Experienced, Professional. Strong on music, news, commercials. Best references. Box 788F, B•T.

Young man, 29, single, college grad, desires beginning position in radio. Have air experience, prefer midwest, but have space suit, will travel. Write Box 792F, B•T.

Recent broadcasting school graduate. Good DJ, news, sports, board, tape. Box 805F, B•T.

Staff announcer. Excellent news, commercials, good DJ. Strong potential. Experience light. Single, veteran, travel, tape. Box 806F, B•T.

Cameraman-floorman. 3 years experience, married. All studio operations. Immediately available. Excellent references. Box 807F, B•T.

Six months experience. Authoritative voice. Ambitious. Seek permanent position with future. 70 min. Box 808F, B•T.

Staff announcer. Excellent news, commercials, good DJ. Experience light, married, dependable. Travel, tape. Box 809F, B•T.

Platter spinner, sportscaster, newsman, veteran, single. Tape on request. Box 817F, B•T.

Announcer, negro, "real cool" disc jockey. Some experience. Tape available. Box 818F, B•T.

Negro disc jockey experienced rhythm-blues, popular records. College and radio school. Will travel. Box 819F, B•T.

Announcer, versatile personality DJ, play-by-play sports, news, etc. 5 years experience. $100 minimum. Box 820F, B•T.

Thoroughly trained, single, veteran, desires first announcing position. Sincerely believe I will become a first class announcer and good all-around man in the near future. Box 823F, B•T.

Announcer-sportscaster, disc jockey. Resonant voice. Sales personality. SRT graduate. Tape available. Will travel. Box 825F, B•T.

Married radio-television announcer, producer. Five years experience, warm friendly style. Extensive live camera; news, commercial. 300,000 market experience. Prefer western states. Reply to: Bill Arthur, 5044 Enfield Avenue, Encino, California.

Staff announcer: Broadcasting school graduate. Strong on narrations, news. Joe Basic, 2607 N. Lamon Avenue, Chicago 39, Illinois. Berkshire 7-9289.

Announcer, young, single, vet, versatile, good DJ, news, commercials, working at 250 watt station in West Virginia, combo man—3rd class license. Thoroughly experienced on board. Ready for bigger things. Prefer northeastern location. Contact Jack Davis, Box 296, Ronceverte, West Virginia, or phone before 2 p.m. ROnceverte 649W.

Available immediately: Young announcer, single, operate board. Tape, resume. Tom Decillis, 1100 Lowden Ave., Union, New Jersey. Elizabeth 3-0468.

Young, pleasant voiced announcer. 2 years experience. Charlie Doll, 907 Clinton, Hoboken, N. J. HO 4-9976.

Two experienced young announcers available for summer. Personality DJ, news, sports. Operate own boards. Tape, resume. Dick Morgan, Paul Dunn, WPRB-WPRB-FM, Princeton, N. J.

Newscaster, announcer, boardman. College degree. Start $55. Vertner, 737 11th Street, N. W., Washington, D. C.

Experienced announcer, newscaster, copywriter, promotion director. $80-$100. Tape, copy resume, photo on request. New York—New England location preferred. Radio, 3114 Edgehill Road, Cleveland Heights 18, Ohio. FA 1-6562.

RADIO

Situations Wanted—(Cont'd)

Technical

Chief engineer, 7 years tv maintenance and operations, 14 years am, desires permanent connection as chief or responsible position with established or financially stable station. Top references. Prefer south or west but consider all commensurate offers. Box 729F, B•T.

Tape is my specialty. Studio and field recording and editing. Third phone. Experienced. Reply Box 751F, B•T.

Extensive am engineering experience, first phone. Presently employed. Married. Desire permanent position in radio or tv. Resume on request. Box 814F, B•T.

Technician or combo—seeks permanent position. Graduate American TV laboratories, Los Angeles, California. First phone—married, veteran, sober, dependable. Tape-photo-resume. Box 822F, B•T.

Programming-Production, Others

Radio-tv newsman, young intelligent, no egghead. Presently news editor Pacific Coast 5 kw with highest-rated news shows, and commentator's ghostwriter. 9 years reporting, 2½ years radio. Air-time. Tv training. Journalism degree. Travelled. Desire work at aggresive West am and/or tv. Box 752F, B•T.

(Continued on next page)

3 TOP-NOTCH SALESMEN WANTED

We have immediate openings for 3 hard-hitting aggressive salesmen. These three stations are heavily promoted, and your earnings are limited only by your own efforts. We want men who are going places—and we'll help you get there! There's a great future awaiting you at—

WITH
Radio, Baltimore

WLEE
Radio, Richmond

WXEX
TV, Richmond
Petersburg and
Central Virginia

Tell your whole story
in a letter to:

Les Alexander

WITH

7 E. Lexington St.
Baltimore, Maryland

TELEVISION

Situations Wanted—(Cont'd)

Programming-Production, Others

Production manager-director—experienced in all phases of local production and programming—superior references including present employer—seeking a permanent position in healthy or promising market. Full particulars on request. Box 757F, B•T.

Mr. manager! Are you interested in a good, experienced copywriter? Nice voice and board experience. Presently employed with leading Virginia station. Box 765F, B•T.

Program director or announcer. 8 years experience. Specialities: Morning show, interviews, community events. College. Box 795F, B•T.

Canadian newscaster, 27, 7 years radio experience—5 in 5 kilowatter. Can use recorder and typewriter. Box 824F, B•T.

Hardworking newsman — program director—morning man looking for "live" station. Now program director at kilowatt. 7 years from the bottom up. Dependable, adaptable, married, veteran. No southern. Box 830F, B•T.

TELEVISION

Help Wanted

Managerial

Manager wanted for top rated CBS affiliate in rapidly expanding Louisiana market, preferably a manager-investor. Background and experience in both management and sales a must. Send complete resume, references, recent photograph, expected earnings. Replies held strictly confidential. Box 727F, B•T.

Salesman

Michigan low channel vhf with major network affiliation in one of state's largest markets requires salesman experienced in television. Excellent insurance benefits, earnings and pleasant surroundings. Send information plus picture to Box 682F, B•T.

TELEVISION

Help Wanted—(Cont'd)

Salesmen

Vhf maximum power low channel NBC station needs ambitious sales man with good record. Midwest city 100,000 population, market 200,000 sets. Send picture, complete information. Box 832F, B•T.

Top-notch tv maintenance or transmitter engineer for Chicago area. State full particulars first letter. Salary commensurate with ability and experience. Box 763F, B•T.

Technical

Iowa radio and tv station will have opening soon for a man with a 1st phone and some experience. Write Box 771F, B•T.

Urgently needed—studio engineer, experienced in maintenance—first class license. Also transmitter engineer. You'll enjoy living in colorful Colorado and working with a fine group at a station that's building for the future. Contact Les Dunn, KTVR Denver.

Programming-Production, Others

Prominent tv film production firm looking for top tv program ideas. **Will develop and promote.** Write Box 671F, B•T.

Promotion-advertising manager. Michigan vhf. Major market and network affiliations. Good salary to right man. Some art work ability helpful. Send complete resume with some samples of work. Must send photo or snapshot. Reply to Box 681F, B•T.

Additional continuity writer for large network affiliate in eastern market. Experienced, creative, commercial. Box 839F, B•T.

Experienced news photographer for large network affiliate. Strong on local sound and silent. Some newswriting experience helpful. Box 840F, B•T.

TELEVISION

Situations Wanted

Managerial

Sales manager—thoroughly experienced in all phases of television sales. Currently employed by top N. Y. station representative as tv account executive. Experience also includes five years media supervision with major New York advertising agencies. Excellent references. Under 30, married. Box 810F, B•T.

Announcers

Experienced radio announcer. Exceptional tv potential. Desires start toward permanent position. Versatile, dependable, married. Box 754F, B•T.

Sportscaster. Nine years radio play-by-play. Major sports. Big 10. Three years tv sports. Excellent references. Sincere, conscientious. Desire southwest, far west. Will accept others. Box 768F, B•T.

Announcer, commercial delivery that sells. Authoritative newscasts. Experienced MC, entertainer. Six years radio, some tv. Age 28, family. Box 787F, B•T.

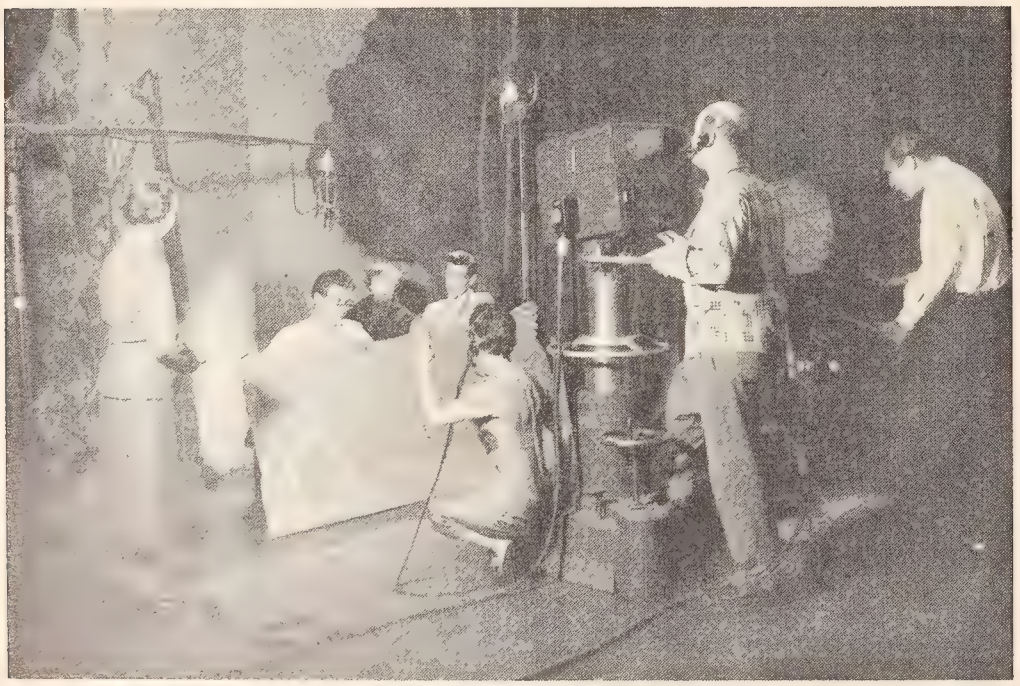
Experienced radio - tv announcer interested in major market tv opportunity. Have handled all phases tv operation. First phone. Lloyd Shaffer, 923½ North Gardner Street, Hollywood 16, California. HOllywood 4-4731.

Technical

Please. High quality man available at low cost. Want opportunity in tv. Chief engineer, 8 years experience am. First phone, radar, ham. Any offer gratefully considered. Box 801F, B•T.

Extensive am engineering experience, first phone. Presently employed. Married. Desire permanent position in radio or tv. Resume on request. Box 814F, B•T.

THESE TV PRODUCTION-EXPERIENCED PEOPLE EAGERLY ADAPTABLE TO YOUR OPERATION



If you would like to receive our national publication, TELEVIEWS, let us know and we will be happy to send it to you at no cost or obligation.

People like these have just completed their training in Television Production with Northwest, which included extensive work in one of our commercially equipped studios under the direction of experienced TV personnel.

These people—with TV studio training and production experience—are now available in YOUR area. Though well-versed in TV know-how, you will find them highly adaptable to your station's way of doing things.

Call Northwest FIRST!

Call, wire or write John Birrel, Employment Counselor, for immediate details.

NORTHWEST RADIO & TELEVISION SCHOOL
HOME OFFICE: 1221 N. W. 21st Avenue, Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822
CHICAGO, ILLINOIS. . . . . 540 N. Michigan Avenue DE 7-3836
WASHINGTON, D. C. . . . . 1627 K Street N. W. RE 7-0343

TELEVISION

Situations Wanted—(Cont'd)

Programming-Production, Others

Experienced producer-director-technical director, medium market, offers right combination to make your program department click. Write Box 694F, B•T.

Off-Broadway actor-director seeks tv opportunity. Age 34, university graduate, veteran. Family man. Available immediately. Prefer North or South Carolina. Tape, resume and photo on request. Box 753F, B•T.

Floor or unit manager television network or agency N. Y. C. Complete music, art, dramatic background. Experience announcing, directing, production in radio. Box 775F, B•T.

Seek position as photographer, still or 16mm; or camera and floor-man. Have six years experience in photography. Will furnish very good references. Box 783F, B•T.

Want's my line? Alert executive secretary; top-notch skills; tv, agency, diversified experience; interested in being indispensable to overburdened executive. Box 800F, B•T.

Producer, director, announcer—experienced, good idea man. Complete radio background. Knows what to do—how to do it. For complete information, write me at Box 835F, B•T.

Acting opportunity wanted. Several years experience, radio and television. Single, male, 30, college degree. Amateur dramatic experience. Desire spot with production company, professional theatre group, etc. Outlet for talent with opportunity for improvement most important. Would not place this ad without confidence in ability and personality. Box 836F, B•T.

Experienced versatile broadcaster, former radio-television news director and announcer-MC, presently public relations manager medium sized industry, desires return to broadcast field. Single, 30, degree and best references. Active personality showman with executive experience and spark that sells. Your inquiry is appreciated. Box 837F, B•T.

FOR SALE

Stations

$10,000 cash, balance to suit, buys fine little community station; billing down now, can be built back quickly; fine opportunity for owner-manager. James T. Jackson, KVLH, Pauls Valley, Oklahoma.

Metropolitan market with oil, chemical, industrial backbone. Station has substantial record of gross income. Other interests reason for selling. Cash in six figures required. Paul H. Chapman Co., 84 Peachtree, Atlanta.

Florida gold coast station priced with $60,000 total. Terms. Paul H. Chapman Co., 84 Peachtree, Atlanta.

Special listing. A superior single-station market. Complete combo operation. All modern. Real estate included. Located healthful Rocky Mountain area. Active payroll city. State your finances and affiliation. Ralph Erwin, Broker, 1443, South Trenton, Tulsa.

New offering. Single-station market. Western location. $37,500 with down payment $19,750. Details to qualified buyers only. Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

Have medium market independent am station within 170 miles of New York City. Price $70,000. No terms. Grossing $1,200 to $1,500 per week. For details call or wire John Hanly, 1739 Connecticut Avenue, N.W., Washington, D.C. Decatur 2-8000.

We offer good radio and tv buys throughout the United States. Ask for our free bulletin. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Eastern buyers should contact me for good sound buys in radio and tv stations. John Hanly, 1739 Connecticut, N. W., Washington, D. C.

Equipment

Western Electric 5000 watt am transmitter. Good condition. Box 628F, B•T.

Model 52-CS Gates studioette console in excellent condition; Webster ekotape recorder Model 105-1; Gates Dynamote remote amplifier with three low inpendence input channels; two RCA 88 microphones. Also record collection of 2600 selections including current pops, hillbilly and old favorites, completely cataloged and in storage rack. Make offer of any or all. Box 756F, B•T.

FOR SALE

Equipment

Johnson Viking amateur transmitter and desk. Hardly used. Sell, trade for broadcast gear, stock. Box 761F, B•T.

Transmission line, communication products, 3⅛ inch, 51.5 ohm line cat #101-506, nitrogen pressurized and in service, available approximately April 1, 1956. F.O.B. Cincinnati. 50—20 foot sections and assorted elbows and fittings and shorter lengths. Box 772F, B•T.

For sale: 1 RCA 7000 megacycle color corrected relay system, $5,000.00 2 RCA TP16B and projectors, $1,000.00 each. Box 796F, B•T.

Opportunity for your to modernize your present turntables. Three brand new Gray playback arms, slightly used, Model 106-SP. Ready for whatever cartridge (standard or microgroove) you wish to use. Will sell any or all. Contact R. A. Pugsley, KFOR, Lincoln, Nebraska.

For sale: One amplicorp Magnemite portable tape recorder, battery powered, spring driven. Complete with carrying case and microphone; like new and in good working order. Sold to the highest offer. Write Bud Pentz, General Manager, KWBE, Beatrice, Nebraska.

For sale: GE BT-1-B-1 250 watt fm transmitter. GE modulation-frequency monitor. GE BY-4-A-4-Bay antenna side mounted. 400 ft. ⅞" co-ax cable. All in good condition and now in operation on 106.3. Sell to high bidder as a package. L. M. Neale, WALD, Walterboro, S. C.

1—200' Wincharger guyed tower, heavy duty for television. 1—GE camera chain—new—never used —complete 520' Teflon 3⅛" coax cable and accessories. WDOD Broadcasting Corporation, Chattanooga, Tennessee.

900 feet Andrew type 452 steatite line, 3⅛ inch, 51.5 ohm with dual spring hangers. Make us an offer. WHEN-TV, Syracuse, N. Y.

Studio control room equipment. Racks, consoles, turntables available—all RCA. Contact McCafferty, WMCA, New York City.

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, Conelrad frequencies, crystal regrinding ,etc., fastest service—Also station am monitor service. Send for catalog. Eidson Electronic Co., Temple, Texas.

Frequency extension kit, consisting of six high pressure nitrogen condensers, rated 25,000 volts. Current rating approximately 40 ams at 2 mc. Unused in original package. Manufactured E. F. Johnson Co. Sacrifice. Harry J. Abrams, 124 L Street, N. E., Washington 2, D. C.

Western Electric, dual channel console model 25B. One of the finest broadcast consoles ever built, had very little actual use. Can be seen and inspected. Interstate Radio Supply Co., Denver, Colorado. For sale $500.00 F.O.B. Denver. Cost over $2,800 original purchase. Telephone Denver TAbor 5-5347, Mr. Swanson. First come basis.

WANTED TO BUY

Stations

Wanted to buy: Radio station in city of 20,000 or over! Write Box 793F, B•T.

All, part or lease good radio property. Owner-manager, successful operator. Box 797F, B•T.

Wanted: Radio stations in Iowa, Minnesota, Missouri. Must have solid balance sheet, be profitable operation, no blue sky. Full details first letter. Radio Incorporated, Charles City, Iowa.

Major market station in south or southwest. Paul H. Chapman Co., 84 Peachtree, Atlanta.

Equipment

Transcription libraries purchased, any service, old or current. Box 495F, B•T.

Wanted: GE FA12B phono equalizer and am frequency monitor. Box 791F, B•T.

RF bridge, General Radio 916 or equivalent, rush description, price. Also RF generator, give description. Box 798F, B•T.

12-bay channel 8 television antenna. Box 799F, B•T.

¼kw, 1kw or 3kw fm transmitting equipment. Please send all details to Adams, Box 729, Glendale, California.

WANTED TO BUY

Equipment

Wanted: Fm transmitter 100-250 watts for operation on 94.6 megacycles to act as standby for main transmitter. Local power supply is 40 c/s. 25 c/s power supply transmitter would be suitable but would consider 60 c/s equipment for operation through rotary converter. Jamaica Broadcasting Co., Ltd., 32 Lyndhurst Road, Cross Roads P. O., Jamaica, B. W. I.

Wanted to buy 250 transmitter and studio equipment. Cash. Send information to 827 Colusa Avenue, Chico, California.

Used RCA 77D and WE 630A microphones. Frank Bartal, 1357 York Avenue, New York City 21.

All types studio and transmitting equipment (am or fm). Barry Trading Company, Lebanon, Tennessee.

INSTRUCTION

FCC license quickly — correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 1-B, 821 19th Street, N.W., Washington, D.C.

FCC first phone license. Start immediately Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W., 21st Street, Portland 9, Oregon.

FCC first class phone license preparation; beginners, radio technicians, announcers. Evenings. Monty Koffer, 743 Hendrix Street, Brooklyn 7, N. Y. CL 7-1366.

RADIO

Help Wanted

Salesmen

SALES ENGINEER

Broadcast equipment manufacturer has opening for non-traveling sales engineer in midwest home office. Sales experience not absolutely necessary but would be helpful. Technical radio background and familiarity with AM broadcast transmitters. Preferably as chief engineer of AM radio station. Please send complete resume with photo to

Box 802F, B•T

VALUABLE FRANCHISE FOR EXECUTIVE SALESMEN

Well rated concern national in scope. Advertising or intangible experience necessary. No investment or inventory. A business of your own with protected territory. Men must be of high caliber, educated, nice appearance, and experienced in calling on top management. Reference required. 95% renewal year after year. We have testimonial letters from over 80% of our customers. This is a startling new idea, but old enough to be proven. This is prestige advertising and Public Relations in its most palatable form. We are now setting up restricted territory. Our plan of pay is much better than a draw. If you can meet the requirements above and will conscientiously work for two years, your renewals will be enough to retire on. We pay you immediately although we bill customers monthly. Write RANDALL, Suite 100, BUSINESS DIGEST & FORECAST, 1724 20th St., N. W., Washington 9, D. C.

RADIO

Situations Wanted

Managerial

SOMEWHERE WEST OF LARAMIE

there's a station which needs a cost conscious, hard working manager with a top record in local sales, local news and local programming. Built present station from money loser to very profitable operation. Builds and keeps good staff. Family man age 35. Civic leader. Best of references. Six years as manager present west coast station. Earning now 10 to $12,000. Wants new challenge west coast or western state with earnings based on results. Box 803F, B•T.

SITUATION WANTED BY

Office Manager and Purchasing Director for Major Network; also handled company functions and conventions, hotel and entertainment reservations; supervised sizable staff. Top industry references including current employer.

Box 842F, B•T

Programming-Production, Others

EXPERIENCED TIMEBUYER

4 years major New York agency, handling network and national spot AM & TV. Comprehensive background in buying, estimating, budgets, preparation of client estimates, market analysis, media planning, etc. Contacts with clients, networks, other agencies and station relations. Desires stimulating position in buying or position where this background would be helpful and valuable to employer. Female. Early thirties, college graduate. Superior references.

Box 815F, B•T.

FOR SALE

TV DUAL DUMONT PICKUP UNIT

Two Image Orthicon camera chains and associated equipment. Unit has been in use for a short period of time, well maintained. For details write

Box 826F, B•T

TOWERS

RADIO—TELEVISION

Antennas—Coaxial Cable

Tower Sales & Erecting Co.

6100 N. E. Columbia Blvd.

Portland 11, Oregon

FOR SALE

Equipment

EQUIPMENT

Blaw-Knox 385 foot self-supporting TV or FM tower, fully equipped. Also available, 50 foot Western Electric type 54-A, 8-section antenna and 10 kilowatt Western Electric transmitter. All equipment in excellent condition and priced to SELL QUICKLY at LESS THAN HALF THE REPLACEMENT COST. Will consider total package sale or individual units. Box 827F, B•T.

WANTED TO BUY

Stations

TV STATION WANTED

Management group would like to buy all or part interest in operating TV station or CP. Will deal direct or through recognized broker. All replies confidential.

Box 838F, B•T

INSTRUCTION

FCC 1st PHONE LICENSES IN 5 TO 6 WEEKS

WILLIAM B. OGDEN—10th Year

1150 W. Olive Ave.

Burbank, Calif.

Reservations Necessary All Classes—

Over 1700 Successful Students

EMPLOYMENT SERVICES

PR* vs *PR

We'll match your PERSONNEL REQUIREMENTS, against the PROVEN RECORDS of qualified people.

A confidential service to Radio and TV Stations, and program producers, anywhere.

Palmer-DeMeyer (Agency)
50 E. 42nd Street, N.Y.C.
MU 2-7915
Paul Baron, Dir.: Radio-TV-Film-Adv.
Resumes welcome from qualified people.

SERVICES

HASKELL BLOOMBERG

Business Broker

RADIO AND TELEVISION

208 FAIRMOUNT STREET

LOWELL, MASSACHUSETTS

TELEPHONE GLENVIEW 5-5823

FOR THE RECORD

(Continues from page 104)

Fla., to 7-16-56; WBRC-FM Birmingham, Ala., to 7-27-56; WCBE Columbus, Ohio, to 5-1-56; KOEL Oelwein, Iowa, to 6-6-56, conditions; WBLK Clarksburg, W. Va., to 9-1-56.

Following were granted authority to operate trans. by remote control: **WEMB Erwin, Tenn.; WPAW Pawtucket, R. I.; KONG Visalia, Calif.**

March 12 Applications

ACCEPTED FOR FILING

Renewal of License

KSAC Manhattan, Kan.; WIBW Topeka, Kan.; KRHD Duncan, Okla.; KGWA Enid, Okla.; KCRB Chanute, Kan.; KOGA Ogallala, Neb.; KCWO Lawton, Okla.; WKY Oklahoma City, Okla.; KRMG Tulsa, Okla.; KLCB Libby, Mont.; KSDB-FM Manhattan, Kan.

Renewal of License Returned

WNAD-FM Norman, Okla.—Application for renewal of license returned. Incorrectly filed.

KBWL Blackwell, Okla.—Application for renewal of license returned. Incorrectly signed.

Cp

WTOB-TV Winston-Salem, N. C.—Seeks cp to replace expired cp (as mod.) which authorized new tv station.

License to Cover Cp

WAIU-FM Wabash, Ind.—Seeks license to cover cp (as mod. which authorized new fm station).

WMUZ (FM) Detroit, Mich.—Seeks license to cover cp (as mod. which authorized new fm station).

KDEN Denver, Colo.—Seeks license to cover cp (as mod.) which authorized new am station.

WORX Madison, Ind.—Seeks license to cover cp (as mod.) which authorized new am station.

WMRY New Orleans, La.—Seeks license to cover cp (as mod.) which authorized increase in power.

WSKN Saugerties, N. Y.—Granted license to cover cp (as mod.) which authorized new am station.

WJAR Providence, R. I.—Seeks license to cover cp which authorized change from DA-2 to DA-N.

License to Cover Cp Returned

WMTI (FM) Norfolk, Va.—Application for license to cover cp returned to applicant. Incorrectly signed.

Modification of Cp

WMGT (TV) North Adams, Mass.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Sept. 1.

KFBC-TV Cheyenne, Wyo.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Sept. 1.

WDUX Waupaca, Wis.—Seeks mod. of cp (as mod. which authorized new am station) for extension of completion date.

WJDM (TV) Panama City, Fla.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Sept. 21.

WXEL (TV) Cleveland, Ohio—Seeks mod. of cp (which authorized changes in facilities of existing tv station) to extend completion date to Oct. 30.

KVSO-TV Ardmore, Okla.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Oct. 15.

KPTV (TV) Portland, Ore.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Oct. 5.

WAPA-TV San Juan, Puerto Rico—Seeks mod. of cp (which authorized new tv station) to extend completion date.

KERO-TV Bakersfield, Calif.—Seeks mod. of cp (which authorized new tv station) to extend completion date to June 25.

WBUF-TV Buffalo, N. Y.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Nov. 1.

WIIC (TV) Pittsburgh, Pa.—Seeks mod. of cp (which authorized new tv station) to extend completion date.

Remote Control

KGBX Springfield, Mo.; KDEC Decorah, Iowa; WLOI LaPorte, Ind.

March 13 Decisions

ACTIONS ON MOTIONS

By Comr. Rosel H. Hyde

Scripps-Howard Radio Inc., Knoxville, Tenn.—Granted petition for extension of time to March 16 to file answer to opposition filed by Radio Station WBIR Inc., Knoxville, on March 2, to Scripps' petition for rehearing filed Feb. 13, in ch. 10 proceeding. Action March 9.

By Chief Hearing Examiner

James D. Cunningham

Elson Television Co., Caribou, Me.-Aroostook Bcstg. Corp., Presque Isle, Me.—Granted Elson petition for dismissal without prejudice of its application (ch. 8); retained in hearing status

Aroostook application.

By Hearing Examiner Hugh B. Hutchison

Sanford A. Schafitz, Lorain, Ohio—Granted petition for leave to amend his am application by substituting new financial showing under Sec. III thereof; all exhibits to be presented in hearing on behalf of applicant will be submitted to counsel for other parties on or before March 16, and on behalf of respondents will be submitted to counsel for applicant and Commission's Broadcast Bureau on or before March 30; hearing is continued from March 6 to May 1. Action March 9.

By Hearing Examiner Thomas H. Donahue

Indiana—Issued memorandum of ruling, ordering procedures outlined in paragraph 2, as modified by paragraph 4, will be followed in am proceeding re applications of Courier-Times Inc., New Castle, Ind. and **WSLM Salem, Ind.** Action March 9.

New Castle, Ind.—With consent of all participants and on hearing examiner's own motion, ordered that transcript of proceeding of March 5, re Courier-Times Inc., New Castle, Ind., is corrected in various respects. Action March 9.

By Hearing Examiner Basil P. Cooper

Northern Indiana Broadcasters Inc., South Bend, Ind.—Granted motion for extension of time from March 6 to March 14 to file proposed findings of fact and reply findings, if filed, will be filed on or before March 26, re its am application. Action March 9.

By Hearing Examiner Hugh B. Hutchison

Pittsburgh, Pa.—Issued notice of prehearing conference on March 16 in proceeding involving applications of WWSW Inc., and Pittsburgh Radio Supply House Inc., for new tv station to operate on ch. 11 in Pittsburgh, Pa., and application of WWSW Inc., for mod. of cp of WIIC (TV). Action March 12.

March 13 Applications

Accepted for Filing

Modification of Cp

WCDL Carbondale, Pa.—Seeks mod. of cp (which authorized changed frequency, increased power, change hours of operation and make equipment changes) for extension of completion date.

WINA Charlottesville, Va.—Seeks mod. of cp (which authorized change in frequency) for extension of completion date.

KSWS-TV Roswell, N. M.—Seeks mod. of cp (which authorized changes in existing tv station) to extend completion date to Sept. 8.

Renewal of License

KIUL Garden City, Kan.; KWHW Altus, Okla,; KWCO Chickasha, Okla.

March 14 Decisions

ACTIONS ON MOTIONS

By Chief Hearing Examiner

James D. Cunningham

Supreme Bcstg. Co., Caguas, P. R.—Dismissed as moot March 1 "Petition for Withdrawal of Application" (ch. 11); application was dismissed with prejudice Feb. 23. Action March 13.

American Colonial Bcstg. Corp., Caguas, P. R.—Granted request to withdraw its petition for removal of its application from hearing docket and grant (ch. 11). Action March 13.

By Hearing Examiner H. Gifford Irion

Hazard, Ky.—Ordered that hearing re am application of Perry County Bcstg. Co., Hazard, is continued from March 14 to May 14, pending action on petitions by Hazard Bcstg. Corp., Hazard, to set aside order of chief hearing examiner which dismissed its competing application and by Broadcast Bureau to return to processing line Perry County's application. Action March 13.

By Hearing Examiner Basil P. Cooper

Oxford, Miss.—Granted petition to mod. order controlling conduct of hearing filed on behalf of each of four applicants (**WSUH Oxford**, *et al*), and (a) all exhibits and written testimony to be offered in response to Issues 1, 2 and 3 will be exchanged on or before April 5, and (b) formal hearing shall begin April 16, and said date shall be controlling date for other matters specified in subparagraphs b. and d. of paragraph 3 of order for conduct of hearing. Action March 9.

By Hearing Examiner Herbert Sharfman

WJRT (TV) Flint, Mich.—Ordered that conference is scheduled for March 16, to consider procedure to be followed as result of Commission's March 9 action mod. issue (f), remanding proceeding to hearing examiner and reopening record for limited purpose of permitting introduction of evidence relative to **WTOM-TV Lansing, Mich.**, under issue (f) as amended, and to consider the possible setting of a date for further hearing re application of **WJRT (TV) Flint, Mich.** (ch. 12). Action March 13.

By Hearing Examiner Thomas H. Donahue

Saline, Mich.—Upon oral request by Saline Bcstg. Co., Saline, continued hearing re its am application from March 14 to March 15. Action March 13.

BROADCAST ACTIONS

By the Commission

Granted Renewal of License

Following stations were granted renewal of license on regular basis: **KGFX Pierre, S. D.; KILO Grand Forks, N. D.; KIMN Denver, Colo.; KISD Sioux Falls, S. D.; KIUP Durango, Colo.; KIYI Shelby, Mont.; KLAK Lakewood, Colo.; KLGR Redwood Falls. Minn.; KLIR Denver, Colo.; KLMO Longmont, Colo.; KLPM Minot, N. D.; KLTF Little Falls, Minn.; KLTZ Glasgow, Mont.; KMHL Marshall, Minn.; KOA-AM-FM Denver, Colo.; KOJM Havre, Mont.; KOLR Sterling, Colo.; KOPR Butte, Mont.; KORN Mitchell, S. D.; KOSI Aurora, Colo.; KOTA Rapid City, S. D.; KOVC Valley City, N. D.; KOYN Billings, Mont.; KOZY Grand Rapids, Minn.; KPRK Livingston, Mont.; KRAI Craig, Colo.; KRLN Canon City, Colo.; KUBC Montrose, Colo.; KWAT Watertown, S. D.; KBRK Brookings, S. D.; KLOV Loveland, Colo.; KTVR (TV) Denver, Colo.**

Granted Modification of Cp

KFDM-TV Beaumont, Tex.—Granted extension of time to June 30 to complete construction on ch. 6; grant is without prejudice to any action FCC may be required to take as result of decision of Court of Appeals in case of Enterprise Co. v. FCC, Case 12577, decided Dec. 29, 1955.

UPCOMING

MARCH

March 19: RAB Clinic, Billings, Mont.
March 19-22: Institute of Radio Engineers National Convention and Radio Engineering Show, Waldorf-Astoria, New York.
March 20: RAB Clinic, Minneapolis.
March 21: RAB Clinic, Milwaukee.
March 21-22: NARTB Tv Code Review Board, Ambassador Hotel, N. Y.
March 22: Kentucky Broadcasters Assn., Brown Hotel, Louisville.
March 22: RAB Clinic, Grand Rapids, Mich.
March 23: RAB Clinic, Detroit.
March 23-25; Arkansas Broadcasters Assn., Hotel Marion, Little Rock.
March 26: RAB Clinic, Tulsa, Okla.
March 26-28: Canadian Assn. of Radio & Tv Broadcasters, Royal York Hotel, Toronto.
March 29: Bureau of Broadcast Measurement, Annual Meeting, Royal York Hotel, Toronto, Canada.
March 27: RAB Clinic, Amarillo, Tex.
March 28: Board of Governors, Canadian Broadcasting Corp., Senate Building, Ottawa, Canada.
March 28: RAB Clinic, Albuquerque.
March 29: RAB Clinic, Los Angeles.

APRIL

April 2: RAB Clinic, Fresno, Calif.
April 3: RAB Clinic, San Francisco.
April 4: RAB Clinic, Portland, Ore.
April 5-7: Fifth District Adv. Federation of America (Ohio, Indiana, Kentucky, W. Va.), annual convention, St. Francis Hotel, Canton, Ohio.
April 5: RAB Clinic, Seattle.
April 6: RAB Clinic, Boise, Idaho.
April 6-7: Alabama Broadcasters Assn., Reich Hotel, Gadsden, Ala.
April 7-8: New Mexico Broadcasters Assn., Hotel La Fonda, Santa Fe.
April 9: RAB Clinic, Kansas City, Kan.
April 10: RAB Clinic, St. Louis.
April 11: RAB Clinic, Peoria, Ill.
April 11-13: Institute of Radio Engineers Seventh Region Technical Conference, Hotel Utah, Salt Lake City.
April 12-14: Southern California Adv. Agencies Assn., Oasis Hotel, Palm Springs.
April 12: RAB Clinic, Chicago.
April 13: RAB Clinic, Cleveland.
April 13-14: 10th Annual Spring Television Conference, sponsored by Cincinnati Section of the Institute of Radio Engineers, Cincinnati.
April 15-19: NARTB Annual Convention, Conrad Hilton Hotel, Chicago.
April 16-18: Alpha Epsilon Rho, national radio-tv fraternity, national convention, Columbus, Ohio.
April 23: RAB Clinic, Salt Lake City.
April 24: RAB Clinic, Denver.
April 25: RAB Clinic, Omaha, Neb.
April 26: RAB Clinic, Des Moines, Iowa.
April 26-29: American Women in Radio & Tv Convention, Hotel Somerset, Boston.
April 26-28: American Assn. of Advertising Agencies Annual Meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.
April 26-29: AWRT National Convention, Hotel Somerset, Boston.
April 27: RAB Clinic, Cedar Rapids, Iowa.
April 29-May 4: Society of Motion Picture-Television Engineers Spring Convention, Hotel Statler, New York.
April 30: RAB Clinic, Raleigh, N. C.
April 30-May 2: Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

MAY

May 1: RAB Clinic, Charlotte, N. C.
May 2: RAB Clinic, Evansville, Ind.
May 3: RAB Clinic, Indianapolis, Ind.
May 3-4: International Adv. Assn., annual convention, Hotel Roosevelt, New York.
May 4: RAB Clinic, Columbus, Ohio.
May 8: RAB Clinic, Philadelphia.
May 10: RAB Clinic, New York.
May 16-18: Pennsylvania Assn. of Broadcasters, Pocono Manor.
May 20-23: National Industrial Advertisers Assn. Annual Conference, Palmer House, Chicago.
May 21-22: Chicago Tribune Distribution and Advertising Forum, studio theatre of WGN, Chicago.
May 24-26: Armed Forces Communications & Electronics Assn. National Convention, Boston.

JUNE

June 10-13: Advertising Federation of America, National Convention, Bellevue-Stratford Hotel, Philadelphia.
June 10-13: Western Assn. of Broadcasters, Banff Springs Hotel, Banff, Alta.
June 13-14: Virginia Assn. of Broadcasters, Williamsburg Inn, Williamsburg, Va.

BROADCASTING • TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.

CHECK ONE

☐ 52 weekly issues of BROADCASTING • TELECASTING $7.00
☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00
☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

☐ Enclosed ☐ Bill

name *title/position*

company name

address

city *zone* *state*

Please send to home address — —

Popular Political Sport

IN AN ELECTION year politicians and bureaucrats spend much of their time searching for issues upon which they may comment in the hope of being quoted—if not to edify the public, at least to get their names and parties noticed by people who may remember them in a voting booth next fall.

An ideal issue for such purposes is one which enables the politician or bureaucrat to pose as a defender of the electorate. Whether the electorate actually needs defending is unimportant. The point is to make it feel it does.

Such an issue has been found—or, to use a better word, invented—in the commercial practices of radio and television. One of the most popular sports in Congress and some regulatory agencies at the moment is criticism of excessive or fraudulent advertising on the air.

As reported in a detailed story elsewhere in this issue, the criticism —like any sudden fad—is spreading. Some newspapers are going to exceptional lengths to circulate the anti-broadcasting comments, an endeavor that is certain to please the newspapers' Bureau of Advertising, which is conducting a vigorous anti-television campaign. Some magazines also are capitalizing on the popularity of the topic.

Unfortunately, the volume of anti-broadcasting criticism will probably swell before it wanes. In such circumstances, broadcasters cannot dismiss it. The criticism will not go away by itself.

As far as we can determine, there has been no recent rise in commercial abuses to justify the outbursts in the Congress, the FCC or FTC. Indeed abuses which were relatively prevalent several years ago have been significantly reduced. It is that kind of positive and fully supportable information that must be brought to light.

The record of radio and television as a whole can be pointed to with pride. If a few broadcasters are still taking questionable advertising, they must reform at once or risk not only their own futures but those of all their fellows.

THE SPEECH of FTC Comr. Lowell B. Mason, complaining about bait and switch advertising, confirms our belief that today's critics are looking into old files for their material.

We happen to be in a position to make that statement because Mr. Mason cited several sources that we can readily check.

"The trouble today," he said at one point, "is, as BROADCASTING magazine puts it: 'The pitchman is off the streets and in the parlor.' "

His use of "today" was unfortunate. He was quoting from a B•T article of Jan. 19, 1953, about the Charles Antell pitch which has long since been discontinued.

Further on, he quoted the titles of several editorials we carried on the subject of bait and switch advertising. He neglected to mention that the editorials appeared in the period between April and November, 1953. The situation of which we spoke then no longer exists on anything like its former scale.

Changing Agency Patterns

A WHOLESOME, healthy attitude toward the advertising agency is being taken by the nation's leading advertisers. This was evident last week at the spring meeting of the Assn. of National Advertisers at Hot Springs, Va., where consideration necessarily was given to the changed order growing out of the government's consent decree exacted from the American Assn. of Advertising Agencies.

The advertiser recognizes the indispensability of the agency in our expanding economy. There is no apparent disposition to quibble about dollars. The accent is on the quality of the services provided by agencies going beyond the mere preparation and placement of time and space.

While the consent decree had no direct bearing upon the business of broadcasting, any changes in the method of agency-advertiser relationship inevitably will affect the buying of radio and television time and services. The ANA executives, expressing their individual opinions, recognize that henceforth the compensation paid to their agencies becomes a matter of individual negotiation. By the same token, the advertising media must be presumed to be free agents in evaluating their own pricing and agency discount structures in a free advertising economy.

There is no present indication that the traditional 15% agency commission in the broadcast field will change. It has worked out satisfactorily. Yet it was only a few years ago that some agencies complained the 15% commission in television was inadequate, because of the manpower and service required. That complaint, however, evaporated with the burgeoning of tv station population and circulation and the concomitant increase in rates and, hence, in commissionable dollars.

Eventually, new agency compensation patterns can be expected to evolve. Paul West, ANA president, predicts no drastic changes in the foreseeable future. ANA Chairman Edwin W. Ebel, vice president of General Foods, advises: "Don't tear it down until you have something better to take its place."

The nation's broadcasters should begin to think in terms of more equitable ways of doing business in our expanding economy because both radio and television will play an increasingly dominant role in the advertising and marketing of the products of America.



"I ordered a case of whisky just in case someone got bit!"

Drawn for BROADCASTING • TELECASTING by Sid Hix

Commerce and Culture

THE REPORT of researchers that the three-hour telecast of Sir Laurence Olivier's new film version of Shakespeare's "Richard III" was seen by 40-50 million viewers was good news to NBC-TV, which had put up a whopping $500,000 for the right to show the picture before its debut in U. S. movie houses, and to General Motors, which picked up a major portion of the tab as sponsor of the special program.

More important, however, is the fact that "Richard III" killed once and for all the criticism that commercial television is all commerce and no culture, appealing only to the lowest intellectual level of the public at large. Critics who belittled "Peter Pan" as "sentimental kid stuff" can't laugh off Shakespeare so easily. Nor can they call it a once-in-a-blue-moon event, for just one week later (yesterday) television gave them another of Shakespeare's plays, "The Taming of the Shrew," and the preceding week's tv offerings included a special musical version of Maxwell Anderson's "High Tor" and George Bernard Shaw's "Caesar and Cleopatra."

There is no need to belabor the point. American telecasters are well aware that balanced programming should include Shakespeare as well as Gobel, Shaw as well as Gleason, *Omnibus* as well as *Lucy*, and they're seeing to it that it does, not once a year, or once a month, but regularly. Sure there are mysteries, and quiz shows, and lots of other programs looked down on by the highbrows, just as—let's face it—there are lots of viewers outside the highbrow class.

American television, under the free competitive system, has tackled the task of proving to the not-so-highbrows that culture can be fun, too, and that the classics are frequently as entertaining as the comics. Those who call for subscription tv as the only way to get "good" television are going to find it pretty hard to prove that toll tv could do better.

KWK-TV *continues to have the-*



SHARE

IN OVERALL AUDIENCE IN ST. LOUIS

Pulse

Jan. 1956

	MON THRU FRI SIGN-ON TO NOON	MON THRU FRI NOON TO 6 PM	SUNDAY SIGN-ON TO 6 PM	SATURDAY SIGN-ON TO 6 PM	WEEKLY AVERAGE 6 PM TO MIDNIGHT
KWK-TV	60	60	56	59	46
Station "B"	40	39	42	36	43

ARB

Jan. 1956

	MON THRU FRI SIGN-ON TO NOON	MON THRU FRI NOON TO 6 PM	SUNDAY SIGN-ON TO 6 PM	SATURDAY SIGN-ON TO 6 PM	WEEKLY AVERAGE 6 PM TO MIDNIGHT
KWK-TV	66.3	52.1	59.4	64.4	51.9
Station "B"	33.7	47.8	40.0	35.3	45.7

CBS

KWK-TV St. Louis *channel* 4

represented nationally by THE KATZ AGENCY, INC.

NEW YORK
CHICAGO
DETROIT
BOSTON
SAN FRANCISCO
ATLANTA
HOLLYWOOD

weed

TELEVISION

TELEVISION
STATION
REPRESENTATIVES

MARCH 26, 1956

35c PER COPY

BROADCASTING TELECASTING

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v Gains, Color Tape
atured at IRE Meet
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25TH year

THE NEWSWEEKLY OF RADIO AND TV

New surveys again prove preference for WHO!

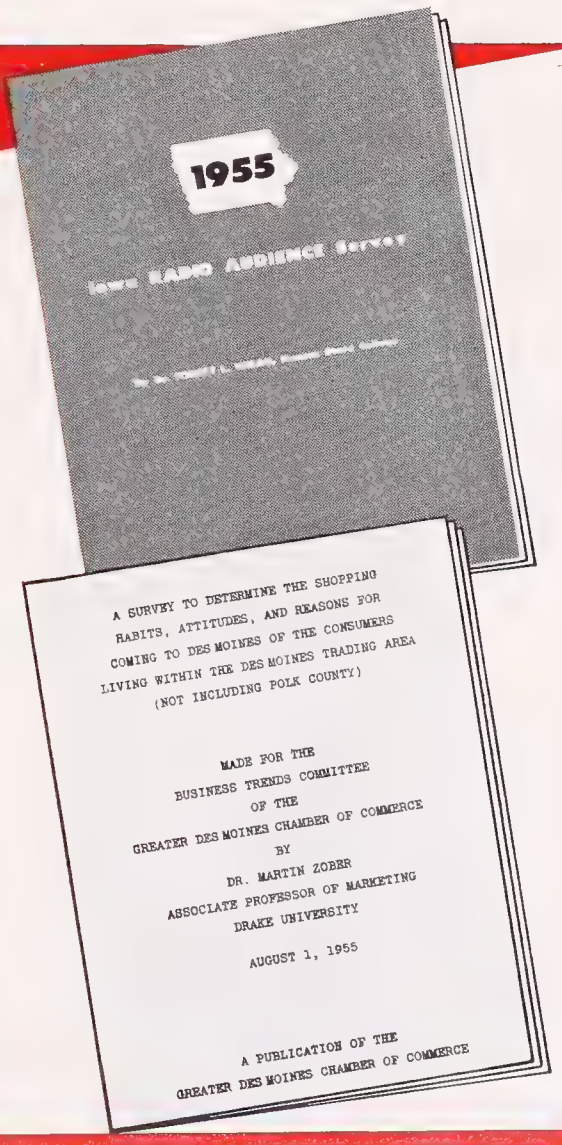
Study by Des Moines Chamber of Commerce Parallels Findings of Iowa Radio Audience Survey!

NOW another new survey reaffirms what the Iowa Radio Audience Surveys have shown for years!

The new 46-county study has just been released by the Greater Des Moines Chamber of Commerce. It was made for the benefit of Des Moines merchants—to discover why people shop in Des Moines—to show what Des Moines merchants can do *to improve their own businesses.*

Significantly, this Survey shows that WHO Radio is listened-to-most by 61.4% of the Des Moines Trading Area's families. (The new 1955 Iowa Radio Audience Survey reports 59.2% for the State as a whole!).

Copies of the Iowa Radio Audience Survey are now available. They tell you just about everything you need to know about radio in Iowa. *Write for your free copy today!*



NBC Affiliate



PETERS, GRIFFIN, WOODWARD, Inc.

Exclusive National Representatives

BUY ALL of IOWA—
***Plus* "Iowa Plus"—with**

WHO

Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

Here's Further Progress In The Upper Ohio Valley

WESTERN UNION

W. P. MARSHALL, PRESIDENT

CLASS OF SERVICE

This is a full-rate Telegram or Cable-gram unless its deferred character is indicated by a suitable symbol above or preceding the address.

SYMBOLS

DL=Day Letter
NL=Night Letter
LT=Int'l Letter Telegram
VLT=Int'l Victory Ltr.

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination.

CT WHA 346 NL PD=WHEELING WVIR 2=

1956 MAR 2 PM 7 58

ALL TIME BUYERS, ADVERTISERS=

EVERYWHERE, U.S.A=

NEWS OF NEW INDUSTRY AND EXPANSION IS POPPIN▼ SO FAST HERE IN THE UPPER OHIO VALLEY THAT WE JUST CAN▼T KEEP UP WITH IT▼ FOR EXAMPLE, HERE▼S WHAT HAPPENED DURING THE LAST 45 DAYS: (1) OLIN MATHIESON CHEMICAL ANNOUNCED PLANS FOR $250,000,000 PRIMARY ALUMINUM PLANT 25 MILES SOUTH OF WHEELING. (2) UNION CARBIDE AND CARBON ANNOUNCED PLANS OF $1,000,000 EXPANSION OF SILICONE PLANT, 45 MILES SOUTH OF WHEELING. (3) HAMMOND BAG AND PAPER WILL UNDERGO $370,000 EXPANSION AT WELLSBURG. (4) WEIRTON STEEL ANNOUNCED PLANS TO BUILD 41 MORE BY-PRODUCT COKE OVENS. (5) OHIO EDISON ANNOUNCED PLANS TO CONSTRUCT $75,000,000 POWER PLANT NORTH OF WHEELING. (6) MOBAY CHEMICAL NOW IN PRODUCTION AT NEW MARTINSVILLE, 32 MILES SOUTH OF WHEELING. THIS IS JUST BEGINNING; MORE INDUSTRY TO COME. WTRF-TV IS DOMINANT WAY TO REACH THESE NEW FAMILIES. HOLLINGBERY HAS FULL STORY.=

ROBERT W. FERGUSON, VP AND GENERAL MANAGER,

WTRF-TV=..

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

wtrf-tv

NBC

WHEELING 7, WEST VIRGINIA

CHANNEL 7

316,000 WATTS

Equipped for network color

For availabilities, call Hollingbery, Bob Ferguson, VP and General Manager, or Needham Smith, Sales Manager, Wheeling 1177

Wheeling News-Register FINAL

VOL. LXXI, NO. 11 WHEELING, W. VA., TUESDAY EVENING, NOVEMBER 6, 1956 24 PAGES

Valley to Get $250 Million Primary Aluminum Industry

New Industry May Double Moundsville's Population

Olin-Mathieson Firm Will Employ 2,000 At Cresaps Location

Giant Electric Plant To Be Built To Furnish Power for New Industry; Hanna to Open Mine to Supply Fuel

The largest single industrial development of modern [illegible] Valley is going to take place at Cresaps [illegible]



CAPTURE 1/4 TEXAS with kgul TV

kgul's area coverage encompasses Galveston, Houston and the Texas Gulf Coast market. The buying power of this market area represents over 25% of the total buying power for the state of Texas. Here's a real Texas-size buy for your advertising dollars: one-fourth of Texas with kgul-tv.

kgul-tv... Texas-size buy	State of Texas	KGUL-TV's Total Coverage Gulf Coast TV Market	KGUL-TV's %
Families	2,510,500	611,600	24.36
Effective Buying Income	$12,622,592	$3,258,444	25.81

SOURCE: Sales Management Survey of Buying Power, May 1955

GULF TELEVISION COMPANY Galveston, Texas

kgul TV 11

Represented Nationally By CBS Television Spot Sales

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

KRLD-TV

TELECASTING FROM TEXAS' TALLEST TOWER .....

1685 FEET ABOVE AVERAGE TERRAIN

helps make grocers' cash registers ring up over

$550,457,000*

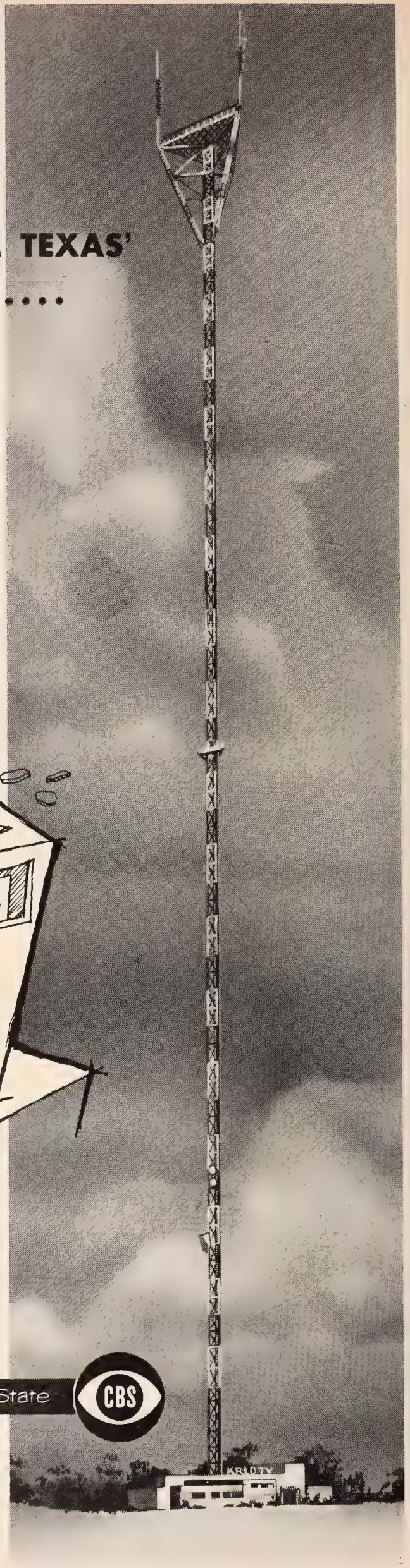
in food sales annually in the

TOP O' TEXAS MARKET

The Top O' Texas Market means 42 counties in which live more than 2,250,000 people who own in excess of 564,080 television sets. And no other medium sells the Top O' Texas Market like KRLD-TV, Channel 4.



*Source:
U. S. Census
of Business, 1954.



KRLD-TV

The BIGGEST buy in the BIGGEST market in the BIGGEST State

CBS

Channel 4, Dallas
MAXIMUM POWER

Owners and operators of KRLD, 50,000 Watts
The Times Herald Station . . . The Branham Co., Exclusive Representative.

JOHN W. RUNYON, Chairman of the Board
CLYDE W. REMBERT, President

closed circuit

BLOCK BOOKING? • One of most controversial proposals yet made to Senate Commerce Committee will be introduced today (Monday) by Richard A. Moore, president-general manager of successful independent ch. 11 KTTV (TV) Los Angeles. He is expected to advocate reduction of network option time in prime evening periods on grounds it is inhibiting development of syndicated and other program sources. His testimony will be based at least in part on detailed memorandum he submitted privately several months ago to FCC's network investigating staff. Mr. Moore now feels free to speak publicly, as individual, since expiration of his term as chairman of all-industry Television Bureau of Advertising.

B•T

IN 83-PAGE MEMO to FCC network study group Mr. Moore charged network option time constituted block booking—not unlike that outlawed for motion picture producers and exhibitors under Dept. of Justice consent decree several years ago. It was his contention that because networks have desirable evening periods sewed up in many markets, advertisers find it impossible to clear good time for syndicated shows, and hence syndicators are finding it tougher to produce for anything but network distribution.

B•T

AD HOC EXIT • Frank Marx, ABC engineering vice president, has quietly quit *ad hoc* committee set up by Sen. Warren G. Magnuson to devise new tv allocations plan. Mr. Marx reportedly told committee chairman, Dr. Edward L. Bowles of Massachusetts Institute of Technology, that he withdrew in belief committee had flunked its assignment and had let time run out on its mission of coming up with allocations repair to help uhf situation.

B•T

HERE'S capsule history of ad hoc *committee: It was formed June 21, 1955, held organizational meeting that day, has not met since in committee of the whole. Since then Dr. Bowles has urged expansion of committee and its scope—to include economic advisers and considerations, and has suggested Congress ante up $150,000 or more for special study by university (presumably MIT). Expansion plans now seem arrested at least temporarily by unexpected contraction of membership with resignation of Mr. Marx.*

B•T

SPOTS AND CHECKS • Television Bureau of Advertising is making painstaking double-checks to be sure its forthcoming estimates of spot dollar spending by advertisers in last quarter of 1955 are hole-proof. Basic information came from Rorabaugh Reports covering most operating tv stations, but TvB independently has obtained detailed revenue breakdowns from more than 60 stations and is using that information to validate or correct Rorabaugh figures. Station revenue reports have been submitted in confidence to International Business Machines, which then works up group figures, concealing identity of individual stations, for submission to TvB statisticians.

B•T

REPUBLICAN National Committee through its agency, BBDO, New York, has set Sept. 20 as its kickoff date for political campaigning on network television and radio. Other details not firm yet.

B•T

SHOWDOWN • There's possibility that FCC will learn this week whether it has any chance, or none, of getting several vhf channels from military for addition to tv spectrum. Office of Defense Mobilization is planning meeting, tentatively scheduled for Thursday, with FCC and other government officials, in hope it will result in understanding.

B•T

WBBM Chicago's declaration of Milwaukee as "open city" for beaming CBS Radio shows, now that network is without affiliate there, is expected to be big factor in Milwaukee ratings picture. Pulse figures will reflect listener data on CBS o&o Chicago outlet in forthcoming surveys.

B•T

DELAYED BY WEATHER • Transaction whereby J. H. Whitney & Co. would acquire ch. 11 KGUL-TV Galveston-Houston for about $4,300,000 [CLOSED CIRCUIT, March 19] reportedly was still in negotiation last week, having been delayed by inclement Eastern weather which prevented Whitney attorneys and principals in New York area from making Houston trip as planned. Negotiations have been resumed, however, for CBS affiliated station. Paul E. Taft, president-general manager and 40.5% owner, would continue as directing head, reacquiring about 10% in new company, to be headed by John Hay Whitney.

B•T

PRESIDENT EISENHOWER's nomination last week of James Durfee, Wisconsin Public Utilities Commission member, to be member of Civil Aeronautics Board, (and expected to be named chairman) has FCC significance too. Warren E. Baker, FCC general counsel, had been mentioned for CAB post (he is CAA alumnus).

B•T

SECRET'S OUT • Television can claim real beat over movies in NBC-TV's signing of Katharine Cornell with "Barretts of Wimpole Street" for April colorcast on *Producer's Showcase*, but it represents two-year campaign by *Matinee Theatre* producer Albert McCleery. Clincher was full-dress, top secret, closed circuit performance in locked NBC New York studio in January when Miss Cornell tried on tv from all aspects. She consistently refused movie offers through the years, but finds live tv akin to stage.

B•T

REPORTS were current again last week that CBS would participate in big New York metropolitan area "Television City" project being promoted by impresario Billy Rose. It was ascertained that CBS Inc. president Frank Stanton and his associates did attend session at which project was pitched but that not even a preliminary commitment was made.

B•T

AMERICAN FIRST • How do Canadian viewers rate U. S. programs as against those of state-controlled CBC? Commentator Patrick Nicholson, in Ottawa, reports that best yardstick of public's probable free choice is seen in Toronto and Vancouver where Canadians have choice of CBC or U. S. stations. "Of the 10 most popular programs in each of the centers, nine are American," he related.

B•T

INTERESTING development at FCC has some tongues wagging that Chairman McConnaughey is following Ike's "team" idea. Comment sparked by appointment last week of three-member committee of commissioners to be responsible for hammering out satisfactory final decision on proposed approval of private intercity radio relay systems (see story page 82). Earlier, FCC chairman named committee of four commissioners to oversee network study.

B•T

HOLDOVERS • Indications that administration may have dropped its iron-clad policy of no reappointment of holdovers to independent agencies seen in appointment by President Eisenhower of Edgar B. Brossard, Utah Republican, for new term on United States Tariff Commission, to run until 1962, confirmed last week by Senate. Chairman Brossard has served since Coolidge appointment in 1925. Appointment regarded as of possible significance in view of expiration of term of Commodore E. M. Webster as member of FCC June 30. He would accept reappointment but is not actively campaigning for it. Comr. Webster is independent and assumed office April 10, 1947, after having served in Coast Guard and on FCC's engineering staff.

B•T

YOUNG (31) Samuel M. McMillan, special staff consultant handling Senate Small Business Subcommittee investigation of daytime broadcasting, was hand picked for job. Qualifications: Alabaman (Sen. John Sparkman [D-Ala.] is chairman of full committee), attorney (Harvard 1954), technician (he worked at various times for U. S. Army Signal Corps., Western Electric, Sperry Gyroscope, and was Marine Corps radarman).

IT'S WHB'S REGION, TOO!

263 1st place ¼ hours out of 288 . . .
. . . 25 second place ¼ hours . . . and nothing lower!

That's what Kansas City AREA PULSE says about WHB

for 594,700 radio homes in 66 counties of 3 states
Monday-Saturday, 6 a.m. - 6 p.m.
Average share of audience 25% ahead of second station!

42.9% average share of audience all-day
(2nd station: 16.6%)
WHB first by far in *every* time period!

That's what Kansas City AREA NIELSEN says about WHB

for the 542,700 radio homes in the N.S.I. Area
all day and night, 6 a.m. to midnight, Monday-Saturday

So you see, WHB dominates the Kansas City *area* as convincingly as it dominates metropolitan K.C. audiences. Get the big story from the man from Blair, or WHB General Manager George W. Armstrong!

49.1% average share of audience all-day

That's what the latest Kansas City HOOPER says about WHB

WHB leads in every Hooper ¼ hour,
6 a.m. - 6 p.m., Monday through Saturday.

WHB 10,000 watts—710 kc
Kansas City

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

WDGY, Minneapolis-St. Paul
Represented by
Avery-Knodel, Inc.

KOWH, Omaha
Represented by
H-R Reps., Inc.

WHB, Kansas City
Represented by
John Blair & Co.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

at deadline

Threat of Anti-Aid Passage Spurs NARTB, Brewers Action

GRAVE DANGER that House will enact bill (HR 4627) to ban all beer advertising on radio-tv seen at weekend as NARTB and U. S. Brewers Foundation alerted memberships to Congressional situation. Legislators are said to be receiving tens-of-thousands of messages ascribed to professional dry agitators, with general public unaware of situation.

NARTB President Harold E. Fellows called on broadcasters Friday to voice their opposition to senators and representatives. He said bill may be amended to ban only radio-tv beer advertising, dropping newspapers and other media from language.

Brewers' group told by Clinton M. Hester, Brewers' Washington counsel, he believes bill will be enacted if brought to floor of House. He urged brewers to contact legislators. He said brewers had used commercial radio-tv time in North Dakota and Washington to acquaint public with similar legislation, leading to its defeat, and urged them to be prepared to contact public on national basis via radio-tv if go-ahead is given.

Los Angeles Agencies Merge

MERGER of Jordan Co., Los Angeles agency, with Hixon & Jorgensen Inc., Los Angeles, effective April 1, announced Friday by principals Paul Jordan and Kai Jorgensen. Company billings exceed $500,000 annually.

BEAUTY ON AD ROW

"ADVERTISING's Miss 1956" is Ann Fiorillo, assistant timebuyer, MacManus, John & Adams Inc., New York, says Assn. of Advertising Men & Women, contest sponsor. Miss Fiorillo is 21, brunette and from Bronx.

Miss Fiorillo will officiate as reigning queen of association's Inside Advertising Week, April 1-6. Runnersup: Janey Allen, media department, The Shaller-Rubin Co., New York, and Barbara Eichbauer, assistant to media buyer, Atherton & Currier Inc., New York.

Fms Oppose By-Laws Change, Ask Extension on Multiplexing

NARTB Fm Radio Committee voted unanimously Friday to petition association's board to hold referendum on recent by-laws change that will remove eight at-large directorships from board next year. By-law was voted by membership recently in surprisingly close contest. Five percent of membership must sign petition to require membership vote.

Committee decided to ask FCC to extend for one year effective date (July 2) of order requiring stations engaging in simplex operations to change to multiplex equipment. Group unanimously decided not enough satisfactory equipment will be available by deadline.

CBS HITS ALL-TIME SALES, EARNINGS HIGH

SALES AND PROFITS of CBS Inc. reached all-time highs in 1955 with net revenues and sales aggregating $316,572,766 for grain of 12.9% over 1954 high mark and consolidated net income (after taxes) amounting to $13,-397,427 for 17.4% rise over preceding year, Chairman William S. Paley and President Frank Stanton disclose in annual report being released today (Mon.)

They said CBS-TV's gross time sales rose 29%, maintaining position as "the largest advertising medium in the world," and that CBS Radio "continued to lead its competitors in gross volume of sales" and gave indications that "the downward trend in radio revenues, due to the incursions of television, may now, for CBS Radio, be halted" (example: earnings in last quarter of 1955 exceeded same quarter 1954). Gross billings of CBS Television Film Sales, part of CBS-TV division, were 85% higher than in 1954. Columbia Records enjoyed best sales volume in its history. Of other CBS Inc. divisions they said:

"Despite an increased volume of business, CBS-Hytron (tubes) failed to be profitable in 1955, due to high developmental costs in color as well as to heavy price competition in picture tubes. CBS-Columbia (receivers) was faced with product difficulties early in the year and also failed to operate profitably. It is hoped that important changes in procedure made during 1955 will bear fruit in 1956 . . . CBS Labs continued to expand its activities . . . CBS International, set up to market CBS and allied products in foreign countries, successfully completed its first full year of operation."

In summary of 1955 highlights, they also reported "disappointment" in public slowness to accept color tv despite expanded color programming, conceded set prices might still be deterrent, said "CBS will continue its work in 1956, and watch the market carefully, keeping itself at full alert to take advantage of any upsurge in consumer demand as rapidly as it becomes manifest."

On subscription tv: " . . . CBS could doubtless prosper even if pay television were successful, but it opposes pay television as contrary to the public interest."

On Washington climate: "Increasingly in 1955 broadcasting has been the object of attention from legislative and administrative bodies . . . it was often difficult to discern what future legislative or administrative intentions might be, and thus what effect they might have upon the business of broadcasting.

On 1956 outlook: "This cloudy climate in Washington must be taken into account in assessing the outlook for CBS in 1956. Formal legislation or administrative law could, if given thoughtless direction, hamper the service broadcasting today renders the American public. Offset against this possibility is the great natural strength and vigor of CBS in the present. Television broadcasting is also a 'new' business, still; so new that growth factors for a leading company in broadcasting still operate very strongly. Considering all factors, and given general conditions of stability, we believe ourselves justified in reaffirming, for 1956, the conservative optimism for the success of CBS operations that we expressed a year ago."

• BUSINESS BRIEFLY

FLIT GUNNING • Esso Standard Oil Co., New Jersey, launching flexible summer radio spot campaign for Flit insecticide middle of next month to run through September, starting in "early summer" in areas of Louisiana, and other southern states second week of April, and "late summer" areas, viz., New England, in June. Campaign, which will cover 18 states, will be supplemented by tv announcements on firm's *Esso Reporter* news programs. Agency: McCann-Erickson, N. Y.

GE ON ABC-TV • General Electric, through Young & Rubicam, N. Y., expected to sign shortly for sponsorship of half-hour Tuesday, 9-9:30 p.m. period on ABC-TV. Type of program not determined, it's understood. General Electric also sponsors ABC-TV's *Warner Bros. Presents* and will continue next season.

RED GOOSE LOOKING • Red Goose International Shoe Co., St. Louis, through D'Arcy Adv., St. Louis, understood interested in sponsoring three "kiddie spectaculars" for next fall.

TIME FOR TWINE • Coincident with beginning of season when hay is bundled, Plymouth Cordage Co. (twine) is launching 10-week spot radio campaign in 25 midwestern markets, starting in Texas and reaching northward. Agency: Fuller & Smith & Ross, N. Y.

ROOT BEER CAMPAIGN • Charles E. Hires Co. (root beer), Philadelphia, set to begin 26-week spot radio campaign in mid-April in 13 metropolitan markets, including New York, Los Angeles, San Francisco and Washington. Agency: N. W. Ayer & Son, N. Y.

DATES ON RADIO • Dromedary Div. of National Biscuit Co. (Dromedary dates), N. Y., starting radio spot announcement campaign end of March for four weeks on 12 stations in five markets. Lennen & Newell, N. Y., is agency.

PRODIGAL RETURNS • Electric Auto-Lite Co. (batteries and sparkplugs), Toledo, Ohio, returning to tv sponsorship for first time in two years (after dropping *Suspense* on CBS Radio and CBS-TV in 1954) with sponsorship of syndicated 30-minute film programs in New York, Philadelphia, Chicago, Minneapolis and St. Paul, starting early next month. Agency for Auto-Lite is Grant Adv., Chicago and New York.

TV FOR CEREALS • National Biscuit Co. launching six-week introductory tv participation campaign in 13 markets in New England and upstate New York for Shredded Wheat Juniors (children's cereal), April 16, using 16 stations. Firm also is buying nine-week tv spot campaign for Nabisco Wheat Honeys and Rice Honeys in 20 markets located in Ohio, Michigan and Indiana, placed on approximately 20 stations. Both campaigns will utilize children's programs. Agency for Nabisco is Kenyon & Eckhardt, N. Y.

RISE PLANNING • Lever Bros. (Rise shaving cream), N. Y., reportedly preparing spot television campaign to break shortly. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

Arriving **WHEN**-radio...April 1



KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW	WOW
RADIO 810 kc. CBS	TV Channel 5 CBS	RADIO 620 kc. ABC	TV Channel 8 CBS	RADIO 910 kc. ABC	TV Channel 5	RADIO 590 kc. CBS	TV Channel 6 CBS

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. — BLAIR TV, INC.

MEREDITH *Radio and Television* **STATIONS**

affiliated with Better Homes and Gardens and Successful Farming magazines

at deadline

RKO Teleradio Sells WGTH To Killgore for $250,000

SALE of 5 kw, ABC and MBS-affiliated WGTH Hartford, Conn. (on 1410 kc) by RKO Teleradio Pictures Inc. to Tele-Broadcasters Inc. (E. Scott Killgore) reported Friday. Price understood to be in neighborhood of $250,000. Tele-Broadcasters already owns WKXL Concord, N. H.; WARE Ware, Mass.; WKXV Knoxville, Tenn., and has application pending for $175,000 purchase of KUDL Kansas City.

Sale of ch. 18 WGTH-TV Hartford by RKO Teleradio to CBS for $650,000 is pending FCC approval. RKO Teleradio (Tom O'Neil) also owns WOR-AM-FM-TV New York, WNAC-AM-FM-TV Boston, KHJ-AM-FM-TV Los Angeles, KFRC San Francisco, WHBQ-AM-TV Memphis, WEAT-AM-TV West Palm Beach, Fla., Yankee and Don Lee networks and majority of Mutual Broadcasting System.

1955 Bad Year for DuMont: Net Loss at $3,674,000

NET LOSS last year of $3,674,000 reported Friday by Allen B. DuMont Labs. Figure includes broadcasting operations separated from company in last December's spin-off of DuMont Broadcasting Corp. Gross income for year, not including broadcasting operations, stood at $58,801,000, which compared with $71,458,000 in 1954. Earnings of $870,000 in 1954 took broadcast losses into account. DuMont that year also made over $6.7 million in capital gain from sale of WDTV (TV) Pittsburgh. Loss in 1955 is equivalent to $1.56 per share of common stock, DuMont said.

Thoms Buys Rest of WCOG

PURCHASE of remaining 75% ownership of ABC-affiliated WCOG (1320 kc, 5 kw day, 1 kw night) Greensboro, N. C., by Harold H. Thoms and family for $67,500 announced Friday with filing of application for FCC approval. Mr. Thoms already owns 25% of Greensboro station, also owns 100% of WISE-AM-TV Asheville, N. C., 75% of WEAM Arlington, Va. (Washington), and 25% of WAYS Charlotte, N. C. The 75% interest in WCOG is being bought from George W. Dowdy, B. T. Whitmire and J. H. Doughton. Same trio is associated with Mr. Thoms in Charlotte station. Mr. Whitmire owns 20% of WAKN Aiken, S. C.

WSAY Stay Request Denied

COURT OF APPEALS in Washington Friday denied request by WSAY Rochester, N. Y., for stay order against FCC ruling permitting ch. 10 sharetimers WHEC-TV and WVET-TV Rochester to continue operating while protest hearing is underway. WSAY protest hearing against 1953 sharetime grant to two stations begins today (Mon.) in Washington.

At Work on Tv Circulation

NARTB retained Crossley, S-D Surveys Inc. Friday to conduct further field tests of methods to be used in uniform measurement of tv circulation.

GE Unveils 9-Inch Tv Set, Cites Trend to 'Personals'

TWO NEW SERIES of portable tv receivers—13-pound "personal" set with 9-inch tube incorporating "radical" design departures, and 32-pounder with 17-inch screen—unveiled by General Electric Co. at New York showing Friday. "Following the pattern of radio," GE Television Sales Manager Joseph F. Effinger asserted, "television has reached the era of a set for every member of the family."

Nine-inch set is slated to join GE's present 14-inch portable line this summer and officials hope it may retail at less than $100. Larger set, in production now, is expected to retail at $149.95. Mr. Effinger said GE has sold more than 250,000 of present 14-inch portables in less than year and that production of this line would be stepped up.

Nine-inch rectangular picture tube in "personal" portable represents "radical departure" from usual design practices in that "we have found a way to use a one-piece funnel and face plate assembly made with high-speed glass blowing machines similar to those used in manufacturing glass containers," according to J. M. Lang, general manager of GE Tube Dept. He said work on this development had been in progress for year, that tube is in pilot production now and that samples will be made available to industry in early summer. Advantages cited: minimum weight and maximum viewing area for any given diagonal.

Daly Delays FCC Appeal Pending Action by CBS

LAR DALY, GOP presidential hopeful, told B•T Friday he will delay equal time appeal to FCC pending disposition of request by CBS. He said network has held out possibility, by inference, of granting him radio-tv time to answer President Eisenhower talk of Feb. 29.

In reply to Mr. Daly dated March 21, CBS asked for more "information which would be helpful to us in making our determination." Network reportedly questioned whether his letters to 19 secretaries of state (seeking filing information) "constituted activities in your behalf (for nomination)" or merely "inquiries." CBS also advised him previous correspondence "does indicate your intention to withdraw" as GOP candidate in Illinois primary. Mr. Daly was asked for more data on his activities subsequent to withdrawal bid.

UPCOMING

March 26-28: Senate Interstate & Foreign Commerce resumes hearings in investigation of tv networks and uhf-vhf problems.

March 26-28: Canadian Assn. of Radio & Tv Broadcasters, Royal York Hotel, Toronto.

March 28: Board of Governors, Canadian Broadcasting Corp., Senate Building, Ottawa.

March 29: National Tv Film Council, spring forum, Hotel Delmonico, N. Y.

For other Upcomings see page 129.

PEOPLE

JAMES BAKER, director of local sales and service, Radio Advertising Bureau, named manager of station service, reporting to RAB Station Service Director Arch L. Madsen. Mr. Baker formerly was promotion manager, WTRY Troy, N. Y.

DONALD C. FOOTE, formerly with Benton & Bowles, N. Y., to media staff of Erwin, Wasey & Co., same city.

HOWARD L. BERGMAN, formerly general manager, *Seventeen* magazine, to sales promotion director, Grey Adv., N. Y.

JOHN MULVIHILL, account executive at WOR-TV New York for past three years, named to New York sales staff of Mutual.

DON BALSAMO, sales representative at WBKB (TV) Chicago, to similar position at KABC-TV Los Angeles effective April 1. **KEN MacDONALD,** merchandising representative at WBKB, transferred to station's sales staff. **YALE ROE** replaces him.

Funeral services were held Saturday in Waterloo, Iowa, for **DONALD McGIBENY,** 62, former radio commentator, who died of heart attack there three days earlier. Mr. McGibeny, sales agent for President Hotel, was commentator at WMAQ, WBBM and WAIT Chicago and at Des Moines and Waterloo stations before retiring.

RUSSELL P. MAY, radio-tv consulting engineer, awarded plaque as "16mm Pioneer" by 16mm Motion Picture Production Workshop for his early work with RCA research department "leading to the setting of standards for a single-perforated 16mm sound film stock, designing of the first experimental 16mm sound recorder, and the first commercially-manufactured 16mm sound projector."

P&G Starts New Series; CBS-TV Revamps Sunday

PROCTER & GAMBLE Co., Cincinnati, will sponsor two new half-hour daytime dramatic series, *As the World Turns* (Mon.-Fri., 1:30-2 p.m. EST) and *The Edge of Night* (Mon.-Fri., 4:30-5 p.m. EST), both starting April 2 and placed through Benton & Bowles, CBS-TV reported Friday. *World* replaces *Love Story* and *Edge* replaces *On Your Account* in network's daytime schedule.

At same time, CBS-TV announced new time schedule for Sunday afternoon, effective April 15, and affecting *Adventure,* which moves from 2:30-3 p.m. to 3:30-4 p.m. and replaces *Face the Nation,* which moves up to 4-4:30 p.m. The *CBS Sunday News* leaves 3:30-4 p.m. spot to fill 4:30-5 p.m. Meanwhile, *Front Row Center*—live dramatic series from Hollywood—takes over 5-6 p.m. period *(Omnibus* [5-6:30 p.m.] finishes its current season April 1) and *Telephone Time* will take up other half-hour, 6-6:30 p.m. (see story, page 36). *The Lucy Show,* sponsored 6:30-7 p.m. Saturdays by Lehn & Fink, is expected to be discontinued on CBS-TV after April 7. Show presents re-runs of *I Love Lucy* (Mon., 9-9:30 p.m.), which continues.

Graham from MBS to NBC

BILLY GRAHAM's *Hour of Decision,* currently heard on MBS, Sun., 10-10:30 p.m. EST, moves to NBC Radio April 22, occupying identical time slot, and giving NBC its first regularly-scheduled religious series [B•T, March 12]. New NBC series will not affect status of ABC's *Hour of Decision* series, heard Sun., 3:30-4 p.m. EST. Both programs are sponsored by Billy Graham Evangelical Assn., Minneapolis, through Walter F. Bennett Co., Chicago.

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*Reg. U. S. Patent Office

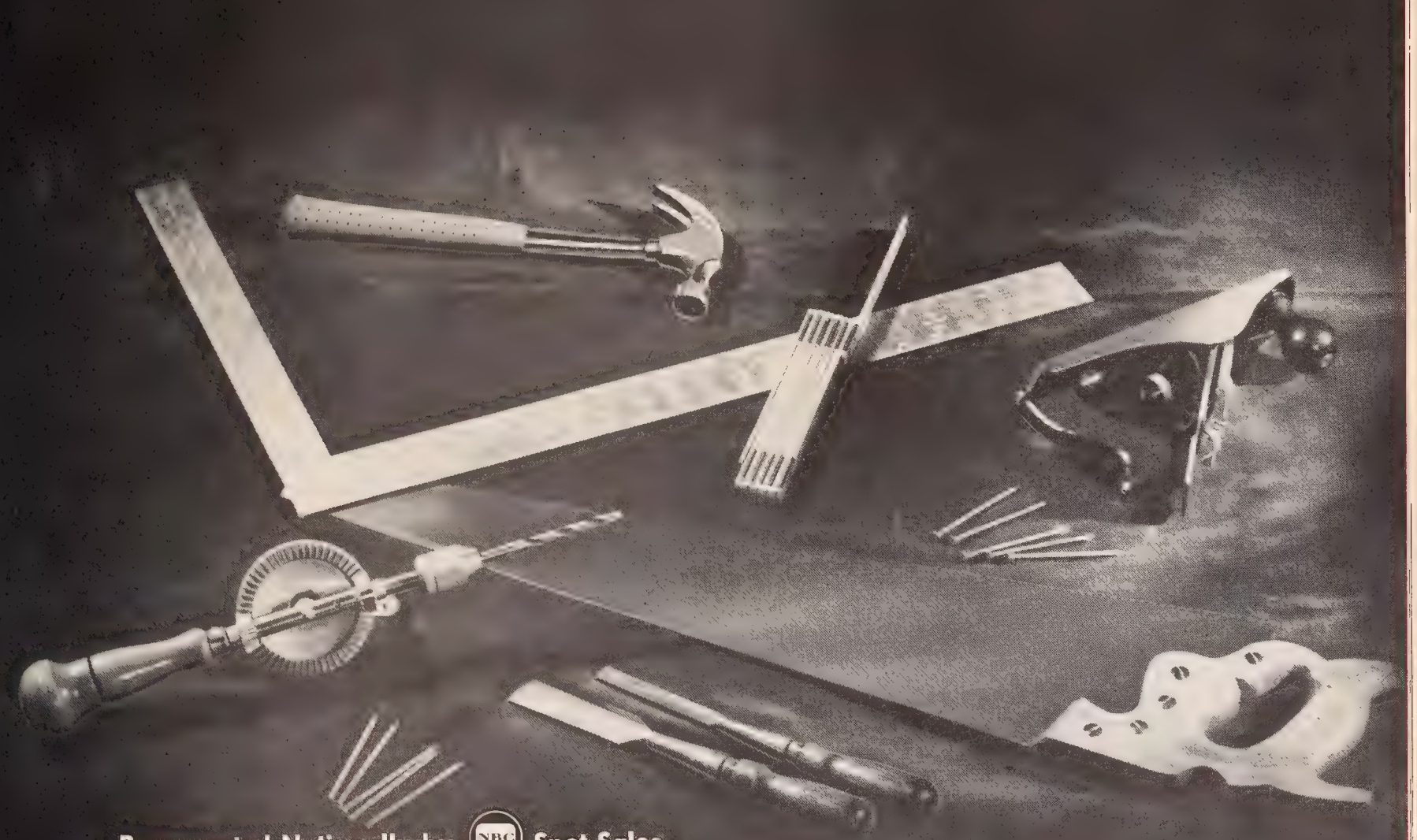
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if you're building a market . . .

you need tools . . . tools that will do the best possible work and the quickest!

WRGB-TV is your best sales tool in rich Northeastern New York and Western New England. 480,850 families depend upon WRGB's 16 years of leadership to provide them with fine service and program quality.

It will pay you to study the television market in our coverage area of 30 counties, including the important tri-cities of Albany, Schenectady and Troy.



Represented Nationally by NBC Spot Sales

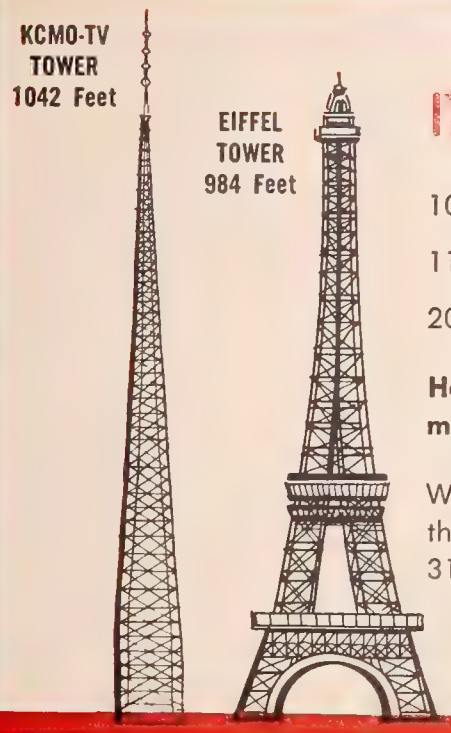
WRGB

A General Electric Station

KCMO-TV

is now operating with MAXIMUM power-





IT'S HIGHER THAN THE EIFFEL TOWER!

1042 feet above ground . . .

1130 feet above average terrain . . .

2049 feet above mean sea level . . .

Here's the KCMO-TV advantage in the Kansas City metropolitan and Mid-America market.

Write today for KCMO-TV's colorful new brochure with the latest coverage data. Address: KCMO-TV, 125 E. 31st St., K. C. 8, Mo., or contact your nearest Katz man.

from the world's tallest self-supported tower...

beaming the clearest and most powerful picture...

in the booming Kansas City market area...

18th ranking market in the United States

and KCMO-TV is the basic CBS-TV affiliate for Kansas City and Mid-America . . . with all the top CBS-TV shows

KCMO-TV



CHANNEL 5

KANSAS CITY, MISSOURI

affiliated with the publishers of Better Homes & Gardens and Successful Farming

Represented by The Katz Agency

CAPITAL TYPES #24



THE REFORMER

Slipped on a grape and broke fiddle case while on way to violin lesson (when eight years old); has hated music ever since. Raises prize-winning dahlias, drives foreign car with engine (air-cooled) in rear. Sneaks off to clandestine showings of old W. C. Fields movies. Crazy about moonlight bathing.

And advertisers in Washington are crazy about the results they're getting with WTOP Radio. WTOP gives them (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's most popular personalities and (4) ten times the power of any other radio station in the Washington area.

SOURCE: PULSE OF WASHINGTON, D. C. NOV.-DEC. 1955

WTOP RADIO

Operated by The Washington Post Broadcast Division • Represented by CBS Radio Spot Sales

THE TAMING OF THE SHREW

SLICK is the one word that comes to mind in describing last Sunday's production of Shakespeare's "Taming of the Shrew" on the *Hallmark Hall of Fame,* one of the consistently good tv showcases of the past year.

The more demanding elements in the tv audience may say that in comparison to the Messrs. Olivier, Hardwicke, et al, who have been inundating our screens with Kultur the past month, Maurice Evans is a first grade ham. That he stripped Shakespeare—or Marlowe or Bacon, if you wish—of subtlety. That he trampled poor Kate to sheer immobility. Perhaps so—but what a ham! And what wonderful little hamlets he surrounded himself with: Lilli Palmer, as the properly bitchy Katherine; Diane Cilento, husky and beguiling as Bianca; Jerome Kilty, amusingly bumbling as Grumio.

Mr. Evans, in closing, thanked the audience for viewing an "energetic . . . romp." Considering his exhausted state at the time he said it, "romp" may well be the understated word of the current season. To be sure, his love's labour was not lost on those who wanted burlesque served to them on a multicolored platter; nor were the dazzling costumes and impressionistic settings much ado about nothing. They were truly something!

Cleverly staged in the old commedia dell'arte style of Renaissance drama, Mr. Evans & Co. would have done the Bard proud. We hope he will reconsider leaving the *Hallmark Hall of Fame.* Television would be all the poorer without his adult touch.

Production costs: Approximately $100,000.
Sponsored by Hallmark Cards Inc., Kansas City, Mo., through Foote, Cone & Belding, New York, on NBC-TV, every-fourth-Sunday, 4-5:30 p.m. EST.
Producer: Maurice Evans; director: George Schaefer; exec. program supervisor: Joseph Cunneff; assoc. producer: Mildred Freed Alberg; assoc. director: Adrienne Luraschi; staging: William Nichols; choreography: Tony Charmoli; costume and design: Rouben Ter-Arutunian; tv adaptation: Michael Hogan and William Nichols; original music: Lehman Engel; editorial supervisor: S. Mark Smith.

SPRINGTIME USA

IF *The Voice of Firestone* sounded a bit hoarse last Monday evening, it must have been on account of "inclement weather." Certainly, the fact that much of the country was buried underneath a blanket of snow didn't exactly lend credence to the tire company's paean to the rites of spring. Neither, for that matter, did the spoken and dramatized material which would have shamed a Fourth of July orator into stunned silence. Even Helen Hayes, the first lady of the American theatre, flubbed her lines.

Musically, there was little fault to find with the hour-long simulcast: the assorted talents of Rise Stevens, Patrice Munsel, Ray Middleton, Earl Wild, Brian Sullivan, Bobby Hackett, "Peanuts" Hucko and Paul Whiteman, not to mention Howard Barlow's competently lush studio orchestra, were all up to par. But we would like to know what the works of Gaetano Donizetti and Camille Saint-Saens were doing in a showcase of music purported to be as American as hominy grits and black eyed peas.

With a star-laden talent roster and some handsome trappings both in set and costuming, it's a pity all this high-priced music got bogged down in the wagontrails of U. S. history—presented, incidentally, as one long patriotic orgy. On second thought, ruts would be a better word.

Production costs: Approximately $150,000.
Sponsored by: Firestone Tire & Rubber Co. Akron, Ohio, through Foote, Cone & Belding Chicago, simulcast as special 60-minute program on ABC Radio and ABC-TV, March 19, 8:30-9 p.m. EST.
Producer: Frederick Heider; director: Cort Steen; art: James McNaughton; writer and assoc. producer: Jean Meegan; choreography: Gene Bayliss; choral direction: Harry Simeone; radio director: William Marshall; technical director: Walter Kubilus; lighting: Danny Franks; costumes: Alfred Lehman; makeup: Harry Burkardt.

AIR TIME

A NEW radio show in the old manner—that's *Air Time,* which started on NBC Radio last Wednesday, 8:30-8:55 p.m., as a weekly recruitment series for the Air Force Reserve.

The program is musical, featuring the voices of Gisele MacKenzie and the Honeydreamers, with Skitch Henderson leading the orchestra and occasionally (on the opening program all too rarely) soloing on the piano, and a guest star, baritone Johnny Desmond to start with. But *Air Time* is not broadcast as background music, as many musical radio programs are today. It's presented in the old pre-tv fashion, based on the assumption that people at home are listening and paying attention to what is going on in the studio. However valid that premise is today, at least it gives the program an air of confidence that is a refreshing novelty.

The chief commercial is done as an interview by Miss MacKenzie with a member of the Air Force Reserve—last week Master Sgt. David S. Levinson, who described the fun and comradeship and thrill he gets from his weekend tours of duty at Mitchell Field, as well as the extra income they provide. This informal approach seems likely to do a good sales job for the Air Force Reserve; Sgt. Levinson's obvious feeling about what a good deal it is for him came over as a strong appeal to other veterans to look into it for themselves.

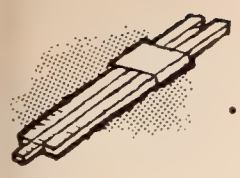
Production costs: Approximately $2,500 (minimum union scales through the cooperation of AFTRA and American Federation of Musicians).
Sponsored by the United States Air Force through Bozell & Jacobs on NBC Radio, Wed., 8:30-8:55 p.m.
Producer: Alan Stanley; director: Parker Gibbs.

OUT OF DARKNESS

ANOTHER crack in the murky wall of ignorance surrounding mental illness was made last week when CBS-TV Public Affairs—pre-empting *Omnibus*—presented a filmed-on-the-scene case history of a mental patient undergoing psychiatric treatment.

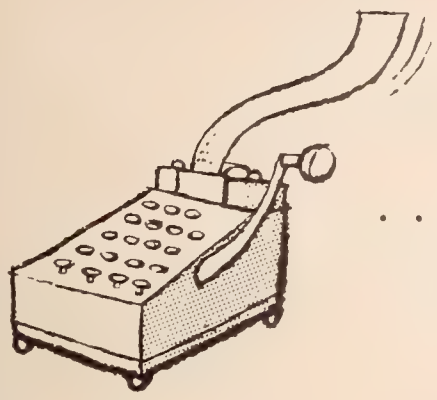
Orson Wells read from a 19th century analysis of treatment as seen by an anonymous former mental patient (the author's ideas were very modern). Dr. William Menninger, a leading psychiatrist, filled in a few of the gaps left by the perhaps over-simplified visual presentation, but it was obvious his 15-minute stint was inadequate (because of the limited time); he could have expounded on the subject for many programs to come. He pointed out that most patients entering mental hospitals become permanent charges and cited mental hospital overcrowding and understaffing as major problems.

The program's entertainment value was small—it wasn't meant to be entertainment. However, if a few more people who considered mental illness some sort of unspeakable blight now realize that it is a sickness to be looked on like any other sickness; if the lives of the relatives of the mentally ill are made more endurable because the people around them understand;



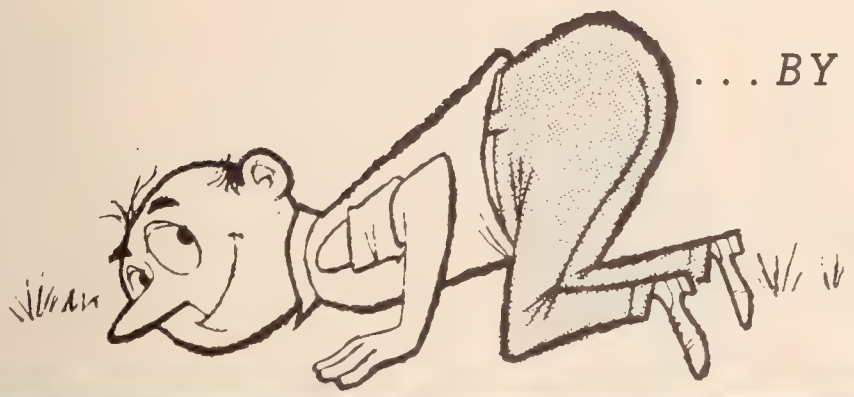
. . . BY HOOPER

Jan.-Feb. 1956



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December 1955

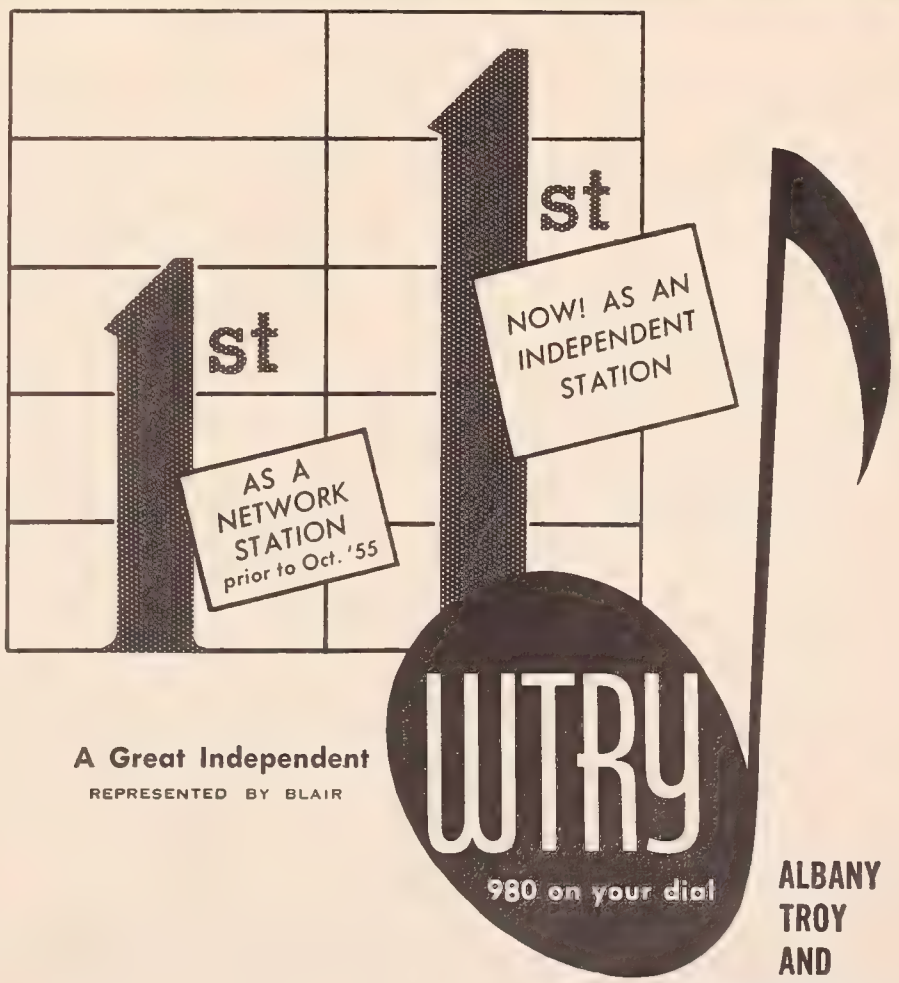


. . . BY THE SEAT OF YOUR PANTS

WTRY is the Number 1 buy

IN ALBANY, TROY, SCHENECTADY

WTRY
SHARE
OF
AUDIENCE
GOES
up! UP! UP!



A Great Independent
REPRESENTED BY BLAIR

For information ask KENNETH COOPER, BOB ENGLES, MOWRY LOWE, GEORGE TAYLOR . . . owners

ALBANY
TROY
AND
SCHENECTADY



if more people read about mental illness; if more money is contributed to the upcoming mental health fund drive; if a tv series on mental health results, then the program could be termed, unequivocally, a success. Only time will tell.

Production costs: Approximately $110,000.

Broadcast sustaining on CBS-TV, Sunday, March 18, 5-6:30 p.m.

Dramatic narrator: Orson Wells; medical narrator: Dr. William C. Menninger; executive producer: Irving Gitlin, CBS director of public affairs; producer-writer-director: Albert Wasserman; associate producer: Lewis Jacobs; production managers: Harry Robin and Arthur Swerdloff.

SEEN & HEARD

A great deal of good taste and impeccable dignity went into Steve Allen's 90-minute memorial tribute to humorist Fred Allen (see obituary, NETWORKS section) aired last Monday night in place of *Tonight* (NBC-TV, 11:30 p.m.-1 a.m.). Instead of singing a *Te Deum,* some of the late humorist's best friends stepped before the camera and recalled some of their lighter moments with the man: critic John Crosby, publisher Bennett Cerf, film executive Howard Dietz, novelist Herman Wouk, announcer-actor Kenny Delmar and comedian Peter Donald. Via transcontinental hook-up, Bob Hope and Jack Benny added their commentaries about life with the elder Allen. Also featured during the hour and a half tribute were film clips of some of Mr. Allen's tv appearances, the sound tracks of "Town Hall Tonight," his old NBC Radio program of the 'thirties, and recordings of Mr. Allen's pungent commentaries on radio-tv.

Tv must be running short of slap-stick ideas. Last Tuesday night on the *Chevy Show* ("The Awful Truth," NBC-TV, 8-9 p.m. EST) Bob Hope was being divorced from Greer Garson and during some by-play with the judge Hope was hit on the hand as the judge tried to restore order in the courtroom. Later, Red Skelton (CBS-TV, 9:30-10 p.m. EST), playing the part of Freddie the Hobo, was facing a judge and was similarly whacked on the hand. Great minds. . . .

Now that the 1956 Emmy sweepstakes are about to get underway again, we'd like to nominate for a special award next year one of the anonymous NBC-TV cameramen covering the ceremonies a week ago Saturday. By the mere act of catching Alfred Hitchcock—looking frightfully bored and sorely tried—he made reviewing the ghastly affair completely unnecessary.

"Neither rain, nor sleet, nor dark of night" may stop postmen from the completion of their appointed rounds, but the elements were a little more harsh with *Caesar's Hour* last Monday. New York City's biggest snowfall in nine years left Sid Caesar and Carl Reiner stranded. The show went on, however, with a kinescope of a previous NBC-TV program.

A seven-year-old viewer who broke into the living room scene about one-third through ABC-TV's one-hour *Super Circus,* originating from Miami's Orange Bowl, 5-6 p.m. EST on March 18, asked: "Is this the Army-Navy game?" Although he had the locale and time somewhat confused, the youngster was not far off in his observation. Bands, baton throwing and marching on the field that on New Year's Day bears two top collegiate teams, the program indeed seemed closer to a football tilt than a "circus."

*and only one



In the Baltimore market

one station*

delivers the most listeners

at the lowest cost per thousand

WFBR BALTIMORE'S BEST BUY

REPRESENTED BY JOHN BLAIR AND COMPANY



"KBIG amazes us!" says V. M. Jackson

Mr. V. M. Jackson of Newport Beach and 74,999 other Southern Californians have these lucky-number KBIG mermaid stickers on windshields, luggage or around the house. Mr. Jackson and 4,999 others won prizes with them last year, ranging from vacations in Acapulco, Las Vegas, Honolulu, and Catalina to stoves, nightclub dinners, tankfuls of gasoline and assorted merchandise.

"We were amazed" writes Mr. Jackson, "Every time KBIG mentioned that we had won the trip to Honolulu, we immediately received 10 to 15 calls from listeners to KBIG, asking if we had heard the good news. We received more than 100 calls during the day—and only one was from a friend. It amazed us the way KBIG stimulated strangers to call us!"

Like gifts to friends, KBIG's year-round daily contests warm the relationship with listeners attracted by the music-news format and Volkswagen mobile studio remotes from all over Southern California. 75,000 have entered by getting the lucky-number mermaid decal, and more enter daily.

KBIG gets ACTION from listeners—for itself, and especially for its advertisers. Any Weed man will document the results for you.



JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd,. Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

OPEN MIKE

Promotion Begins at Home

EDITOR:

. . . We in radio are constantly trying to prove that we can do a far better job in every department than newspapers. Since the beginning of the last war, many newsmen have earned outstanding plaudits because of their *radio* news gathering efforts. I do not have to go into names, they're all well known. In fact, I would venture to say, radio news commentators enjoy a far greater amount of public recognition today than do their newspaper-only counterparts. Yet the airwaves are loaded with dramatic presentations about the exploits of "crusading newspapermen!"

It makes me wonder if the radio program writers and the radio program producers are not unthinkingly nipping away at the hand that feeds them and feeds them well. I also wonder if any of the big program writers and producers have ever considered this. I would say it's about time these top-flight high-priced talents in the field of radio think of promoting our medium all the time and not just occasionally. There is hardly a story written about the perceptively intelligent, clairvoyant, hard-fighting newspaper man or editor that could not apply to the radio news commentator or news director.

Milton E. Mitler, Gen. Mgr.
WADK Newport, R. I.

Top Spot Buyer

EDITOR:

Thanks a lot for sending along the advance copy of the article, "The Top 25 Agencies in Spot Broadcast Buying" [B•T, March 12].

Your presentation of the material was very interesting.

Bernard C. Duffy, Pres.
BBDO, New York.

Rebel Yell, Chicago Style

EDITOR:

I am inclined to agree with your editorial regarding Bob Lee [B•T, March 12] but that rebel yell of his was developed in Chicago and a lot of things start in Chicago. I hope the Honorable Commissioner reads your editorial and takes it to heart.

Edgar Kobak, Pres.
WTWA Thomson, Ga.

Telestatus Reprints

EDITOR:

We are interested in obtaining 250 copies of your TELESTATUS section of the March 5 issue of B•T.

Since it may be unusual to request additional copies in such a quantity, if there is a charge involved, kindly let me know.

H. S. Herring
Circulation Adv. Div.
Curtis Circulation Co.
Philadelphia, Pa.

[EDITOR'S NOTE: Mr. Herring has been sent the 250 reprints of B•T's March TELESTATUS section at the nominal price of five cents each.]

First Run vs. Rerun?

EDITOR:

Reference is made to your March 12 review of the *Uncle Johnny Coons* show.

Your statement: "The program falls short when Uncle Johnny, sticking to the usual children's show formula, uncans the old-time movies. Some of these little 'gems' have been shown so many times the kids probably have the scripts memorized," is incorrect in that this series of films is *first* run.

Frankly, I'm not sure whether this is an advantage or disadvantage. You intimate that they should be first run; however, anyone with children will tell you that they would rather see films that they have seen before, and preferably many times, so that they can follow the story.

Burt I. Harris, Pres.
HarriScope Inc.,
Beverly Hills, Calif.

[EDITOR'S NOTE: B•T regrets that what was intended as a general reference to the repetition of old movies on children's tv programs came out as a specific—and incorrect—statement about the "Uncle Johnny Coons" program, and thanks Mr. Harris for setting the record straight.]

After Three Years

EDITOR:

I should appreciate receiving a copy of your booklet entitled the "ABC's of Radio and Television" (reprinted from the March 30, 1953, issue of B•T).

If there are any other exceptional reprints of this educational type, I should be most happy to learn of them.

J. A. Price
Russell T. Kelley Co., Ltd.
Hamilton, Canada

[EDITOR'S NOTE: Copies of the "ABC's of Radio and Television" and other B•T reprints have been sent to Mr. Price.].

Widely and Well

EDITOR:

I wanted to express the appreciation of ABC and of myself, personally, for the fine story and interview you gave us in the recent issue of B•T.

I have gotten many comments about it, so your magazine must be widely and well read.

Robert E. Kintner, Pres.
ABC, New York

Japan, Too

EDITOR:

I have been one of readers of your magazine, B•T, and take this opportunity to express my appreciation to your work.

As I am working for a broadcasting station, it is a great help for me to read B•T, trend and situation of American radio and tv broadcasting business. . . .

Bunji Nagakiyo
Nihon Short-Wave Broadcasting Co.
Tokyo, Japan

Station Maps

EDITOR:

Do you still make up your radio and tv maps of the United States? If so, what is your charge for a limited number?

We are the advertising agency for Slenderella International Inc., doing business in approximately 25 of the leading markets, and so have need of your type of map at various times.

Marion A. Jones, Media Dir.
Management Assocs. of Connecticut
Stamford

[EDITOR'S NOTE: BROADCASTING Maps (showing the location of U. S. Radio stations as of September 1953) and TELECASTING Maps (showing the location of U. S. tv stations as of October 1954) are available at $4.50 for five copies, $8.50 for 10, $20 for 25, $37.50 for 50 and $70 for 100.]

Basic Coverage
Where It Counts

"Where it counts" is WLAC-TV's vast multi-market area—which includes not only the important Nashville market but many cities and towns in the 3-state chunk of geography served by WLAC-TV's full power and 1179 foot tower.

WLAC-TV's total service area includes 2,601,300 people, 726,300 families, and more than 400,000 tv homes.

Fully documented data (proof available upon request) shows 357,387 tv homes within WLAC-TV's ARB Area Survey and Measured .1 mv/m Contour.

Buy the maximum—and sell the maximum!

That means only one station hereabouts—WLAC-TV.



The South's Great Multi-Market Station

WLAC-TV
NASHVILLE, TENN.
CBS Basic Required

T. B. BAKER, JR.
Executive Vice-President and General Manager

ROBERT M. REUSCHLE
National Sales Manager

THE KATZ AGENCY, INC.
National Representatives



There is nothing remotely "fishy" about claiming that WTAR-TV dominates *five* of Virginia's most dynamic markets. Buy their one and only "V" Station. All well within WTAR-TV's "Grade A" Signal and comprising America's 26th Market.

Here's how TELEPULSE for Nov. 1955 rates WTAR-TV's share of audience in Norfolk, Portsmouth, Hampton, Warwick and Newport News.

MORNING	AFTERNOON	NIGHT
WTAR-TV...81%	WTAR-TV...84%	WTAR-TV...77%
All others...19%	All others...16%	All others...23%

CBS TELEVISION



WTAR-TV CHANNEL 3 NORFOLK, VA.

Represented by Edward Petry & Co., Inc.



Another Vote for Our Side

EDITOR:

I managed to get an exclusive informal chat with Sen. Kefauver on Sunday, March 18.

Among the issues discussed was the matter of broadcasting and telecasting at congressional hearings and also in courtrooms around the nation. I thought you might be interested to know that the senator stated definitely that he is in favor of both industries being allowed to operate freely at both congressional hearings and in trials. He didn't enlarge much except to say that by permitting us to do this, more information regarding such proceedings would get to the public and he feels this information should be made available to as many people as possible.

Thought you might want to know that we can chalk up one more vote for our side. Interview was in car en route to Saint Mary's College, Winona, from airport. He filled speaking engagement in preparation for today's [Tuesday] primary.

Ken Douglas, News Editor
KWNO Winona, Minn.

You Name It

EDITOR:

We have seen your pamphlet entitled "You Name It—Radio Can Sell It," and we found it to contain some very interesting success stories.

We are wondering if we might secure three or four additional copies of it. If this is possible, we will appreciate your forwarding them and billing us for whatever expense is involved.

Otis Shumate, Sales Mgr.
KGBT Harlingen, Texas.

[EDITOR'S NOTE: Mr. Shumate's reprints are en route. Additional copies of the 8-page compilation of 81 examples of successful radio campaigns by local retailers are available at 25¢ per copy, $15.00 per hundred.]

B•T's Baedeker

EDITOR:

I contemplate making a trip to Europe very shortly and am interested in looking into television in London, Berlin, Frankfurt and Paris. Could you furnish me with the names of the Director Generals of the television stations in these cities?

R. M. Kirtland, V. P.
Gordon Best Co., Chicago

[EDITOR'S NOTE: Others who are planning trips abroad this summer may also be interested in the information already sent to Mr. Kirtland: Sir Ian Jacob, Dir. Gen., BBC, Broadcasting House, Portland Place, London W 1, England; M. Porche, Dir. Gen., Radiodiffusion Television Francaise, 107 rue de Grenelle, Paris 7'eme, France; Dr. Kurt Magnus, Ministerialdirektor, Hessischer Rundfunk, Bertramstrasse 8, Frankfurt-am-Main, West Germany; Dr. Otto Bach, Dir. Adm., Sender Freies Berlin, Anstalt des offentlichen Rechts, Heidelberger Platz 3, Berlin-Wilmersdorf (West Berlin), Germany; Gordon A. Ewing, Dir., RAIS (United States Information Agency), Kufsteiner Strasse 69, West Berlin, Germany.]

Confederate Invasion

THE SET COUNT of 407,827 for WMCT (TV) Memphis, Tenn., was increased by one very special set when Bridgeport, Conn., was added as an "honorary part" of the station's mid-south coverage.

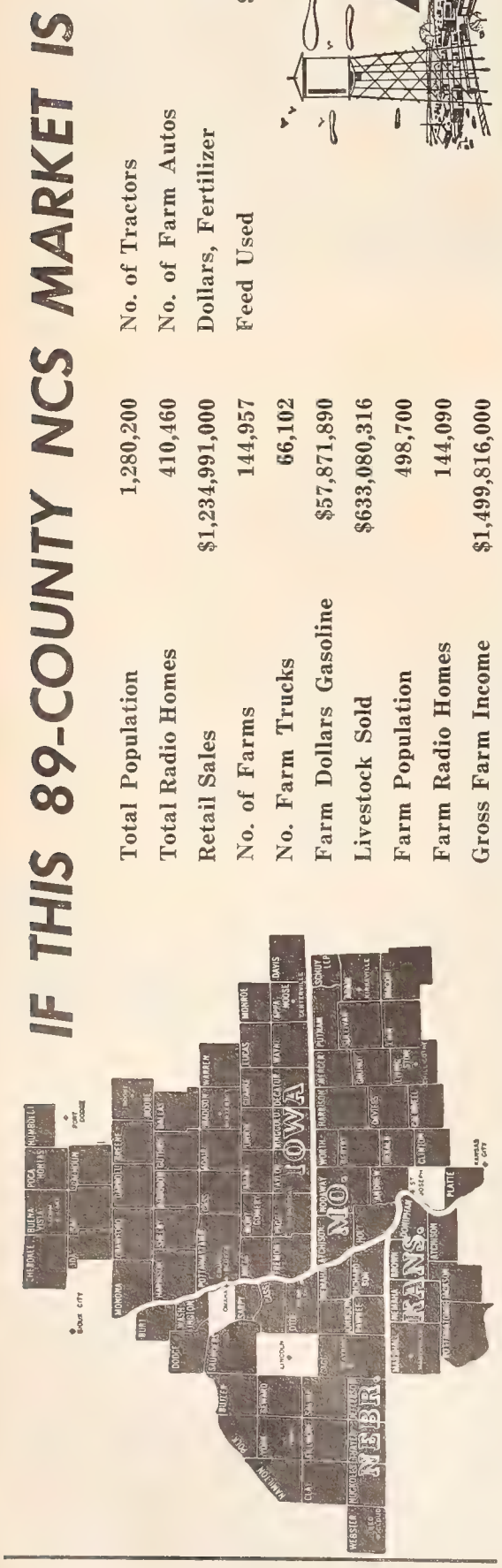
Word was received from A. Alexios in Bridgeport that he had received the station and had seen two commercials for St. Joseph's aspirin and Colonial bread.



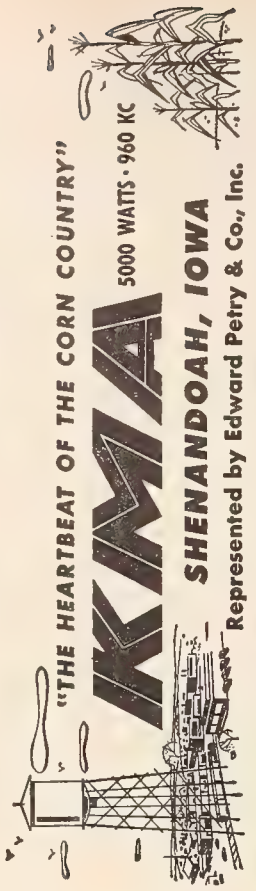
More use U. P. news and radio wires
More use U. P. facsimile newspictures
More use U. P. Movietone newsfilm

IF THIS 89-COUNTY NCS MARKET IS YOUR TARGET!!

Total Population	1,280,200	No. of Tractors 200,756
Total Radio Homes	410,460	No. of Farm Autos 157,783
Retail Sales	$1,234,991,000	Dollars, Fertilizer $36,449,418
No. of Farms	144,957	Feed Used $180,640,983
No. Farm Trucks	66,102	
Farm Dollars Gasoline	$57,871,890	
Livestock Sold	$633,080,316	
Farm Population	498,700	
Farm Radio Homes	144,090	
Gross Farm Income	$1,499,816,000	

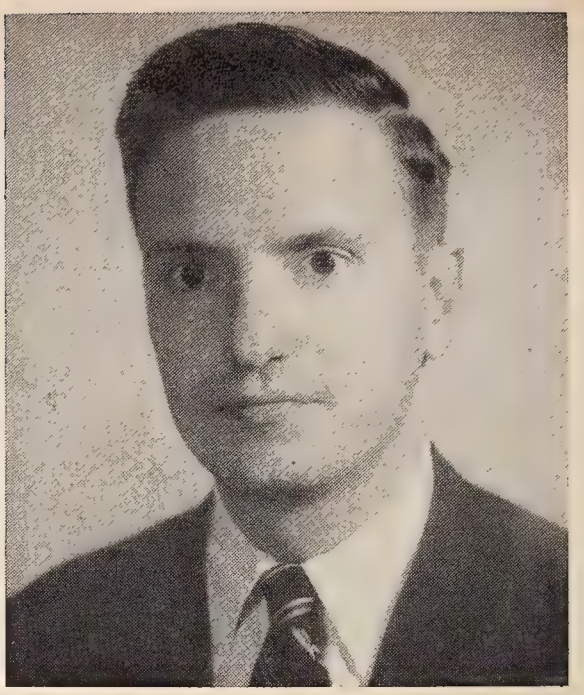


Pulse Proves KMA Tops!



our respects

to DONALD DURGIN



A COMPULSION to be "creative" has goaded Don Durgin since early boyhood, and this force, supplemented by assiduous devotion to work, has elevated him into the post of vice president in charge of the ABC Radio Network at 31, eight years after he left Princeton U.

Mr. Durgin's associates confide that he is endowed with other traits that shed light on his whirlwind climb upward: An analytical mind, for example, plus the initiative to undertake new challenges. He has a passion for facts and detail and invariably carries with him a Nielsen Pocket Piece and a slide rule for use when the moment is propitious.

It is by no means strange that Mr. Durgin is essentially a creative individual. At the time Donald Durgin (his full name) was born in Chicago (Sept. 24, 1924) his father, the late William R. Durgin, was a principal and copy chief of Kling & Gibson Adv. When Don was a youngster, his father moved to Cincinnati, where he began a long association with the Thompson-Koch Co., then the house agency for Sterling Products. Later the elder Mr. Durgin moved to Lord & Thomas in Chicago.

Both at the Hotchkiss School and later at Princeton, Mr. Durgin was developing his creative abilities in school dramatics, publications and public speaking (as a debater). His education was interrupted in 1943 by war service as a bombardier with the U. S. Air Force in the European Theatre of Operations. Following his release from the Air Force in 1945 as a first lieutenant, he returned to Princeton and earned his B.A. degree in 1947 with honors in history.

At college, Mr. Durgin was editorial chairman of *The Daily Princetonian,* the undergraduate newspaper, and was a lead for two years in numerous musical comedies and in the annual Princeton Triangle Club show, which tours principal cities during Christmas vacation.

Mr. Durgin did not have too much opportunity to be creative on his first post-college job, in 1947—mailroom trainee at Foote, Cone & Belding in New York. However, he was successively promoted to the research department and to assistant to the account executive on Pall Mall cigarettes. In 1948, when FC&B resigned the Pall Mall account, Mr. Durgin left the agency and joined *Pageant* magazine as feature editor. The following year he moved over to NBC as assistant to the advertising and promotion manager of NBC Spot Sales, remaining there until August 1951 when he joined ABC.

His initial assignment at ABC was as a sales presentation writer in the sales development and research department, then headed by Oliver Treyz, now president of Television Bureau of Advertising. In 1952, Mr. Durgin was advanced to the post of manager of owned and operated tv stations sales development, working principally on WABC-TV New York. Several months later, he was upgraded to director of the sales development department for ABC-TV. In September 1954, when the separate sales development departments for radio and television and the separate research departments for each media were consolidated into an overall unit, Mr. Durgin was designated director of sales development and research of ABC. It was from this position that Mr. Durgin was made vice president in charge of ABC Radio last Nov. 1.

Over the past five months, Mr. Durgin has learned that there is no quick cure-all for network radio's pains in this era of television. He is confident, however, that radio's worst days are behind and feels that "with some luck" ABC Radio's billings this year will top those of 1955.

In recent months, Mr. Durgin said, he has seen evidences of "a real re-evaluation of radio by the agencies."

"Many agencies and advertisers have been coming in to see us with general requests," Mr. Durgin relates. "They tell us: 'We have (blank) number of dollars for a campaign. What can you give us?' Then it's up to us to use our ingenuity and help the advertiser put his money in places where it will do the most good. I'm happy to say we've been successful with a good number."

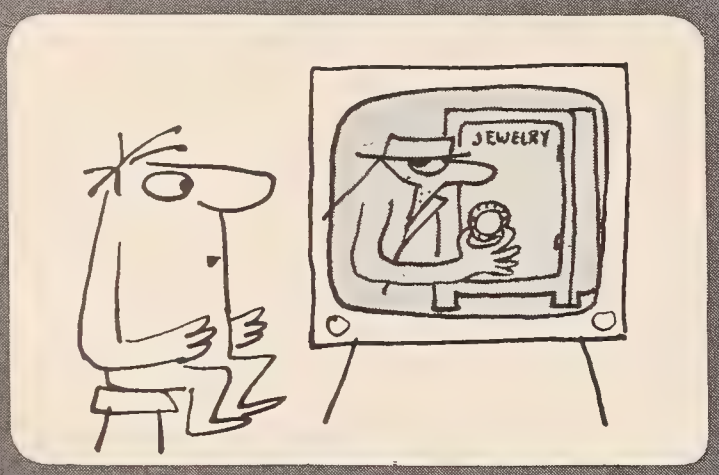
In preparation for an ABC Radio station advisory committee meeting last Thursday, Mr. Durgin and his top executives formulated several new plans, still in the developmental stage. He acknowledged that one programming structure scheduled for overhauling is the "New Sounds for You" evening concept, but believes it will not be scrapped completely.

One strong indication of Mr. Durgin's willingness to face new challenges arose about six years ago. Though engrossed with his budding broadcasting career at NBC, he accepted the responsibility and the added effort of studying law at New York U. A Princeton classmate had suggested that he study law, but Mr. Durgin demurred, believing that law was not a creative activity. His friend disagreed with him. Mr. Durgin decided to find out, and completed the regular three-year law course by studying at N. Y. U. part-time in the evenings, while continuing his regular job during the day. After four years, he received his law degree in 1954. Today, he concedes that "the law is probably the most creative activity I've ever known."

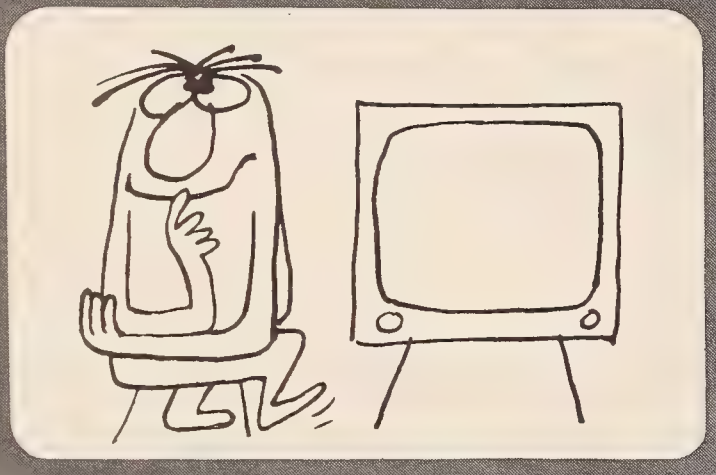
Mr. Durgin, who is unmarried, lives in the East 80's in Manhattan, off Gracie Square, where New York City mayors maintain official residence. He belongs to the Princeton Triangle Club, the Princeton Elm Club and Phi Delta Phi, a legal fraternity. He is on the radio board of NARTB and the finance committee of RAB. He relaxes by playing golf and tennis.

Television motivates more people in impulsive San Diego!













In RETAIL STORES San Diegans spend over *2 Million Dollars per day—every day, 365 days per year—More than the citizens of New Orleans, La., Columbus, Ohio or Albany, Schenectady and Troy, New York combined.

More people are making more money—watching Channel 8 and making more Channel 8 motivated purchases than ever before.

Sales Management, 1955

KFMB TV

WRATHER-ALVAREZ BROADCASTING, INC. SAN DIEGO, CALIF.
REPRESENTED BY PETRY

America's more market

THE LARGEST TANKERS AFLOAT are accommodated by Jacksonville's facilities. Ocean-going steamships find ample tug service, municipal terminals, private docks, and giant repair yards. Riverside oil-storage tanks, railroad sidings for heavy industry—even a ¼-million cubic-foot refrigerator for pre-cooling perishables—are at the water's edge. Interlinking water, rail and air facilities make Jacksonville the outstanding warehousing, commercial, and distribution plant for the entire Southeastern United States.

SEA-GOING TRACTOR typifies manufactured goods which travel to and from the ports of the world, via 51 steamship lines, through the Port of Jacksonville.



VIEW FROM THE BRIDGE of the Finnish SS Ernst S, discharging 5,000 tons of Swedish cement at the Commodores Point Terminal. Also visible: steamships with buses for Puerto Rico and cargo for Europe.

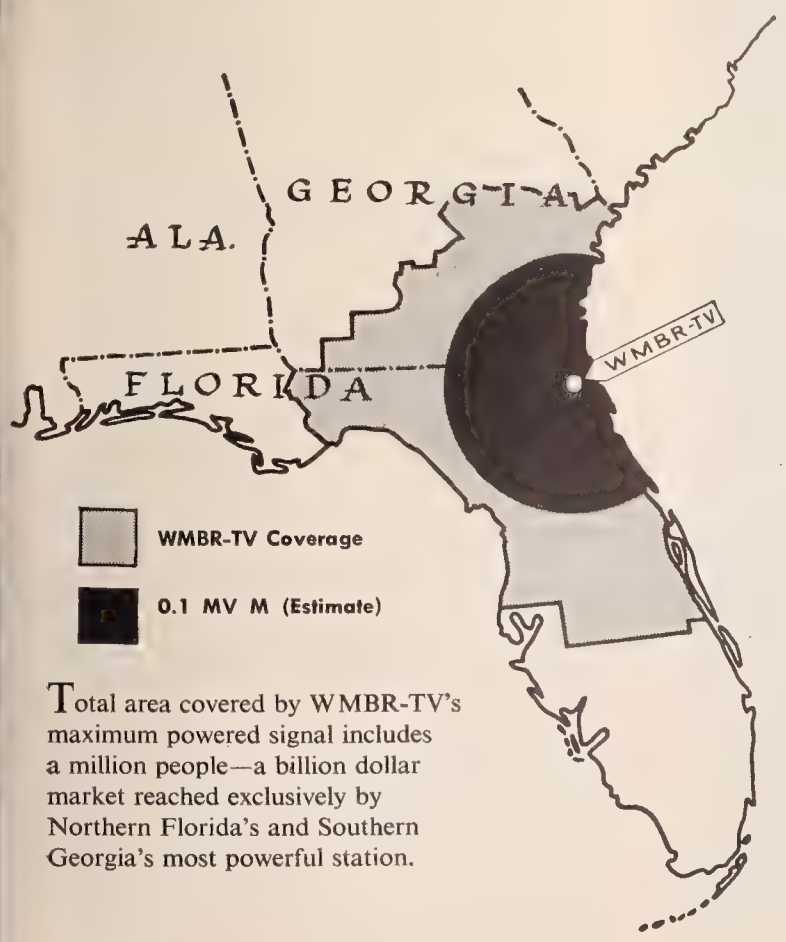


Jacksonville: Port Authority

UNUSUAL natural advantages of the St. Johns River, initiative and foresight of private enterprise operating without state or federal subsidies, community vitality—these are sources of the authority of Jacksonville, Florida as an important port.

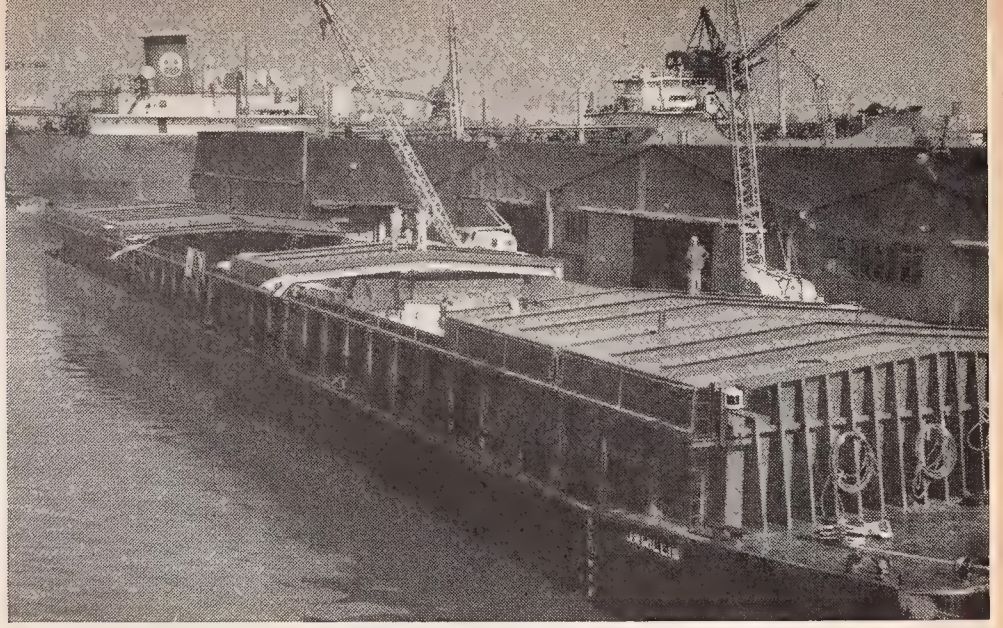
With a 34-foot channel, approximately 18 miles from the Atlantic, Jacksonville offers a storm-sheltered, land-locked harbor where snow and ice are unknown, fogs extremely rare, and the mean tidal range of thirteen inches wouldn't delay a rowboat. Jacksonville, the number one South Atlantic port, shipped or received 7½ million tons of cargo in 1955, up 300% in a decade of solid industrial expansion. The country's largest naval stores market, largest lumber market on the Atlantic coast, important kraft paper and coffee gateway, home of a vast complex of U. S. Navy installations, Jacksonville typifies the commercial vigor of the New South.

Approximately 375,000 people live in Jacksonville; 700,000 more are in the surrounding market area; most of them watch WMBR-TV.

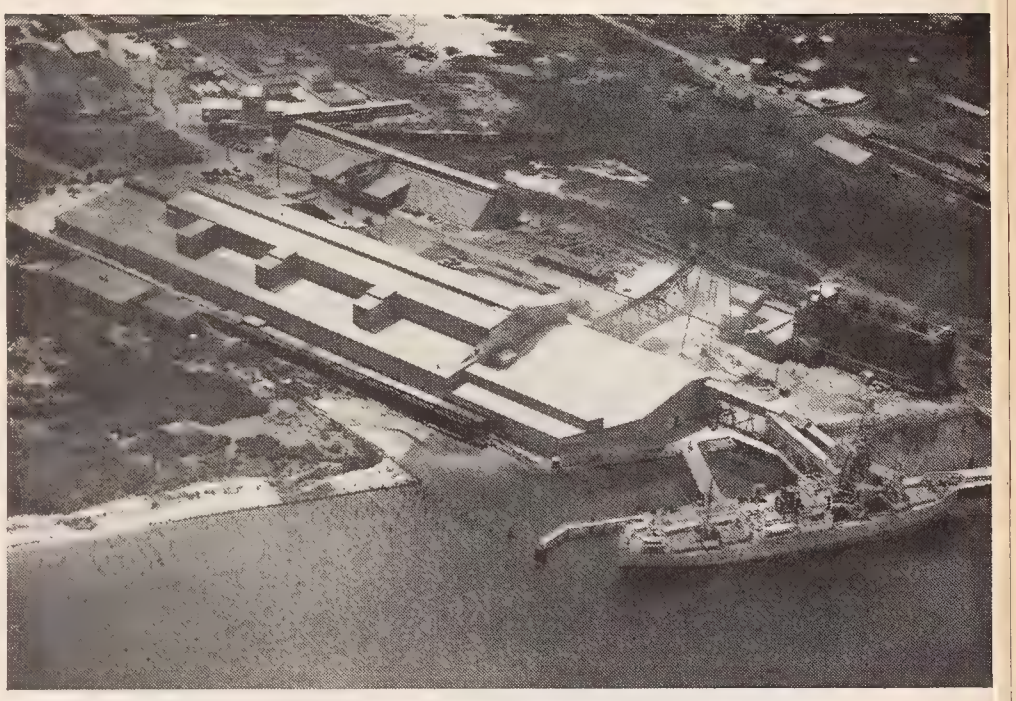


Total area covered by WMBR-TV's maximum powered signal includes a million people—a billion dollar market reached exclusively by Northern Florida's and Southern Georgia's most powerful station.

WMBR-TV • Jacksonville, Fla.
Channel 4
Operated by The Washington Post Broadcast Division
Represented by CBS Television Spot Sales

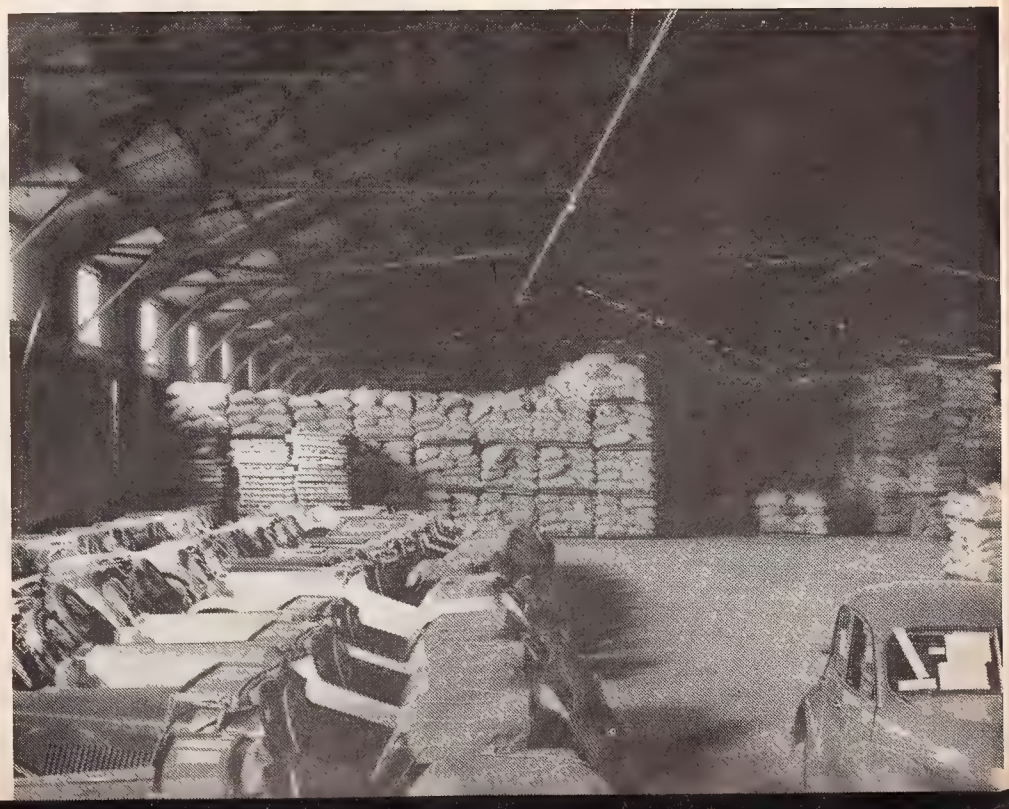


ECONOMICAL COASTWISE transportation is provided by barges operating along Inland Waterway north to Trenton, N. J. Minimum depth of 12′ is provided along entire Atlantic coast. Barges account for 1⅓ million tons of Jacksonville port cargo annually. *Journal photo.*



WATERFRONT INDUSTRIES load and unload directly from steamships at their doors. 34′ channel offers great asset for firms like Wilson-Toomer, whose fertilizer plant is right on the St. Johns.

MG'S AND COFFEE, fertilizer and heavy machinery, tobacco and kraft paper—and practically everything else you can name—pass through Jacksonville warehouses like this. *Charles Smith Studio photo.*





Houston's big families — buying families — are making KiTiRiK's family of ABC shows their first choice. Consistently in full family viewing time between 3 and 7 PM CST, December Trendex shows KTRK-TV in first place — and running well ahead of national averages. Mickey Mouse Club is up 51%, Warner Bros. 40% and Disneyland 30%, while Wyatt Earp beats national ratings 3 to 1. KTRK-TV has become the family station in Houston with better shows and better showmanship for all the family. For Houston's best buy call us or Blair-TV.

The Chronicle Station, Channel 13
Houston Consolidated Television Co.
P. O. Box 12, Houston, Texas
General Mgr., Willard E. Walbridge
Commercial Mgr., Bill Bennett

National Representatives:
Blair-TV, 150 E. 43rd St., New York 17, N. Y.



ANNE COYLE

on all accounts

A BROKEN ankle may have proved to be the turning point in the life of attractive Anne Coyle, at one time a student of dramatics at Northwestern U.

Miss Coyle was interested in the theatre and active in various play groups, later turning to free-lance acting in 1941. An accident while horseback riding resulted in a cast-bound foot that helped her renounce theatrical ambitions for an agency career.

Today, Anne Bernadette Coyle is radio-tv director and timebuyer at Rutledge & Lilienfeld's Chicago office. Among the broadcast clients are ReaLemon-Puritan Co., National Tea Co., Hawthorn-Mellody Farms Dairy and Silver Skillet Foods.

A native Chicagoan, Miss Coyle attended Loretta Academy, Mount Mary (a Catholic school for girls in Milwaukee) and Northwestern U. Majoring in speech at Northwestern in her junior and senior years, Miss Coyle was active in theatre productions and also participated with dramatic groups on radio (WCFL and WAIT Chicago).

She turned to the agency field in 1944 as an apprentice copywriter at Schwimmer & Scott Inc., later handling tv production on such accounts as Salerno Cookies, National Tea and ReaLemon. She left S&S to join Tatham-Laird in August 1953, concentrating her efforts on C. A. Swanson & Sons poultry and Toni Co.'s White Rain shampoo, and rose to a group supervisor. She joined Rutledge & Lilienfeld in January 1955 as tv director and timebuyer.

In her present capacity Miss Coyle is active on ReaLemon-Puritan (network user); National Tea Co. (in 14 states; it sponsors radio-tv properties and uses tv spots); Hawthorn-Mellody (which sponsors *Hopalong Cassidy* in Chicago and Milwaukee); Silver Skillet (now using spot radio), and on Booth Fisheries.

Miss Coyle is "lukewarm" about color at this time and points out black-and-white tv goes hard on many small and medium sized clients.

Referring to R&L clients, Miss Coyle noted that the history of ReaLemon-Puritan Co. has been that of emphasis on personality-selling and saturation campaigns. The company in the past has sponsored such individualists as Arthur Godfrey, Robert Q. Lewis and Don McNeill, she points out, and adds that the firm is now negotiating for a network radio or tv property.

Miss Coyle's hobby is travel. She's seen Europe twice, Bermuda and South America. She is a "non-joiner" of clubs and lives in Chicago's South Shore District.

STANDOUT...



That's what *your* product message can now be in this great Industrial Heart of America when you enlist the help of WSAZ-TV's new, *fully-equipped* facilities for color telecasting. As the nation's 12th non-network-owned station to install complete color equipment, WSAZ-TV now offers viewers in five states the standout programming of network color shows, plus films, slides and *live local color production.*

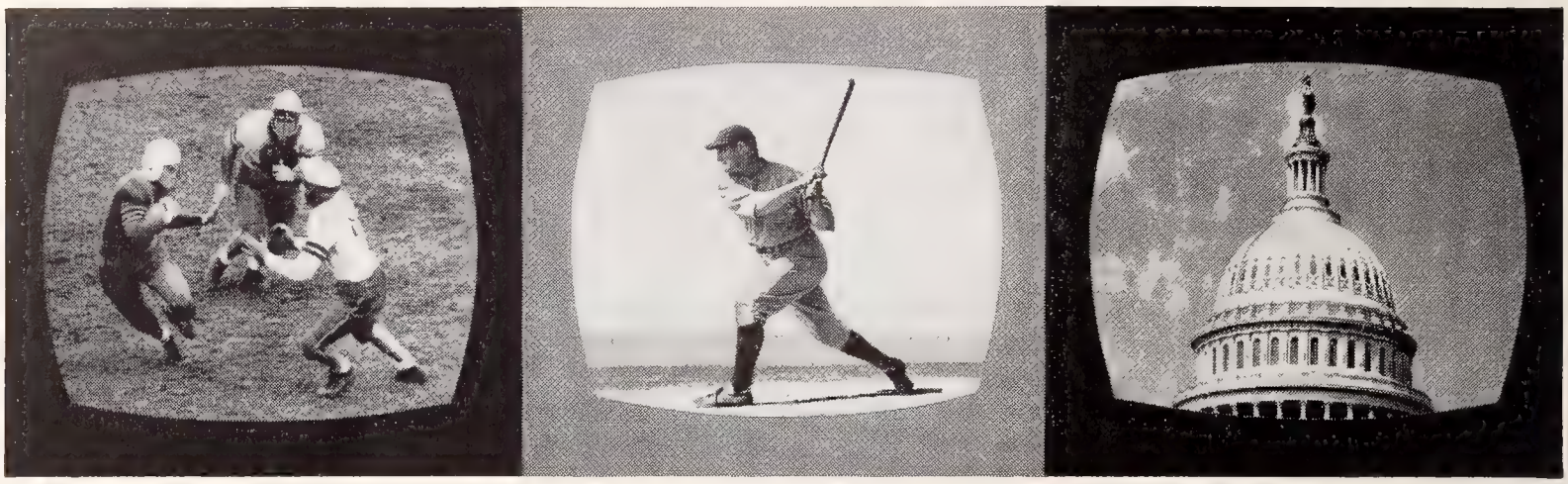
Take full advantage of WSAZ-TV's exciting, new colorcasting. The nearest Katz office can paint you the whole bright picture.

Huntington-Charleston, West Virginia
CHANNEL 3
Maximum Power
NBC BASIC NETWORK
affiliated ABC

WSAZ
TELEVISION

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Lawrence H. Rogers, Vice President and General Manager, WSAZ, Inc.
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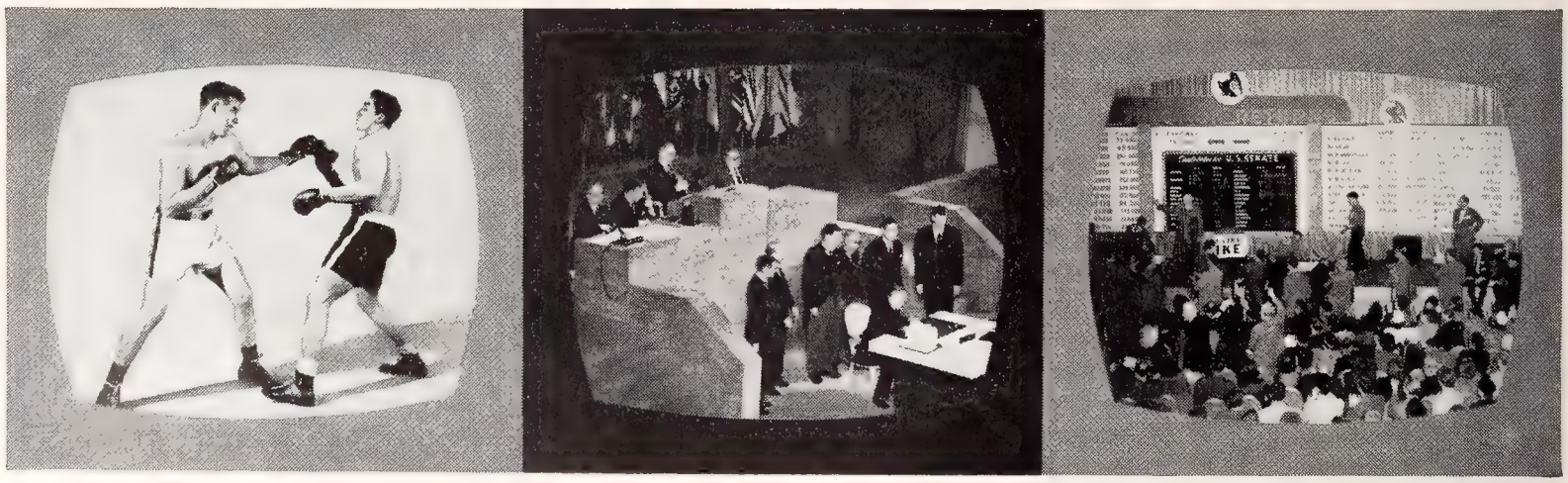
DO YOU REMEMBER THESE TV "FIRSTS"



1 December, 1945 — **First Intercity Telecast:** Army-Navy Game. Bell Telephone lines link Municipal Stadium, Philadelphia, to New York City. From there it was broadcast by TV stations throughout the area.

2 October, 1947 — **First Telecast of World Series.** Baseball fans in Philadelphia and Washington, D. C., are brought within television range of the baseball classic in New York by Bell System coaxial cable facilities.

3 May, 1948 — **First Commercial Service Starts:** New York City, Baltimore and Washington, D. C. Bell System opens commercial use of TV coaxial cable between New York City and Washington, D. C.



7 June, 1951 — **First Theater TV.** Prize fight in Madison Square Garden carried to nine theaters in six eastern and midwestern cities. Telecasts in New York travel from ringside over Bell System video channels.

8 September, 1951 — **First Coast-to-Coast TV.** Japanese Peace Treaty Conference, San Francisco. To cover ceremonies Bell System advances previous plans, by about a month, for opening cross-country TV service.

9 November, 1952 — **First Presidential Election on TV.** Bell System uses almost 30,000 miles of intercity television channels to carry events to the nation! Programs are transmitted to 110 television stations in 67 cities.

BELL TELEPHONE SYSTEM

Providing transmission channels for intercity television today and tomorrow

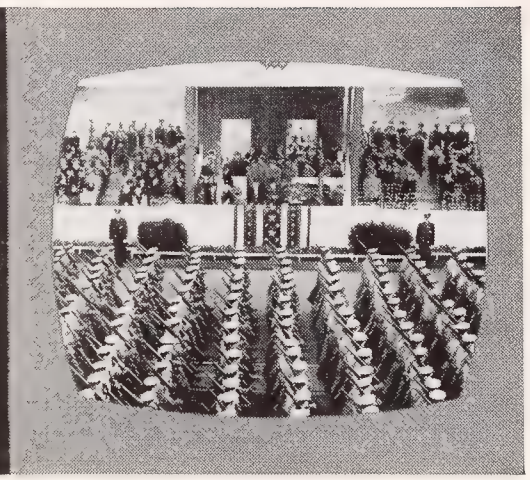
DURING THE PAST DECADE?



4 June, 1948 — **First TV Political Convention Coverage.** Bell System's eastern television network connects Boston, New York, Newark, Philadelphia, Baltimore, Washington and Richmond covering important sessions.



5 January, 1949 — **First East-Midwest TV Link.** Bell System's eastern and midwestern television networks join 30 TV stations in 14 cities from the Atlantic to the Mississippi — another television milestone.



6 January, 1949 — **First Presidential Inaugural on TV.** Millions of Americans in the East and Midwest watch the inauguration ceremonies. On-the-spot TV coverage is transmitted over Bell System's Television Network.

10 January, 1953 — **First International Television.** Toronto's first television station links Canada to the U. S. by TV network facilities of the Bell System. This historic event marks the first regular video link between nations.

11 January, 1954 — **First Public Colorcast.** Tournament of Roses. Bell System converts transcontinental channels so that for the first time viewers from coast to coast can see the Pasadena classic in color.

12 September, 1955 — **First Colorcast of Football Game.** Georgia Tech-Miami U. game in Atlanta. For the first time a national audience sees football on color television. Game is colorcast to 100 stations in 100 cities.

Today, 10 years after the first intercity transmission of television, Bell System continues to make advances in equipment and technique. It assures the television industry the benefit of the best possible service, at low cost, now and in the future.



What's in a *(Sponsor's)* Name?

Breathes there a sponsor who doesn't want his audience to know his name? Not on Ray Haney's popular "Little Rascals" show on WRC-TV. The Greeks had a word for what happens to Ray's sponsors: *identification.* Nearly *all* the massive fan mail Ray gets every day mentions *County Fair Bread* and *Bosco* by name . . . and associates the quality of those products with Ray Haney's own engaging personality.

This is the kind of Channel 4 response that makes sponsors happy: "Little Raymond drinks his Bosco right along with you" . . . "We get both County Fair rolls and bread, and like them a lot, too" . . . "P.S. We *love* Bosco" . . . "We sure like Bosco."

This makes us happy, too, because this kind of identification means *results.*

For *identification* and *results* . . . think of

WRC-TV

CHANNEL 4

NBC *in Washington*

A SERVICE OF RCA *represented by* **NBC SPOT SALES**

BROADCASTING TELECASTING

March 26, 1956 Vol. 50, No. 13

INVESTIGATIONS OF RADIO-TV BEGIN BUSTIN' OUT ALL OVER

- **House explores charges of network domination of FCC**
- **Senate prepares rehearing of old clear channel case**
- **Magnuson committee readies next stage of its big show**
- **Kefauver introduces bill to change network affiliations**

CAPITOL HILL was erupting last week with investigations into radio and television.

New probes broke out and old ones spread. In both House and Senate, interest in broadcasting and its regulation was never more intense.

It was getting so broadcasters and the FCC could go to either side of the Capitol on any day and find an investigation of their business. If hearings were not going on, bills were being introduced to alter the shape or practices of broadcasting.

Here's how things stood last week:

• House Small Business subcommittee wound up two days of fiery give and take regarding its chairman's charges that the networks dominate the FCC.

• Senate Small Business subcommittee prepared to open its "ventilation" of the daytime broadcasting question late in April or early in May.

• Senate Interstate & Foreign Commerce Committee was poised for resumption of hearings this week, with a successful independent vhf operator (KTTV [TV] Los Angeles) and network executives as witnesses.

• House Judiciary subcommittee, delayed in its projected inquiry into broadcasting and the FCC because of its enmeshment with aeronautical matters, tentatively planned to turn to radio-tv sometime in the next month.

• Network-station relationship was the subject of a bill introduced by Sen. Estes Kefauver (D-Tenn.) to give the affiliate a "property right" in his network contract.

Network aspects of the Senate Commerce Committee's inquiry into tv networks and uhf-vhf problems will be heard beginning today through Wednesday when network spokesmen and others testify.

Witnesses for the first two days: Today, Richard A. Moore, KTTV (TV) Los Angeles; Ernest Lee Jahncke Jr., ABC. Tomorrow, William Lodge, CBS; Joseph Heffernan, NBC. The schedule for Wednesday has not been established and there is some question whether a session will be held on that day.

EVINS OPENS HEARINGS ON NETWORK PRESSURE

THE BROADCASTING industry last week became the cat's-paw in what promises to be the most fiery battle of partisan politics to involve the electronic media in many a year.

The Capitol Hill hassle began almost immediately Tuesday morning as a House Small Business subcommittee began hearings in which records of RCA-NBC and CBS were subpoenaed and officials of the organizations quizzed on their part, if any, in the employment of persons at the FCC. The next day two broadcasters were questioned on whether they used White House influence in getting a tv grant.

During the Tuesday-Wednesday hearings, these things developed:

• Subcommittee Chairman Joe L. Evins (D-Tenn.) said his group had received reports of White House influence in FCC decisions and personnel changes and of changes in FCC's policies and practices, including its diversification policy. He quoted B•T stories and editorials several times to gain his points.

• John Q. Cannon and Julius F. Brauner—secretaries of RCA-NBC and CBS, respectively, and the first two witnesses before the subcommittee—were questioned on whether their respective firms had any hand in the employment of three people at the FCC and one in the Dept of Commerce. These questions were put after the two officials submitted material called for by subpoenaes issued the week before, dating from Jan. 1, 1953. They were asked to go back and look for more records concerning the four persons.

• This line of questioning brought indignant objections from Rep. William L. McCulloch (R-Ohio), the three-man subcommittee's only Republican, who said he hoped there was not going to be a "political fishing expedition." He later asked that the same witnesses produce additional documents of the same type dating back to Jan. 1, 1949.

• Two principals in WXEX-TV Petersburg, Va. (ch. 8), Thomas Garland Tinsley Jr. and Irvin G. Abeloff, were questioned on whether they brought outside influence to bear on the FCC or the White House in the Oct. 1, 1954, FCC grant of ch. 8 to their Petersburg Tv Corp. and denial to a competing firm (WSSV Petersburg).

• FCC Chairman George C. McConnaughey wrote Rep. Evins he was "astounded" at a statement made by the latter the previous week saying Mr. McConnaughey and an assistant had told him that Mr. McConnaughey was a "weak" chairman and had no control over hiring and firing of FCC personnel, and that Robert D. L'Heureux, the assistant, had expressed fear of network reprisal against FCC employes who made decisions unfavorable to the networks [B•T, March 19].

• Rep. Evins, in entering Mr. McConnaughey's letter in the record indicated his statement still stands, despite his misunderstanding that the FCC chairman said "regulated industries," instead of networks. Rep. Evins said both were the "same" to him.

• Three witnesses representing groups of uhf stations made substantially the same testimony they had made several days before to the Senate Commerce Committee, criticizing what they said was FCC's policy of maintaining the "status quo," and calling for changes in the allocations plan [B•T, March 5]. These

WHAT'S IN THE BOXES?



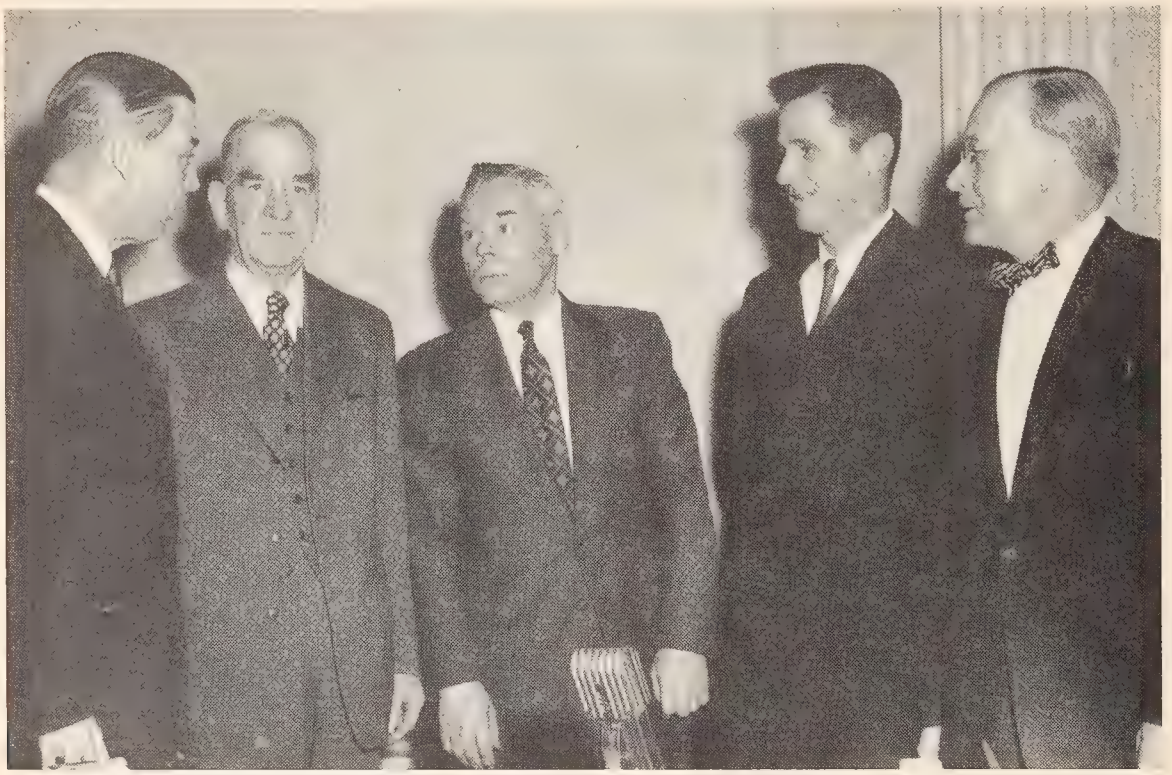
THESE innocent-looking filing cases contain the RCA-NBC and CBS documents subpoenaed by the Evins subcommittee in its pursuit of evidence of network pressure on the FCC. RCA-NBC estimated its records at 10,000 to 12,000 documents.

were Philip Merryman, WICC-TV Bridgeport, Conn. (ch. 43), president of Hometown Television Inc.; John G. Johnson, WTOB-TV Winston-Salem, N. C. (ch. 26), chairman of the UHF Industry Coordinating Committee and of the Committee for Competitive Tv, the latter of which is a joint merger of Hometown and UHFICC; John W. English, WNAO-TV Raleigh, N. C. (ch. 28), and WSEE (TV) Erie, Pa. ch. 35), vice chairman of the merged group.

Other subcommittee principals at the hearings last week, besides Reps. Evins and McCulloch, included Rep. Sidney R. Yates (D-Ill.), the subcommittee's second Democratic member; Rep. Abraham J. Multer (D-N. Y.), a member of the parent committee; Everette MacIntyre, chief committee counsel and staff director; Victor Dalmas, committee minority counsel, and George Arnold, subcommittee counsel.

Mr. Arnold, during a recess, hinted the subcommittee may issue some more subpoenaes.

Mr. MacIntyre said after last week's sessions



PRINCIPALS of the House Small Business subcommittee which opened hearings last week are (l to r) Chairman Joe L. Evins (D-Tenn.); Victor Dalmas, minority counsel; Everette MacIntyre, chief counsel and staff director; George Arnold, subcommittee counsel, and Rep. William M. McCulloch (R-Ohio).

that the subcommittee will resume hearings shortly after the Easter Recess, March 29-April 9.

He expected at that time, he said, to hear network representatives in a return session and the FCC on its answers to a questionnaire sent to that agency Dec. 21, 1955, for which not all the answers have been submitted, and on other subjects. He said the subcommittee later will get into monopolistic aspects of the broadcasting industry and into the FCC's functions as a commission created by Congress.

Questions the FCC has not answered, Mr. Arnold indicated last week, are:

A. Chronological history and parties in each comparative tv case since July 1953 in which an initial or final decision has been reached, including: (1) identification of any staff reports, memoranda or notes prepared for the FCC or any commissioner; (2) names of commissioners taking a straw vote in any case; (3) names of staff persons preparing informal or preliminary decisions or opinions for commissioners, with date they were instructed to prepare them and date they were submitted to each commissioner; (4) any information or statements concerning a case which were communicated outside the record to any commissioner or staff member by any persons outside the FCC, with identification of such persons and the circumstances— oral or written—under which they were made.

B. All staff reports or analyses on tv allocations, specifically but not limited to recommendations for revised allocation plans, deintermixture, "five-mile" rule, minimum and maximum limits of power and antenna heights, with action taken by commissioners on such reports.

C. Amounts of FCC funds spent on travel for the fiscal years 1954 and 1955 by each commissioner and other top FCC officials, with dates, places, accomplishments and purposes.

D. Notarized statement by each commissioner and other top FCC officials of respective honorariums and gifts given to each and expenses incurred on behalf of each since January 1953 by any person or group which had an interest in past or pending matters before the Commission, including not only persons and firms, but also trade associations, conventions and conferences and communications industry publications, with statements of the purposes of such gifts or expenses.

E. In any FCC rule-making proceeding, names of persons outside the FCC communicating any oral or written information or statements on such a proceeding to any commissioner or staff member outside the record, with circumstances under which such statements were made.

Mr. Arnold said the FCC has not submitted, but has agreed to submit, the following:

A. Copies of all bulletins and directives issued to the FCC staff or in effect after January 1953, including those still in effect and those which have been withdrawn or amended.

B. Classified ownership of vhf and of uhf tv stations by networks, newspaper interests, manufacturers, theatrical interests, educational institutions and others.

C. All tv stations under multiple ownership.

D. All FCC's yearly records on tv profits and total revenues of NBC, CBS, ABC, DuMont and "others."

TUESDAY

Mr. Cannon said in the opening testimony that, although the congressional subpoena had been served only the previous Thursday afternoon, his staff had reviewed as many of the RCA files as possible. Material presented, he said, includes some 10,000 to 12,000 documents. RCA records, he said, include correspondence, comments and documents on applications filed by RCA in its own name for authorizations and on any matter before the FCC, except for RCA applications with security classification labels. NBC files, he said, include the same for the network.

He stated all NBC officers and department heads had been interviewed for their knowledge of any documents on the employment or prosective employment of any persons by the FCC, but that none knew of any except "routine messages of congratulation to new employes."

He said in the short time allowed by the subcommittee it was impossible to search all files according to the "broad terms" of the subpoenaes. He said this would be a "tremendous undertaking," since it would involve all NBC's files and a substantial part of RCA's.

He said RCA and NBC believe much material that would be produced "would not be of interest or help" and that the committee may not have intended the scope of the subpoena to be so "all-encompassing." He asked the committee staff to examine the material presented Tuesday and if additional information is desired, "we would then welcome the opportunity to discuss the matter with the staff or committee."

Mr. McCulloch asked that the subcommittee's questionnaire to the FCC be entered in the record "to show the breadth and the depth of this prospective investigation or hearing, or whatever this procedure may be called."

He said both the questionnaire and the subpoenas were "wide beyond compare, wide beyond belief and probably have taken countless man hours, some of which, in my opinion, were unnecessarily taken.

"Furthermore . . . I hope that we shall confine ourselves to the purpose and scope that you (Chairman Evins) have indicated in your statement . . . that this does not become a partisan political fishing expedition as might be indicated by——"

Interrupted by Rep. Evins' protestations at this point, he continued, referring to the part of the questionnaire to the FCC regarding gifts and honorariums: "If there have been improper gifts of any kind—and I shall not refer to gifts of which there has been much publicity in the past years—they should be written on the record but not from January 1953, and in due course I shall recommend that every person named be subpoenaed before this committee to give answers to these questions from 1940 to date." He later changed this date to January 1949.

Rep. Evins said FCC had refused to answer the questions on honorariums and gifts and that he had tried to inform Rep. McCulloch of this, but the latter had been out of Washington because of illness in his family.

Mr. MacIntyre said the FCC had been told in a conference that "trivia"—such as "pencils and pen sets"—did not have to be listed or anything else of less than the value of a "12 pound ham."

Mr. MacIntyre asked Mr. Cannon whether he knew if the material submitted contained information concerning Florence I. Porter, confidential assistant to the FCC chairman; Charles W. Gowdy, Mr. McConnaughey's legal assistant; Harold G. Cowgill, chief of the Common Carrier Bureau; and Walter Williams, Undersecretary of Commerce, who has liaison with the White House and regulatory agencies.

Mr. Cannon said he knew of none.

Mr. Brauner said CBS's subpoenaed material

includes all the correspondence requested by the subcommittee; that he and his staff had worked through the weekend to gather it.

He said he knew of no CBS correspondence concerning the four persons Mr. Cannon was questioned about. Messrs. Cannon and Brauner both were asked to recheck their files for information on these persons.

Mr. MacIntyre said the subcommittee had been informed "at least two" of these people had corresponded with networks. He told newsmen he asked about them to test the networks on whether they had made a thorough search of their files.

Mr. McCulloch at this point said he was renewing his request and motion that both witnesses submit documents going back to Jan. 1, 1949 (beginning of the previous Democratic administration), "if there is to be a balanced, fair and unprejudiced record."

Mr. Evins said the subcommittee would consider this request later. He suggested that Mr. McColloch "knows that there have been repeated and overlapping and extensive and many investigations" prior to Jan. 1, 1953.

Mr. Merryman said there is "very general agreement that under the FCC's *present* allocations system, no more than 350 of our communities can ever have tv facilities of their own." He called this a "disgraceful dead-end."

He said the FCC in effect says it is not very important whether a tv viewer gets his program from his own community or from some out-of-town station. But a local station's advantages, he said, are as a forum for local politics, fund-raising, news, advertising, civic education and encouragement of civic enterprises.

He criticized what he said was CBS's blueprint to reduce the national tv system to three network stations in each of 100 communities and said FCC policy has "brought us today so perilously close to that very pass."

Mr. Merryman said Congress should tell the FCC to get started on a plan by June 1 to provide tv to as many communities as want it. He said this might be done by deintermixture, tax differential, drop-ins or other means, but it should be done "right away," before the "small operators have all gone out of business."

He read an exchange of correspondence between WICC-TV and CBS officials in which CBS refused to give the Bridgeport station service on a per program basis without an affiliation contract, on grounds CBS's owned station, WCBS-TV New York, serves much of the same area that would be served by WICC-TV.

WEDNESDAY

Chairman Evins opened the second day's hearing by entering Mr. McConnaughey's letter protesting the Tennessee Democrat's statements about a March 8 conference which included Rep. Evins, the FCC chairman and Mr. L'Heureux [B•T, March 19].

He said Mr. McConnaughey claimed he used the words "regulated industries" instead of "networks." Both words "to my mind mean the same thing," Rep. Evins said.

He said Chairman McConnaughey "wanted to assure me he was not a strong chairman. He certainly discussed his lack of powers of hiring and firing personnel at the FCC. It is clear to me this morning that the chairman of the FCC has a clear recollection of that part of our discussion."

Rep. Evins said Mr. McConnaughey "seems not to recall properly that part of our discussion dealing with the fear of reprisals against members of the staff of the FCC who speak out against or take positions against the interests of the industries regulated.

"While Mr. McConnaughey may have a lapse of memory in this respect, I have not. I clearly recall the discussion that dealt with this fear of reprisal.

"Mr. L'Heureux stated this fear of reprisal was one of the reasons why the FCC was reluctant to divulge to the members of this subcommittee the names of the staff members who had written memoranda or taken particular positions concerning contentions before the FCC." Mr. McConnaughey, he said, "quickly concurred."

Mr. Tinsley, who besides being president of WXEX-TV Petersburg, also is president of WLEE Richmond and WITH Baltimore, submitted records on WXEX-TV, WLEE, WITH and WITH-TV (for which he holds a uhf construction permit).

Mr. MacIntyre questioned Mr. Tinsley about his interests in politics as chairman of the Maryland Citizens for Eisenhower in 1952 before the GOP convention, asking him if he was responsible for a letter sent out in his name in early 1953 calling on all "loyal Republican party workers" to get in touch with him (Mr. Tinsley) for patronage.

Mr. Tinsley said he knew about the letter, but was not responsible for it. He said he was criticized for the letter by regular GOP members for being an "amateur" and a "Johnny-come-lately."

Mr. MacIntyre asked the witness if he had been "friendly" with Comr. Robert E. Lee after his 1953 political activities, and if he had invited Comr. Lee to his suburban Baltimore home in September 1954 "for entertainment, or visiting, dining?"

Mr. Tinsley said he didn't remember the date, but that Comr. Lee and Sol Taishoff, editor-publisher of B•T, had accompanied him on an inspection tour of WITH and WMAR-TV and WBAL-TV in Baltimore. After the tour it was late, he said, and Comr. Lee and Mr. Taishoff went to Mr. Tinsley's house for dinner, where they stayed around two hours, then returned to Washington.

Mr. MacIntyre asked him if this wasn't in September 1954, just prior to Oct. 1, 1954, when the FCC granted ch. 8 to WXEX-TV. Mr. Tinsley said he couldn't recall what date it was.

[The date on which Comr. Lee and Mr. Taishoff visited several radio-tv stations in Baltimore and had dinner with Mr. Tinsley was April 5, 1954, according to B•T records].

Asked several times whether the date of the visit was not in September 1954, Mr. Tinsley repeated that he couldn't remember. He said he was aware that both Comr. Lee and two other Republican commissioners voted in his favor, while the two Democrats voted against him.

Mr. Tinsley said he did not ever remember making statements, while the decision was pending and before Comr. Lee's visit, that he had political influence in Washington. He admitted he might have expressed "confidence" he would win the grant "because we had a far superior application" than the competing applicant.

He said he did not talk to Comr. Lee about the application while Mr. Lee was at his home, nor did he talk to Comr. John C. Doerfer about it. He acknowledged, however, that he probably told all the commissioners at one time or another at public gatherings that he hoped they would "get this processing line moving so we can get some grants out."

He said he talked to J. Paul Marshall, a Baltimore attorney and a leader in the Young Republicans Club there, and that Mr. Marshall seemed to have a "mild interest" in getting a job at the FCC. He did not remember talking to anyone else about a job at the FCC, he said. He denied that he ever had talked to other persons on this subject, nor to anybody at the FCC about it.

Questioned by Rep. Multer, Mr. Tinsley said he raised "about $10,000" for Republicans during the 1952 campaign, contributing about $3,000 himself and his mother a similar amount.

He said that before the ch. 8 grant to WXEX-TV, his company and the competing applicant had made overtures toward each other to effect a merger or some other understanding.

WXEX-TV's offers included cash (from $10,000 to $20,000 for expenses incurred in contest) and minority non-voting stockholdings of a comparable value, he said. He said WSSV (Louis H. Peterson and others) refused because they wanted control of the stock. He said WXEX-TV again tried to effect a settlement after the grant and during WSSV's appeal to

A QUESTION OF CONTEXT

FCC Chairman George C. McConnaughey in his letter to Rep. Evins Tuesday said he was "astounded to read the press release" . . . which suggests . . . I had indicated that networks had control over the staff of the FCC." He added: "My staff's recollection and mine are quite clear that you never discussed or mentioned any matter relating to the networks' alleged control of FCC staff, nor did I.

"As you will recall you stated that you had heard rumors about the power of the chairman of this Commission, because of his ability to select, promote or remove staff people, to get opinions and recommendations from the staff so as to carry out his own personal policies.

"In response to this I pointed out that rather than being a powerful chairman with respect to control over staff in this regard, I had extremely limited powers and that all personnel actions were subject to the control of the full Commission. It was only in this connection that I mentioned I was perhaps the weakest chairman of any of the regulatory agencies with respect to my powers over personnel and the establishment of policy.

"Neither I nor any of my staff can recall any statement by Mr. L'Heureux to the effect that if the names of staff 'were known in instances where they had taken positions unfavorable to the networks, the networks would see to it that such staff personnel were fired.'

"Mr. L'Heureux did point out that agencies were generally reluctant to release staff opinions or interoffice memoranda because, if such information were made public, it might invite a situation where staff personnel would give opinions with an eye to newspaper publicity and affected regulated industries might tend to place pressures upon personnel, either through recourse to members of Congress or otherwise."

the U. S. Appeals Court of D. C., but that WSSV still held out for control of the ch. 8 station.

The appeals courts backed up the FCC decision and WSSV now is trying to obtain a writ of certiorari to carry the case to the U. S. Supreme Court, Mr. Tinsley said.

Mr. Tinsley explained WXEX-TV's operation, saying the station is very generous to all political candidates in granting time (he said the station is the only one in the U. S. on a 24-hour operation).

Mr. Evins said Mr. Tinsley had used his influence in a "very partisan way once," obviously referring to the Eisenhower campaign.

When Mr. Tinsley's attorney, Harry M. Plotkin, asked if Rep. Evins meant Mr. Abeloff's influence "personally" or in connection with his radio and tv operations, Rep. Evins replied that he thought the two were "very closely connected."

Rep. McCulloch interrupted at this point, saying that Mr. Tinsley's participation on behalf of Mr. Eisenhower in 1952 was a "laudable undertaking;" that he should have an interest in public affairs; that as long as he doesn't "unfairly grant time on radio or tv, he shouldn't be subject to any criticism whatsoever."

Mr. Plotkin explained that R. C. Embry, general manager of WITH and also subpoenaed by the subcommittee, had no records in his possession and that the House unit's staff had agreed to excuse him from a physical appearance per a previous agreement.

Mr. Johnson called for deintermixture of vhf and uhf, saying uhf "is a fine service" and can prosper in areas where it has no vhf competition. But to date, he said, the FCC has shown no inclination to "seriously pursue" deintermixture.

He said one serious problem created by "this faulty allocation of vhf and uhf channels has been the strangulation of the ABC network." Scarcity of equally competitive facilities freezes ABC's potential growth, he said, as well as any new network. He said that "to the extent the ABC network is hemmed in, the future development of additional tv outlets is likewise severely limited."

He said the FCC is aware of the allocation problem, but must act promptly. "They have had the matter under study for some two years now. If the 'study' lasts much longer there will be little left to study," he said.

Mr. English said uhf service has "come to a standstill because of the artificial restraints placed upon it by the Commission's allocations plan. That plan needs amendment."

He said the FCC has called for suggestions, received plans, heard comments and brought court actions, but "throughout it has acted as though its primary concern was for vhf operators and applicants, and it has given every practical reason to believe that it does not understand and is almost hostile to the position of the uhf operators.

"Your committee has expressed concern about the relations between the FCC and the networks. I wish the FCC had listened to the networks more," he said, adding that all the networks have expressed concern over the uhf problem and have suggested remedies, but they have been ignored.

The cures, he said, are (1) to get an immediate answer from the FCC on its intentions, (2) to prevail upon the FCC to deintermix as many markets as possible to allow full development of uhf and (3) to prevail upon manufacturers to make all future sets all-channel by "creating a 10% differential in the tax on vhf-only sets as compared to all-channel sets."

NEW GO-ROUND ON CLEAR CHANNEL CASE

IT'LL be the clear channel case all over again!

That sentiment was expressed in varying degrees by many Washington radio observers last week following the announcement by Sen. John Sparkman (D-Ala.) that a subcommittee of his Senate Small Business Committee would investigate the daytime broadcasting situation [B•T, March 19].

Appointed to head the subcommittee was Sen. John F. Kennedy (D-Mass.). Other members of the subcommittee are Sens. Wayne Morse (D-Ore.) and Andrew F. Schoeppel (R-Kan.).

Hearings are likely to be held the end of April or the early part of May, it was learned. Staff work on the subject is headed by 31-year-old Samuel M. McMillan, Mobile, Ala., attorney; Harvard Law School graduate (1954).

Congressional interest in daytime broadcasting follows by three months the filing of a petition with the FCC by the Daytime Broadcasters Assn. Daytimers seek a change in FCC rules to permit them to begin broadcasting at 5 a.m or sunrise, whichever is earlier, and to cease operating at 7 p.m. or sunset, whichever is later [B•T, Dec. 12, 1955].

Present FCC rules require daytime stations to begin broadcasting not earlier than local sunrise and to go off the air not later than local sunset.

Sen. Sparkman, whose wife owns 49% of WAVU Albertsville, Ala., said that "small daytime broadcasting stations have complained to the Small Business Committee that present restrictions on their broadcasting hours make it impossible for them to render adequate services to the communities in which they are located . . . The number of complaints has been so large as to justify the appointment of a special subcommittee to investigate this problem."

INVESTIGATORS



KENNEDY MORSE SCHOEPPEL

Sen. Kennedy said:

"There are over 900 am stations in this country which are limited to daytime operation by order of the FCC. The channels on which these stations operate are used at night by full-time stations. Numerous complaints have been received that the favored position of these full-time stations makes effective advertising by small businessmen impossible. We have also heard complaints that many small communities are denied coverage of matters of local importance during hours after sunset. These limitations of hours are based on rules set out 30 years ago when there was only a handful of stations in the entire country. The subcommittee is interested in whether the public interest requires the extension of broadcast hours for those stations presently limited to daytime broadcasting. The subcommittee is anxious to learn the views of the FCC on this matter, and is especially interested to know what justification there is, if any, for the failure of the FCC to come to a decision on the issue, which has been pending before it for more than 11 years."

Sen. Kennedy's reference, obviously, was to the 1945-48 clear channel hearing when the FCC took voluminous testimony from broadcasters and other groups on the question.

The 107 standard broadcast bands at that time were divided into 60 clear or semi-clear channels, 41 regional channels and six local channels. For wide area nighttime coverage —via skywave propagation—the Commission adopted a policy of granting only one station on the 1-A clear channels. Other stations on these channels were required to protect the dominant station by way of directional antennas or lower powers.

There are now 59 such clear or semi-clear channel stations. Also on the cleared frequencies are 140 Class II stations and 465 daytime stations.

The 41 regional channels are occupied by 741 full time Class III stations and 666 daytime stations.

The six local frequencies are occupied by 918 full time stations.

This is a total of 1,131 daytime only stations, and 1,858 unlimited time stations. Total am stations are 2,989.

The FCC has never issued a final decision in the clear channel case.

A subsidiary facet of the clear channel inquiry involves daytime skywave. This question was opened for comments by the FCC in 1947, but was subsequently consolidated with the clear channel case. In 1954, it was re-established as a separate docket. In March 1954 a tentative decision was issued, and in January 1955 the FCC invited further comments. No further action has been taken by the FCC.

Skywave is the term used to connote the propagation characteristics of standard broadcasting frequencies at night. Am signals at night follow two paths—along the ground and into the sky. In the former, or groundwave path, the signal becomes unusable after traveling anywhere from 10 to 100 miles from the transmitter. In the latter, skywave, the signal is bent back to the earth by the ionosphere at great distances from the transmitter. This phenomenon occurs only at night.

The skywave phenomenon actually begins a few hours before sunset and continues for a few hours after sunrise. This was the genesis of the daytime skywave case.

The FCC's proposals on daytime skywave envisaged rule changes for Class II stations (secondary stations on clear channels) providing for earlier transitional periods to protect the Class I (clear channel) stations.

Actually, the daytime broadcasters asked for a revision of their operating rules in 1954. However, the petition filed last year superseded the earlier one. The daytimers' request has been opposed by the Clear Channel Broadcasting Service [B•T, March 12] and by a group of clears and regionals. The latter asked that the DBA petition be dismissed because it failed to incorporate technical data and that, in essence, it was a late filing in the daytime skywave case.

DBA is headed by Ray Livesay, WLBH Mattoon, Ill., chairman, and Jack S. Younts, WEEB Southern Pines, N. C., president. Former FCC Comr. Frieda B. Hennock is counsel.

NBC-WESTINGHOUSE QUIZ SIDETRACKED IN COMMITTEE

PLAN of the House Judiciary subcommittee to quiz the FCC in the next week or so on the NBC-Westinghouse swap—and also delve into the antitrust policies of the Commission in radio-tv as well as general communications—went awry last week as the subcommittee found itself entangled in aviation matters.

Just when the subcommittee, headed by Rep.

Emanuel Celler (D-N. Y.) will reach communications was anybody's guess last week. Best bet seems to be sometime next month.

Investigation is on the basic question of the antitrust laws and regulated industries. The New Yorker, in his opening statement earlier this month [B•T, March 5], intimated that there may be unhealthy conditions where regulated industries influence the agencies established to regulate them.

The NBC-Westinghouse stations swap was injected at the opening session of the subcommittee when the then Assistant Attorney General Stanley N. Barnes was its first witness. Rep. Celler raised the question whether the FCC "thumbed its nose" at the Justice Dept. in approving the exchange after it had been informed the antitrust division of the Justice Dept. was checking the allegations that "coercion" was involved.

In his opening remarks, Rep. Celler said the subcommittee would seek to ascertain whether there was undue concentration in tv, whether certain network practices were compatible with the antitrust laws, whether certain advertisers were using an undue amount of broadcast time, the FCC's antitrust policies and the current uhf-vhf allocations study.

Besides Rep. Celler, other subcommittee members are Democrats Peter W. Rodino Jr. (N. J.), Byron G. Rogers (Colo.) and James M. Quigley (Pa.), and Republicans Kenneth B. Keating (N. Y.), William M. McCulloch (Ohio) and Hugh Scott (Pa.). Herbert Maletz is chief counsel for the subcommittee.

KEFAUVER BILL HITS AFFILIATION CANCELLING

A BILL that would confer a "property right" on a radio or tv station's affiliation with a network was introduced Tuesday (March 20) by Sen. Estes Kefauver (D-Tenn.).

The bill (S 3494) would prohibit affiliation contracts under which a network could terminate the affiliation at its option without the consent of the station "for any cause not specifically described and provided for" in the contract—unless the contract provides for payment by the network to the station of a sum "equal to the reasonable value" of the contract.

The "reasonable value" of the affiliation contract would be decided by three appraisers—one each to be selected by the network and station and the third by agreement between the first two appraisers.

Richard J. Wallace, Sen. Kefauver's aide, said the Tennessee Democrat had presented the bill for introduction, but had made no accompanying statement of its purpose because he left Washington shortly afterward for Minnesota where, he was a principal in that state's Democratic primary Tuesday for nominating a candidate for President.

However, Mr. Wallace said, the bill is self-explanatory. Asked whether anyone had suggested the bill, which carries a similar clause for contracts between automobile dealers and manufacturers, Mr. Wallace said the need for such a bill for automobile dealerships "became evident" at recent hearings of the Senate Judiciary Committee's Antimonopoly Subcommittee.

The need for a similar law governing radio and tv network affiliation contracts similarly has become evident during the Senate Commerce Committee's current series of hearings on tv networks and uhf-vhf troubles, Mr. Wallace said.

He said radio-tv stations which spend a lot of money acquiring facilities which qualify them for network operation should have "some property right" vested in their affiliation contracts with networks.

The Kefauver measure was referred to the Senate Commerce Committee.

The part of the bill pertinent to network affiliation reads:

"No radio or television network franchise [affiliation contract] executed after the date of enactment of this Act shall include any provision for its cancellation or termination at the option of the network, without the consent of the station, for any cause not specifically described and provided for in the franchise unless such franchise provides for the payment by the network to the station, upon the cancellation or termination thereof by the network without the consent of the station for any cause not so specified in the franchise, of a sum equal to the reasonable value of such franchise to such station, as determined by three appraisers, of whom one shall be selected by the network, one shall be selected by the station, and the third shall be selected by agreement of the two appraisers selected by the network and station, respectively."

HOSMER, ANFUSO ADD ENCORE ON AD ABUSE

THE overcommercialization pot continued to bubble last week.

Item: Rep. Craig Hosmer (R-Calif.), who lashed out at what he called overloud commercials [B•T, March 19] told his colleagues last week that he was still waiting for an answer to his March 5 letter to FCC Chairman George C. McConnaughey asking that something be done to stop alleged volume boosts during the periods when commercial messages are aired.

He reported that he had received a large favorable public response to his outcry (23 excerpts were reported in the March 20 *Congressional Record*), and he added:

". . . this means is taken to discuss public reaction to my complaint to illustrate that it is not an isolated one. I hope it may serve either to get action from the FCC, or to spur broadcasters themselves to adopt self-disciplinary measures against 'riding the gain' . . . The mildest thing that can be said of the practice is that it is unsportsmanlike; the worst that can be said of it is unprintable."

Rep. Hosmer said that he was sending copies of his remarks to the major radio and tv networks with a request that they take action to "clean up their own houses."

Item: FCC Chairman McConnaughey was on the receiving end of another letter from a Congressman—this time from Rep. Victor L. Anfuso (D-N. Y.) on the subject of bait-switch advertising. After referring to the announcement that the Brooklyn district attorney had established a 24-hour radio-tv monitoring service to check commercials [B•T, March 19], Mr. Anfuso said he had written the FCC chairman asking what steps have been taken or are being considered to prevent "further abuses of this sort." His statement was also published in the *Congressional Record*.

TV CODE BOARD CHALLENGES CRITICS

IN THE FACE of mounting criticism of bait-switch advertising on the air, NARTB's Television Code Review Board last week challenged critics to produce evidence with which to confront alleged offenders.

Although maintaining that critics have exaggerated tv's role in such advertising, the board unanimously adopted a resolution asserting that action will be taken to withdraw the board's seal from any subscribing station that is shown to be violating the code's provision against bait-switch advertising and refuses to desist.

The resolution invited the public to back up complaints by filing "documentation" with the code board.

The board also wired all code subscribers—the three networks and 267 stations—last Thursday night asking each one to submit within 48 hours a report on its status in regard to bait-switch advertising.

The telegram, obviously referring to a blast by Federal Trade Comr. Lowell Mason [B•T, March 19], noted that a federal official had charged publicly that television is "surfeited" with bait advertising and that a million-dollar monitoring program should be undertaken by the government. This clearly would over-ride industry efforts at self-regulation, the telegram continued, pointing out that effectiveness of the code depends on voluntary observance of its provisions by individual stations.

Each subscribing station was asked to submit to the code board within 48 hours—by last Saturday night—a report (1) showing whether it is carrying or plans to carry bait-switch advertising as defined in the code; (2) giving the number of advertisers whose business has been refused for violation or seeming violation of the bait-switch ban, and (3) stating that station's position, implicit in its being a code subscriber, in the support of self-regulation as against government review.

The pertinent code provision, an amendment approved by the NARTB Television Code Board in February, asserts: "Bait-switch advertising, whereby goods or services which the advertiser has no intention of selling are offered merely to lure a customer into purchasing higher priced substitutes, is not acceptable."

Although deliberations leading to the bait-switch actions occupied most of the code board's meeting, held Wednesday and Thursday morning in New York, the group also took steps related to the new affiliation type of membership which has been proposed for tv film producers and distributors.

Spokesmen reported later that G. Richard Shafto of WIS-TV Columbia, S. C., code board chairman, will appoint a subcommittee which with NARTB staff members will try to set up a meeting with film production and distribution representatives to work out a formula for film industry cooperation with the code.

NARTB President Harold E. Fellows said he was "optimistic" about securing the cooperation of film pepole. He noted that about one-third of U. S. tv programming is on film, that the station licensee is responsible for the content of all programs he broadcasts, and that accordingly film people do well to make sure that their product does not contain material that is objectionable and cannot be used. The answer, he said, is for them to observe the code's principles.

Mr. Fellows expressed hope that a formula for film cooperation could be completed by the time of the next NARTB Television Board meeting, slated in June.

Continuity acceptance officials of the three networks met with the board Wednesday. They included Mrs. Grace M. Johnsen, ABC; Herbert A. Carlborg, CBS-TV, and Stockton Helffrich, NBC-TV.

Reports to the board were made by Edward H. Bronson, NARTB code director, and Charles S. Cady, assistant director. Other staff members at the meeting, besides Mr. Fellows, were Thad H. Brown, NARTB tv vice president; Robert L. Heald, chief attorney, and Robert K. Richards, consultant.

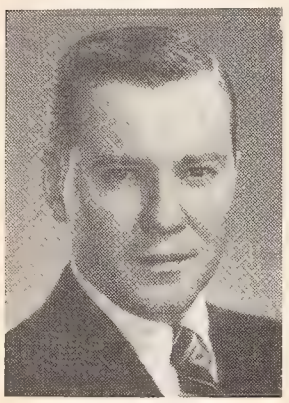
All code members attended, including Chairman Shafto; William B. Quarton, WMT-TV Cedar Rapids, Iowa, vice chairman; Mrs. Hugh McClung, KHSL-TV Chico, Calif.; Richard A. Borel, WBNS-TV Columbus, Ohio, and Roger W. Clipp, WFIL-TV Philadelphia.

MAHONEY SELLS AGENCY TO MJ&A

Rapid-rising advertising man will become president of Good Humor Corp. MacManus, John & Adams absorbs $2 million in client billings with purchase.

DAVID J. MAHONEY, 32-year-old president and treasurer of David J. Mahoney Inc., New York, last week culminated his meteoric 10-year rise in the advertising profession by announcing the sale of his agency to MacManus, John & Adams, Bloomfield Hills, Mich., effective Aug. 1. Mr. Mahoney will become president of Good Humor Corp. (ice cream), Brooklyn, N. Y. [CLOSED CIRCUIT, March 19].

Although the sale price was not disclosed, it was understood that nearly all of the accounts serviced by both Hollywood and New York offices of Mahoney would move to the New York office of MJ&A, representing an additional $2 million billing. Accounts include:

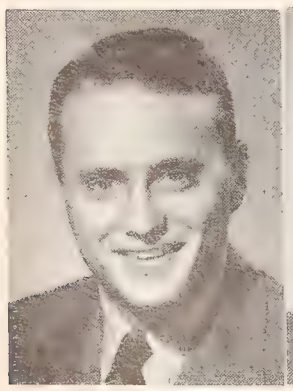


MR. MAHONEY

Ceribelli & Co. (Brioschi anti-acid preparation), Fair Lawn, N. J.; Garrett & Co. (Virginia Dare wine), Brooklyn; Noxzema Chemical Co. (instant shaving lather), Baltimore; Rembrandt Tobacco Corp. (Regent, Rembrandt cigarettes), Brightwaters, N. Y.; S. A. Schonbrunn & Co. (importers of Medaglia d'Oro Espresso Caffe), New York; S. B. Thomas Inc. (Thomas English muffins and other baking products), Long Island City, N. Y.; Warner-Lambert Pharmaceutical Co. (Sportsman toiletries), New York, and White Rock Corp. (carbonated beverages), Brooklyn, N. Y.

Good Humor Corp., currently serviced by the Mahoney agency, will not move over to MJ&A now and Mr. Mahoney has so far declined to name the agency which will handle the account when he becomes president. Other Mahoney accounts with their status unsettled as of last week: Reynolds & Co. (investment brokers), New York; Continental Screw Co. ("Holtite" screws, nuts and bolts), and Hy-Pro Tool Co., both New Bedford, Mass.

So far as a move of Mahoney personnel is concerned, Henry G. Fownes, vice president and general manager of the New York office of



MR. FOWNES



MR. McCARTHY

MJ&A, said that of the 26 Mahoney staff people, only Cal. J. McCarthy Jr. has been picked. Mr. McCarthy will become a vice president and account supervisor. Other personnel transfers are being discussed at the present time, Mr. Fownes told B•T.

MJ&A, with an estimated annual total billing of $40 million—25% of this in broadcast media—maintains offices in Bloomfield Hills (Detroit), New York, Baltimore, Chicago, Los Angeles, Miami and Toronto. Its client roster lists, among others, Cadillac and Pontiac divisions of General Motors Corp., Dow Chemical Co., Bendix Aviation Co., Minnesota Mining & Mfg. Co. (Scotch Brand tape), Chas. Pfizer & Co. and Ferry-Morse Seed Co.

It also was understood that Mr. Mahoney, after announcing his personal plans to his own clients last month, recommended a move to MacManus, John & Adams as benefiting them by an association with "a long established agency with a wealth of resources and experience . . . with offices throughout the nation including an aggressive New York operation." According to MJ&A President Ernest A. Jones, absorption of the Mahoney accounts listed so far as definitely transferring, is being considered "a further expansion . . . of our New York office."

Mr. Mahoney, who joined Ruthrauff & Ryan in 1946 as a mail clerk trainee, within a month worked his way up to assistant account executive on Lever Bros. Co., shortly thereafter was named account executive on Garrett wines (which he took with him as his first account), and in 1951 was named a vice president. He resigned that same year at the age of 27 to start his own agency.

Bell Makes Tv Debut April 8 In CBS-TV Sunday Program

AFTER a long search for a network tv time slot, conducted from the very start of this program season [B•T, Feb. 27], American Telephone & Telegraph Co. has found the network, CBS-TV, and the time, Sundays, 6-6:30 p.m EST. It will start April 8, one week after *Omnibus* concludes its season on the network (5-6:30 p.m).

The new show, a weekly series of half-hour film dramatization from the stories of John Nesbitt, radio and movie narrator, is sponsored by the Bell Telephone System and entitled *Telephone Time*. It is the system's first network tv show. The system has sponsored *The Telephone Hour* for years on NBC Radio (9-9:30 p.m. EST). That program continues.

The series—Mr. Nesbitt will appear in each film to introduce the story—is being filmed at the Hal Roach Studios, Hollywood, with Hal Roach Jr. as executive producer and Jerry Stagg as producer. Thirteen stories already have been produced. Each is based on true incidents of historical or current interest, pointing up man's "positive achievements." The agency is N. W. Ayer & Son, New York.

Gruen Allows Local Tie-ins

LOCAL jewelers can tie into a network program with no cost to the dealers under a plan offered by Gruen Watch Co., Cincinnati, as part of Gruen's coast-to-coast participations in NBC-TV's *Today, Home* and *Tonight* shows, the watch company said last week.

Gruen, which April 4 begins a saturation participation campaign on the three shows, has told its dealers they in effect are free to use telops featuring their store location during the network originated sales talk on any or all of the Garroway-Francis-Allen shows. "In this manner," Gruen said "the local Gruen dealer is practically a co-sponsor in his area while having the backing and prestige and value of a nationally-viewed show."

Radios Will Wear White

ALTHOUGH its commercials during ABC-TV's coverage of the Kelly-Ranier III wedding rites will be "strictly institutional" [B•T, March 19], Peter Pan foundations said last week its special store displays during the ceremonies won't be. The brassiere and girdle manufacturer said it currently is installing pure-white portable radios in 7,000 U. S. stores to "create a huge, captive audience of at least 250,000 women in a romantic, feminine setting" for the short-wave pickups from Monaco.

This plan and others directly tied into the ABC coverage were revealed last week during a special multi-city closed circuit ABC Radio broadcast to Peter Pan sales representatives. The firm plans to use all media to promote its coverage "in a dignified manner."

Lever Bros. Names Schachte, Burding, Moser as Directors

ELECTED Thursday (March 22) to the board of directors of Lever Bros. Co., New York, were Henry Schachte, advertising vice president; W. N. Burding, marketing vice president, and John P. Moser, production vice president. Mr. Schachte, former senior vice president of Bryan Houston, joined Lever Bros. a year ago as vice president in charge of advertising, promotion, public relations and marketing research. Mr. Burding, former vice president of Standard Brands Inc., came to Lever in 1949 as head of its Good Luck Div., and in 1953 was named vice president in charge of marketing. Mr. Moser has been with Lever Bros. since 1925, starting as a research chemist at the company's Cambridge plant, and successively holding administrative posts until being named to his present post in 1953.

Hotpoint Sales Campaign To Use Radio-Tv Material

RADIO-TV merchandising and sales promotional materials will be utilized by the Hotpoint Co., Chicago, during a 90-day, $1 million campaign designed to sell approximately $10 million worth of electric ranges.

Suggested radio commercials and tv films will be offered to dealers as part of the "Swing Into Spring" promotion drive starting immediately. The company's range department will join with dealers and distributors on cooperative expenditures, according to D. J. Irvine, marketing manager.

Tv films will deal with ranges, food displays and various premium ideas. Agency for Hotpoint is Maxon Inc., Chicago.

Richards Agency Names V.P.'s

THREE new vice presidents have been appointed at Fletcher D. Richards Advertising Agency. They are John E. Hamm, account executive of Eastern Air Lines account, N. Y., with the firm since 1945; Seymour J. Frolick, director, tv-radio dept., N. Y., with the agency since 1946, and Alfred E. Smith, manager, Harrington-Richards Div., San Francisco, with the agency since 1949.

NBC-TV

BASIC NETWORK

in the rich market of

RICHMOND

Petersburg and Central Virginia

WXEX-TV also has maximum tower height—1049 ft. above sea level and 943 ft. above average terrain... more than 100 ft. higher than any station in this market. WXEX-TV has maximum power—316 KW. There are 415,835 TV families in the WXEX-TV coverage area. See your Forjoe man for full details about this great buy.

Channel 8

WXEX-TV

Tom Tinsley, President Irvin G. Abeloff, Vice-President

Represented by Forjoe & Co.



1st in KANSAS

15 OUT OF 15 TOP Weekly Shows (PULSE, Jan. 1956)

9 OUT OF 10 TOP Multi-Weekly Shows (PULSE, Jan. 1956)

KTVH IS UNANIMOUS CHOICE

IN THE WICHITA-CENTRAL KANSAS AREA

ASK YOUR H-R MAN FOR DETAILS SO YOU CAN SELL THIS RICH MARKET

KTVH
HUTCHINSON
KANSAS

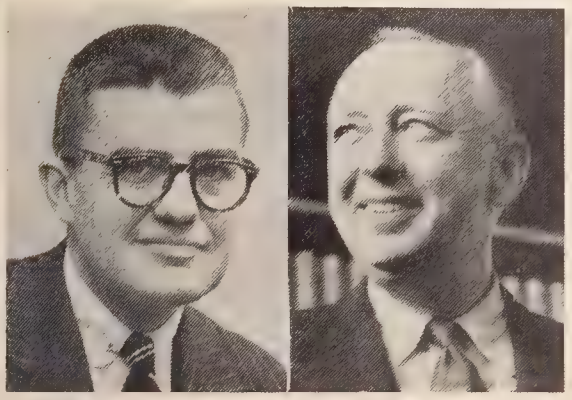
VHF 240,000 WATTS
KTVH, pioneer station in rich Central Kansas, serves more than 14 important communities besides Wichita. Main office and studios in Hutchinson; office and studio in Wichita (Hotel Lassen). Howard O. Peterson, General Manager.

CHANNEL 12
CBS BASIC
Represented Nationally by H-R Representatives, Inc.

Anderson & Cairns Elects Seydel, Tanner Directors

VICTOR SEYDEL, vice president and director, radio-tv department, and Ralph Tanner, vice president and account executive, Anderson & Cairns, New York, have been elected directors of the agency, John A. Cairns, president, announced last week.

Mr. Seydel, with the firm since 1949, has been eastern radio-tv director for Walter &



MR. TANNER MR. SEYDEL

Downing Agency's New York office, and staff director with the Blue Network and ABC. Mr. Tanner had been with Anderson & Cairns before joining Mooresville Mills as advertising and sales promotion manager, later becoming vice president and director in charge of sales and production coordination, and director and vice president in charge of sales, Sunbury Textile Mills.

Ruthrauff & Ryan Changes Include Anderson Promotion

APPOINTMENT of George B. Anderson as director of its radio-tv department and other personnel changes were announced by the Chicago office of Ruthrauff & Ryan Inc. last Monday.

Mr. Anderson, formerly creative director, suceeds Roswell W. Metzger, who recently was appointed executive vice president of the agency. Assistant director is Walter Daspit Jr.

In other changes Jerry Sperling, a producer, was named production manager in Chicago, succeeding Edward E. Simmons, who transfers to R & R in Los Angeles as west coast radio-tv director. Holly Shively continues as business manager of the Chicago radio-tv department.

Michigan State U. Reports On Sales During Press Strike

BREAKDOWN of Michigan sales tax figures to show some adverse effects of the Detroit newspaper strike in December and early January was circulated last week by the Bureau of Business Research, Michigan State U. The report was signed by David J. Luck, bureau director.

No mention is made anywhere in the report of the generally accepted department store index of the Federal Reserve Board. These figures showed that Detroit department store sales increased more than sales in most U. S. Cities [B•T, Jan. 16] during December.

A comparison showing December retail sales compared to December 1954 is focused on Detroit city sales in comparison with Wayne County (outside Detroit), showing declines for Detroit city in apparel (14.4%) and general merchandise (6.3%); a slight loss (.6%) in food, and significant gains in automotive (18.5%) and furniture (13.9%). Important gains were shown in Wayne County.

The total Detroit (report does not define whether city or Wayne County) sales for December were found to be .97% under the same 1954 month.

On the other hand, the report shows that retail sales for the month in Wayne County were above expected sales in the case of apparel, met the goal in case of furniture and showed a loss only in general merchandise. Also, only general merchandise showed a loss in the case of the "total metropolitan area."

While many of the figures would indicate retailing suffered brutally as a result of the newspaper strike, this sentence is found at the end of the report, "The total metropolitan area's retail sales in the five major groups totaled some $4 millions more than we would project as normal for December on the basis of trends." A sharp trend toward buying outside the city is shown.

Procter & Gamble Combines Media Commercial Production

PROCTER & GAMBLE's supervisory responsibility for radio and tv commercial production, formerly separated for the two media, has been combined as a new "commercial production section" headed by William R. Ramsey, formerly P&G's director of radio.

A programming section also has been created with William F. Craig, formerly P&G's tv director, appointed director of that unit. The sections actually operate under Procter & Gamble Productions Inc., Cincinnati, a P&G subsidiary. A P&G spokesman said last week that the combination of the units in no way affects agency production of radio and tv commercials for P&G.

Spot Report Adds Five

THE addition of Christiansen Adv., Chicago; Grant Adv., Detroit; Ralph Sharp Adv., Detroit; John W. Shaw Adv., Chicago, and Van Sant, Dugdale & Co., Baltimore, by Executives Radio-Tv Service, Larchmont, N. Y., brings the total of participating agencies cooperating with publication of the monthly spot radio report to 60, it was announced last week.

The firm also said that with the addition of these five agencies, the following accounts will henceforth make public their radio spot activities: American Brewry, Awrey Bakeries, Crosse & Blackwell, Dodge Div., Chrysler Corp., Esskay Meat Products, Famous Foods, Florida Power-Light Co., Jewel Food Stores, King Mfg. Co., Levering Coffee Co., Michigan Food Dealers Assn., National Airlines, Quaker Oats Co., San Giorgia Macaroni, Shedd-Bartush Foods and Webcor (Webster-Electric).

Wine Company Uses Tv

ITALIAN SWISS COLONY (wines), San Francisco, through Honig-Cooper Co. there, has signed to sponsor various half-hour syndicated shows on the following stations: KPIX-TV and KRON-TV San Francisco; KPRC-TV Houston; KMJ-TV Fresno, Calif.; WPIX (TV) New York; KOVR (TV) Stockton, Calif.; KTTV (TV) Los Angeles; KIEM-TV Eureka, Calif.; WGN-TV Chicago, and XETV (TV) Tijuana, Mex. The wine firm also uses tv and radio spots.

Firm to Assist Agencies

THE SHRIVER Co. has been formed to offer specialized radio-tv planning, writing and production to agencies and stations in the Washington-Baltimore area. Heading the new firm at 511 N. Charles St., Baltimore 1, is William H. Shriver Jr., formerly on the radio-tv staff at Van Sant, Dugdale & Co., Baltimore agency.

COLORCASTING

Advance Schedule Of Network Color Shows
(All times EST)

CBS-TV

Mar. 27 (9:30-10 p.m.) *Red Skelton Show*, S. C. Johnson & Son, through Needham, Louis & Brorby, and Pet Milk Co. through Gardner Adv. on alternate weeks (also April 3, 17).

Mar. 29 (8:30-9:30 p.m.) *Climax*, Chrysler Corp., through McCann-Erickson (also April 26).

Mar. 31 (7-7:30 p.m.) *Gene Autry Show*, William Wrigley Jr. Co. through Ruthrauff & Ryan (also April 7, 14, 21, 28).

April 7 (9:30-11 p.m.) *Ford Star Jubilee*, "Twentieth Century," Ford Motor Co. through J. Walter Thompson

April 12 (8:30-9:30 p.m.) *Shower of Stars*, Chrysler Corp. through McCann-Erickson.

NBC TV

Mar. 26-30 (3-4 p.m.) *Matinee*, participating sponsors (also April 2-6, 9-12).

Mar. 26-30 (5:30-6 p.m.) *Howdy Doody*, participating sponsors (also April 2-6, 9-13).

Mar. 29 (10-11 p.m.) *Lux Video Theatre*, "It Started With Eve," Lever Bros., through J. Walter Thompson.

Mar. 31 (9:30-10 p.m.) *Texaco Star Theatre*, Texas Co. through Kudner.

April 2 (8-9:30 p.m.) *Producers Showcase*, "Barretts of Wimpole Street," Ford through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey.

April 3 (8-9 p.m.) *Milton Berle Show*, Sunbeam through Perrin-Paus, RCA and Whirlpool through Kenyon & Eckhardt.

April 8 (3:30-4 p.m.) *Zoo Parade*, Mutual of Omaha through Bozell & Jacobs and American Chicle through Ted Bates, alternate weeks.

April 8 (4-5:30 p.m.) *NBC Opera Theatre*, "Trial at Rouen," sustaining.

April 14 (9-10:30 p.m.) *Max Liebman Presents*, "Marco Polo," Oldsmobile, through D. P. Brothers.

April 15 (7:30-9 p.m.) *Sunday Spectacular*, "Salute to Baseball," participating sponsors.

[Note: This schedule will be corrected to press time of each issue of B•T]

U-I Plans Spot Campaign

UNIVERSAL-INTERNATIONAL is planning another national pre-release saturation tv spot campaign for its latest feature film, "Away All Boats," well ahead of the national distribution date. U-I last year made first full use of such a spot campaign for its "To Hell and Back." Agency for U-I is Cunningham & Walsh, N. Y.

BIG AD DRIVE SET BY WESTINGHOUSE

WITH production lines moving again, Westinghouse Electric Corp. will meet a heavy demand for its consumer products and at the same time start the most aggressive advertising and promotion program in the company's history, according to Chris J. Witting, vice president-general manager of the Consumer Products Div.

Dominating the new advertising program in the last half of 1956, he said, will be Westinghouse sponsorship of CBS radio and television coverage of the political conventions, election campaigns and election night returns. Its *Studio One* on CBS-TV continues. City and cooperative advertising schedules will include newspapers and consumer magazines.

The election coverage, a $5 million radio-tv package, was contracted last summer [B•T, Aug. 1, 1955]. It includes high spots of the campaign after national convention coverage has been completed, including a series of radio and tv debates between leaders of major parties. Full coverage will be given the conventions. Complete national coverage of returns will be carried election night.

Westinghouse plants that returned to production last week included four units of the electric appliance division, tv-radio division plant at Metuchen, N. J., and four of the nine plants of the lamp division. Five other plants of the lamp division and the two plants of the electronic tube division were not involved in the strike and have been in continuous production during the 156-day strike of the International Electrical Workers Union.

"Every effort is being made to step up production considerably beyond pre-strike levels at all consumer product plants in order to satisfy the pent-up consumer demand for Westinghouse products and to replenish the inventories of Westinghouse dealers and distributors as quickly as possible," Mr. Witting said.

U. S. Steel Says Tv Aids Public Relations

U. S. STEEL Corp. credits its network tv sponsorship with substantially increasing public acceptance of the firm and its policies over the past two years in its annual report released Wednesday.

In a section of the report headed, "Public Acceptance," U. S. Steel's Board Chairman Roger M. Blough said: "As an indication of increasing public acceptance of U. S. Steel and its policies, the Link Audit showed that U. S. Steel in 1955 had earned an all-time high in 'goodwill profit'. The Audit is an analysis of the attitudes of about 10,000 people made twice a year since 1937 by the Psychological Corp.

"According to the audit, an especially sharp gain in public acceptance began two years ago at the time U. S. Steel entered the field of television with the dramatic series, *The United States Steel Hour*. Now seen on alternate Wednesday evenings on an 'all live' basis over the nationwide network of the CBS, the program reaches about eight million homes, with an average audience of 20 million persons—or an increase of four million viewers in the last year."

The corporation reported "a record-breaking year" in 1955 for shipments, sales, income, wages and dividends. Sales were at a record $4.1 billion, shipments at 25.5 million tons, with earnings at a yearly high of $370 million, or 9% return on sales.

GASOLINE-OIL IN SAN FRANCISCO RADIO-TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers

(Based on Broadcast Advertisers Reports' monitoring)

THE RADIO INDEX (NETWORK PLUS SPOT)

Rank	Product & Agency	Network Shows	Total Stations	Commercial Units	Hooper Index of Broadcast Advertisers
1.	Texas (Kudner)	14	2	52	89
2.	Richfield (Hixson & Jorgensen)	—	1	18	47
3.	Union (Young & Rubicam)	—	1	15	38
4.	Standard (BBDO)	—	2	24	7

THE TELEVISION INDEX (NETWORK PLUS SPOT)

Rank	Product & Agency	Network Shows	Total Stations	Commercial Units	Hooper Index of Broadcast Advertisers
1.	Shell (J. Walter Thompson)	—	1	15	240
2.	Richfield (Hixson & Jorgensen)	—	3	18	88
3.	Texas (Kudner)	1	1	4	78
4.	Standard (BBDO)	—	1	4	71
5.	Signal (Barton A. Stebbins)	—	1	1	11

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial.** When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.

* "Commercial Units": Commercials are taken from the monitored reports published by Broadcast Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."

** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks the average of the ratings for the preceding and following time periods is used wherever feasible; otherwise, the rating is that of either the preceding or following time period, normally the preceding.

In the above summary, monitoring occurred Feb. 4-11, 1956.

National Tea, Loblaw Chain Single-Firm Plans Revealed

PLANS for the merger of the National Tea Co., substantial regional radio-tv advertiser, with the Loblaw grocery chain were revealed in Chicago Wednesday.

Details were disclosed by Garfield Weston, Toronto businessman who bought controlling interest in National Tea for $22 million last November and who also controls the Loblaw chains in the eastern part of the United States and in Canada. If plans materialize, the new company would rank just below the Great Atlantic & Pacific Tea Co. and Safeway Stores. National Tea and Loblaw had a combined gross last year of over $1 billion.

National Tea maintains branch offices in eight midwest cities with distribution, according to its agency, in 14 states. It sponsors televised bowling programs in Minneapolis, Duluth and Detroit, *Romper Room* in Minneapolis, an auction show in Indianapolis and tv spot announcements in Milwaukee, in addition to limited radio schedules in selected markets. Agency is Rutledge & Lilienfeld Inc., Chicago.

The merger also envisions the addition of the Western Stores of Canada and perhaps the addition of certain other midwest food chains. Effective date of the merger was not revealed.

K&E Starts Mennen Show On Tour of Overseas Bases

KENYON & ECKHARDT, New York, last week became the first advertising agency to take advantage of the Defense Dept.'s new programming policy for providing free shows at military bases. K&E last week started a camp show tour in behalf of the Mennen Co.

Under the new arrangement, transportation and a per diem allowance for members of the troupes are provided by the Defense Dept. which also handles arrangements for the tour. This contrasts with the previous practice of requiring tour sponsors to schedule shows individually and to supply their own transportation, food and lodging.

Cooper Heads Tabulating Firm

GEORGE A. COOPER, formerly with Statistical Tabulating Co., which processed the reports of the Station Audience Measurement Surveys, has become president of Tabulating & Business Services Inc., with headquarters at 204 W. 55th St., New York. Mr. Cooper is secretary of the New York chapter of the National Assn. of Cost Accountants and a member of American Marketing Assn. and American Statistical Assn.



MOST of us *expect* to be tricked on April Fool's day, and we can join in the fun with our tricksters.

But being tricked on *other* days isn't so funny.

Take this matter of "cheap" federal government power. It's "cheap" for the people who get it only because you and other taxpayers pay part of their electric bills.

First, your taxes help pay for the government power plants that serve the folks in this privileged class. And, second, the taxes you pay in your electric bill have to be *higher* because *those people* don't pay a fair share of taxes in theirs.

So when you hear about "cheap" federal power, think of the trick that's behind it. Remember—one of the *victims* of that trick is *you! America's Independent Electric Light and Power Companies**.

**Names on request from this magazine*



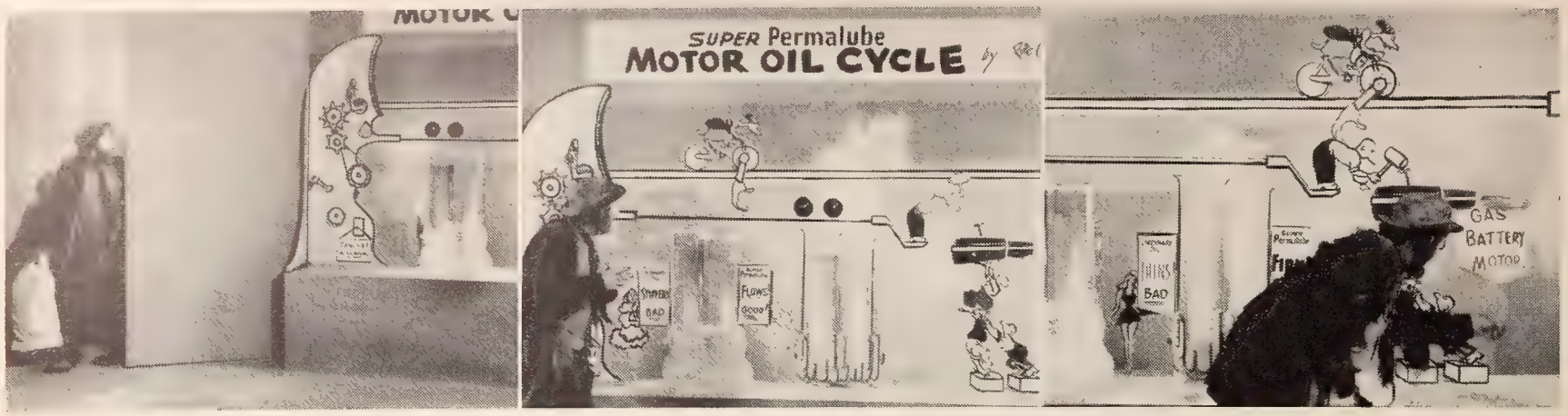


An estimated 45 million viewers
watched Sir Laurence Olivier's
masterpiece, Richard III, on the
afternoon of March 11th.
It was the largest audience ever
to watch a theatrical event on
television during the daytime.

Richard III was Shakespeare,
and three hours long—
an unprecedented form of
television entertainment.
Its triumph again demonstrates
a simple truth: fine entertainment
always finds an audience.

Exciting things are
happening on

NBC
TELEVISION
a service of
RCA



PREVIEW: KELLY CLOWNS FOR PERMALUBE

CRITICS of "talky commercials" on television have a possible treat in store. A one-minute filmed spot announcement, created for the American Oil Co., New York, and intended for use on Amoco-sponsored *Person to Person* April 6 (CBS-TV, 10:30-11 p.m. EST), contains a bare minimum of talk because it features clown Emmett Kelly —and clowns, of course, don't talk.

The commercial, first in a new series of pantomime tv commercial spots produced by George Blake Enterprises, New York, for Amoco, is designed to point up the advantages of Amoco's "Permalube" oil over other similar products. It stresses that "Permalube," in contrast to other oils, retains its consistency in hot and cold weather, and consequently enables motorists to save gasoline.

The setting for the commercial, created by Rube Goldberg, enables Mr. Kelly to experiment with a collection of weird gadgets, which emit unusual sound effects. This effort represents Mr. Kelly's debut in tv film commercials. It has not been determined whether Mr. Kelly or other show business personalities will be starred in future pantomime commercials planned for Amoco.

Producer: George Blake Enterprises, N. Y.

Agency: Joseph Katz Co., N. Y.

Director: Richard Donner; writers: Richard Donner, Emanuel Demby and Philip Frank; scenic design: conceived by Rube Goldberg, executed by William Riva; agency producer: Bob Swan.

Movie-Grocery Promotion Is Scheduled on Radio-Tv

CINEMA DIORAMA Advs. (promotion firm), New York, is scheduling a radio-tv campaign to increase sales of participating products in grocery outlets and to add to motion picture theatre attendance, by giving customers $2 worth of movie passes for $1.50 with two proofs of purchase.

The campaign will become a multi-million dollar promotion, according to Ben Martin, Cinema president. The campaign started last week in New York. Present plans are to enter Chicago, Philadelphia, Boston and Cleveland, eventually covering the entire country.

N. W. Ayer Appoints Stauffer

JOSEPH R. STAUFFER, director of radio production and program supervisor, N. W. Ayer & Son, New York, last week was named director of radio-tv program development, a new post. His duties include the promotion of "closer liaison" between Ayer's program department and networks and packagers. With the agency since 1945, Mr. Stauffer's previous association was with Young & Rubicam, Hollywood.



MR. STAUFFER

He reports to James E. Hanna, vice president in charge of radio-tv, and will work closely with Glenhall Taylor, head of Ayer's Hollywood office.

SPOT NEW BUSINESS

Procter & Gamble (Big Top peanut butter), Cincinnati, Ohio, placing television spot announcement campaign starting April 9 to run 'til forbid in several markets. Compton Adv. N. Y., is agency.

General Motors Acceptance Corp., N. Y., will use one-minute radio week-end safety spot campaign throughout U. S. beginning end of May and ending middle of September. Spots stress highway and automobile safety measures. Agency: Campbell-Ewald, N. Y.

General Foods Corp., White Plains, N. Y., last week signed 52-week sponsorship contract for 9:45-9:50 a.m. Mon.-Fri. segment of ABC Radio's *Breakfast Club* for Post cereal. Agency is Benton & Bowles, N. Y.

NETWORK NEW BUSINESS

Renuzit Home Products Co., Philadelphia, is sponsoring 11:35-11:40 a.m. EST segment of the *Robert Q. Lewis Show* (CBS, Sat., 11:05-12 noon EST), effective last Saturday, and starting in June also will sponsor 11:40-11:45 a.m. EST portion. Agency: Arndt, Preston, Chapin, Lamb & Keen, Philadelphia.

John Morrell Co. (Red Heart dog food), Ottuma, Iowa, buys daily five-minute segments of ABC radio *Breakfast Club* for 28 weeks starting April 16. Agency: Campbell-Mithun Inc., Minneapolis.

Fel & Co. (Instant Fels Naptha soap), Phila., has signed two 52-week orders for program sponsorship on KNX Los Angeles and Columbia Pacific Radio Network. Tuesday and Thursday broadcasts of *Edward R. Murrow With the News,* heard 5-5:15 p.m. PST, will be sponsored starting Tuesday, March 27. *The Weather and You,* presented by Harry Geise for Dr. Irving Krick Assoc., Denver, will be sponsored Monday, Wednesday and Friday, starting today (Monday). Both contracts call for 23 stations of CPRN. S. E. Zubrow Co., Phila., is agency for Fels & Co. Dave Yanow, CBS radio spot sales, N. Y., is the CPRN account executive.

Procter & Gamble, Cincinnati, Ohio, assumes full sponsorship of *This Is Your Life,* on NBC-TV (Wednesdays, 10-10:30 p.m. EST), starting April 4. Date when Hazel Bishop Inc., N. Y., alternate sponsor P&G, relinquishes four-year association with program [AT DEADLINE, March 12]. P&G has signed new 52-week contract for program on which it will advertise Prell and Crest products. Benton & Bowles, N. Y., is agency.

Toni Co. (hair preparations), Chicago, will sponsor *Arthur Murray Party* (Thurs., 10-10:30 p.m. EST) when it premieres on CBS-TV April 5. Agency: North Adv., Chicago. Slot is currently held by General Foods Corp.'s *Johnny Carson Show* (through Young & Rubicam) which GF will not renew at end of season.

AGENCY APPOINTMENTS

Frank H. Lee Co. (Lee and Disney hats) Danbury, Conn., appoints Ruthrauff & Ryan, N. Y., effective immediately. Firm plans to increase advertising and promotional activities.

Lanvin Parfums Inc., N. Y., appoints North Adv. Inc., Chicago, to handle prospective $1 million advertising account.

Whitehall Pharmacal Co., Div. of American Home Products, N. Y., names Ruthrauff & Ryan, N. Y., for Neet depilatory, Dristan decongestant tablets and Petro-Syllium laxative, effective April 1.

American Community Builders Inc., Detroit, names Denman & Baker Inc., Detroit, to advertise tri-level homes.

Hart & Vick Inc. (garden supply store), Rochester, N. Y., appoints Hutchins Adv. Co., that city. Radio will be used.



WOODLAND-TV *is big territory!*

Here's the country's 20th television market. This is big-ticket territory with plenty of buying power and an enthusiasm for appliances. It's Western Michigan . . . YOURS . . . when you buy WOOD-TV, Grand Rapids' *only* television station. Ask us to tell you more.



WOOD-TV WOODLAND CENTER
GRAND RAPIDS, MICHIGAN

GRANDWOOD BROADCASTING COMPANY • NBC BASIC; ABC SUPPLEMENTARY • ASSOCIATES: WFBM-AM AND TV, INDIANAPOLIS; WFDF, FLINT; WTCN-AM AND TV, MINNEAPOLIS; WOOD-AM AND TV, GRAND RAPIDS • REPRESENTED BY KATZ AGENCY

FIRST!



PARADE OF HOLLYWOOD PERSONALITIES

Lloyd Bridges
Thomas Mitchell
Howard Duff
John Ericson
Don Taylor
Ricardo Montalban
Robert Newton
Angela Lansbury
James Whitmore
. . . and many others

A NEW STAR EACH WEEK








STAGE 7

STAGE 7 The *first* network dramatic anthology of *first* run films in syndicated television . . . new, all new, top quality productions—in an anthology which brings you "inside STAGE 7" to see Hollywood's stars in dramatic stories: comedy, adventure, romance, real life.

STAGE 7 Lifted from the network, the continuing series is now being produced exclusively for local or regional advertisers . . . the *first* time you can have a big-time network success—which got highest Nielsen, Videodex and ARB ratings—produced for you first run for market-by-market use.

PRE-PRODUCTION SALE!
STANDARD OIL OF CALIFORNIA BUYS WEST COAST

STAGE 7 *First* markets bought up before cameras rolled or stars cast. Sight unseen, one of America's finest regional sponsors, The Standard Oil Company of California, through Batten, Barton, Durstine & Osborn, reserved STAGE 7 in 16 major markets in 9 western states, Hawaii and Alaska.

You can be the first in your market with STAGE 7. Wire collect right now for an advance private screening or to reserve your markets.

tpa *Television Programs of America, Inc.*

477 Madison Avenue, New York 22 • PLaza 5-2100 ● Sales Offices or Representatives in Principal Cities

Milton A. Gordon, President Michael M. Sillerman, Executive Vice President Edward Small, Chairman

for higher sales through quality programs

a tpa sales builder

Other TPA quality shows which help you increase sales:

LASSIE • ADVENTURES OF ELLERY QUEEN • CAPTAIN GALLANT OF THE FOREIGN LEGION • HALLS OF IVY • COUNT OF MONTE CRISTO • RAMAR OF THE JUNGLE • FURY • SUSIE • EDWARD SMALL FEATURES • YOUR STAR SHOWCASE • SCIENCE IN ACTION • AND ON THE WAY: TUGBOAT ANNIE • HAWKEYE — THE LAST OF THE MOHICANS • NEW YORK CONFIDENTIAL • ONE FALSE STEP . . . AND OTHERS YET UNTITLED.



The Show
is great,
The Rating is fine,

But heads will roll,

He delivered wrong line!

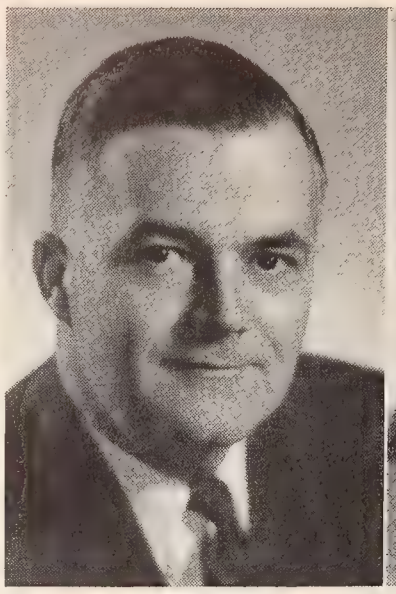
BUT - not with
TELEPROMPTER
SERVICE

That's why —
ADVERTISERS PREFER
TelePrompTer stations like

WINT
Channel 15
Ft. Wayne, Ind.

KNOE-TV
Channel 8
Monroe, La.

TELEPROMPTER SERVICE
Trademark registered U. S. Pat. No. 2855379 Other Patents Pending
TELEPROMPTER CORPORATION
300 W. 43 St., New York • JU 2-3800
LOS ANGELES CHICAGO WASHINGTON TORONTO


MR. DWYER


MR. ANDERSON


MR. PENBERTHY

MARTIN J. DWYER, Dale Anderson and Philip E. Penberthy, account executives, Lennen & Newell, New York, last week were appointed vice presidents of the agency. Past associations for Mr. Dwyer include BBDO New York, Rexall Drug Co. and Lee Pharmacal Co.; for Mr. Anderson, Erwin, Wasey & Co., New York, A. C. Nielsen and Elmo Roper, and for Mr. Penberthy, Geyer, Newell & Ganger, one of L&N's predecessors.

Bank of America, California radio-tv advertiser, has named BBDO, San Francisco, to handle advertising for various saving accounts, including Vacation Club, Christmas Club, Thrift Club and School Savings Accounts, effective June 1. Charles P. Johnson Co., San Francisco, will continue to place balance of Bank of America advertising, according to Julian R. Davis, bank vice president.

Producers Distributing Agency Inc. (poultry), N. Y., names Paris & Peart, N. Y.

Sears Roebuck & Co., Phila. Retail Stores Div., appoints Feigenbaum & Wermen Adv. Agency, Phila.

Meadow Gold Ice Cream Co., and **Laco Products Inc.** (soap, shampoo, olive oil), both Baltimore, appoint Applestein, Levinstein & Golnick Adv. Agency, that city.

A&A PEOPLE

Robert E. White, formerly senior vice president and director at Henri, Hurst & McDonald Inc., Chicago, to executive staff of Wherry, Baker & Tilden Inc., same city.

John H. Forshew, vice president - director of client services and member of executive committee at Campbell-Ewald Co., Detroit, elected senior vice president of agency.

Edward Chalmers and **Charles A. Nicholson III,** account executives, Rittenhouse & Co., Houston, Tex., agency, named vice president and assistant corporate secretary, respectively.

Thomas H. Batman, formerly vice president and director with McCann-Erickson Inc., in New York, to agency's Chicago office, in similar capacity. **Doug Gabrielle,** formerly director at Kling Studios Inc. and ABC-TV, to radio-tv production department, Chicago. **Samuel W. Bader,** formerly editor of *Super Market Merchandising,* to promotional planning department of M-E Chicago office.

Frank Ford, account executive, Peck Adv., N. Y., to Donahue & Coe, N. Y., in similar capacity.

Henry L. Buccello, advertising director, Bank of America, to S. F. office of Brisacher, Wheeler & Staff, N. Y., as account executive and member of plans board.

Charles Crittenton, account and merchandising executive, Norman, Craig & Kummel, N. Y., to Ted Bates & Co., N. Y., in similar capacity.

Howard J. Broad, BBDO, L. A., named regional account executive for DeSoto Motor Corp.

John Benson, previously advertising-promotion manager of Sidles Co., Omaha, appointed sales promotion manager, Range Div. of Whirlpool-Seeger Corp., St. Joseph, Mich.

Edmund Anderson, D'Arcy Adv. Agency, St. Louis, to N. Y. office of Ketchum, MacLeod & Grove Inc., Pittsburgh, as associate director, radio and television department.

Dick Upton, news director, WIBW-TV Topeka, Kan., to Bruce Brewer Adv. Agency, Kansas City, Mo.

Robert S. Eisenhauer, formerly public relations director, Chesapeake Industries Inc., N. Y., to N. Y. Central Railroad in similar capacity.

Budd Blume, public relations director, WBBM Chicago, to J. Walter Thompson Co. there as tv commercial writer.

Jay Bottomley, producer, Young & Rubicam, L. A., to C. J. LaRoche & Co., N. Y. agency, as manager of radio-tv production. **Allan Black,** tv-radio copy department, BBDO, to LaRoche to work on commercial production, and **James Morrison,** assistant director and film editor, Cinerama, to represent LaRoche on *The $64,000 Challenge* beginning weekly on CBS, April 8. **Ruth Lareau,** radio-tv writer-producer, Young & Rubicam, N. Y., and **Hal Gerhardt,** storyboard artist, Ted Bates & Co., N. Y., to LaRoche in similar capacities.

Sylvan Abrams to Applestein, Levinstein & Golnick Adv. Agency, Baltimore.

J. Mitchell Jablons, publicity director, WLIB New York, to press department, Ted Bates & Co., N. Y. He continues as WLIB consultant.



Photo by FABIAN BACHRACH

"Colgate-Palmolive Depends On KMTV's Regional Sales Power in Nebraska and Iowa"

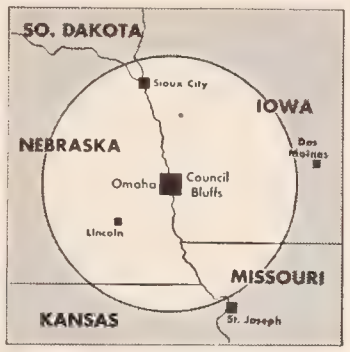
says Chris Lynch, Colgate Buyer, Ted Bates & Company, Inc., New York.

"Strong regional coverage is an important consideration when we schedule television for Colgate-Palmolive", Mr. Lynch said. "And KMTV has proved it really delivers the viewers in Western Iowa and Nebraska."

"Our network and spot schedule on KMTV has gained us many new loyal customers in the Omaha Area market", said Mr. Lynch. "We consider KMTV a pace-setting station in the Midwest."

Broad regional coverage is a bonus KMTV can provide for you—because of these important facts: KMTV's maximum power and low channel 3, the flat Nebraska-Iowa terrain, and the outstanding line-up of NBC and locally-produced shows that make more people want to watch KMTV.

KMTV is the Omaha TV leader in national, regional and local sales. Why not profit from the experience of these satisfied advertisers? Contact KMTV or Petry today.



KMTV MARKET DATA*

Population	1,536,800
TV Homes	362,000
Retail Sales	$1,716,560,000
Buying Income	$2,236,230,000

*1955 Survey of Buying Power

COLOR TELEVISION CENTER

KMTV
CHANNEL 3
MAY BROADCASTING CO.

NBC-TV
ABC-TV
OMAHA

Represented by
Edward Petry & Co., Inc.



WFAA-TV

it's one thing to

TALK about coverage..

...*but how much do you deliver?*

There's been a lot of talk about city grade coverage in the Dallas-Ft. Worth Market.

Here are the facts:

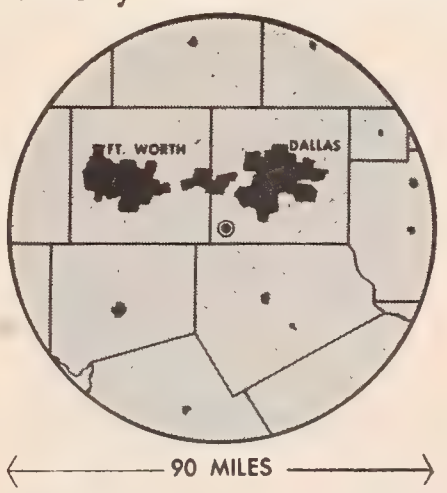
WFAA-TV *delivers* city grade service to substantially more viewers than any other North Texas television station.

Diameter of City Grade Contours

WFAA-TV	approx. 90 miles
Station B	approx. 75 miles
Station C	approx. 71 miles
Station D	approx. 58 miles

In short, WFAA-TV provides top quality sales impact to the greatest concentration of people and wealth in the rich Dallas-Ft. Worth television market.

WFAA-TV's "City Grade" Service Area



Your NBC-ABC Station
A Television Service of The Dallas Morning News
Ralph W. Nimmons, Station Manager
Edward Petry & Co., National Representatives
3000 Harry Hines Boulevard
Dallas, Texas

channel 8

- DALLAS

WHAT

A

GAIN!



...and how we love it!

Here's why—in 58 out of 60 quarter-hour periods between 3:30 and 6:30 p.m. (Mon. thru Fri.) WNDU-TV has the *top-rated** programs.

What's more—over half the weekday programs between 3:30 and 11:30 p.m., both network and local, are *now* on WNDU-TV.

These gains reflect the pronounced success of WNDU-TV in all rating periods. More proof that your advertising dollar does a better job in the South Bend-Elkhart market with WNDU-TV... for full details call Meeker today!

*Source: ARB February 8-14

Represented Nationally by MEEKER TV

NBC

WNDU·TV

CHANNEL 46

LATEST RATINGS

NIELSEN

Top Radio Programs

Two Weeks Ending Feb. 18

Rank	Program	Homes (000)
Evening, Once-a-Week (Average for all Programs)		(796)
1.	Our Miss Brooks (CBS)	1,966
2.	Two for the Money (CBS)	1,778
3.	Edgar Bergen-20th Century Fox (CBS)	1,638
4.	Great Gildersleeve (NBC)	1,591
	People Are Funny (NBC)	1,591
	News & Gene Autry (CBS)	1,591
7.	You Bet Your Life (NBC)	1,498
8.	Edgar Bergen-CBS Columbia (CBS)	1,451
	Edgar Bergen-Anahist (CBS)	1,451
	Dragnet (NBC)	1,451
Evening, Multi-Weekly (Average for all Programs)		(842)
1.	One Man's Family (NBC)	1,872
2.	News of the World (NBC)	1,732
3.	Lowell Thomas (CBS)	1,498
Weekday (Average for all Programs)		(1,451)
1.	A. Godfrey-Corn Products-10:45 (CBS)	2,153
	Helen Trent (CBS)	2,153
	A. Godfrey-L. Howe-10:15 (CBS)	2,153
4.	Guiding Light (CBS)	2,059
	Young Dr. Malone-T. & Th. (CBS)	2,059
	Wendy Warren-Philip Morris (CBS)	2,059
7.	Wendy Warren-Hazel Bishop (CBS)	2,012
8.	Wendy Warren-St. Brands (CBS)	1,966
	Ma Perkins (CBS)	1,966
10.	A. Godfrey-American Home-10:45 (CBS)	1,919
Day, Sunday (Average for all Programs)		(515)
1.	Woolworth Hour (CBS)	1,217
2.	Greatest Story Ever Told (CBS)	889
	Your Nutrilite Theatre (CBS)	889
Day, Saturday (Average for all Programs)		(842)
1.	Gunsmoke (CBS)	2,153
2.	True Theatre (CBS)	1,685
3.	Metropolitan (ABC)	1,451

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Ross M. Colvin, advertising-sales promotion department, RCA Camden, N. J., to copy department of Gray & Rogers, Phila.

Richard Reinauer, formerly film director, Kling Studios Inc., Chicago, to radio-tv department of Foote, Cone & Belding, Chicago, as production supervisor.

John Kenner, formerly copywriter at Richard F. Johnson agency, Chicago, to Waldie & Briggs Inc., Chicago, in similar capacity.

Benjamin N. Lesk, public relations executive, to Lennen & Newell, N. Y., as public relations and publicity counsel within agency. George Daly Assoc. continues to handle outside publicity.

June Thompson, copy director, Ball & Davidson Inc., Denver, to copywriting staff, Galen E. Broyles Co., also Denver agency.

Richard G. Ives, radio-tv copy chief, MacManus, John & Adams, N. Y., and **Lee Oakes,** manager of research, *Television* magazine, to Richard K. Manoff, N. Y., as copy supervisor and media supervisor, respectively.

Louise Tolliver, formerly senior copywriter, Dancer-Fitzgerald-Sample, N. Y., to Emil Mogul, as copy group head on fashion and toiletry accounts. She has recently free-lanced for American agencies and magazines in Paris.

Harry Waterstone, account serviceman, Milton Weinberg Adv. Co., L. A., named head of promotion department.

William Dec, formerly with BBDO, N. Y., to Compton Adv., N. Y., as art director.

Jim Bentley, director of radio and television, Mallory Adv. Agency, San Jose, Calif., to staff of Stanford U., Palo Alto, Calif., as instructor of radio and television.

Charles Reges, copywriter, Kenyon & Eckhardt, N. Y., to Warwick & Legler, N. Y., in similar capacity.

Joseph Lamneck, formerly with creative department, McCann-Erickson, N. Y., to Kenyon & Eckhardt, N. Y., as associate tv producer in agency's commercial production department.

Leslie F. Chitty, assistant managing director, Cockfield, Brown & Co., Toronto, to BBDO as office manager of Toronto branch.

A&A SHORTS

Robert Sawyer Co., Hollywood tv commercial consultant firm, announces opening of liaison service in Hollywood for smaller agencies which lack west coast tv commercial production facilities. Mr. Sawyer was formerly head of tv production and senior tv copywriter at Campbell-Ewald Co., Detroit.

Raymond L. Sines & Assoc., S. F. agency, has become affiliate of Jimmy Fritz & Assoc., Hollywood. Sines firm will service all Fritz accounts in northern area.

Lessing Adv. Co., Des Moines, Iowa, elected to Affiliated Advertising Agencies Network.

Lionel & Simons Inc., Hollywood agency, moved to 6425 Hollywood Blvd.

Quinn-Lowe Inc., N. Y. agency, entered package tv production field with launching March 17 of Spanish quiz show, *Lluvia de Oro* (Shower of Gold) on WATV (TV) Newark, N. J.-New York. Co-sponsors are Ehlers Cafe Caribe and Goya food products, through Quinn-Lowe.

A. J. Wood & Co., Phila. marketing research agency, announces reorganization involving move of President Albert J. Wood to New York branch with Vice Presidents Michael J. McCrudden and Irvin Penner and Burton J. Greenwald, assistant to president. Firm also operates Chicago and L. A. branches.

Parker Adv. Inc., Saginaw, Mich., moved to 122 N. Michigan.

Bulova Watch Co., N. Y., and Crosley and Bendix Divs., Avco Mfg. Co., Cincinnati, elected to Advertising Research Foundation.

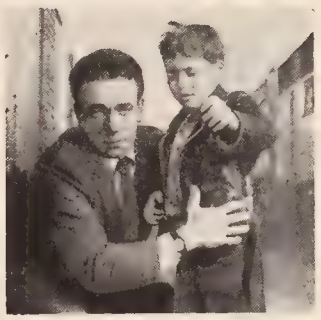


WILLIAM LAUNIUS, manager, Tropical Furniture Co., Vero Beach, Fla., signs to sponsor *NBC World News Roundup* on WIRA Ft. Pierce, Fla., marking the firm's fifth straight year as a WIRA sponsor. Looking on are Jack Almond (l), salesman, and Kingsley Butt, sales manager, both representing the Ft. Pierce station.

ABC-TV

proudly offers for sponsorship





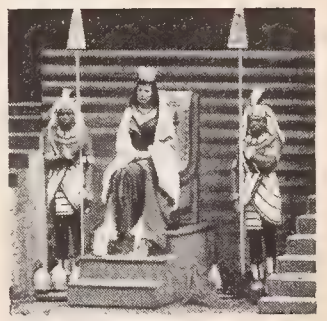


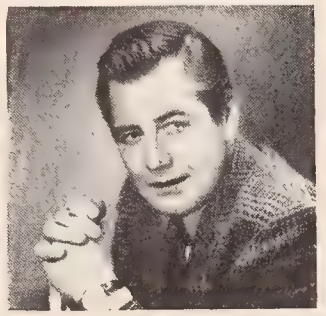


















twelve excellent new fall properties



The Joan Davis Show

A brand-new comedy half hour with an old favorite of TV audiences! Joan Davis plays the starring role, of course. But to make the package even more sure-fire, Joan produces the series, too. Each show will be on film . . . and, almost surely, on *most* TV screens next fall. This is a series you'll want to take a look at *soon!*

May well be the season's big comedy hit.



Frontier Judge

Half-hour Chertok TV production starring veteran actor Leon Ames. Plots revolve around the adventures of Judge John Cooper as he rides a frontier circuit. A crack staff is backing up these productions! Chertok's successes include 180 "Lone Rangers," "Private Secretary," "Sky King," many "Du Pont Cavalcade Theaters."

A producer with staying power!

The father in "Life with Father".

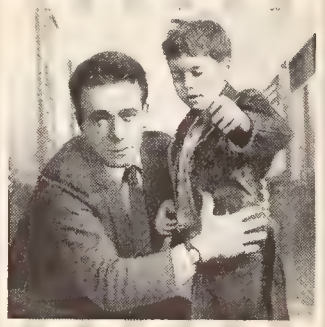


R. F. D.—U. S. A.

Half-hour documentary films, written and narrated by Carl Carmer, distinguished American folklorist. Productions are on location, off the beaten track—in Tennessee hill country, a Utah bluff village (Pop. 50), a tiny island off the Florida coast, a typical New Hampshire town. A "Window on America" series —real, heart-warming.

Jerry Devine is producer-director.

You saw his skill in "This Is Your FBI"



Wire Service

An hour-long filmed adventure series based on news stories and the stories *behind* the news. Three stars (George Brent, Dennis Morgan, Dane Clark) rotate in lead performances as reporters. Robert Florey directs—he was winner of the Screen Directors Award for best television director last year, a nominee this year. Don Sharpe and Warren Lewis are executive producers.

Names of proven star value!

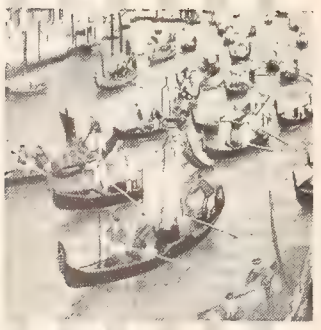
"Four Star Playhouse" producer.



Command Performance

90-minute filmed drama anthology, produced by Meridian Productions. John Gibbs, Meridian head, will use *three* wide-ranging production companies—at Goldwyn studios, in Bermuda, Europe and other locales. Unusual scripts and all-film production will make available Hollywood stars like Don Taylor, Raymond Burr and Sally Forrest—all in the first film.

One of TV's most respected producers. "Robert Montgomery" and "Schlitz Playhouse" are among his credits.



International Theater

Produced in Europe by Sheldon Reynolds, this hour-long anthology features hard-hitting American stories, American stars. Scripts will be outstanding originals, as well as adapts of classics by Scott Fitzgerald, E. Phillips Oppenheim. Present plans include some comedy and romance as well as adventure. Sheldon Reynolds is the series' permanent host.

Europe is his beat... and this is his best.



Publicity Girl

Half-hour film comedies produced by Chertok. Series stars a lovely public-relations gal . . . Jan Sterling. Scripts revolve around the items she attempts to get printed—*and* those she tries to keep *out* of the papers. There's plenty of drama and romance (gal plays opposite no less than *four* leading men) as well as fast-paced comedy. Locale is southern California.

This girl is box-office ... and gorgeous!



Tempered Blade

Lou Edelman mixes history and romance in a half-hour filmed adventure series based on the life of colorful Jim Bowie—father of the Bowie knife. Bowie's career as backwoodsman, general, Indian fighter, intimate of celebrities and statesmen supplies an almost inexhaustible source of material for what promises to be one of 1956's most exciting newcomers.

"Wyatt Earp" is his, so is "Danny Thomas"!



It's a Great Country

Half-hour film series produced by Lou Edelman, one of TV's most successful film producers. Stories revolve around warm, believable Americans both here and abroad. Exciting subjects include a boy on the edge of delinquency, a doctor faced with performing an operation while in a critical condition himself, and many others.

This gifted producer brings us another.



African Safari

Authentic African adventure series shot on location in the heart of Africa. Famed explorer Attilio Gatti is in charge of production. He and his safari will appear in the film, but adventures will be fictionalized to add drama, excitement and suspense. Three separate camera units will cover all photography.

No synthetic jungles—this is Africa.



The Long Highway

Half-hour film series. Authentic, highly dramatic stories about truck drivers, their women and their lives, produced by Lou Edelman. Hard-hitting adventure scripts (occasionally spiced with comedy) by best-selling writer A. I. Bezzerides. Pat O'Malley plays the dispatcher in the first film — will star throughout the series.

Remember "They Drive by Night" and "Thieves' Highway"?



60- and 90-min. "Teleramas"

These special "one-shot" productions will be BIG shows in every sense of the word! Six will be premiere Theater Guild performances; others will be divided between the Metropolitan Opera, and ABC-TV's News Department under the personal supervision of John Daly. These might be 1956's best TV buys!

We feel these will be the "conversation pieces" of the season.

ABC
TELEVISION
NETWORK

As you can tell, these twelve new series for next fall have all of us very excited! We will have first films on all film shows. Soon as you're ready to see them, give us a ring. Also, we're ready to give out dates and details on the "Teleramas". Don't wait too long!

Bob Lewine

Talbot Will Head TPA New International Div.

IN A major expansion of tv film distribution activities abroad, Milton A. Gordon, president of Television Programs of America, New York, is announcing today (Monday) the establishment of a TPA international division under the direction of Paul Talbot, president of Fremantle Overseas Radio & Television Inc., New York. Mr. Talbot will continue his association with Fremantle.

Mr. Talbot initially will supervise TPA activities in Central and South America and Australia, Mr. Gordon said. He added that TPA offices already have been opened in Mexico, Colombia, Venezuela and Brazil, and other offices are planned in Canada and Continental Europe. Previously, foreign sales had been handled by the New York office of TPA.

TPA also has signed an agreement with Artransa Ltd. of Australia, under which Artransa will distribute TPA's filmed series on that continent under the supervision of Mr. Talbot, according to Mr. Gordon. Artransa, owned by *The London Daily Mirror,* is now building its own tv film studios in Sidney.

Two TPA series, *The Count of Monte Cristo* and *Ramar of the Jungle,* currently are being dubbed in Spanish, Mr. Gordon said, and *Captain Gallant of the Foreign Legion* already has been dubbed in French.

Mr. Talbot, who has been active in the distribution of U. S. radio and tv programs abroad for many years, observed that the foreign television market is expanding. He provided the following estimate of sets currently in use in foreign markets: Mexico, 200,000; Cuba, 225,000; Puerto Rico, 150,000; Colombia, 70,000; Venezuela, 50,000; Brazil, 150,000; Argentina, 40,000; Dominican Republic, 10,000; Japan, 200,000; Great Britain, 5.5 million (as of December 31, 1955); Continental Europe, one million, and Canada, two million.



Two Western Film Series Started by Four Star, Grey

IMMEDIATE production of two new half-hour television series, *The Zane Grey Theatre* and *Arizona Ames,* by Four Star Films Inc., Hollywood, was announced jointly by William Cruikshank, Four Star President, and Hal Hudson, executive vice president of Zane Grey Productions. Four Star meanwhile is reported considering entry into the fields of live tv production as well as tv commercials on film.

Zane Grey Theatre, an anthology series, will dramatize tales from the western writer's long list of novels. *Arizona Ames* will be a continuing character series, based on the Grey character of the early west.

Filming of the initial episode of *Zane Grey Theatre,* titled "Man on The Dodge," began March 16 with a Four Star company shooting exteriors on the Mojave Desert prior to studio filming at RKO-Pathe. *Arizona Ames* will begin production March 20. Romer Grey, son of the late author, is assisting in the production of both series.

General Teleradio Film Div. Moves Sales Office to N. Y.

PETER M. ROBECK, sales manager of General Teleradio Film Div. since its formation in April 1954, is moving his headquarters from Hollywood to New York as part of an overall plan to integrate GT divisional activities within the new corporate structure of RKO Teleradio Pictures Inc. In addition to sales, Mr. Robeck will assume general administration staff responsibilities of RKO Teleradio on the policy level. Before joining GT, Mr. Robeck was general sales manager for two years at Consolidated Television Sales and earlier was assistant sales manager of KTTV (TV) Los Angeles.

Chicago Groups Protest Out-of-State Filming

GOV. William Stratton of Illinois has drawn protests from the American Federation of Television & Radio Artists, American Assn. of Film Producers and other Chicago groups for sanctioning the allocation of $5,000 for out-of-state production of a half-hour film.

The organizations complained that a film for the Mississippi River Scenic Parkway Commission of Illinois was farmed out, with aid of state funds, to Continental Travelogue Pictures of Tulsa, Okla., instead of being allocated to a Chicago film company. The film will be distributed by Sterling Television Co., New York.

RKO Officials Map Plans

TOP EXECUTIVES of RKO Pictures are meeting this week in West Palm Beach, Fla., with Board Chairman Thomas F. O'Neil to review policies and new production plans. RKO already has sold part of its feature library to television and RKO Teleradio Pictures, parent firm, is entering direct production of tv films with a half-hour children's series, *Bozo and His Friends.*



DIRECTIONAL CHARACTERISTICS OF BK-6B MICROPHONE

New PERSONAL MICROPHONE

RCA's BK-6B Miniature Mike

- **Half the size (by volume) of the BK-6A!**
- **Excellent speech balance when talking "Off Mike!"**
- **Wide range Frequency Response!**

Picture shows how much smaller the BK-6B is than the BK-6A . . . yet efficiency is improved!

Smallest dynamic microphone ever developed for radio and television broadcasting! You'll be amazed by its frequency response and directional characteristics that provide superior speech balance when used "off mike" or worn on the person.

Tiny . . . less than three ounces in weight, this new miniature mike is easily concealed in hand, under necktie, or corsage. Versatile . . . it provides increased efficiency to difficult walk-around operations, allows performers greater flexibility and freedom of movement . . . adds informality to every such production. Tough . . . the BK-6B takes the roughest treatment in stride, is furnished with flexible 30-foot cable especially designed for ease of manipulation and long life.

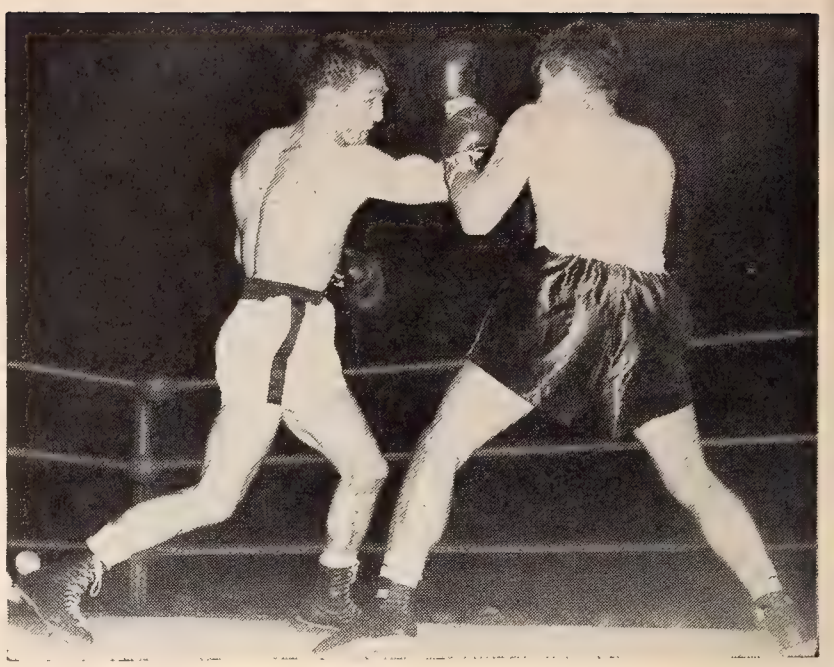
You'll find it a "giant" in performance for a wide variety of broadcast applications. Ask your RCA Broadcast Representative for complete information. In Canada, write RCA VICTOR Company Ltd., Montreal.

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, N. J.





LEADERSHIP

THERE'S just one way for a radio station to achieve leadership in news service: Make news COVERAGE the number one programming responsibility . . . hire enough COMPETENT newsmen to do a thorough job of news gathering and editing around the clock . . . and broadcast the news FREQUENTLY on a regular schedule year in and year out.

That's what WSYR does. Seven full-time staffers share the job of covering, editing and broadcasting 15 complete news programs daily. News coverage is not an incidental part of their work. It IS their work, period! They produce the best radio news service in the Syracuse market area; naturally they attract the biggest news audience.

NBC

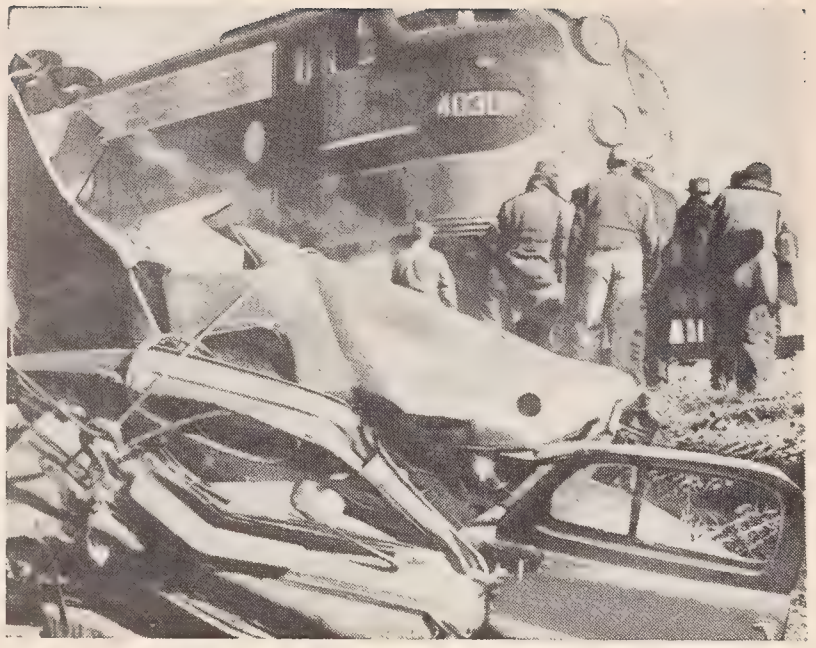
MARKET · MANAGEMENT · FACILITIES · PROGRAMMING · PUBLIC SERVICE

The Measure of a Great Radio Station

WS

5 KW • 570 KC





in News Service

People don't hear the news on WSYR by accident. They LISTEN to the news on WSYR by PREFERENCE. That's why advertisers, too, prefer news sponsorship on WSYR. They know that a good commercial message in a solid news program reaches a mature, attentive and able-to-buy audience.

It is this kind of leadership which makes WSYR clearly the first choice of radio advertisers in Central New York. WSYR's service area embraces 20 counties with a population of 1.5 million and annual spending power of $2.2 billion. Let a Christal man help you apply WSYR's leadership to your sales problem in this truly important market.

Affiliate

WSYR

SYRACUSE, N. Y.

Represented Nationally by

THE HENRY I. CHRISTAL CO., INC.

NEW YORK • BOSTON • CHICAGO

DETROIT • SAN FRANCISCO

KNXT (TV), Official Films Set Half-Million Package Deal

IN A transaction estimated at $500,000 KNXT (TV) Los Angeles has purchased Official Films' recently-acquired *Four Star Playhouse* package of 153 half-hour programs under a library arrangement to run for several years.

The sale followed a meeting of Official Films stockholders on March 15, at which time they approved the acquisition of the package from Four Star Productions Inc. in return for 695,000 shares of Official Films stock.

Under the agreement with Official Films, KNXT may use the package as a separate series keyed to the various stars. It is expected that similar library terms will be offered to other stations by Official, which is planning an early national syndicated release of the package.

Panel on Tv Color Films Slated for NTFC Meet

PANEL DISCUSSIONS on tv color film raw materials, color production and color transmission will highlight the National Television Film Council's spring forum to be held Thursday (March 29) at the Hotel Delmonico in New York City.

Dr. Alfred N. Goldsmith, television consultant and NTFC chairman, will be forum moderator. The topic of color film raw materials will be explored by E. M. Stifle, Eastman Kodak Co.; Fenner G. Headley, E. I. du Pont de Nemours & Co., and Harold Jones, Ansco Div., General Aniline & Film Co. Panelists to discuss tv color production are Robert Jenness, Sarra Inc.; Lawrence Parker, Kenyon & Eckhardt; Ralph Koch, K & W Film Service, and T. J. (Ted) Gaski, Consolidated Film Industries. The panel on tv color film transmission will consist of Charles L. Townsend, NBC; Frank Marx, ABC; John Whittaker, CBS, and Dr. Thomas T. Goldsmith Jr., Allen B. DuMont Labs.

Ziv Sets up Hollywood Unit To Aid Advertisers, Agencies

ZIV Television Programs has formed an independent film unit within its Hollywood operation to produce tv commercials for any advertiser or agency, it was announced last week by Maurice Unger, vice president in charge of production. Previously, Ziv Tv had produced commercials only for sponsors of its filmed programming.

Mr. Unger said that the new unit already has completed tv film commercials for such advertisers as Hamilton Watch Co. and Lambert Pharmacal Co. (Listerine). He added that facilities also are being made available to advertisers and agencies for the production of industrial films.

Keywest Studios, Hollywood, Leased by Family Films Inc.

THE COMPLETE facilities of Keywest Studios, Hollywood, have been taken over on a 20-year lease by Family Films Inc. for the exclusive production of religious films.

According to Family Films President Sam Hersh, the company has contracted to produce the Lutheran Church-Missouri Synod's *This Is the Life* series of 26 half-hour filmed tv programs. Several segments of this series and a number of new inspirational films for audio-visual libraries in the Family Films' distribution group already have gone into production at the newly-acquired studios.



SIGNING the *Four Star Playhouse* contract are (l to r) Herman Rush, vice president of Official Films, New York; KNXT (TV) Los Angeles General Manager James T. Aubrey Jr.; KNXT Program Director Donald M. Hine, and Official's west coast representative, Jerry Lee.

Deitch Joins Lawrence Firm

GENE DEITCH, former supervising director at UPA-New York and more recently creative director with Storyboard Inc., New York and Hollywood tv film producers, last week joined Lawrence Productions, New York, as creative superviser. In his new position, Mr. Deitch will take charge of the Lawrence firm's new tv film commercial production department, both in New York and Hollywood.

FILM PEOPLE

Lou Kravitz, sales director, Lewis & Martin Films, Chicago production firm, appointed vice president in charge of sales and advertising. He joined L & M from Filmack Studios some weeks ago.



MR. KRAVITZ

Jay Williams, motion picture-tv film producer and previously in sales with Unity Television Corp., N. Y., to Theatrical Enterprises Inc., N. Y., as vice president to represent TE in development of tv productions and co-production projects for feature films.

Joe Popkin, head of studio facilities, California Studios, Hollywood, resigned.

Marvin David, Chicago freelance writer, to staff of Kling Film Productions, same city. **Donald Woods,** tv, movie and stage personality, signed to star in film being prepared by Kling Film Productions for General Electric Co.'s 1957 washer-dryer.

Rose Tobias, staff member, CBS-TV's *Good Morning,* to assistant casting and talent representative, RKO Radio Pictures, N. Y., effective April 16.

David Gordon, publicity supervisor in television department of Dancer-Fitzgerald-Sample, N. Y., to press department of Screen Gems Inc., N. Y., where he will concentrate in trade news field. **Don Hershey,** producer-director, Screen Gems, granted four-week leave of absence to direct a new broadway musical, "Strip for Action," opening in New York next month.

Martin H. Levinson, film director, KVAL-TV Eugene, Ore., appointed regional and district secretary, National Assn. of Television Film Directors, replacing **Les Chapman,** formerly of KOMO-TV Seattle, Wash., who has left industry.

FILM SALES

Television Programs of America Inc., N. Y., announces sale of *Halls of Ivy* to WPIX (TV) New York and *Count of Monte Cristo* to WABD (TV) New York. WPIX (TV) contract has qualification that prevents station from using *Ivy* before October, enabling TPA to sell 8-13 episodes as possible network summer replacement series. *Cristo* series begins March 17 on WABD (TV) under sponsorship of Alumarall Products Inc. (aluminum window shades, awnings), Newark, through Sherman Lawrence Inc., Newark.

National Telefilm Assoc., N. Y., has sold its "TNT" package of 40 feature films to 37 stations, with latest sales to WTVJ-TV Miami, KPRC-TV Houston, WBEN-TV Buffalo, KSWO-TV Lawton, Okla., WCHS-TV Charleston, W. Va., and KHQA-TV Quincy, Ill.

INS Television Dept., N. Y., reports sale of "Telenews Daily Newsreel" to WRC-TV Washington and CHCT-TV Calgary, Alta., and "This Week in Sports" to WLWT (TV) Cincinnati, WLWD (TV) Dayton, WLWC (TV) Columbus, all Ohio; KTVK (TV) Phoenix, Ariz.; to S. L. Savidge Co., Seattle and Lundquist Kelly Clothing Store, both Seattle, for KTNT-TV Tacoma, Wash., and to Kelly Tv Appliances, Winston-Salem, N. C., for WTOB-TV Winston-Salem.

Ziv Television Programs, International Div., N. Y., has sold *Highway Patrol* to Bristol-Myers Co., for showing in Caracas, Venezuela, and *Man Called X* to National Biscuit Co., for San Juan, P. R. Division also reports Pet Milk Co. has renewed *I Led Three Lives* for showing in San Juan.

Interstate Television Corp., N. Y., announces four new sales of *The Little Rascals* to KSWM-TV Joplin, Mo.; WHBF-TV Rock Island, Ill.; KGBT-TV Harlingen, Tex., and KSYD-TV Wichita Falls, Tex.

Greyhound Corp. (buslines), through Beaumont & Hohmon, both Chicago, has purchased Sterling Television Co.'s *The World We Live In* series for showing on KOOK-TV Billings, Mont.; WDAY-TV Fargo, N. D.; KDAL-TV Duluth, Minn.; WTVO (TV) Rockford, Ill.; WBAY-TV Green Bay and WKOW-TV Madison, both Wis. Greyhound also sponsors series on WTMJ-TV Milwaukee, WJBK-TV Detroit and CKLW-TV Windsor, Ont.

FILM PRODUCTION

Inter-Tv Films Ltd., Montreal, international tv film packager, has started production on new 30-minute tv dramatic series titled *The Errol Flynn Theatre.* British actors Herbert Lom and Glynis Johns, as well as Mr. Flynn and his wife, actress Patrice Wymore, will be starred.

Philip Reed, actor, has purchased Brian Whitney's story, "The Quest," for tv series. Story is about debonnaire coffee planter in South America.

Guild Films Co., N. Y., is producing in Hollywood new half-hour tv film series, *Here Comes Tobor,* centering on adventures of mechanical man, title character. First films will be available to stations, sponsors and agencies in April.

The Search for OIL



Huge tires mark the sands of Saudi Arabia. They tell a tale of the sweat, hard work and technical skill that goes hand in hand with the search for oil in desert lands.

Aramco

ARABIAN AMERICAN OIL CO.

Dhahran, Saudi Arabia New York, N.Y., U.S.A.

AFM REVOLT SET FOR TWO AIRINGS

Hollywood Local 47 votes today on impeachment of Maury Paul, Petrillo supporter. Incident also slated for review by AFM International Board in New York tomorrow.

REBELLION against AFM President James Caesar Petrillo by Hollywood Local 47, will be aired in two forums this week, one in Hollywood as Local 47 members vote today (Monday) on impeachment of pro-Petrillo recording secretary Maury Paul and the second on Tuesday in New York at the regular March meeting of the AFM International Executive Board [B•T, March 19, 12, 5].

Meanwhile, the International Executive Board last Thursday notified Cecil F. Read, Local 47 vice president who now is acting president there and the principal anti-Petrillo leader, that he must be prepared to stand trial by April 1 at a place and time to be designated. Similar notices of national trial were sent by the AFM's board to several other key Read supporters.

Renewed charges were filed against the Read group a fortnight ago by John te Groen, Local 47's president who was "impeached" by both voice and written votes at membership meetings in the past month for refusing to fight Mr. Petrillo. A special panel of the AFMs' IEB recently concluded a special on-the-scene investigation of the Local 47 fight in Hollywood and is expected to report at the IEB meeting Tuesday.

Probe Discussed

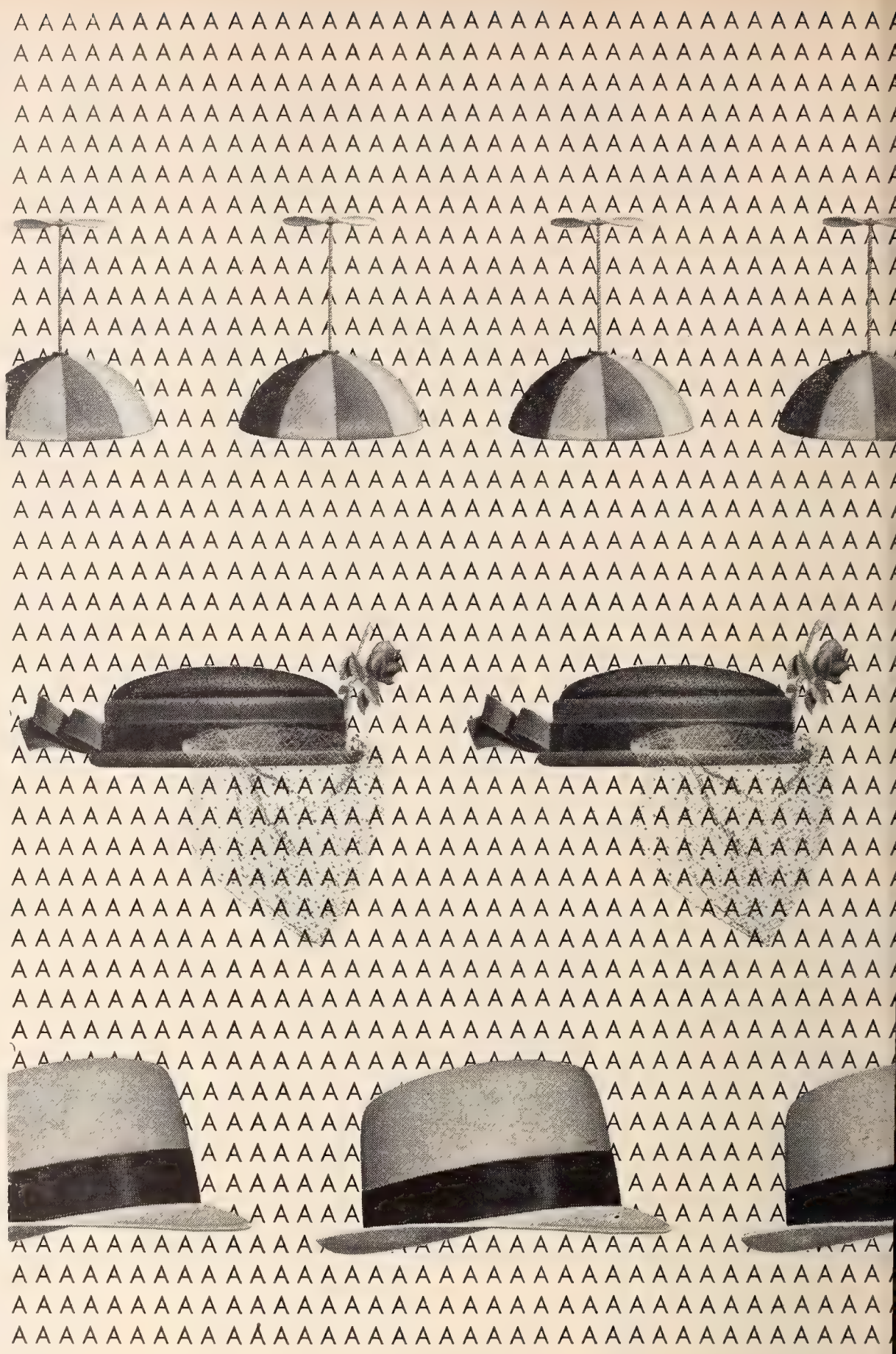
Messrs. Read and te Groen lunched Thursday in Los Angeles with Rep. Joe Holt (R-Calif.), who is a member of the House Education and Labor Committee. Rep. Holt earlier asked his committee to mail questionnaires to AFM concerning its music performance trust fund, the central point of dispute in Local 47's civil war. The committee is planning an overall investigation of all union pension and welfare plans. No one divulged details of the lunch meeting, other than that both leaders in the dispute reviewed their respective positions.

The Local 47 rebels are fighting Mr. Petrillo because they claim Hollywood musicians are the major contributors to the $14 million trust fund and get too little in return. Biggest current source is the release of old movies to tv, they note, pointing out that while other creative contributors to the original movie get extra money, the musicians get none, all tv dollars going into the trust fund instead.

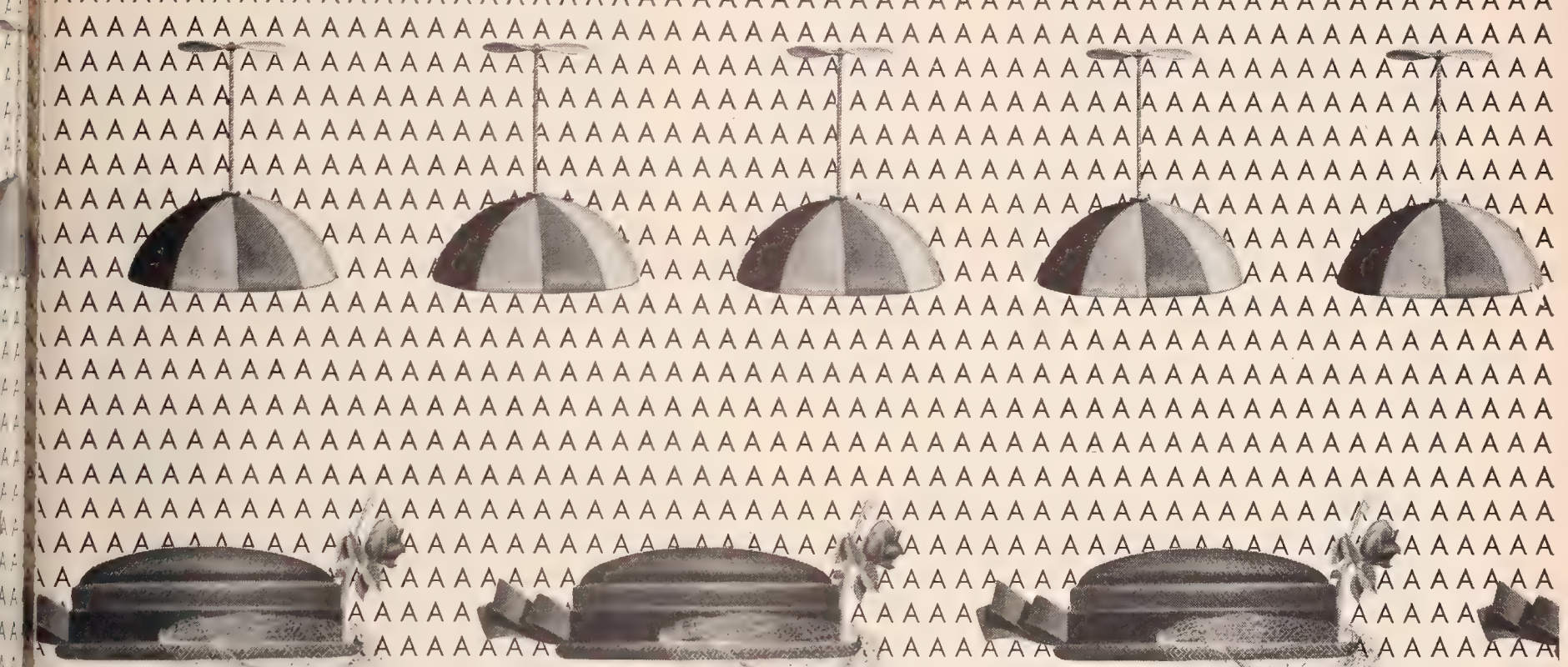
Mr. Paul told B•T last week he will stand trial before his membership Monday and face the dispute. He contends the Read faction has obtained its position illegally according to Local 47 and AFM by-laws and feels it is time for a showdown. The AFM's IEB investigation panel earlier "cancelled" the meeting to impeach Mr. te Groen and ordered Mr. te Groen and all Local 47 members not to attend. The meeting was held anyway under Mr. Read's chairmanship, with one of the biggest membership turnouts in history, and Mr. te Groen was impeached in *absentia*.

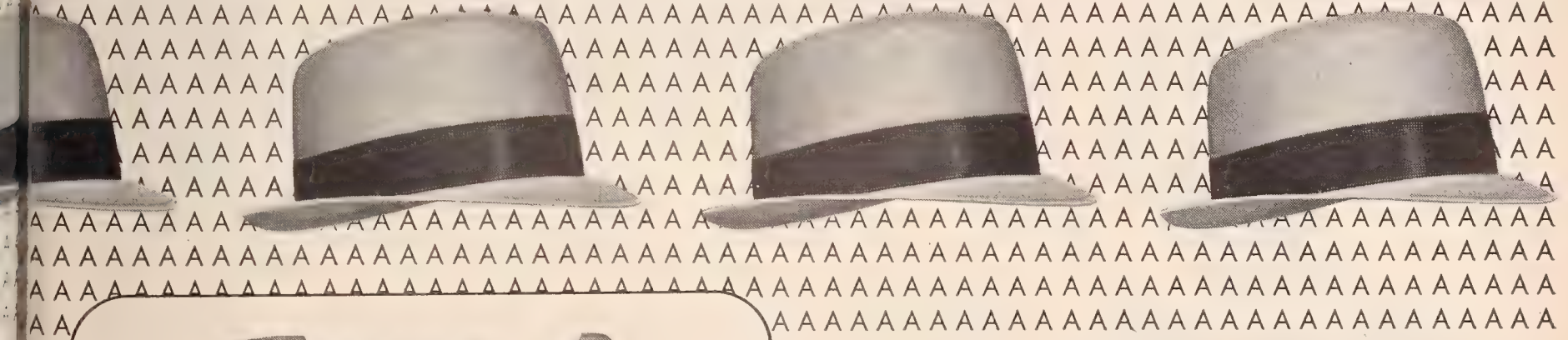
The Local 47 board, controlled by the Read camp, has removed Mr. te Groen from the union payroll and now is paying Mr. Read the president's salary of $250 weekly. Local 47 has 15,000 members.

Local 47 Financial Secretary G. R. Hennon, a Petrillo supporter, is predicted as third on the impeachment list but Read spokesmen say this action will not be taken if he "cooperates."



Sales Offices: New York, Cincinnati, Dayton, Columbus, Atlanta, Chicago, Miami . . . . . .





NEW **TRIPLE-A** PLAN

AUDIENCE and	A	A	A
ACTION in	A	A	A
ATLANTA	A	A	A

WLW-A *Atlanta*

Here's the best hatful in the ad business—the big new WLW-A TRIPLE-A Plan . . . guaranteeing Audience and Action in Atlanta! It's a product-matched showcase, brimful of just the right television shows for just the right products—kiddies' shows for kiddies' products, daytime shows for women's products, nighttime shows for family products. Let us try it on your products for size. Remember—only WLW-A gives you this TV selective audience package—the big new TRIPLE-A Plan . . . guaranteeing Audience and Action in Atlanta!

A member of the Crosley Broadcasting Corporation, a division of AVCO MANUFACTURING CORPORATION

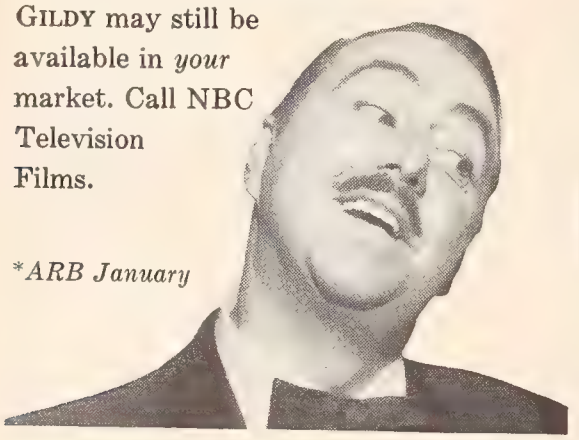


fine friend of the family



Millions of families follow THE GREAT GILDERSLEEVE on TV and they buy plenty. Especially family products like food, beverages and drugs. GILDY is already in well over 100 markets including New York, a 7-station market, where it beats all its time period competition,* and Houston-Galveston, a 3-station market, where it has a 26.2 rating.* GILDY may still be available in *your* market. Call NBC Television Films.

*ARB January



The Great Gildersleeve

663 Fifth Avenue in New York,
Merchandise Mart in Chicago,
Sunset & Vine in Hollywood.
In Canada: RCA Victor Company, Ltd., Toronto.

NBC Television Films

Programs for All Stations– All Sponsors



A DIVISION OF KAGRAN CORPORATION

CBS-TV CUTS 5-MINUTE POLITICAL RATE

Reggie Schuebel's new rate plan wins one network's approval. It will charge one-sixth of half-hour rate rather than 30% of hour rate. Saving: $20,000 per broadcast. NBC-TV probably will follow suit; ABC-TV still considering.

CBS-TV last week agreed to change its rate to political parties for pre-emption of five minute segments of evening programs, which will mean an estimated saving of nearly $20,000 per five-minute political broadcast for all parties.

The network, in response to a request originated by Reggie Schuebel, representing the Democratic National Committee for Norman, Craig & Kummel, will change its charge from 30% of the hourly rate to one-sixth of the half-hour rate. The network will charge the political parties one-sixth of the half-hour cost for their five minutes and the advertiser five-sixths for 25 minutes with all three commercials fitted into the 25 minutes.

Miss Schuebel explained that her premise was based on the fact that "since the advertiser would pay five-sixths of the half-hour rate to the network, the political party must pay only one-sixth so that combined this constitutes the regular half-hour rate.

"To charge 30% of the hour rate would be for the network to get an increased revenue for its half-hour.

"The CBS-TV half-hour network advertiser normally pays $59,445 for a half hour on the full network. When a five-minute segment is pre-empted, the advertiser pays five-sixths of the half-hour cost or $49,537.50. The political parties should pay the additional one-sixth of the cost or $9,907.50 so that the network would receive its normal half-hour rate. To ask $29,722.50 (30% of hourly rate) for the time, is for the network to profit from the political parties to the tune of $19,815 per five-minute broadcast."

CBS-TV was the first network to agree with Miss Scheubel and accordingly also notified BBDO, New York, which handles the Republican Party.

Although NBC-TV has not made its decision as to whether it too will go along, it was deemed a foregone conclusion that it will adopt the same approach.

ABC-TV however, was understood to be considering the request.



"WHAT shall we buy?" is the question posed by Democratic Chairman Paul Butler (r) at this Washington meeting with his advertising advisors. L to r: Walter Craig, Norman, Craig & Kummel, Democratic agency; Reggie Schuebel, president of Reggie Schuebel Inc. and consultant to the party, and J. Leonard Reinsch, Cox Stations director and broadcast consultant to the party.

Lar Daly Says Appeal Will Be Taken to FCC

LAR DALY, "splinter" candidate for the Republican presidential nomination, said last week he would carry his equal time appeal to the FCC. He made this statement after his request for radio-tv facilities to answer President Eisenhower's Feb. 29 talk was rejected by ABC.

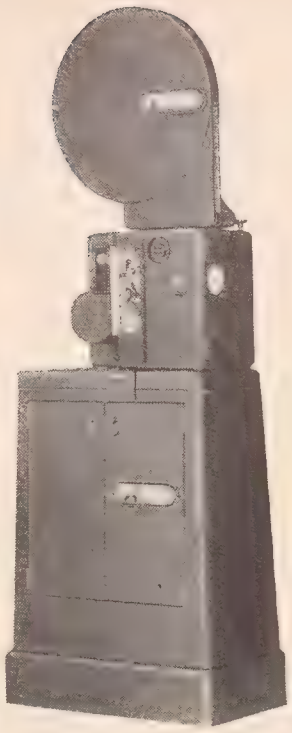
ABC refused Mr. Daly time on much the same grounds as NBC had done the previous week [B•T, March 19]. ABC conditioned its rejection on the fact that Mr. Daly is not associated with the Republican National Committee, as his letterhead would indicate, and on the assumption that he had withdrawn his name for the GOP presidential nomination from the Illinois primary ballot. His name remains on the ballot.

In a letter dated March 16, Thomas Velotta, ABC vice president, noted Mr. Daly had dis-

WHAT SCHUEBEL PLAN WOULD MEAN

(150 STATION LINEUP USED FOR COMPARATIVE PURPOSES)

Network	No. of Stations	Hourly Rate	Original 5-Min. Proposal	Half-Hour Rate	5-Min. Rate Based On 1/6 of Half-Hour Cost	Difference Between Old and New Rates or Saving to Parties
CBS-TV	150	$99,075	$29,722.59 (30% of Hourly Rate)	$59,445	$9,907.50	$19,815.00
NBC-TV	150	$99,075	$24,768.75 (25% of Hourly Rate)	$59,445	$9,907.50	$14,861.25
ABC-TV	130	$65,000	$17,000 (26-2/3% of Hourly Rate)	$40,000	$6,666.66	$10,333.34



- long-lived, slow-speed sprocket 3-2 intermittent
- intermittent operates in oil bath
- spring-loaded, side-guided film trap at aperture
- resolution exceeds 600 lines throughout field
- corner illumination at least 85% that of center
- local or remote operation possible
- film capacity permits two hours continuous operation
- less than 0.25% flutter
- 50 to 8,000 cycles frequency response, adjustable at high and low ends
- many other features

all this ...and NOW COLOR TOO

yours with the new

GPL 16mm. Telecast Projector

Now you can telecast high quality color, economically. GPL has made its 16mm. telecast projector more outstanding than ever by adapting it to either single-vidicon or three-vidicon operation. Either way you get the bright, clear pictures for which this projector has long been noted in studios all over the country. What's more, you can change over earlier GPL 16mm. models to color at a very moderate cost.

Among the many features of the new projector are color 3-2 intermittent *with 30% application time* and single phase synchronous motor. There are separate drive and take-up motors, both self-lubricated.

The newest GPL 16mm. telecast projector, like preceding models, is ruggedly built and highly economical to operate. Lamp life is extended by reduced stand-by voltage that eliminates thermal shock. The sound system, of course, remains unexcelled.

Write, wire or phone for detailed information.

SEE US AT BOOTH 24 N.A.R.T.B. SHOW
OR SUITE 553, CONRAD HILTON HOTEL

GPL

GENERAL PRECISION LABORATORY INCORPORATED
PLEASANTVILLE, NEW YORK

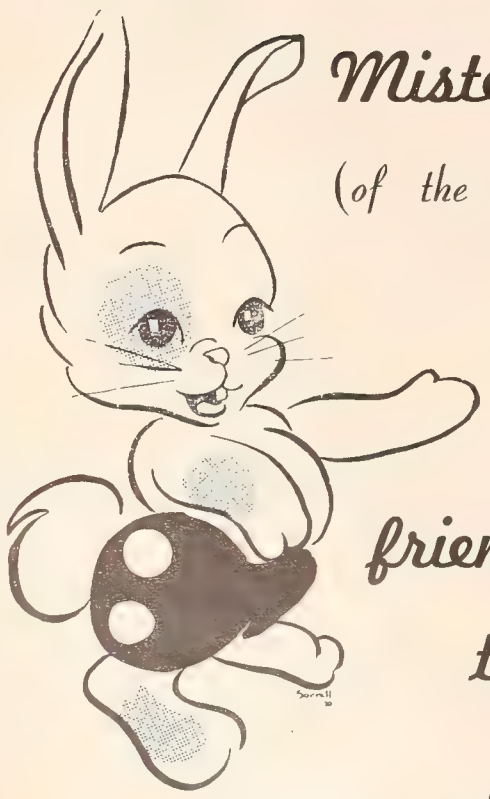
A SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION

WROW-TV	*Albany*
WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WJRT	*Flint*
WFMY-TV	*Greensboro*
WTPA	*Harrisburg*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*
WMTW	*Mt. Washington*
WRVA-TV	*Richmond*
WSYR-TV	*Syracuse*

The only exclusive TV national representative

Harrington, Righter and Parsons, Inc.

NEW YORK, CHICAGO, SAN FRANCISCO, ATLANTA



Mister Muggins Rabbit

(of the SESAC Transcribed Library Scripts fame)

Wishes All Our friends in Broadcasting the Happiest of Easter Seasons

sesac 475 FIFTH AVE. NEW YORK 17, N. Y.

"THE BEST MUSIC IN AMERICA"

Celebrating Our 25th Anniversary

avowed his candidacy for the GOP presidential nomination in a letter to the Illinois secretary of state.

In response to the same charge by NBC a week before, Mr. Daly had explained that he filed notice of withdrawing as a candidate knowing the deadline for dropping out had passed. His purpose, he said, was to get publicity.

Referring to his promised FCC appeal, Mr. Daly informed Mr. Velotta:

"Though I have been offered the free services of some of the best lawyers in Chicago to help me in this matter, I have refused their assistance, and have decided to go before the FCC myself, on the grounds that the issue is one of such simple and basic elementary justice that the entrance of lawyers into the case would confuse and expand the matter out of all proportions to the common sense of which it is intrinsically and substantially composed."

CBS Inc. has requested more information on Mr. Daly's candidacies in various state primaries before committing itself.

Sen. Long Says Candidates Should Get Air Time Free

SEN. RUSSELL B. LONG (D-La.) thinks radio and tv stations should be forced to give free equal time to both sides during an election.

The Louisiana senator's idea was expressed for the first time on a filmed tv program scheduled to be shown on WDSU-TV New Orleans, La., yesterday (Sunday).

Discussing various proposals in Congress to make more workable Sec. 315 of the Communications Act and more equitable the expenditures provisions of the election laws, Sen. Long suggested that these goals might be met by "making it mandatory that radio and tv stations be required to furnish free time so both sides can be heard. It would help clean up politics and make it less burdensome for the candidates."

Sen. Long's remarks were made in WDSU-TV's *Dateline Washington,* a filmed program produced for the New Orleans station by Ann Corrick, who acts as moderator on the weekly presentation.

NBC Rents Chicago Hall

NBC Central Div. has reserved the auditorium in Chicago's new Prudential Bldg. for the weeks immediately preceding and during the Democratic national convention (Aug. 6-20) and is negotiating for a "long-range" working agreement assuring use whenever NBC-TV programs originate in that city. NBC Chicago has lacked suitable audience-origination facilities since it relinquished the Studebaker Theatre last year.

Vote Count Automation

IN its first use of electronic computers for political coverage, NBC News announced last week it has made arrangements with the Teleregister Corp. to obtain a bank of instantaneous computing machines to obtain immediate vote totals during the national political conventions in August and during the November elections. NBC News said the Teleregister machines will be operated by skilled electronic calculator operators, who will punch in their latest reports on returns on the machine and produce new totals automatically.

Now . . . day or night United DC-7s nonstop both ways between Los Angeles and New York!



New save-a-day convenience for coast to coast travelers on United Air Lines DC-7s. For example, "The Evening Continental" leaves Los Angeles at 9 p.m.—arrives New York just 7¼ hours later in time for a full day. After-theater "Starlight Continental" leaves New York at 12:30 a.m.—arrives in Los Angeles bright and early at 6:15 a.m. Also convenient daytime nonstop service each way on "The Continentals." Leave Los Angeles at 9 a.m., New York at noon. Unmatched luxury service.

UNITED AIR LINES

COMPARATIVE NETWORK AM SHOWSHEET

© 1956 by Broadcasting Publications Inc.

BROADCASTING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	First 5 Texaco Mon. Morning Headlines	Wrigley News	TWA Walter Winchell	Monitor
6:15	Paul Harvey News	Wm. Wrigley Gene Autry (191) R	Seeman Bros. Tomorrow's Front Page Headlines	Meet the Press
6:30	It's Time	Liggett & Myers Gunsmoke (197)	Mutual Benefit Bob Considine	
6:45	The Evening Comes	Sleepeze—6 Galen Drake	Les Paul	
7:00	Weekend News		General Tire Sports Time	
7:15	Show Time Review George Sokolsky	Edgar Bergen Show (200)	"By the People"	
7:30	It's Time Valentino	(CBS Columbia Anahist 20th Century)		
7:45	Henry Milo Travel Talk S			
8:00		News	Stand By Round the World	
8:15	Co-op America's Town Meeting	Toni Our Miss Brooks (202)		Monitor *
8:30		P. Lorillard Two For The Money (203)		
8:45				
9:00	Overseas Assignment	News		
9:15	Lifetime Living S	Mitch Miller Show S		
9:30	It's Time Sammy Kaye		Manion Forum Dean Clarence Manion	
9:45		Sports	Co-op Keep Healthy	
10:00	It's Time Erwin Cauham	News	Billy Graham Evangelist Assn. Hour of Decision	
10:15	Dick Hayes Sings	Face the Nation		
10:30	The Assemblies of God "Revival Time"	Church of the Air S	Wings of Healing	American Forum
10:45				
11:00	Texaco News	News	Repeat of Billy Graham Hour of Decision	Monitor *
11:15 PM	Moods in Melody	U.N. Report So They Say		

MONDAY

	ABC	CBS	MBS	NBC
	No Service	Allan Jackson	Stand by With Bob & Ray	No Network Service
	Bill Stern	No Service		
	No Service	Delco Batteries Lowell Thomas (198) R	Les Paul Sports Kraft News	Sun Oil & Co-op 3-Star Extra (34)
	CIO-AFofL Edw. P. Morgan	Longines News	Co-op Fulton Lewis, Jr.	Alex Drier Man on the Go Co-op
	Co-op Quincy Howe	Curt Massey Show S	Amer.'s Business Dinner Date	No Network Service
	Events of the Day	Philip Morris Russell—Mdays Bing Crosby	American Home Prod. Gabrie' Heatter	Miles Labs News of World (166)
		Am. Oil Ed. R. Murrow (82)	Les Paul Special Edition	One Man's Family ***
	Metro Auditions of the Air	My Son Jeep	True Detective Mysteries (Participating)	Gen. Motors Henry J. Taylor
		Yours Truly Johnny Dollar		Boston Symphony Orchestra
	Firestone Voice of Firestone	Lipton & Toni (alt. wks.) Godfrey Talent Scouts (171) R	John Steele	
		News	Esso Reporter	
	Sound Mirror	Jack Carson Show S	TBA	Bell Telephone Telephone Hour (185) R
	ABC News		Behind the Iron Curtain	
	Offbeat	Kools CBS Columbia Amos 'n' Andy Music Hall	Reporters' Roundup	Contrsts In Music Eastman School Orchestra
	News	Chevrolet News		
	Vandercook, CIO	Eric Sevareid S		News-Frederick
	The 3 Suns		Virgil Pinkley	Chet Huntley Reporting
	News	Dance Orchestra	Chico Vallee's Orchestra	Music Program
	Martha Lou Harp		Distinguished Artists Series	All Star Parade of Bands
	Songs by Dini	CBS News	Mutual Reports The News	No Network Service
	Sports Report S	Dance Orchestra	U N Radio Review	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
	Not in Service	Allan Jackson	Stand by with Bob & Ray	No Network Service
	All State Bill Stern	No Service		
	No Service	Delco Batteries Lowell Thomas (199)	Les Paul Sports Kraft News	Sun Oil & Co-op 3-Star Extra (34)
	CIO-AFofL Edw. P. Morgan	Longines News	Fulton Lewis Jr. Boltone (alt. Tu) G. Heatter	Alex Drier Man on the Go Co-op
	Co-op Quincy Howe	Curt Massey Show (121)	Amer.'s Business Dinner Date	No Network Service
	Events of the Day	Philip Morris CBS Columbia Bing Crosby	Men of Action Gabriel Heatter	Miles Labs. News of World (168)
		Ed. R. Murrow Co-op	Coca-Cola Co. The Eddie Fisher Show (245)	One Man's Family ***
	The World & You	My Son Jeep	Treasury Agent (Participating)	Dragnet
	News S	Yours Truly Johnny Dollar		
	Admiral Life is Worth Living	Suspense	Squad Room	Network & Local Participations "X Minus One"
	Admiral News	News	Esso Reporter	B&W News
	Sound Mirror	Jack Carson Show S	TBA Dateline Defense	(April 3 & 17) Politics & Primaries
	ABC News			
	Offbeat	Kools, Carter Amos 'n' Andy Music Hall (198)	The Army Hour	(April 10 & 24) Biographies In Sound
	News	Chevrolet News		
	Vandercook, CIO	Eric Sevareid S	Virgil Pinkley	News-Frederick Chet Huntley Reporting
	The 3 Suns	Campaign '56	Jazz Roost	Music Program
	News			
	Take Thirty S	Dance Orchestra	Dance Time	Nightlife with Nordine
	Singing with the Stars	CBS News	Mutual Reports The News	No Network Service
	Sports Report S	Dance Orchestra	U N Radio Review	News of the World Morgan Beatty

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	ABC News	News S	Dr. Wyatt Wings of Healing (306)	World News Round-Up Co-op
9:15	Great Moments Great Composers It's Time	Music Room		Monitor *
9:30	Prophecy, Inc. Voice of Prophecy (99)	Church of the Air	Christian Ref. Church Back to God (268)	Art of Living
9:45				
10:00	Texaco News Message of Israel S	Chev. News E. Power Biggs S	Radio Bible Class (291)	National Radio Pulpit
10:15				
10:30	Texaco News Negro College Choirs S	Leading Question S	Voice of Prophecy (307)	
10:45				
11:00	It's Time Marines in Review	News Invitation To Learning S	Dawn Bible Frank & Ernest (382) First Church How Christian Science Heals	Monitor * 8 a.m. Sun. Thru 12 Mid. Sun. (except as noted)
11:15				
11:30	Texaco News The Christian In Action S	Salt Lake City Tabernacle S	Northwestern U. Review S	
11:45				
12:00 N	No Net Service	Chevrolet News Washington Week S	As I See It Frank Kirkpatrick	
12:15 PM		World Affairs Report S		
12:30	It's Time Front & Center	Guy Lombardo Orchestra S	Bill Cunningham Co-op	The Eternal Light
12:45			First Church How Christian Science Heals	
1:00	Churches of Christ Herald of Truth (308)	F. W. Woolworth 1-2 p m Woolworth Hour (198)	Les Paul Front Page Exclusive	Monitor *
1:15			Merry Mailman	

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
		Co-op News	Co-op Robt. Hurleigh	
	Breakfast Club (Participating)	No Service	Easy Does It TBA	No Network Service
	Sterling MWF My True Story	Arthur Godfrey (Participating)	Cecil Brown	Weekday **
	When A Girl Marries (165) (Participating)		Footnotes To Medical History	
	Doan Whispering Streets (224)		Guest Time Kraft News	
	Paging the News S		Johnny Olsen Show	
	Magic Kingdom		Kraft News Magic of Music	
	Presenting: Franchot Tone	Make Up Your Mind S	Queen for a Day Participating	
	Presenting: Constance Bennett	Wrigley Howard Miller (144)		
	Valentine	Hazel Bishop P. Morris, Std. B. Wendy Warren	Kraft News Quaker, H'wood	
	Luncheon at Astor	Backstage Wife	A. Ladd's Modern Moods	
	Sunshine Boys			
	How To Fix It	Ponds, Toni Pharmaco Helen Trent		
	No Network Service	Our Gal Sunday S	No Service	No Network Service
	Co-op Paul Harvey	Road of Life (131)	Co-op Cedric Foster	
	Co-op Ted Malone	P&G Oxydol Ma Perkins (162)	Mutual's Music Box	

SATURDAY

	ABC	CBS	MBS	NBC
		Co-op News		
	Co-op No School Today	Farm News St. Louis Melodies	No Network Service	Monitor * 8 a.m. Sat. Through 12 Mid. Sat. (except as noted)
		Ferry Morse Seed Co. Garden Gate		
	Table Products Inc.	Chev., A. Jackson		
		Galen Drake S	Kraft News Conference Call	
	It's Time Moppets and Melodies		Good News	
		Calmer S	Kraft News	
	ABC News*		Magic of Music	
	The Inner Circle	Robt O. Lewis (185) KASCO		
	It's Time All-League Clubhouse S		Musical Wheel of Chance	
		Milner	Les Paul	
	ABC News	Chev., A. Jackson		
	World Tourist			Allis-Chalmers National Farm & Home Hour (Eastern Stations Only)
	101 Ranch Boys S	Romance S	Teenagers USA	
	American Farmer S	Liggett & Myers Gunsmoke (200)		Monitor *
	ABC News	Chev., A. Jackson		
	Navy Hour S	City Hospital	Symphonies For Youth	Allis-Chalmers Home Hour (Central Sta's)

TELECASTING

FOR APRIL 1956

THURSDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Allan Jackson	Stand by With Bob & Ray	No Network Service
6:15	Bill Stern	No Service		
6:30	No Service	Delco Batteries Lowell Thomas (199)	Les Paul Sports Kraft News	Sun Oil & Co-op 3-Star Extra (34)
6:45	CIO-AFofL Edw. P. Morgan	Longines News	Fulton Lewis Jr.	Alex Drier Man on the Go Co-op
7:00	Co-op Quincy Howe	Curt Massey Show (204)	Amer.'s Business Dinner Date	No Network Service
7:15	Events of the Day	Philip Morris Milner, Russell Bing Crosby	Gabriel Heatter	Miles Labs News of World (168)
7:30	The World & You	Co-op Ed. R. Murrow (89)	Coca-Cola Co. Eddie Fisher Show	One Man's Family ***
7:45	News S	My Son Jeep	Official Detective (Participating)	Network Participations People Are Funny
8:00	Your Better Tomorrow	Yours Truly Johnny Dollar		
8:15	Mayflower News	21st Precinct S	Crime Fighters	The Goon Show
8:30	Sound Mirror	News S	Esso Reporter	News
8:45	News S	Jack Carson Show S	TBA	American Adventure
9:00	Offbeat	Kools, Carter Amos 'n' Andy Music Hall (198)	Your Income Tax Co-op State of the Nation	Conversation
9:15	ABC News	Chevrolet News		
9:30	Vandercook, CIO	Eric Sevareid S	Virgil Pinkley	News-Frederick
9:45	The 3 Suns	Dance Orchestra	Jazz Roost	Chet Huntley Reporting
10:00	ABC News			Carling Cons. Club
10:15	Front & Center		Ted Heath & His Music	Jane Pickens Show
10:30	Singing with the Stars	CBS News	Mutual Reports The News	No Network Service
10:45	Sports Report S	Dance Orchestra	U N Radio Review	News of the World Morgan Beatty
11:00				
11:15 PM				

FRIDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Allan Jackson	Stand by With Bob & Ray	No Network Service
6:15	Bill Stern	U.N. on the Record S		Richard Harkness Co-op
6:30	No Service	Delco Batteries Lowell Thomas (199)	Les Paul Sports Kraft Five Star	No network Service
6:45	CIO-AFofL Edw. P. Morgan	Longines News	Fulton Lewis Jr.	Sun Oil Co-op 3-Star Extra (34)
7:00	Co-op Quincy Howe	Curt Massey Show (204)	Amer.'s Business Dinner Date	Alex Drier Man on the Go Co-op
7:15	Events of the Day	Philip Morris CBS Col., Russell Bing Crosby	Amer. Home Gabriel Heatter	No Network Service
7:30	The World & You	Am. Oil Ed. R. Murrow (82)	Les Paul Special Edition	Miles Labs News of World (168)
7:45	News S	My Son Jeep	Counterspy (Participating)	One Man's Family ***
8:00	Your Better Tomorrow	Yours Truly Johnny Dollar		National Radio Fan Club Network & local participations
8:15	Mayflower News	CBS-Radio Workshop	City Editor	
8:30	Sound Mirror	News	Esso Reporter	NBC Job Clinic
8:45	News S	Jack Carson Show S	TBA	
9:00	Offbeat	Kools, Carter Amos 'n' Andy Music Hall (198)	American Travel Guide	National Radio Fan Club Network & Local Participations
9:15	Anahist News	Chevrolet News	Double Date	
9:30	Vandercook, CIO	Eric Sevareid S	Virgil Pinkley	B&W News
9:45	The 3 Suns	Capitol Cloakroom S	Jazz Roost	Gillette Boxing
10:00	ABC News			
10:15	Indoors Unlimited	Dance Orchestra	Dance Time	Sports Digest
10:30	Songs By Dini	CBS News	Mutual Reports The News	Sports Program
10:45	Sports Report	Dance Orchestra	U N Radio Review	No Network Service
11:00				News of the World Morgan Beatty
11:15 PM				

SATURDAY

	ABC	CBS	MBS	NBC
6:00 PM	Weekend News	News	John T. Flynn	
6:15	Pan American Union	Dorsey Bros. Show	Les Paul 25 Kraft News	
6:30	It's Time	Young Ideas Fred Robbins	Report from Washington	
6:45	Co-op Sports Afield With Bob Edge		Dinner Date	
7:00	Sports Kaleidoscope	News	Pop the Question	
7:15	At Ease	Juke Box Jury		
7:30	Casa Noro Morales		TBA	Monitor *
7:45	It's Your Business			
8:00	ABC News	Chevrolet News	True or False	
8:15		Saturday Night Country Style		
8:30	Dancing Party S		Musical Caravan	
8:45		Sports		
9:00			I Ask You	
9:15		Philadelphia Orchestra		
9:30			Lombardoland U.S.A. S	R. J. Reynolds & Co-op Grand Ole Opry (93)
9:45				
10:00	Vandercook, CIO	News S		
10:15	The 3 Suns	Basin Street Jazz	Oklahoma City Symphony Orchestra	
10:30	Lawrence Welk Army Show	Dance Orchestra		Monitor *
10:45				
11:00	Statler Orchestra	News	Hardy Burt Commentator	
11:15 PM		Dance Orchestra	Dance Time	

SUNDAY

	MBS	NBC
	Lutheran Hour (479)	Monitor *
	Festival of Opera	The Catholic Hour
	Bosman's Bandstand	Monitor *
	Bandstand USA	
	Bosman's Bandstand	

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
	Closed Circuit	Toni TuTh Ponds—WF Dr. Malone	Luncheon with Lopez	No Network Service
		P&G Duz Guiding Light (128)	Kraft News	
	No Network Service	Ponds—TuTh Mrs. Burton	A Letter to Lee Graham	
		Ponds—M* Brighter Day		
		Toni & Bristol-Myers Nora Drake (197)	(MTuTh) Military Band (W) Rich'd Hayes (F) Salute to the Nation	Weekday **
		Lever—MF Franko Amr. TuT Aunt Jenny		
	The Martin Block Show	Houseparty† (183) R	Mutual Matinee with Dan McCullough	
		Hartz—Song		
		Amer. Bird—MF Record Pet of the Day (44)	(MTuWF) Bandstand USA (Th) Dick&Diane	
	Manhattan Matinee		Mutual Reports	
		No Service	Mutual Matinee with Dick Willard	Doctors Wife
	Treasury Bandstand			P&G Right to Happiness
				Sterling Drug Widder Brown *****
	Musical Express			P&G Pepper Young
				Miles Woman In My House
	Ebony & Ivory		Stand By With Bob & Ray	World of Nordine
				Dr. Norman Vincent Peale
	Gloria Parker	No Service		Gen. Mills & Amer. Bakeries Lone Ranger
			Les Paul	
	Wall St. Final (Harris, Upham)		Gen. Sports Time	Production Five
			Kraft News	

SATURDAY

	ABC	CBS	MBS	NBC
	It's Time	Kathy Godfrey Show S	Symphonies For Youth	Monitor *
	Shake the Maracas		Kraft News	
	Texaco News	News S		
		Adventure in Science	Fifth Army Band	
		String Serenade		
		Dance Orchestra	Lucky Pierre	
	Texas Co. Metro. Opera	News S		
		Richard Hayes Army Show	Country Jamboree	
		Dance Orchestra	Sports Parade	
		News S		
		Dance Orchestra		
	Pop Concert		Co-op Stand-By Sports	
		Make Way for Youth		
	The World Tourist	News S	Kraft News	
		New Orleans Jazz		
	Dinner at the Green Room S			
		Saturday at the Chase	Les Paul	

March 26, 1956

Explanation: Listings in order: Sponsor, name of program, number of stations; R repeat; S sustaining; TBA to be announced. Time EST.

ABC—

7:55-8 p.m., Les Griffith & The News. (332).

Weekend news sponsored by Texas Co. in each of four time zones, 13 times on Sat., 11 times on Sun.

It's Time, 5 min., unsponsored, 10 times on Sat., 8 times on Sun., U. S. Rubber.

CBS—

8:55-9 a.m. Sun. Gen. Fds.—Galen Drake (111)

11:30-11:35 a.m. Sun. Lou Cioffi—News (S)

† Houseparty.

3-3:15 p.m. MWF Lever—Th. Sunsweet. Tues. Campana.

3:15-3:30 p.m., Fri. Dole. Thurs. Kasco. Th. Gen. Motors — Allen Jackson.

Sat.—News 10:00-10:05 a.m.; 10:55-11.00 a.m.; 12 Noon-12:05 p.m. 126 Sta.

Doug Edwards—Pall Mall Wed.-Th. Fri. 8:25-30 p.m.

* G. Drake Sleep-Eze—10:55-11 a.m., Sat.

Football Roundup, starts Sats., 2-6 p.m., beginning Sept. 17.

Amos 'n' Andy Music Hall

Brown & Williamson, M. F. S., Ted Bates

NBC—

* **Monitor**—Network & Local Participations Barbasol, Miller Brewing, RCA

** **Weekday**—Network & Local Participations Carter Prods., Sterling Drug, Q-Tips Sales

*** **One Man's Family**—Net & Local Participations Weds: Carter (Last 3/21), Anahist (Last 3/14)

**** **Hotel For Pets**—MWF: Coast Fisheries—with stations not ordered commercially taking the program on Sustaining basis

T&TH—Complete Sustaining basis

***** **Young Widder Brown**—M-Th—Sterling Drug, Fri—Network Participations

****** **Fibber McGee & Molly**—Network & Local Participations Tues—Viceroy

another first for K-NUZ

TWLM

The World's Largest Microphone!

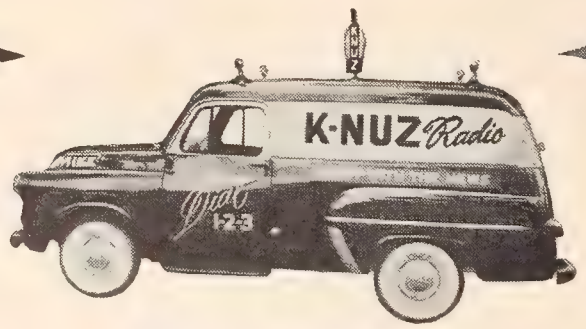


"BIG MIKE STUDIO"

"BIG MIKE No. 2"

"BIG MIKE No. 2"—K-NUZ's second and newest radio station on wheels was born a Chevrolet Nomad Station wagon. The custom built broadcasting equipment in "Big Mike No. 2" enables K-NUZ to broadcast disc jockey shows direct from any point in Houston. The fidelity of musical broadcasts from "Big Mike Studio" is the talk of the Houston radio world.

"BIG MIKE STUDIO"—The World's Largest Microphone is over 14 feet high, and is an exact scale model of the "newsman's mike". "Big Mike Studio" is equipped with turntables and a complete console. The leather upholstered and fully carpeted interior is large enough so that a disc jockey can interview as many as four people in air conditioned comfort. Together with "Big Mike No. 2", it makes a complete and self-sufficient Radio Station on wheels. Now, greater than ever ON THE SPOT COVERAGE means MORE SALES . . . WILL MOVE MORE MERCHANDISE . . . AT NO INCREASED COST!



"BIG MIKE No. 1"

In addition to K-NUZ's five-man news staff, "Big Mike No. 1" is a well-known "news personality" in Houston. Wherever news is being made, HOUSTONIANS LOOK TO "BIG MIKE" for complete coverage FIRST . . . and they get it . . . ON THE SPOT.

K-NUZ

"Houston's 24-Hour Music & News"

NAT'L REPS.—FORJOE AND CO.

IN HOUSTON, CALL DAVE MORRIS

JAckson 3-2581

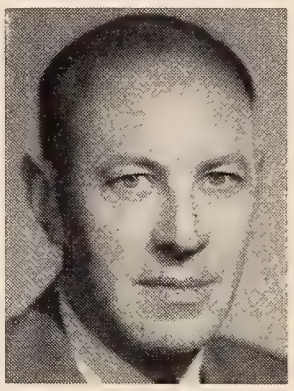
STILL HOUSTON'S TOP RATED INDEPENDENT BY EVERY SURVEY!

BROCKWAY HEADS AD COUNCIL BOARD

Young & Rubicam executive vice president named to post last week replacing Borden's Stuart Peabody, named chief of planning committee.

LOUIS N. BROCKWAY, executive vice president, Young & Rubicam, New York, Thursday was elected board chairman of the Advertising Council succeeding Stuart Peabody, assistant vice president of the Borden Co., who was named head of the AC board's planning committee.

The Advertising Council is a non-profit organization dedicated to promoting public service through and with the assistance of advertisers and their agencies.



MR. BROCKWAY

Other newly elected officers include Lee H. Bristol, president, Bristol-Myers Co., New York, as vice chairman of the board; K. C. Pratt, head of the public relations firm bearing his name; William G. Werner, manager of Procter & Gamble Co.'s publicity and legal services department, and John W. Hill, board chairman, Hill & Knowlton, as directors-at-large; Clifford L. Fitzgerald, president, Dancer-Fitzgerald-Sample, New York; Edward C. Von Tress, vice president, Curtis Pub. Co.; Harold S. Barnes, director, Bureau of Advertising, ANPA, and Warner Moore, president, Outdoor Adv., as representatives of agencies, magazines, newspapers and outdoor advertising, respectively.

Re-elected officers, representing radio and television, are Harold E. Fellows, NARTB president, and Sylvester L. Weaver Jr., NBC board chairman. Others re-elected:

Leo Burnett, board chairman of Leo Burnett, Chicago, and John C. Sterling, board chairman, *This Week* magazine, as vice chairmen of the board; Theodore S. Repplier, president of the Council; Allen M. Wilson and George T. Ludlam, vice presidents of the Council; Frederic R. Gamble, president of the American Assn. of Advertising Agencies, as secretary; Paul B. West, president, Assn. of National Advertisers; Edwin S. Friendly, vice president, Westchester County Publishers Inc.; Roy E. Larsen, president, Time Inc.; Albert E. Winger, director, Crowell-Collier Pub. Co.; Henry G. Little, president, Campbell-Ewald; Myles Standish, president, Standish-Barnes Co., as directors-at-large for three-year terms; Edward G. Gerbic, advertising and merchandising vice president, Johnson & Johnson, as representing advertisers, and F. Bourne Ruthrauff, vice president, Ruthrauff & Ryan, as representing agencies.

At a luncheon following the election of officers, Mr. Brockway presented council citations to volunteer coordinators and 25 volunteer agencies for their services contributed to the organization's major public service projects in 1955.

Cott to Address D. C. Club

TED COTT, vice president of DuMont Broadcasting Co., will address the Women's Advertising Club of Washington, D. C., at a luncheon meeting April 5 at the Hotel Washington.

NARTB LINES UP RADIO DAY AGENDA

NARTB delegates attending the Radio Day sessions of the annual convention in Chicago will take part in a series of discussions covering audience measurement, handling of sales staff, promotion and sales. Radio Day is scheduled Thursday, final day of the April 15-19 convention at the Conrad Hilton Hotel, Chicago.

Final details of the five-day industry meeting were being worked out last week. Still to be announced are the Radio Day luncheon speaker and the complete program for Television Day (Wednesday).

A number of new exhibitors were announced last week. New room exhibitors are Magne-Tronics Inc., New York (Room 612); Multiplex Services Corp., New York (Room 657); A. C. Nielsen Co., Chicago (Room 1000); Rust Industrial Co., New York (Room 533); Standard Electronics Corp., Newark, N. J. (Room 653); Tarc-Electronics Inc., Westbury, N. Y. (Room 553-A); U. S. Army Recruiting Service, Governors Island, New York (Room 522); U. S. Air Force Recruiting Service through Ruthrauff & Ryan, Washington (Room 521).

Radio-Electronics-Tv Mfrs. Assn. will show latest radio receivers in the lower lobby, according to James D. Secrest, vice president. Repeating its 1955 convention exhibit, the display will include small sets, including home, clock, auto and portable models.

RETMA's display will kick-off National Radio Week activities a month in advance of the May 13-19 celebration, Mr. Secrest said. Emphasis will be placed on outdoor listening and the Radio-in-Every-Room theme. RETMA, NARTB, Radio Adv. Bureau and National Appliance & Radio-Tv Dealers Assn. are cooperating in Radio Week ceremonies.

Receivers Displayed

Manufactures showing sets will be CBS-Columbia, Crosley & Bendix Home Appliances Div. of Avco Mfg. Corp., General Electric Co., Hoffman Electronics Corp., Motorola Inc., Philco Corp., RCA, Raytheon Mfg. Co., Regency Div. of IDEA Inc., Sentinel Radio Corp., Sylvania Electric Products, Westinghouse Electric Corp. and Zenith Radio Corp.

The Radio Day program at the convention will be opened by E. K. Hartenbower, KCMO Kansas City, Radio Board vice chairman and co-chairman of the convention committee. Henry B. Clay, KWKH Shreveport, La., chairman of the Radio Board, will speak, followed by a talk, "The Future of Radio Audio Measurement," by Dr. E. L. Deckinger, vice president of Biow Co. and chairman of Advertising Research Foundation's Radio-Tv Ratings Review Committee.

Walter E. Wagstaff, KIDO Boise, Idaho, recently re-elected NARTB District 14 director, will speak on the topic, "It's Your Dream." Charles H. Tower, NARTB employer-employe relations manager, will conduct a panel discussion, "Selling Your Salesmen." Arthur C. Schofield, sales promotion director of Storer Broadcasting Co., will discuss "The Schofield Seven." Winding up the morning session will be a Radio Week Rally.

Radio Advertising Bureau will conduct the afternoon program, following the annual NARTB business meeting. Theme of the RAB program will be "Best of the Big Four." Kevin B. Sweeney, president, and John F. Hardesty, vice president, will direct RAB's program.

The Advertising Council is arranging an exhibit of public service programming. Over two





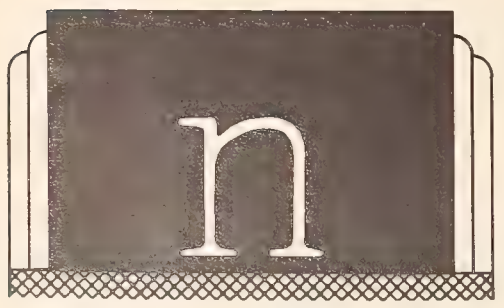
WITNland—the television market as new as an unlicked cub—in the heart of the money (better known as tobacco) belt. It lies in the shadow of the WITN



television tower, the tallest man made structure in the two Carolinas. WITN offers you NBC affiliation, sells your product more effectively whether carafes or



giraffes. Place your product in the top field; harvest this ripe tobacco market. WITN services the mighty marine bases in Cherry Point and Camp Lejeune.



channel 7
serving eastern north carolina
transmitter at grifton, n. c.
studios & offices at washington, n. c.
316,000 watts
headley-reed co., rep.



NEW OFFICERS of the Television Bureau of Advertising's board of directors and other members of the board at a meeting last week in New York (l to r): seated, L. H. Rogers, WSAZ-TV Huntington, W. Va., treasurer; W. D. Rogers, KDUB-TV Lubbock, Tex., chairman; Oliver Treyz, TvB president; Roger Clipp, WFIL-TV Philadelphia, secretary; standing, Richard A. Moore, KTTV (TV) Los Angeles; Henry W. Slavick, WMCT (TV) Memphis; Otto Brandt, KING-TV Seattle; Charles R. Denny, NBC; Merle S. Jones, CBS; Robert Lemon, WTTV (TV) Bloomington; Campbell Arnoux, WTAR-TV Norfolk; Robert R. Tincher, KVTV (TV) Sioux City; Kenneth L. Carter, WAAM (TV) Baltimore; H. Preston Peters, Peters, Griffin, Woodward, and Don Coyle, ABC.

score separate projects contributed by networks, stations and advertisers will be displayed. The exhibit will be held in the Normandie Room on the Conrad Hilton mezzanine.

Convention week opens Sunday, April 15, with the annual NARTB golf tournament for the B•T trophies. Exhibits will open that day and registration will start. Several social and side meetings are being arranged. Monday includes an fm meeting at 10 a.m., television membership business meeting at 2:30 p.m. and labor relations clinic 4-6 p.m. Fm speakers include Dr. Frank Schooley, U. of Illinois, and George Heinemann, NBC Chicago. Community Broadcasters Assn. and Daytime Broadcasters Assn. are among groups planning Monday meetings. The annual BMI dinner will be held in the evening.

Tuesday's program includes the keynote address by Robert E. Kintner, ABC president; a luncheon talk by FCC Chairman George C. McConnaughey and a talk by one of the Voice of Democracy Contest winners, with the FCC taking part in an afternoon panel discussion. President Harold E. Fellows will moderate the panel.

Wednesday, Television Day, opens with a wage-hour breakfast. Workshops, film discussions and a color tv management forum are planned in the morning. President Fellows will address the luncheon. Political telecasting, government relations discussion and a Television Bureau of Advertising sales program are on the afternoon agenda. Tv film firms are planning a reception, with Radio Pioneers holding its annual dinner that evening. The annual banquet Thursday evening will be the last event of the convention.

The Engineering Conference opens Monday, Color Television Day [B•T, Feb. 27]. Luncheon speaker will be Dr. William L. Everitt, dean of the College of Engineering, U. of Illinois. Tours of WBBM-TV and WNBQ (TV) studios in Chicago are planned in the evening. Engineering delegates will take part in the Tuesday management meetings. Wednesday they will hear Radio Day technical papers while management delegates have their separate Television Day. Thursday the engineers will discuss television, with management delegates taking up radio topics.

TvB BOARD NAMES ROGERS CHAIRMAN

Texas broadcaster elected to post in bureau's annual elections. Also approved: operating budget of $700,000 and plans for release of spot television report and sales presentation in April.

ELECTION of W. D. Rogers Jr. of KDUB-TV Lubbock and KPAR-TV Sweetwater, Tex., as chairman of the board of Television Bureau of Advertising was announced last week.

Coincident with the annual elections, the board also approved (1) a TvB operating budget of $700,000; (2) plans for the release of the bureau's spot television report and general sales presentation on April 16; (3) plans for increased selling activity in the retail field and the release of a special retail sales manual in late April.

In the board chairmanship Mr. Rogers succeeds Richard A. Moore, KTTV (TV) Los Angeles. In other voting, Roger W. Clipp, WFIL-TV Philadelphia, a member of TvB's board since its inception, was named secretary, and Lawrence H. Rogers II, WSAZ Huntington, W. Va., was re-elected treasurer.

President Oliver Treyz recounted TvB's development since the last board meeting, held in November, pointing out that the bureau had made 142 sales calls on national advertisers since that time, that the staff had expanded from 20 employes to 26, that membership was up from 174 to 197, and that revenues gained 25% in the last quarter of 1955.

The board also authorized the moving of TvB's New York headquarters to larger offices to accommodate the expanded personnel and stepped-up sales program. A new headquarters site has not been definitely set. Board members on hand for the meeting, in addition to the newly-elected officers, were Campbell Arnoux, WTAR-TV Norfolk, Va.; Otto P. Brandt, KING-TV Seattle; Kenneth L. Carter, WAAM

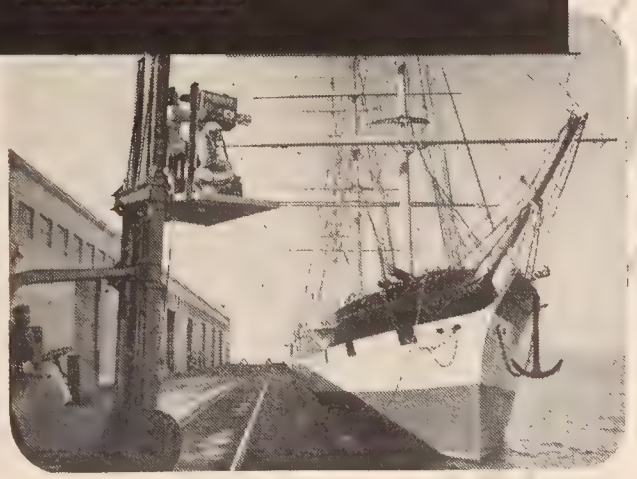
KRON TV highlights

Northern California's importance to the "WIDE WIDE WORLD"

KRON-TV cameras contributed a total of nine different locations—*more local originations to "Wide Wide World" than any other NBC affiliated station.*



From the platform of one of San Francisco's famous cable cars . . . from the decks of the Balclutha, last full-rigged sailing ship in the world . . . to the levees of flood ravaged Yuba City, KRON-TV's cameras bring these scenes to viewers from coast to coast.







Yes, Northern California is important to the "Wide Wide World" and KRON-TV is a *must* buy to reach the greatest share of that important market.

Represented Nationally by Peters, Griffin, Woodward, Inc.

San Francisco

KRON TV

AFFILIATED WITH THE S. F. CHRONICLE AND THE NBC-TV NETWORK ON CHANNEL 4

(TV) Baltimore; Donald W. Coyle, ABC-TV; Charles R. Denny, NBC; Merle S. Jones, CBS-TV; Robert Lemon, WTTV (TV) Bloomington, Ind.; Mr. Moore; H. Preston Peters, Peters, Griffin & Woodward, New York; Henry W. Slavick, WMCT (TV) Memphis; Robert R. Tincher, KVTV (TV) Sioux City, and Mr. Treyz. Absent were Gordon Gray, WOR-TV New York, and George B. Storer Jr., Storer Broadcasting Co.

Four Incumbents Re-elected To NARTB's Radio Board

FOUR incumbent directors were re-elected last week to the NARTB Radio Board in elections to fill vacancies in even-numbered districts and four at-large directors. The at-large classification will cease next year as a result of a by-laws change approved last month.

Three directors were elected without opposition [B•T, Feb. 27]. They were Robert B. Hanna, WGY Schenectady, N. Y., District 2; John F. Patt, WJR Detroit, large stations, and Merrill Lindsay, WSOY-FM Decatur, Ill., fm stations.

Incumbent directors re-elected were James H. Moore, WSLS Roanoke, Va., District 4; Walter E. Wagstaff, KIDO Boise, Idaho, District 14; J. Frank Jarman, WDNC Durham, N. C., medium stations, and Mr. Patt.

Others elected to the board were: David Wilson, KPLC Lake Charles, La., District 6; Edward F. Baughn, WPAG Ann Arbor, Mich., District 8; Ben B. Sanders, KICD Spencer, Iowa, District 10; Robert L. Pratt, KGGF Coffeyville, Kan., District 12; Robert O. Reynolds, KMPC Los Angeles, District 16; William C. Grove, KFBC Cheyenne, Wyo., small stations.



COUNTING ballots at NARTB headquarters during the Radio Board election are (l) Frederick Houwink, WMAL Washington, and Everett L. Dillard, WASH-FM Washington, chairman of the counting group. Another member, Joseph Goodfellow, WRC Washington, was not present when the picture was made.

Radio Old Timers to Meet

MEMBERS of the Radio Old Timers will hold their 1956 reunion May 20 at the Conrad Hilton Hotel, Chicago, it was announced last week by President Charles Golenpaul of the Aerovox Corp., New Bedford, Mass. The meeting will coincide with the Radio Parts Show in Chicago. Remittances of $10 (including $2 annual membership dues) should be sent to Sam Poncher, Newark Electric Co., 223 W. Madison St., Chicago, Mr. Golenpaul said.



FOLLOWING election of new officers of West Virginia Broadcasters Assn., at annual spring meeting in Wheeling, March 17 (l to r): Tom Garden WSAZ Huntington, secretary-treasurer; A. G. Ferrise, WMMN Fairmont, president; Paul J. Miller, WWVA Wheeling, past president, and Robert W. Ferguson, WTRF-TV Wheeling, vice president.

West Virginia Broadcasters Back Uniform Daylight Time

STANDARD summer time on a national basis was advocated March 17 by the West Virginia Broadcasters Assn., meeting at the Hotel McLure, Wheeling. The association set up a budget for its freedom of information project and named a committee to handle a radio-tv journalism scholarship. Merriman Smith, United Press White House correspondent, was a speaker.

A. G. Ferrise, WMMN Fairmont, was elected president, succeeding Paul J. Miller, WWVA Wheeling. Other officers elected were Robert Ferguson, WTRF-TV Wheeling, vice president, and C. Tom Garten, WSAZ-AM-TV Huntington, secretary-treasurer.

Mr. Miller pointed to the resurgence of radio around the West Virginia area in his opening talk. Topics discussed during the meeting included double billing. About 50 broadcasters attended the session, which was preceded March 16 by a BMI clinic.

Ad Council Film Unit Formed in Hollywood

FORMATION of a 13-man Hollywood radio-tv committee was announced last week by The Advertising Council, which said the group would seek to enlist participation of all tv film programs in the Council's many-faceted public service activities.

Volunteer chairman of the new committee is Frederick W. Wile Jr., vice president, NBC. Other industry leaders, representing advertisers, agencies, networks and film companies, are: Alfred J. Scalpone, CBS-TV vice president; Earl J. Hudson, ABC vice president; Christy Walsh Jr., radio-tv supervisor, Ted Bates & Co.; Cornwell Jackson, vice president, J. Walter Thompson Co.; Fanton Coe, NBC-TV production facilities film manager; Desi Arnaz, president, Desilu Productions; Irving Asher, executive producer, TCF (TV) division of 20th Century-Fox; Walter Bunker, vice president, Young & Rubicam; Hal Roach Jr., president, Hal Roach Studios; George R. Giroux, west coast supervisor, Procter & Gamble Productions; Russell Z. Ellar, advertising manager, Sunkist Growers Inc., and Paul H. Willis, vice president, the Carnation Co.

NEWSPAPERLESS TOWNS WITH RADIO INCREASE

New report prepared by Radio Advertising Bureau shows number of such communities now totals 625, an increase of 230 since 1953.

THE NUMBER of small towns in the U. S. which have a licensed radio station but are presumably "too small" to be served by a local newspaper now totals 625, an increase of 230 since 1953, according to a new report prepared by Radio Advertising Bureau.

RAB points out that these stations not only brought local news service to more than four million people but also have given "tens of thousands of advertisers . . . the advertising flexibility of the big city."

RAB reports the highest concentration of radio stations in newspaperless small towns to be in the Southeast. On a state-by-state basis, however, Texas led with 56, North Carolina followed with 44 and Alabama was next with 40. Other top states were Georgia, 38; Tennessee, 32; Florida, 29; South Carolina and Virginia, both 25; Kentucky, 24; Mississippi, 23, and California, 22.

The development of daily advertising service in communities which for decades depended on once-weekly advertising service "is materially changing the way business is done," according to RAB President Kevin Sweeney.

RAB's breakdown of towns with local station service but without daily newspapers, follows:

Alabama	40	Montana	4
Arizona	7	Nebraska	5
Arkansas	12	New Hampshire	2
California	22	New Jersey	4
Colorado	8	New Mexico	6
Delaware	3	New York	13
Connecticut	1	North Carolina	44
Florida	29	North Dakota	1
Georgia	38	Ohio	4
Idaho	7	Oklahoma	2
Illinois	12	Oregon	15
Indiana	4	Pennsylvania	10
Iowa	3	South Carolina	25
Kansas	1	South Dakota	1
Kentucky	24	Tennessee	32
Louisiana	21	Texas	56
Maine	7	Utah	7
Maryland	12	Vermont	2
Massachusetts	6	Virginia	25
Michigan	10	Washington	17
Minnesota	14	West Virginia	9
Mississippi	23	Wisconsin	16
Missouri	13	Wyoming	8

Policing of Promotions Urged by Cunningham

Agency president tells Chicago conference sponsored by Premium Adv. Assn. of America that organization should watch for 'exaggerated claims, misrepresentations.'

THE Premium Adv. Assn. of America should "police" advertised promotions "severely" for "exaggerated claims and misrepresentations" and accelerate and increase its public education program on premiums, John P. Cunningham, president of Cunningham & Walsh, asserted last week.

He addressed a PAAA-sponsored advertising conference Tuesday during the week-long Premium Buyers Exposition at Chicago's Navy Pier. He noted that premiums represented a $1.5 billion industry last year.

"The good advertising agency of today is deeply involved in the creation, the selection and the execution of a lion's share of the premium promotions used today . . . including heavy national and local advertising supporting them," Mr. Cunningham observed. The largest U. S. advertisers are the biggest premium advertisers and most of them have "special promotional budgets," he said.

Mr. Cunningham also advised careful recommendation of a major premium program for clients in a field where premiums have been conspicuous by their absence. Sales advantages may accrue temporarily and lead to a *status quo* "as companies try to out-promote one another." The result, he said, would be only more such promotions like Ralston-Purina's "Look ma, no premiums" campaign on tv (*Ethel & Albert*) and in printed media.

Gordon C. Bowen, PAAA president, called on association buyers for help "to see to it that premiums are used wisely, ethically and effectively" and that "this great premium boom doesn't degenerate into anarchy." He noted premium advertising is "very volatile" where premiums are seldom used if there is no competition.

Glenn R. Fouche, president of Stayform Co. (foundation garments), Chicago, told delegates at the PAAA session that "television has popularized the giveaway program to such an extent that if we can't answer the $64,000 question or the $100,000 question or 'retire for life,' we at least want to be in front of our tv set to watch someone else who can." He said the desire to get "something for nothing" is really a "basic human urge" and added:

". . . millions of people who buy Speidel watchbands, lipstick, and other commodities sold by these sponsors actually pay for these large premiums. The fathers and mothers who permit themselves to be dragged to the supermarket to purchase a wrapper or a box top for their offspring are actually paying the tariff but this is not reprehensible. Such selling techniques have made possible the greatest mass-production country in the world."

Said Mr. Fouche:

This urge for "something for nothing" is really "nothing to be ashamed of, nor should we be ashamed to appeal to that part of human nature." He had a similar opinion on cereals:

"Today our kids do not eat cereals because they contain vitamins, minerals or health-building qualities—but because each box contains a button gadget or coupon, making each kid a member of the space patrol, a jet squadron or a backwoodsman."

Guild Films Co., New York, emerged as one of five international winners at the annual citation awards banquet conducted by the Premium Industry Club, which is affiliated with PAAA, during the conference.

Guild Films won out in the "tie-in sales premium plan" category. Columbia Records (transcriptions) supplied the premium plans. KRCA (TV) Los Angeles and the Atlantic Refining Co. were cited for honorable mentions on tie-ins, one of five awards categories.

Other international winners and their categories: Motors Products of Canada Ltd. (sales contests); General Mills Inc. (dealer incentives); The Kroger Co., Cincinnati (store traffic promotions), and Kraft Foods Co., Chicago self-liquidating premiums). Quaker Oats Co., Chicago, won a special award for devising "gold rush" premiums. Agencies specifically cited for their roles were Campbell-Mithun Inc. for Kroger, Needham, Louis & Brorby Inc. for Kraft and Wherry, Baker & Tilden for Quaker.



INDIANA Broadcasters Assn. at its March 16 meeting in Indianapolis elected Daniel C. Park, WIRE Indianapolis, as president. Other officers elected were Joseph Edwards, WFML (FM) Washington, fm vice president; Norman Widenhofer, WGL Fort Wayne, am vice president; Robert Lemon, WTTV (TV) Bloomington, tv vice president; Joseph Higgins, WTHI Terre Haute, re-elected secretary-treasurer; Howard White, WCTW (FM) New Castle, assistant secretary, and Dennis Keller, WITZ Jasper, assistant treasurer. Robert McConnell, WISH-TV Indianapolis, and Dee O. Coe, WWCA Gary, were elected new board members. In photo (l to r): Messrs. Coe, Widenhofer and Park; Edward G. Thoms, WKJG-TV Fort Wayne, retiring president; Messrs. Edwards and Higgins.

NARTB LISTS FALL CONFERENCE DATES

SCHEDULE for NARTB's second annual series of regional conferences was announced Wednesday by President Harold E. Fellows. The conferences replace the annual meetings of the 17 districts. The regional idea proved so popular last fall, according to an NARTB survey, that the board voted in January to continue the plan this year.

Schedule for the 1956 series follows:

Region 5 (Minn., N.D., East S.D., Iowa, Neb., Mo.)	Sept. 17-18	Nicollet Hotel Minneapolis
Region 7 (Mountain States)	Sept. 20-21	Utah Hotel Salt Lake City
Region 8 (Wash., Ore., Calif., Nev., Ariz., T.H., Alaska)	Sept. 24-25	St, Francis Hotel San Francisco
Region 6 (Kan., Okla., Tex.)	Sept. 27-28	Okla. Biltmore Okla. City
Region 2 (Pa., Del., Md., W. Va., D. C., Va., N.C., S.C.)	Oct. 11-12	Shoreham Hotel Washington
Region 1 (New England)	Oct. 15-16	Somerset Hotel Boston
Region 4 (Ky., Ohio., Ind., Mich., Ill., Wis.)	Oct. 18-19	Sheraton Lincoln Indianapolis
Region 3 (Fla., Ga., Ala., Miss., La., Ark., Tenn., P.R.)	Oct. 25-26	Dinkler-Tutwiler Birmingham

BBC HEAD ANSWERS CRITICS OF SYSTEM

IN A DEFENSE of the British system of noncommercial broadcasting made last week in New York, Sir Ian Jacob, director-general of the British Broadcasting Corp., in effect challenged other radio or tv systems, including those in the U. S., to put up or shut up.

Sir Ian spoke at the invitation of the Radio & Television Executives Society, which, it was understood, had extended "equal time" to BBC after the corporation had taken exception to some remarks made before the RTES last September by FCC Chairman George C. McConnaughey and which the BBC considered as derogatory to its form of broadcasting.

The BBC official took in much territory in his talk, including references to NBC Board Chairman Sylvester L. Weaver Jr.'s speech in London last September.

Throwing down the gauntlet, Sir Ian said:

"I challenge anyone to show that there is anywhere in the world, including the U. S., a television service that exceeds in range of material, in enterprise for new program ideas and techniques, in technical quality, and in general standard, that of the BBC. That is perhaps a bold claim to make in the center of so great a collection of high-class operators as New York. I make it, and we in the BBC are ready to substantiate it."

Along this vein, Sir Ian said that BBC did not fear competition—"We believe that we can produce programs in each category of the output of a consistently higher quality than our competition." The "competition" in Great Britain is the commercial television system run by the Independent Television Authority which started last fall. Radio is still a BBC monopoly.

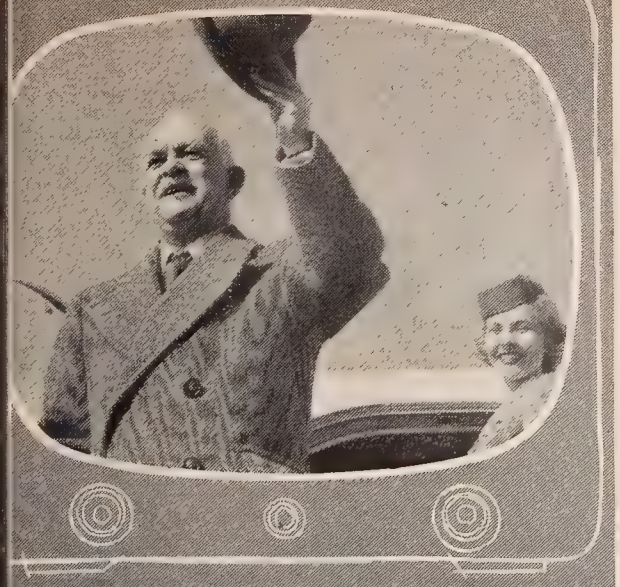
Of radio, Sir Ian said it is "very much alive" in Great Britain but that because of "severe" interference in a congested medium wave band on the European continent, BBC is swinging over to fm and predicted that in a couple of years, the three national networks (actually all operated by BBC) will be entirely on fm.

Sir Ian did not mention Mr. McConnaughey by name. However, his talk was interspersed with witticisms and subtle barbs poking fun at BBC's critics. For example: "Having read reports of some of the statements made here about the BBC and what it does, or does not

Just 72 minutes...from <u>there</u> to <u>here</u>...



4YS



News while it's news means split-second schedules, schedules you must meet. A dignitary arrives at an airport far from the heart of town . . . with minutes to go until air time. You're always in a hurry.

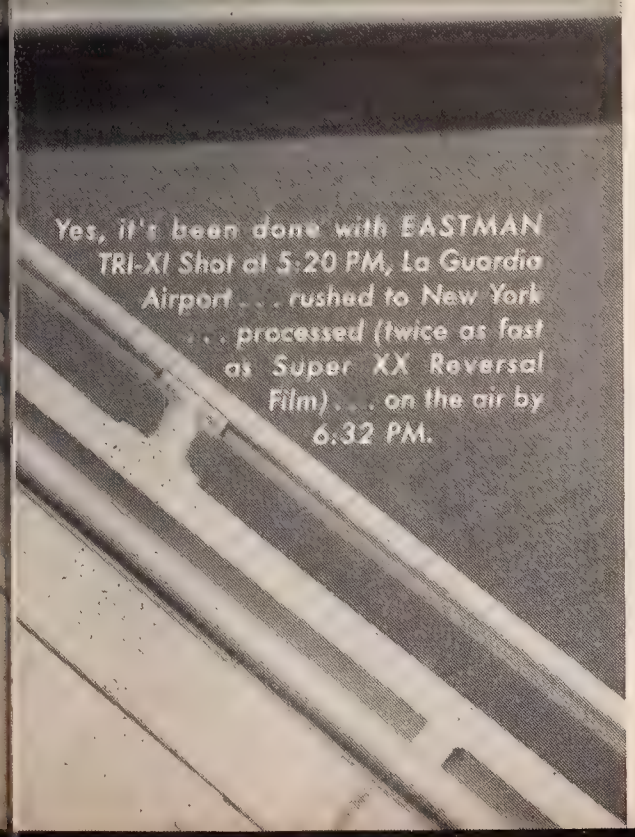
Anyway—it's easy . . . inexpensive, too . . . provided you work out your schedules and . . . USE EASTMAN TRI-X FILM.

For complete information—what film to use, latest processing techniques—write to:

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EASTMAN KODAK COMPANY
Rochester 4, N. Y.

East Coast Division
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Midwest Division
137 North Wabash Ave., Chicago 2, Ill.
West Coast Division
6706 Santa Monica Blvd.,
Hollywood 38, Calif.

or W. J. GERMAN, Inc.
Agents for the sale and distribution of Eastman Professional Motion Picture Film,
Fort Lee, N.J., Chicago, Ill., Hollywood, Calif.



Yes, it's been done with EASTMAN TRI-X! Shot at 5:20 PM, La Guardia Airport . . . rushed to New York . . . processed (twice as fast as Super XX Reversal Film) . . . on the air by 6:32 PM.

do, I felt that I was reading the kind of report that might have been current in the days of the great explorers. Remote foreign lands had been visited by these men, who brought back somewhat fantastic tales of the habits of the natives. In those days it was no easy matter to check these tales. Now there should be no difficulty, and easy travel comes to our aid. Perhaps we travel too easily, and do not spend enough time at the other end to get our ideas properly adjusted."

At another point, Sir Ian said BBC had nine governors "appointed not as political nominees but as representative men and women to act as trustees for the nation."

Sir Ian chuckled in words at Mr. Weaver's remarks of last September. Noting that Mr. Weaver had said: "I have always thought that taking pride in having a broadcasting instrument that did not carry advertising was like taking pride in a railway system that did not carry freight," Sir Ian commented:

"That indeed is a point of view, though I have not yet heard of a demand that on a railway the freight and the passengers should travel in the same compartment. It is quite a new idea to us."

Another quotation of Mr. Weaver's as presented by Sir Ian: "I recognize that the BBC has done most of what we are talking about, but the BBC by its very nature will not do what commercial television must do. Commercial television to be successful must attract the big audience—everyone." Sir Ian countered by saying that this was precisely what BBC has done—"BBC has attracted and does attract the big audiences, and has done all it can to put before them the complete range of human thought and activity."

Sir Ian said ITA now has two stations "and though it is doing quite well among those people who have taken the trouble to convert their sets to receive its service, the permanent nature and shape of so-called independent television in Britain remains to be seen."

BBC's tv now covers "virtually the whole country" with one network and is ready to start a second, he said.

During a brief questioning period by *New York Times* radio-tv critic Jack Gould and ABC's vice president and news commentator John Daly, Sir Ian admitted that ITA in certain areas was doing "extremely well," but:

"They have to hold their own. When it comes to light programs, the ITA have it. When it comes to anything else, they do not have it."

Sir Ian also revealed that BBC received nearly $60 million in operating revenues this year from purchase of radio or tv receiver licenses alone.

National Advertisers See Tv As Primary Medium—Treyz

NATIONAL ADVERTISERS regard tv as their primary link with their customers and the customers regard tv as their primary link with advertisers, Oliver Treyz, president of TvB, told members of the Broadcasting Executives Club of New England last week.

"Tv's advertising dominance, from both the advertiser's and the public's standpoint, and its superiority over other media is achieved despite its relatively low commercial content of 12% to 25%," Mr. Treyz emphasized. "This commercial content," he continued, "compares with that of approximately 15% for the new March issue of *Reader's Digest,* 62% for the current issue of *Life,* and higher percentages for daily newspapers, typically more than half commercial."

The TvB president did not criticize competing media for their relatively higher commercialization, but he pointed out that television's superiority has been achieved with less density of advertising, when compared to printed media.

Evidence of tv's superiority in the eyes of national advertisers, Mr. Treyz declared, is shown by the fact they "invest more dollars in tv than in any other medium by increasingly wider margins."

As proof that the public responds affirmatively to tv advertising, he cited a TvB tabulation of Videodex findings for the fourth quarter of 1955. This revealed, he said, that "less than 3% of the tv viewing public finds evening commercials 'irritating' and less than 2% of the daytime viewing public finds commercials "irritating.' "

Conclusive proof that tv viewers respond, not only to programs, but to advertisements, he went on, is found in the rising sales curves of tv advertisers, who are investing more and more in the medium.

A new presentation on national spot advertising, "The Hidden Half of Television," which shows the great variance in market opportunity, will be released the week of April 16, Mr. Treyz told the group.

Competitive Tv Group Elects Joseph Meagher

APPOINTMENT of Joseph Meagher as executive secretary of the newly formed Committee for Competitive Television [B•T, March 19] was announced last week. Mr. Meagher is managing editor of the *Erie* (Pa.) *Times,* whose principals have stock ownership in ch. 35 WSEE (TV) that city.

The overall uhf group announced a regional meeting of Pennsylvania uhf operators in Harrisburg March 28 at the Penn Harris Hotel. John G. Johnson, WTOB-TV Winston-Salem, N. C., is chairman of the organization; John W. English, WNAO-TV Raleigh, N. C., and WSEE (TV), is vice chairman; Tom Chisman, WVEC-TV Norfolk, Va., is treasurer, and Philip Merryman, WICC-TV Bridgeport, Conn., member of the executive committee.

— PROFESSIONAL SERVICES —

Ex-FCC Examiner Poindexter Opens Washington Law Office

JOHN B. POINDEXTER, former FCC hearing examiner, announced last week that he has opened a law office in Washington, D. C. He will practice before all federal agencies, specializing before the FCC.



MR. POINDEXTER

A former hearing examiner with the Civil Aeronautics Board (CAB) (1947-53), Mr. Poindexter served with the FCC from August 1953 to September 1955 under a temporary appointment.

Mr. Poindexter's Washington office is in suite 203, 1025 Connecticut Ave., N. W.

PROFESSIONAL SERVICES SHORTS

Allen Kander & Co., radio-tv station broker with headquarters in Washington, announces Chicago office will move April 1 to 1310 Pure Oil Building.

ONE OF A SERIES

What Makes a Radio Station Great?

IMMEDIATE ADVERTISING

RESPONSE



4500 Cuckoos Make Sweet Music for WFAA Sponsor

Last fall the Star Import Company bought time on WFAA to sell German cuckoo clocks for Christmas presents.

Within eight weeks 4500 clocks were sold at $5.00 each —sweet music to the sponsor's ears.

This is the sort of selling power that WFAA can put to work for your product, whether it's clocks, chili or motor cars because WFAA is the leading radio station in the leading market in the Southwest.*

Scores of WFAA advertisers have used WFAA listener confidence to build their own sales, for confidence is a two-way street and listener confidence translates easily into sponsor confidence when it proves the key to more profitable advertising.

WFAA can furnish you with that key—let your Petry man show you how

*Whan Study — A. C. Nielsen, N.S.I.

WFAA
820 • 570
50,000 WATTS 5000 WATTS
DALLAS
NBC • ABC • TQN

WFAA is a great radio station

Edward S. Petry & Co., Representative

FCC CONSIDERING MULTIPLE-CITY IDs

Commission wants to know if a tv station covering more than one town should be allowed to maintain studios in and to identify itself with each community it serves.

SHOULD a tv station that covers more than one city be permitted to maintain studios in each community? Should it be permitted to identify itself with more than one city?

The answers to those questions were requested by the FCC last week when it issued a Notice of Proposed Rule-Making on two petitions along those lines. Comments were asked by May 23.

The proposal was made following requests last year by ch. 15 WVEC-TV Hampton, Va. (Norfolk-Newport News-Portsmouth) and ch. 6 WDSM-TV Superior, Wis. (Duluth, Minn.). Both asked permission to put studios in each of the cities since the FCC's table of allocations assigns channels to the "hyphenated" cities.

The present rule requires a tv station to be assigned to one "principal" city, in which its main studio must be located and with which it must be identified. The identification of stations with neighboring cities (Galveston-Houston, Tex.; Muskogee-Tulsa, Okla.; Petersburg-Richmond, Va., and Hutchinson-Wichita, Kan.) has given rise to protests to the FCC over the past two years. The FCC has maintained that the station identification must associate the call letters with the city to which it is assigned. The Commission, however, has not found illegal practices by stations which promote its identification with neighboring communities or with regions.

The Commission asked that comments be addressed to the following questions:

(1) Would it be in the public interest to permit a television station to serve and identify itself with more than two "principal" communities?

(2) Should permission to maintain a second main studio and indentify a station with two communities be granted by the Commission only after a determination in each case that a sufficient community of interest exists to justify the authorization?

(3) What criteria should govern a determination in each case concerning the existence of a sufficient community of interest?

(4) Should a television station authorized to build and operate a second main studio and identify itself with a second "principal" community be required to originate some minimum percentage—such as 35%—of its local live programs (calculated by duration) from each of its main studios?

(5) What provision should be made for crediting local live programs originating from remote points to the appropriate studio?

(6) Should station identification with both "principal" communities be authorized and required?

The Commission also asked for suggestions on situations where the main studio is located on the boundary of two hyphenated cities (understood to involve Minneapolis-St. Paul).

FCC Travel Bill Reported Out

THE House last week passed a supplement appropriations bill for fiscal 1956 (HR 10,004) which carries an increase in the FCC's travel expenses from $65,000 to $94,000. The measure now goes to the Senate.

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 13

Bristol, Va.-Tenn., ch. 5; Corpus Christi, Tex., ch. 10; Miami, Fla., ch. 10; Norfolk-Portsmouth, Va., ch. 10; Omaha, Neb., ch. 7; Peoria, Ill., ch. 8; Seattle, Wash., ch. 7; Springfield, Ill., ch. 2; Jacksonville, Fla., ch. 12; Raleigh, N. C., ch. 5; Elmira, N. Y., ch. 18; Redding, Calif., ch. 7; Caguas, P. R., ch. 11.

AWAITING ORAL ARGUMENT: 10

Boston, Mass., ch. 5; Charlotte, N. C., ch. 9; Hartford, Conn., ch. 3; Indianapolis, Ind., ch. 13; New Orleans, La., ch. 4; Orlando, Fla., ch. 9; Paducah, Ky., ch. 6; San Antonio, Tex., ch. 12; St. Louis, Mo., ch. 11.

AWAITING INITIAL DECISION: 3

Hatfield, Ind. (Owensboro, Ky.), ch. 9; McKeesport, Pa. (Pittsburgh), ch. 4; San Francisco-Oakland, Calif., ch. 2.

IN HEARING: 10

Beaumont-Port Arthur, Tex., ch. 4; Biloxi, Miss., ch. 13; Cheboygan, Mich., ch. 4; Mayaguez, P. R., ch. 3; Onondaga-Parma, Mich., ch. 10; Pittsburgh, Pa., ch. 11; Toledo, Ohio, ch. 11; Lead-Deadwood, S. D., ch. 5; Caribou, Me., ch. 8; Coos Bay, Ore., ch. 16.

Supreme Court Review Sought In Beaumont Ch. 6 Decision

THE U. S. Supreme Court has been asked to take a look at the Beaumont, Tex., ch. 6 decision. The request was made by the Beaumont Broadcasting Corp. (KFDM Beaumont), successful grantee of the vhf facility, which seeks to have a December 1955 appellate court ruling reversed.

Subject of the petition for writ of *certiorari* is the majority opinion of the Court of Appeals in Washington remanding the Beaumont case to the FCC [B•T, Jan 2]. The lower court held that the Commission should take into account the prospective change in ownership of the tv outlet. Circuit Judge John A. Danaher dissented to this view.

Involved is the option agreement made between Beaumont Broadcasting Corp. and W. P. Hobby (KPRC-AM-FM-TV-*Houston Post*), which would give Mr. Hobby 32.5% ownership of the tv outlet. This came about after the final decision was issued by the FCC in August 1954, but while a plea for reconsideration by KRIC-*Beaumont Enterprise* and *Journal* was pending before the FCC. Previously Mr. Hobby held an option to acquire 35% of KTRM Beaumont, the third applicant for the ch. 6 grant. KTRM dropped out of the race following the Beaumont Broadcasting-Hobby agreement. It was paid $55,000 by Beaumont Broadcasting (loaned by Mr. Hobby to Beaumont Broadcasting Corp.) for out-of-pocket expenses.

Basic question for the Supreme Court, Beaumont Broadcasting Corp. said, was whether the lower court went too far in considering other questions once it found that the FCC's final decision was correct. "If not," it asked, "is there any time in point of procedure when the court's jurisdiction does terminate?"

This is the third request to the Supreme Court for a review of a television case. The others involve Tampa-St. Petersburg, Fla., ch. 8 and Petersburg, Va., ch. 8. The Florida writ was submitted by WTSP-*St. Petersburg Times* against the FCC's grant to WFLA-*Tampa Times*. The Virginia writ was submitted by WSSV Petersburg against the Commission's decision in favor of what is now WXEX-TV Petersburg. Both FCC grants were upheld by the lower court [B•T, March 12].

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FIRST in National Advertisers

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FIRST in Rating Increases

FIRST in Food Merchandising Programs

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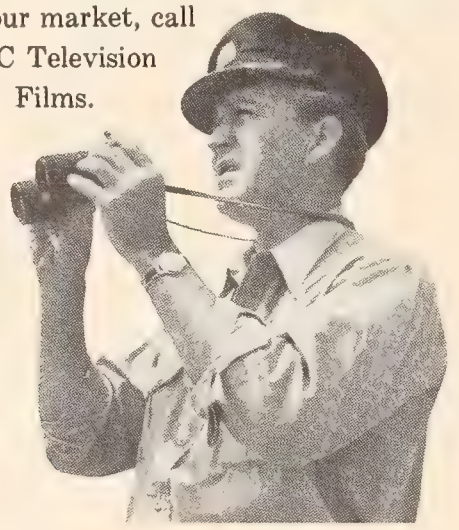
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Always a great favorite with the 11,750,000 weekly readers of the Saturday Evening Post – CRUNCH AND DES have really caught fire on TV. The show, starring Forrest Tucker, is already signed up in over 100 markets. For availability in your market, call NBC Television Films.



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663 Fifth Avenue in New York,
Merchandise Mart in Chicago,
Sunset & Vine in Hollywood.
In Canada: RCA Victor Company, Ltd., Toronto.

NBC Television Films

Programs for All Stations– All Sponsors



A DIVISION OF KAGRAN CORPORATION

Tv Given Major Role In New USIA Planning

PLANS are for tv to become one of the U. S. Information Agency's "regular major media," according to testimony by USIA Director Theodore C. Streibert before the House Appropriations Committee. The committee published the February USIA budget hearings last week.

Most of the proposed $6,669,490 increase in USIA's broadcasting and tv activities would go for television—an increase of about $4.4 million in that medium for a total of about $5.2 million, compared with about $900,000 for fiscal 1956.

The proposed increase in USIA's total budget is from $87.4 million to $135 million—with broadcasting and tv program activities.

Mr. Streibert said the boost in tv program funds was "in line with the development of it in foreign countries."

USIA's total broadcasting and tv budget would be increased from $17,478,510 in 1956 to $24,148,000 in 1957.

Will Use Local Stations

Mr. Streibert said proposed broadcasting increases of $1.5 million for Voice of America and other activities are for additional "Iron Curtain country language time and for facilities operations." He noted all direct shortwave broadcasts to Western Europe have been curtailed and VOA programs are relayed to local network facilities there so the public in those countries can hear the programs on stations they are accustomed to listening to regularly.

Mr. Streibert said the limited number of tv sets in the countries USIA wants to reach belong to the most influential people—the opinion leaders. "We feel it is a highly selective audience and a very good one for our purposes."

The committee's USIA budget bill is expected to come out shortly.

Hearing Begins on Protest Of ABC-TV Feed to Tijuana

HEARING got underway last week on protests by two San Diego tv stations against FCC approval of live program transmission from ABC-TV to ch. 6 XETV (TV) Tijuana, Mex. Objecting to the live-program feed are ch. 8 KFMB-TV and ch. 10 KFSD-TV. XETV (TV) becomes an ABC-TV affiliate, effective April 5 [B•T, March 5].

Sessions were held last Monday, Thursday and Friday and will be continued this week. The parties agreed to the acceptance of stipulations, in lieu of direct testimony, from Ernest Lee Jahncke, ABC vice president and assistant to ABC President Robert Kintner, and Julian Kaufman, vice president-general manager of XETV.

Tri-Cities Wins Grant For Canton Uhf Ch. 29

THE FCC last week announced its final decision in the battle for uhf ch. 29 at Canton, Ohio, favoring, as did a hearing examiner's initial decision, Tri-Cities Telecasting Inc. The Commission action denied the competing application of Stark Television Corp. and dismissed a third applicant, Brush-Moore Newspapers Inc., for failure to prosecute. Brush-Moore filed no exceptions to the November 1954 initial decision which recommended Tri-Cities for the grant.

As between the two remaining applicants, the FCC found Tri-Cities superior in areas of civic participation, diversification of business interests and mass communications media and —by a narrow margin—programming proposals. Stark Tv Corp. (WCMW Canton) was accorded preference in past broadcast experience.

Tri-Cities' strongest preference point, the Commission found, was the greater civic participation of its principals. Although the proposals of both applicants were judged to be equal in overall programming balance, Tri-Cities received a slight preference because of its educational program plans. Stark's educational proposals were less likely to be carried out, the FCC decided.

FCC Gets 15-Year KOB Case Ready for Hearing—Almost

MORE than 30 pleadings, plus eight requests for postponement of the scheduled hearing, in the 15-year-old KOB Albuquerque, N. M., 770 kc case were cleaned up by the FCC last week.

But, by week's end, a dozen new pleadings had come in. They must be wiped off the books before the hearing can get underway.

KOB has been operating on 770 kc since 1941 under an FCC special service authorization. It originally was granted 1180 kc, but due to a U. S.-Mexican treaty was moved to 1030 kc. It was then moved temporarily to 770 kc. Both 1030 kc and 770 kc are clear channels—Class 1-B WBZ Boston for the former and Class 1-A WABC New York for the latter. ABC has for years attempted to force the FCC to move KOB off its frequency.

Among the actions taken last week were the following denials: (1) Request for oral argument by Westinghouse Broadcasting Co. (WBZ owner); (2) Appeal by KXA Seattle, Wash. (770 kc) that its application for power boost be removed from pending file and consolidated in KOB proceeding; (3) ABC request that channels other than 770 kc and 1030 kc be included in hearing and that KOB be ordered to return immediately to 1030 kc.

Granted were: (1) Request of KWBU Corpus Christi (1030 kc) to intervene in proceeding; (2) Move by WBC that it be permitted to make specific showings regarding skywave signal intensities.

FCC also issued show cause order directed at KWBU, looking to making it a daytime-only station (it now has 50 kw daytime, limited to sunrise Boston, sunset Corpus Christi), with directional protection to KOB if latter is moved back to 1030 kc.

Examiner Asks Withdrawal Of Am Grant in Tifton, Ga.

AN FCC hearing examiner last week recommended that the FCC overturn its no-hearing grant to WTIF Tifton, Ga. (1570 kc, 1 kw day). The recommendation came in an initial decision by Examiner Hugh B. Hutchison, acting on a protest against the grant filed by WWGS Tifton (1340 kc, 250 w unlimited).

Although WWGS' protest was based mainly on economic injury, which allegedly would be caused by a second Tifton station, Mr. Hutchison found that WWGS failed to sustain its burden of proof under those issues.

Mr. Hutchison found that WTIF had failed to prove, as required under the hearing issues, that its programming proposals were more than "paper" ones, that they were designed to serve the needs of the Tifton area. Mr. Hutchison also found WTIF principals were "lacking in candor" in their dealings with the FCC with respect to program and construction plans.



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SAN FRANCISCO BUYING POWER

New to San Francisco television, Florian ZaBach plays his violin with a power new to bow and strings . . . *selling* power.

A nationwide sensation, ZaBach with his daily half-hour on KPIX, 10 to 10:30 a.m., reaches women in a buying mood with *selling* music.

It's a great show with a great band, outstanding dance routines and captivating music, and it's available in San Francisco on a participating basis at amazingly low cost. See your Katz man for full details or contact Lou Simon at KPIX, PRospect 6-5100.

NO SELLING CAMPAIGN IN SAN FRANCISCO IS COMPLETE WITHOUT THE WBC STATION . . .

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WESTINGHOUSE BROADCASTING COMPANY, INC.

SAN FRANCISCO, CALIFORNIA

Represented by the Katz Agency

in Los Angeles
ELECT 7
to carry your campaign

The Record?

KING COLE MARKETS
report sales increases
up to 750% on...
CHANNEL 7
MERCHANDISED
PRODUCTS

The Endorsement?

"...one of the finest evidences of merchandising by a television station that we have ever been a part of."
PAXTON & GALLAGHER
agency for
Butternut Coffee

The Platform?
.... wire or write

CHANNEL 7 KABC-TV
the station with life
Represented by
Edward Petry & Co., Inc.
NEW YORK • CHICAGO • ATLANTA • DETROIT
LOS ANGELES • SAN FRANCISCO • ST. LOUIS

FCC Holds Second Huddle On Allocations Problem

SECOND "go-round" in the FCC's television allocations review took place last Tuesday. Some Commission quarters reported "progress," but consensus of most reports was that discussions are still in formative stages with no clear-cut patterns yet emerging.

The meeting took place with two commissioners absent—Robert T. Bartley and Robert E. Lee. In contrast with first meeting [B•T, March 19], last week's session occupied only morning hours.

However, commissioners have been doing "homework" on their own. At least two commissioners (John C. Doerfer and Bartley) have easel-mounted maps of the U. S. in their offices, with various potential reallocations marked out on overlays. Circles are based on 50-mile radii.

Once again some suggestions were made and explored regarding the acquisition of additional vhf channels from other services.

At the same time, the possibility loomed that some of the 152-162 mc band may be allocated for short range, mobile fm maritime radiotelephony use. This was inferred from a March 22 State Dept. notice to the International Telecommunications Union referring to a Baltic and North Sea Radiotelephone conference held in Sweden last year. Some suggestions have been made that the FCC use this band, or parts of it, for an additional tv frequency.

Comr. Doerfer's recommendation that tv stations be forbidden to affiliate with more than one network [B•T, March 12, 5] was re-examined by the Commission at last Wednesday's regular meeting. The proposal was seconded by Comr. Robert E. Lee, but the other commissioners failed to support the measure, asking for more time to study the proposal. Technically, it is still before the FCC.

4th Elmira Ch. 9 Applicant: Television Assoc. of Elmira

FOURTH APPLICATION for drop-in ch. 9 at Elmira, N. Y., was filed with the FCC last week. Latest applicant is Television Assoc. of Elmira Inc., which plans 250 kw visual power from antenna 1,082 ft. above average terrain. Tv Assoc. estimates construction costs at $614,487 and first year operation expenses at $487,476. Expected revenue was set at $623,579.

Tv Assoc. principals holding broadcast interests are John S. Riggs (10%), president-28.6% owner of WELM Elmira and president-50% owner of KVOR Colorado Springs, Colo., and WAIR-AM-FM Winston-Salem, N. C.; John M. McLeod (7%), 7.14% owner of WELM; J. Fred Schoellkopf IV (20%), 7.2% owner of WGR-AM-TV Buffalo; Keith W. Horton (2%), 7.14% owner of WELM, and Paul A. Schoellkopf Jr. (20%), 7.5% owner of WGR-AM-TV.

Others in line for the ch. 9 facility are the *Elmira Star-Gazette* (Gannett newspaper interests), Veterans Broadcasting Co., Rochester, N. Y. (WVET-TV), which shares time on ch. 10 there with WHEC-TV, and WTVE (TV), presently operating on ch. 24 in Elmira.

MBS Affiliation Plans Win Initial Decision in Montana

PROPOSAL to affiliate with MBS should its application for a new am station at Wolf Point, Mont., be granted was one of the deciding factors in an FCC hearing examiner's initial decision, issued last week, favoring Hi-Line Broadcasting Co. for the grant (1490 kc, 250 w unlimited). In his decision, FCC Hearing Examiner Herbert Sharfman recommended denial of the competing application of Wolf Point Broadcasting Co., for the same facilities.

Mr. Sharfman found Hi-Line (principals own KGCX Sidney, Mont., newspaper interests) superior in local ownership, civic participation and—because of a planned MBS affiliation—program proposals. In giving Hi-Line the preference in programming, Mr. Sharfman said the area to be served was more in need of combination network-local shows than an "exclusive diet of local programs." The examiner found Wolf Point Broadcasting (principals own KEYZ Williston, Mont., KLTZ Glasgow, Mont.) to be preferred in areas of discussion programs and broadcast experience, although the latter was all but offset by the diversified business backgrounds of Hi-Line principals. Any advantages accruing to Wolf Point Broadcasting through the more extensive media interests of Hi-Line were abated by Hi-Line pronounced superiority in other areas, Mr. Sharfman ruled.

FCC Team to Explore Private Relay Problem

A SPECIAL three-commissioner committee was established last week to iron out differences of opinion regarding the establishment of privately owned intercity relays to bring network programs to tv stations.

Named as a Commission subcommittee to look into the matter were Comrs. Robert T. Bartley, John C. Doerfer and Richard A. Mack. It was understood that they were asked to work out a recommendation within 30 days.

Last week's move was the latest in the rule-making proceeding proposed in the fall of 1954. The original proposal suggested that tv stations in "remote areas" be permitted to install their own private relays to bring network programs to their viewers. This was to be allowed on the premise that common carrier facilities were not and would not be available or were too expensive.

A flood of comments from tv stations supported the proposed rule revision. They were mostly based on the fact that private relays could be built and operated at considerably less expense than those operated by common carriers. AT&T offered a new service—off-the-air pickup relay—at a tariff that was said to offer the possibility of a 50% reduction, depending on distance, on the charge for regular interconnection service.

Under present policies, common carrier facilities must be used if available. Where a common carrier service is not available, tv stations have been given permission to install their own relay facilities, but warned that short-term amortization should be utilized, since the independent relay may have to be suspended when the common carrier facility becomes available.

Radio Denver Seeks Approval For $300,000 KTLN Purchase

APPLICATION for FCC approval of the sale of KTLN Denver by Leonard Coe to Radio Denver Inc. for $300,000 was filed with the FCC last week.

Among the principals of Radio Denver are Colorado Gov. Edwin C. Johnson (former Democratic senator) and former Sen. Burton K. Wheeler (D-Mont.), now in private law practice in Washington. Others are Robert L. Howsam, Gov. Johnson's son-in-law and owner of the Denver Bears baseball team, Richard B. and John L. Wheeler. Gov. Johnson and Mr. Howsam each owns 16.67%, the Wheeler family the remaining 66 2/3%. Richard B. Wheeler, former general manager of now dark ch.

GATES 1956 Audio's FINEST Year





What a marvelous year this will be for those lucky broadcasters who own and operate one of these two new Gates audio consoles. A year when Gates engineering . . . Gates progressive design . . . Gates workmanship have all produced in magnanimous form.

Indeed, this is a year when Gates equipment has become more economical . . . more practical . . . more generous in quality than ever before and these two 1956 Gates speech input consoles we know you will agree, make this . . . *audio's finest year.*

GATES RADIO COMPANY
Manufacturing Engineers Since 1922
QUINCY, ILLINOIS

GATES DUALUX — big dual channel console provides more facilities than ever before offered, including inbuilt cue-intrcom system and variable equalizer. Illustrated above.

GATESWAY — modern low and wide styling combined with functional design offers the year's finest single channel audio console, including cue-intercom and variable equalizer. Pictured below.



OFFICES — NEW YORK · WASHINGTON, D. C. · LOS ANGELES · HOUSTON · ATLANTA

35 WTRI (TV) Albany, N. Y., and before that general sales manager of WTOP Washington, is president of Radio Denver.

Both Gov. Johnson and the elder Mr. Wheeler headed the Senate Interstate & Foreign Commerce Committee (which has jurisdiction over radio and tv) when they were senators. Gov. Johnson served from 1936 to 1954; Mr. Wheeler, from 1922 to 1946.

Agreement with Mr. Coe, 100% owner of KTLN, includes a $50,000 emolument for agreeing not to compete in Denver for four years. Non-affiliated KTLN operates on 1280 kc with 5 kw.

Haas Will Be Questioned In Seattle Ch. 7 Hearing

FURTHER HEARING on the Seattle, Wash., ch. 7 case has been scheduled for April 9 and will be limited to cross examination of Saul Haas, president of Queen City Broadcasting Co., on his activities as editor and part owner of the *Seattle Record* during the '20s.

Ground rules for the hearing were established at a conference before FCC Hearing Examiner Thomas H. Donahue, who in an April 1955 initial decision favored Queen City for the grant and recommended denial of the applications of KXA Seattle and Puget Sound Broadcasting Co. A fortnight ago the FCC remanded the case to Mr. Donahue to permit inquiry into Mr. Haas' newspaper activities [B•T, March 19].

Late Protest to KNAC-TV Sale Attacked in Oral Argument

LATE APPEARANCE of a Ft. Smith, Ark., citizen's group protesting the sale of prospective ch. 5 KNAC-TV there came under fire before the FCC last week during oral argument on the group's petition to reopen the hearing record. FCC Hearing Examiner Basil P. Cooper recommended last October that the FCC approve an application to assign KNAC-TV's construction permit from American Tv Co. to Southwestern Publishing Co. (Donald W. Reynolds). Early this month the "Citizens Group for Two Television Stations in Ft. Smith" voiced objections to the sale and asked to be heard.

The citizen's group, which described itself as representing certain local businessmen, said the assignment would leave Ft. Smith with only one tv outlet and promote monopoly. Southwestern publishes the only daily Ft. Smith newspapers (morning *Southwest American* and afternoon *Times Record*) and owns, through a subsidiary, ch. 22 KFSA-TV Ft. Smith, on the air since 1953.

J. Roger Wollenberg represented Southwestern, David Stevens, the citizen's group, Leonard Marks, American Tv Co., and Robert J. Rawson, the FCC's Broadcast Bureau.

FCC Grants Sacramento Uhf

A NEW tv station, to operate on ch. 46 at Sacramento, Calif., was granted by the FCC last week to Capitol Radio Enterprises (KGMS-AM-FM Sacramento). Capitol's proposal calls for 19.1 kw visual power with antenna 300 ft. above average terrain. The proposed station plans to spend $105,015 for construction, $180,000 for first year operation, and expects first year revenue of $200,000. Capitol principals are equal partners Irving J. Schwartz, William S. George and John Matranga.

WDSU-TV Fires Employe For Refusal to Testify

Program Director Herman Liveright dismissed by New Orleans station after refusing to answer Senate committee on questions of alleged Communist activities.

PROGRAM DIRECTOR Herman Liveright, 44, of WDSU-TV New Orleans, was fired from the station Tuesday for refusal to answer questions about alleged Communist activities put to him Monday by the Senate Internal Security subcommittee.

Edgar B. Stern Jr., president of WDSU Broadcasting Corp., said Mr. Liveright's dismissal was "effective immediately." Mr. Liveright, during questioning in Washington by Sen. James O. Eastland (D-Miss.), chairman of the subcommittee, refused to answer questions about alleged Red activities on grounds senators "have no right to probe into my political beliefs, personal and private affairs and associational activities." Mr. Liveright did not plead the Fifth Amendment.

Mr. Stern said the program director's dismissal "is the result of his refusal to answer certain questions regarding alleged Communist activities put to him by Sen. Eastland, chairman of the Subcommittee on Internal Security of the Senate, during his appearance before that committee.

"Whatever the facts may be in regard to Mr. Liveright, we have never and will never knowingly employ a known Communist. Under no circumstances will we continue in our employ any individual who refuses to answer any question asked him by a committee of the United States Senate, or any other constituted legislative committee."

After the Monday hearing, Mr. Liveright had told reporters he hoped he would be retained by WDSU-TV. He said the station had been the target of criticism from certain pro-segregation quarters for its "impartial" stand on the racial segregation issue. Sen. Eastland is considered to be a leader among a group of southern congressmen who are lined up against a U. S. Supreme Court decision prohibiting racial segregation in schools.

The program director said he was making no charges that he had been called before the Senate committee because of WDSU-TV's impartiality and "loyalty" to its Negro audience, but that this was a "distant possibility."

Mr. Liveright refused to answer questions by Sen. Eastland as to whether he or his wife had belonged to the Communist Party, had gone South on a secret mission for the party, had held meetings of a New Orleans Communist "cell" in his home there, had given money to the Communist Party, or had attempted to rent a post office box in White Plains, N. Y., for Ethel and Julius Rosenberg, who were convicted and executed as spies.

He had been program director of WDSU-TV about a year and for the preceding two years was a tv director at the same station. He said he was a tv director with WABC-TV New York from about 1950-52 and from about 1948-50 was a program assistant at WABC-TV.

Mr. Liveright, son of the late publisher, Horace Liveright, said he also had worked with Joseph Gaer & Assoc., a New York publishing firm, and was with Paramount Pictures from about 1936 to 1948.

Sen. Eastland said he will ask that Mr. Liveright be cited for contempt of the Senate.

Mr. Stern announced Wednesday that he had a telephone conversation with Sen. Eastland, then in Mississippi, and that Sen. Eastland told him the station itself was not a subject of investigation.

WQXR Power to 50 Kw

WQXR New York last Monday began broadcasting with 50 kw from a new Westinghouse transmitter installed at Maspeth, Queens. The change-over from 10 kw was promoted through posters in 380 railroad and bus terminals, advertisements in trade publications and 25 daily newspapers and on-the-air announcements.

Hess Buys WLCO Eustis, Fla.

WLCO Eustis, Fla., has been purchased by Floyd W. (Bill) Hess, former manager of WPMP Pascagoula, Miss., for $35,000 plus other considerations from Reggie B. Martin and S. A. Shikany. The sale is subject to usual FCC approval. Paul H. Chapman Co., Atlanta, was the broker.



WTAR Norfolk, Va., has put in operation a new $22,000 am transmitter with a new $6,000 auxiliary, both features of a $1 million expansion program which brought improved facilities to WTAR and its sister stations, WTAR-FM and WTAR-TV. Making a final check are (l to r) John Peffer, assistant general manager; Campbell Arnoux, general manager; Bob Lambe, general sales manager, Jack Black, radio sales manager, and Dick Lindell, chief engineer.



PEOPLES BROADCASTING Co. station managers met with President Herbert E. Evans (seated) in Columbus, Ohio, and heard a report that January-February sales were the highest since the company acquired its first station in August 1946. Local sales for the two months were up 67% over the same period last year; national sales up 74%, while network sales were down slightly over 50%. Mr. Evans stated that evening classical music (daily) on WGAR-FM Cleveland is completely sold out for the next 13 weeks. Managers attending were (l to r) Fred Walker, WTTM Trenton, N. J.; A. G. Ferrise, WMMN Fairmont, W. Va.; J. D. Bradshaw, WRFD Worthington, Ohio, and Carl E. George, WGAR-AM-FM Cleveland.

George BarenBragge Named WIRI (TV) General Manager

GEORGE BARENBRAGGE, manager of WABD (TV) New York since 1954, has been named general manager of WIRI (TV) Plattsburgh, N. Y., Wayne Rollins, president of Rollins Broadcasting Co., said last week.



MR. BARENBRAGGE

Mr. BarenBragge will assume his duties with FCC approval of a proposed change of ownership from Great Northern Television Inc., Lake Placid, N. Y., to the Rollins group. Before he joined WABD (TV) New York several years ago, Mr. BarenBragge was with KDKA-TV Pittsburgh as sales manager and as account executive with WJAS and KQV, also Pittsburgh.

Biscayne Starts Ch. 7 Building With Target Date of June

WCKT (TV) Miami, Fla., has started construction of its transmitter building 14 miles north of Miami on Route 441, with studio facilities for the new ch. 7 outlet to be located at the present site of WIOD Miami's transmitter. WCKT received its FCC grant Jan. 19 [B•T, Jan. 23], and plans to go on the air the last of June.

Grantee is Biscayne Television Corp., whose president and general manager is Niles Trammell, former president and board chairman of NBC. Other WCKT executives are James M. LeGate, general manager, WIOD Miami, manager; Robert L. Fidlar, sales manager, WIOD, sales manager; Charles L. Kelly, general manager, WSUN-AM-TV St. Petersburg, Fla., operations manager, and M. C. Scott, chief engineer, WIOD, chief engineer.

Sawyer Seeks Governorship

THOMAS B. SAWYER, of WIST Charlotte, N. C., sales department, has taken a temporary leave of absence until May 26 to run in the Democratic primary for governor of North Carolina. At one time Mr. Sawyer, 38, was president of WSSB Durham, N. C., and has been associated with WBIG Greensboro, N. C. Mr. Sawyer is presently on a two-week tour of duty as an Army Reserve major with the Pentagon's radio and television branch.

Plough Broadcasting Adds WCAO-AM-FM to Station List

SALE of WCAO-AM-FM Baltimore, Md., by J. Waters Milbourne and associates to Plough Broadcasting Co. (a subsidiary of Plough Inc., pharmaceutical house) was announced Friday. Price was not given but was unofficially reported to be between $550,000 and $600,000. Purchase is subject to usual FCC approval.

Mr. Milbourne said the sale had been approved by the directors of Monumental Radio Co., current licensee, and would be submitted for approval at a special stockholders meeting April 3.

WCAO began operating in 1922 and is affiliated with CBS. It operates on 600 kc with 5 kw.

Plough also owns WMPS Memphis and WJJD Chicago and plans to acquire seven stations operating in metropolitan areas of over 500,000 population, the announcement said. Plough Inc. manufactures St. Joseph aspirin, Mexsana medical powder and other drug products.

The Baltimore outlets will be managed by Harold Burke, former general manager of WBAL Baltimore and former vice president-general manager of now dark ch. 58 WRTV (TV) Asbury Park, N. J. No other personnel changes are planned, it was reported. Harold Krelstein is Plough Inc. vice president in charge of radio operations.

South Bend Dedication Set

WSBT-AM-TV South Bend, Ind., will hold ceremonies dedicating its new Broadcast Center Building April 12, just prior to the annual NARTB convention. The *South Bend Tribune* stations last week announced formally the move of its offices and studios to the center at 300 W. Jefferson Blvd., effective March 15. Ceremonies will be attended by FCC Comr. Rosel Hyde, Jack L. Van Volkenburg, CBS-TV president, and members of the Indiana Broadcasters Assn.



I.D. MACVICAR, chairman of the board, Dade County commissioners, turns first shovel of dirt for WCKT (TV) Miami's new studio and office building. Also taking part in the proceedings are (l to r) James M. LeGate, WIOD Miami general manger, who will become manager of WCKT; Niles Trammell, president-general manager, Biscayne Television Corp., and former president and board chairman of NBC; Harold Spaet, Miami Beach councilman, and Owen Uridge, who will replace Mr. LeGate as WIOD general manager.

Attack on Radio, Television Heaviest Yet, Says WBC V.P.

RADIO AND TV are "under heavier attack today from more potent forces than ever before . . . and these attacks are as complex and varied as the sources of pressures," according to Rolland V. Tooke, Westinghouse Broadcasting Co. vice president in charge of KYW-AM-FM-TV Cleveland. Mr. Tooke made this statement in an address last week before the Cleveland Sales Executives Club.

"There are many reasons," said Mr. Tooke, "why broadcasting catches the brunt of the blame. Much of it, I believe, lies in the tremendous impact of the medium itself—which contrary to many other forms of advertising, cannot be skimmed through."

In calling for a tightening of advertising standards by radio and television stations, the Westinghouse vice president called for the support of advertisers and agencies "for the understanding we need to keep our house clean."

KGHM Brookfield, Mo., Goes on Air as Daytimer

FEATURING a music, news and sports format, KGHM Brookfield, Mo., is now on the air with 500 w at 1470 kc. The daytime only independent outlet is owned by the Green Hills Broadcasting Co.

Executives of the station include Herb Noyes, general manager; Bernie D. Gress, program director-sales manager-sports director; Bob Breeding, chief engineer, and Joan Cleveland, office manager-women's director.

Bulletins Pay Off

A NEW IDEA in radio commercials—whereby important national political bulletins are sponsored by an advertiser—is being claimed by KTLD Tallulah, La.

Southern National Bank of that community sponsored the bulletin on President Eisenhower's announcement last month that he will be a candidate for re-election and, according to KTLD General Manager Si Willing, the bank "was so pleased with the presentation that it has signed to sponsor this summer bulletins on announcements by both national political parties of their candidates for the presidency and vice presidency."

again WFBC-TV Swamps Competition in Carolina 5-County* Pulse Survey

AREA PULSE SURVEY OF TELEVISION AUDIENCE (5 Counties)
SHARE OF TELEVISION AUDIENCE DECEMBER 4-10, 1955

Time	TV Sets In Use	WFBC-TV	Station B	Station C	Station D	Other Stations
SUNDAY						
12 Noon-6:00 P.M.	35.7%	48%	24%	15%	8%	4%
6:00 P.M.-Midnight	51.3%	55%	23%	16%	2%	4%
MON. THRU FRI.						
7:00 A.M.-12:00 Noon	13.2%	64%	36%	0%	0%	0%
12:00 Noon-6:00 P.M.	25.5%	61%	21%	15%	3%	0%
6:00 P.M.-Midnight	46.0%	56%	18%	17%	3%	6%
SATURDAY						
10:00-12:00 Noon	32.5%	70%	30%	0%	0%	0%
12:00 Noon-6:00 P.M.	27.3%	51%	31%	12%	2%	4%
6:00 P.M.-Midnight	54.6%	58%	16%	15%	6%	5%

*The five counties are Greenville, Anderson, Greenwood, and Spartanburg, S. C., and Buncombe (Asheville), N. C. . . . counties with Population of 600,700; Incomes of $783,086,000; and Retail Sales of $519,931,000.

For further information about this PULSE SURVEY and about the total WFBC-TV Market, contact the Station or WEED, our National Representative.



"The Giant of Southern Skies"

NBC NETWORK

WFBC-TV

Channel 4 Greenville, S. C.

Represented Nationally by
WEED TELEVISION CORP.

WBBM-TV Chicago Completes Transfer to New Quarters

WBBM-TV Chicago, owned and operated by CBS, was scheduled yesterday (Sunday) to complete the transfer of most of its operations from the State-Lake Bldg. to new quarters in the Chicago Arena.

Construction work on two studios for live originations has been completed in the arena, now being reconverted at a cost of approximately $5 million to house all WBBM-AM-TV operations eventually.

WBBM Radio operations and overall CBS Chicago executive operations will remain in the Wrigley Bldg., probably until late this year or early in 1957. The Chicago Arena will be used for network originations as well.

WBKB (TV), owned and operated by ABC, plans to return to the State-Lake Bldg., 190 N. State St., its original headquarters.

C. O. Chatterton Dies; KYOS Management Changes

MANAGEMENT of KYOS Merced, Calif., is presently under the supervision of Mrs. Florence Chatterton and Sales Manager Bob Garret, the station announced last week following the death of President C. O. Chatterton Feb. 28 after a long illness. Mr. Chatterton, 64, was partner with Glen M. McCormick in ownership of KYOS and formerly owned KWLK Longview, Wash. Mr. Chatterton at one time had been manager of KGW and KEX Portland under the *Portland Oregonian* ownership of those stations. Besides Mrs. Chatterton, he is survived by two daughters, Betty and Mrs. G. C. Fletcher. Mr. McCormick also owns KSLM Salem, Ore.

WEBR's Kirchhofer Dies

CARL G. KIRCHHOFER, commercial manager of WEBR Buffalo, N. Y., died March 20 in Buffalo. Mr. Kirchhofer, 60, had been affiliated with WEBR since 1938. A brother, Alfred H. Kirchhofer, managing editor of the *Buffalo Evening News*, is vice president of WBEN, also in Buffalo.

WSOC Covers Hearing

COMPLETE live coverage of the House Un-American Activities coverage hearings conducted March 11-13 in Charlotte, N. C., was provided by WSOC Charlotte. A taped version of the coverage was provided the FBI for use in determining further action against alleged Communist witnesses. Rep. Francis E. Walter (R - Pa.), committee chairman, commended WSOC for its coverage.

Governors Discuss KMA Plan To Aid Hog, Cattle Farmers

MOVEMENT to raise a $5-10 million advertising fund for hog and cattle producers, initiated by KMA Shenendoah, Iowa, as a public service campaign to curb declining farm prices, was launched at the state gubernatorial level last week.

Once an organization is set up to administer the fund, its advertising activities would be comparable to those of the Florida Citrus Commission, American Dairy Assn., Washington Apple Growers and similar groups, it was pointed out.

KMA started on-the-air saturation chainbreak spots last Feb. 7 to promote increased consumption of meat, eggs, poultry, milk and other protein foods. As of March 7 it has broadcast 819 spots, an average of nearly 27 announcements per day.

Merrill Langfitt, KMA farm service director, is credited with conceiving the idea of a "check-off" system under which farmers would withhold 10 cents on all cattle and 5 cents on hogs, looking toward creation of a fund to advertise their products and spur demand for them. Collections would be made in centrally located markets.

Iowa Gov. Leo Hoegh and Nebraska Gov. Victor Anderson met with Mr. Langfitt and livestock representatives of 19 states to discuss the proposal.

Anthony J. Koelker, station manager of KMA, described livestock producers as "unanimously" in favor of the plan intended to be national in scope.

Tierney, WCHS-AM-TV Head Dies in Boston Hospital

LEWIS CLARK TIERNEY, president of the Tierney Co., which operates WCHS Charleston, W. Va., and president of WCHS-TV, same city, died in a Boston hospital March 18 after an illness of three months.



MR. TIERNEY

In addition to his posts in broadcasting, Mr. Tierney, 48, was president of two coal companies in Bluefield, W. Va. At the time of his death he was serving as state volunteer chairman of the Defense Bonds Div. of the Treasury Dept., a post he had held since 1950.

Surviving are his wife, Mrs. Helen Scott Tierney, and two sons.

New AMA Group to Assure Radio-Tv Medical Accuracy

CREATION of a special advisory group of New York and Los Angeles physicians, designed to "help assure technical accuracy of medical information" nationally on radio-tv programs and motion pictures, was announced by the American Medical Assn. last week.

The committee will offer free assistance to the industry on live or film programs in the form of checking routine medical facts (during planning, producing or writing), reviewing complete scripts and arranging for on-the-set medical advisors during production of a tv or radio program, according to Dr. George F. Lull, AMA secretary and general manager.

The new Physicians Advisory Committee on Television, Radio & Motion Pictures will be headed by Dr. Robert W. Gentry, Pasadena, Calif., supervising the Los Angeles section (at 1925 Wilshire Blvd.) and Dr. Gerald D. Dorman, New York, who will handle requests from east coast producers and writers at 51 Madison Ave.

The unit will function under the general direction of Dr. Lull, with Dr. W. W. Bauer, director of AMA's Bureau of Health Education, among those serving in an ex-officio capacity.

KTTS-TV Increases Power

KTTS-TV Springfield, Mo., has increased its video power from 126 to 316 kw full power. The station, which celebrated its third birthday this month, is owned and operated by the Independence Broadcasting Co., and is represented nationally by Weed Television Corp.

WTVT (TV) Increases Rates

WTVT (TV) Tampa, Fla., last week announced an increase in rates to become effective with the station's first anniversary next Sunday, April 1. Rate Card No. 3 has a new $600 Class A hour as the base rate and shows increases across the board except for Class C time, according to the announcement.

KITE Ups Rates 22%

INCREASE averaging 22% in the rate card of KITE San Antonio, effective April 15, was announced last week by Charles W. Balthrope, president of the station. Basic hour rate had been $60, with $10 for single spot, before the increase. KITE and KITE-FM feature good music and local news.

Gleason Advertising Agency
NATIONAL ADVERTISING • MERCHANDISING
726 FISHER BUILDING • DETROIT 2, MICHIGAN

February 17, 1956

Mr. J. Sandison
Station WISN
540 N. Plankinton Avenue
Milwaukee, Wisconsin

Dear Mr. Sandison:

We recently received air checks of the Kretschmer Wheat Germ commercials on the 'Ann Leslie' and 'Jack Denton' Shows.

Denton handled the commercial very competently -- we have no criticisms.

However, we think the Ann Leslie commercial was outstanding. She integrated her commercial into the format so expertly that her listeners might be unaware that they were listening to a commercial - but rather to a convincing recommendation from Ann personally.

This is the type of salesmanship that has rung the cash register for Kretschmer Wheat Germ in other markets, and we will be surprised if it does not do the same in Milwaukee -- so, please ask Ann to keep up the good work.

Cordially yours,

GLEASON ADVERTISING AGENCY
Peggy Van Camp
Peggy Van Camp
Radio-TV

PVC:fc

FOR AVAILABILITIES
call, wire or write
WISN SALES or
Edward Petry & Co., Inc.
NEW YORK · CHICAGO · ATLANTA · DETROIT · LOS ANGELES · SAN FRANCISCO · ST. LOUIS

Basic ABC Affiliate

Milwaukee's First Station 1150 WISN Milwaukee

REPRESENTATIVE PEOPLE

Frank J. McNally, radio-tv account executive, The Branham Co., to Headley-Reed Co., N. Y., as radio account executive.

REPRESENTATIVE APPOINTMENT

WHCU Ithaca, N. Y., Cornell U. station, appoints Devney & Co., N. Y., national sales representative.

L. O. Fitzgibbons, vice president-general manager, WRRR Rockford, Ill., resigned effective June 1.

Bob Richards, radio sales representative, WMAL Washington, to WTOW Towson, Md., as station manager, effective April 1.



MR. RICHARDS

Phil Waters, formerly manager, KOOS Coos Bay, Ore., to KWIL Albany, Ore., as general manager.

Franklin R. Hoff, account executive, WNAE and WRRN (FM) Warren, Pa., to KSEW Sitka, Alaska, as commercial manager.

Carman S. Tubby, commercial manager, KSEW, named program director.

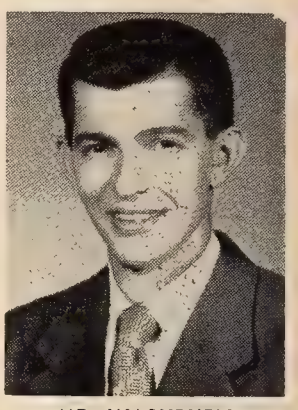
Alan Henry, manager, KXEL Waterloo-Cedar Rapids, Iowa, elected vice president of parent firm, Josh Higgins Bcstg. Co. **Ralph Vogel,** assistant farm director, WHO Des Moines, Iowa, to KXEL as farm director, and **George Patrick,** WSRS Cleveland, Ohio, to KXEL as disc jockey-announcer.



MR. HENRY

Vern Hendrickson, account executive, WMGM New York, named assistant director of sales.

Bruce Washburn, staff announcer, KVOO-TV Tulsa, Okla., and formerly station manager, KHOZ Harrison, Ark., named account executive at KVOO-TV, replacing **James S. Dugan,** to KOOL-TV Phoenix, Ariz., as sales manager.



MR. WASHBURN

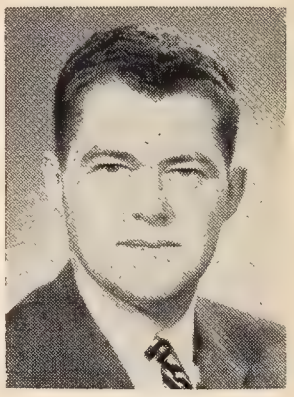
Robert Whiteley, former assistant to vice president of Union Trust Co., Washington, to sales staff, WMAL Washington.

Grover Raymond Terrill of Florida, to WDBJ-TV Roanoke, Va., as account executive. **Leslie Esgate,** secretary to production manager, WDBJ-TV, appointed traffic director, succeeding **Betty Krebs,** resigned.

Earle S. Ferguson of Lakewood, Colo., 25-year radio veteran, to sales staff of KLAK Lakewood, Colo.

Hal Powell, formerly publicity director, WBT-AM-TV Charlotte, N. C., to WTAR-AM-FM-TV Norfolk, Va., as promotion manager. **Andy Roberts,** singer with Sauter-Finegan orchestra and network performer, to WTAR-TV for daily afternoon show.

James M. Gaines, vice president and general manager, WOAI-AM-TV San Antonio, Tex., father of twins, Ann Marshall and John Marshall, March 19.



MR. KLEIN

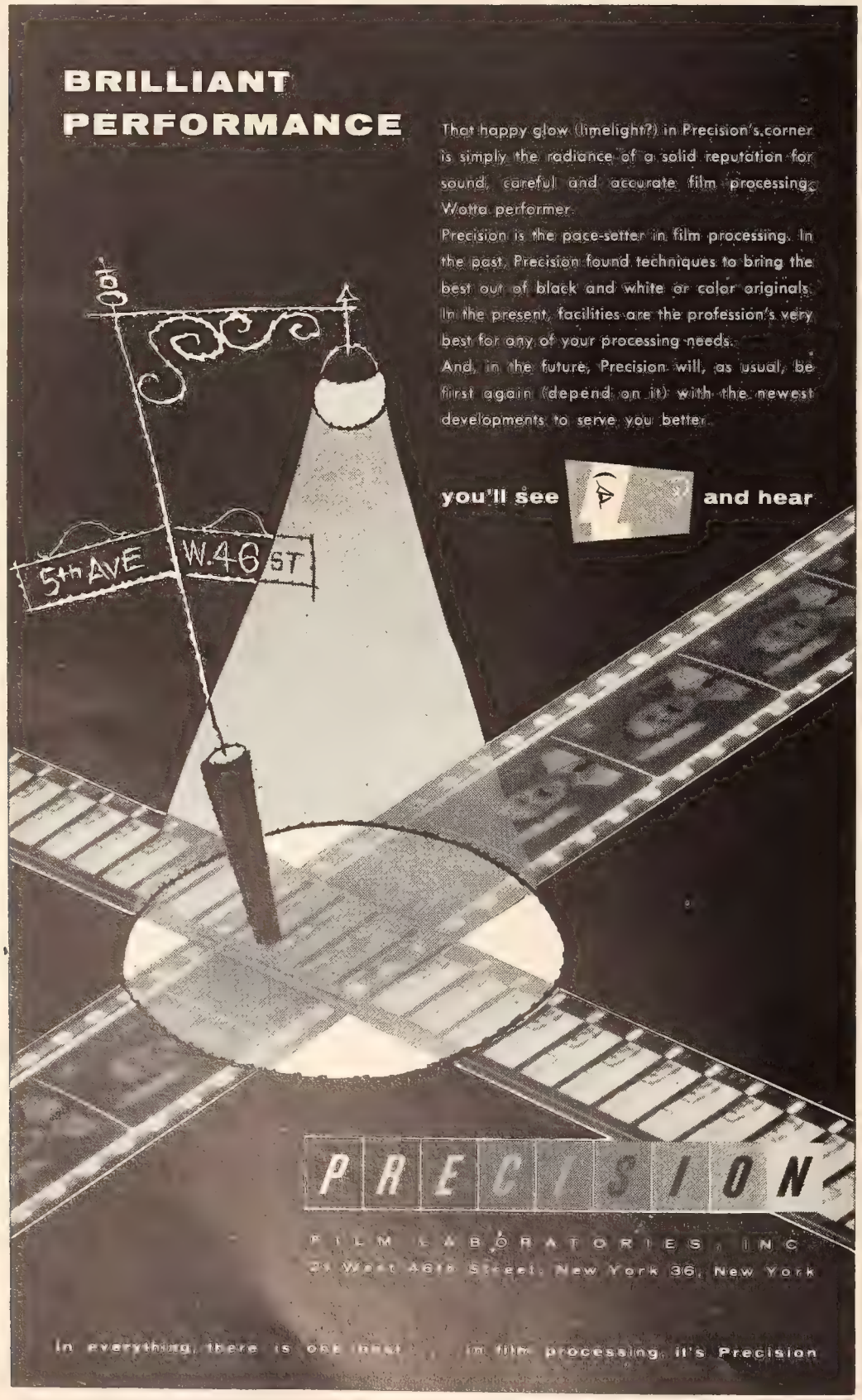
Bob Klein, general manager, KNGS Hanford, Calif., to KFRE Fresno, Calif., as national sales manager.

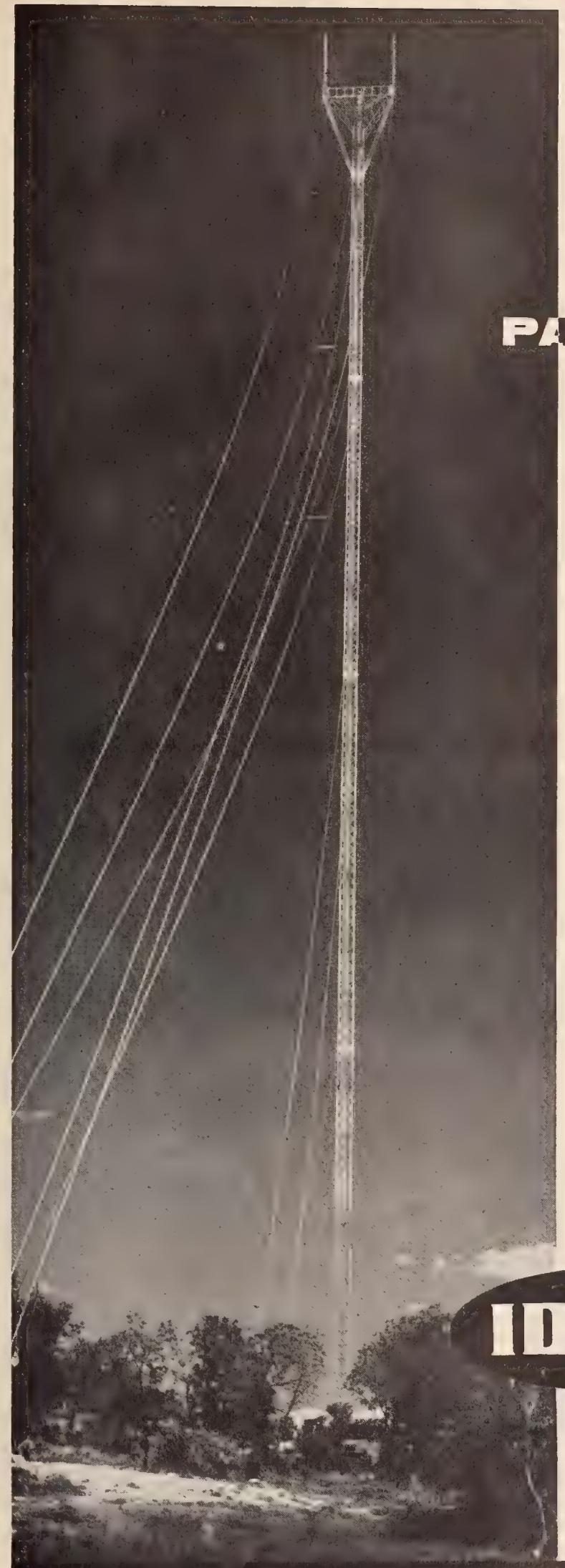
Joseph Given, chief announcer, WOV New York, resigned to devote full time to freelance broadcasting and film work.

George W. Cushing, news executive, WJR Detroit, appointed community projects director, WJBK-AM-FM-TV Detroit.

Ray Lapica, sales and research director, KBLA Burbank, Calif., to KPOL Los Angeles as administrative and sales consultant.

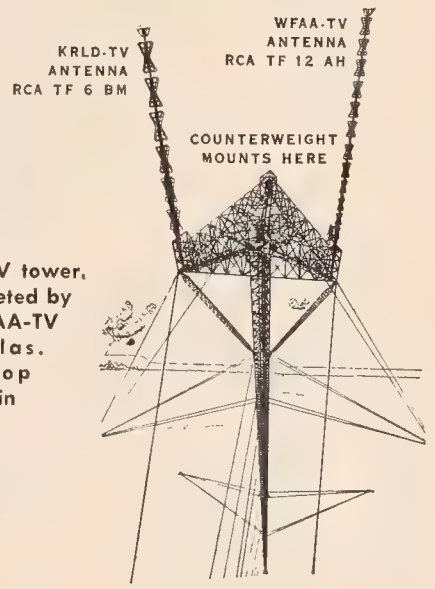
Gwen Daly, former winner of Jefferson Standard Foundation scholarship, named program traffic director, WBT Charlotte, N. C., Jefferson Standard Bcstg. Co. station.





PAY-DIRT IS UP

That's right . . . even in Texas where liquid gold is 'way down under, pay-dirt for radio and TV stations is UP. Up in power . . . up in antenna height . . . UP with towers by Dresser-Ideco. Across the nation, Ideco towers are helping broadcasting stations dig UP to pay-dirt. Whether your station's tower must go up a matter of several hundred feet, or should push toward two thousand feet . . . you can profit from Dresser-Ideco's experience in designing and constructing towers since broadcasting's infancy. Guyed, self-supporting, fixed base, pivoted base, insulated . . . when it comes to towers, you'll do well to come to Dresser-Ideco. Write us . . . or contact your nearest RCA Broadcast Equipment representative.



Unique candelabra TV tower, 1521 feet tall, completed by Dresser-Ideco for WFAA-TV and KRLD-TV, Dallas. Eighty-foot wide top platform supports twin antennas.

IDECO®

ONE OF THE DRESSER INDUSTRIES

DRESSER-IDECO COMPANY

Columbus 8, Ohio

Branch: 8909 S. Vermont Ave., Los Angeles 44, Calif.

Tall or short . . . for TV, Microwave, AM, FM . . . IDECO Tower "Know-How" keeps you on the air

MBS, AFFILIATES DISCUSS NEW TERMS

It's understood Hot Springs, Ark., meeting was concerned with new contract to include less network option time, cash payments to affiliates carrying network commercial programs.

WORK toward evolution of a new MBS affiliation contract was launched by network officials and members of the Mutual Affiliates Advisory Committee last week. And the project is slated for resumption and perhaps submission to all MBS affiliates during the NARTB convention in Chicago next month.

Network authorities reported after a two-day meeting at Hot Springs, Ark., last Monday and Tuesday that with the MAAC members they had examined "various network and station problems with particular emphasis on a new affiliates agreement." The MBS statement said "both the committee members and Mutual management expressed gratification at the progress achieved."

Neither network nor MAAC leaders would give details of the prosed new affiliation contract. It was learned from affiliate sources, however, that it anticipates a cutback in amount of network option time from about nine hours a day to about five, and does retain provision for affiliates to be paid in money for carrying network commercial shows.

This coincides in general terms with earlier reports that the new plan might be akin to—but would be less radical than—the plan advanced by MBS in 1953 but finally shelved by affiliate opposition [B•T, March 19]. Among other things, the 1953 plan, described by network officials at the time as "revolutionary," would have made a similar reduction in network option time but would have provided that station compensation be paid in the form of programs for local sale rather than in dollars [B•T, July 6, 1953, *et seq*].

MAAC authorities reported that no mention of changing the present rate of station compensation was made during last week's meeting.

They said tentative plans call for a further meeting of MAAC in Chicago on April 15 and for a meeting of all MBS affiliates there on April 16, at the outset of the NARTB convention.

J. W. Betts, WFTM Maysville, Ky., heads the 14-man MAAC. The network delegation at last week's sessions was led by Executive Vice President John Poor.

MAAC members, in addition to Chairman Betts, are Ray Butterfield, WLOX Biloxi, Miss., vice chairman; Ken Nybo, KBMY Billings, Mont., secretary, and Willard Deason, KVET Austin, Tex.; Ed H. Dunbar, WBBQ Augusta, Ga.; George T. Frechette, WFHR Wisconsin Rapids, Wis.; Tom E. Gibbens, WAFB Baton Rouge, La.; Jack Hawkins, KIUN Pecos, Tex.; Cecil L. Heftel, KLO Ogden, Utah; Donald J. Horton, WVLK Lexington, Ky.; Harold P. Kane, WJOC Jamestown, N. Y.; Ralph J. McElroy, KWWL Waterloo, Iowa; Berton Sonis, WTIP Charleston, W. Va., and Robert M. Wallace, WOHS Shelby, N. C.

The Mutual group at Hot Springs included Mr. Poor; Sales Vice President Harry Trenner; Program Vice President Robert Monroe; Vice President and Treasurer George Ruppel, Promotion and Research Director Richard Puff, Station Relations Director Robert Carpenter, and Thomas Duggan and Charles King of station relations.



CBS-TV Appoints Manulis Producer of 'Playhouse 90'

MARTIN MANULIS has been appointed producer of CBS-TV's *Playhouse 90* series, to debut as a major program venture next fall, it was announced last week by Al Scalpone, vice president of network programs, Hollywood. The original plan to have two producers on the show has been dropped, he said.

Playhouse 90 is scheduled for the Thursday 9:30-11 p. m. period. The premiere will be Noel Coward's "This Happy Breed" in October. Eight shows of the series will be filmed by Screen Gems [B•T, Feb. 27].

Mr. Manulis joined CBS-TV in 1951 as producer in New York on *Studio One Summer Theatre* and *Suspense*. Later he produced six television adaptations of Broadway classics on the network's *Best of Broadway* and currently has been producer of *Climax*, originating from CBS Television City, Hollywood, for Chrysler.

Mr. Scalpone also announced that Carey Wilson, CBS-TV production executive who developed *Playhouse 90*, has been signed to develop yet another major program series for the fall season. He would not release details. "Now that the basic planning for *Playhouse 90* has been completed," Mr. Scalpone said, "we are able to allow Mr. Wilson to devote his full creative energy to developing another major series of programs based on an original idea of his."

Meanwhile, CBS-TV has signed Charles Marquis Warren, producer of the network's *Gunsmoke* series, to produce, direct and write a new half-hour film series for this fall titled *Cavalry Patrol*. He will continue to produce and supervise the storyline on *Gunsmoke*. *Cavalry Patrol* begins filming April 16 in Utah.

ABC-TV Sets 'Frontier Judge'

ABC-TV last week distributed to advertising agencies a sales presentation on its new half-hour western tv film drama, *Frontier Judge*, setting the cost of total sponsorship for 52 weeks (commissionable) at $2.5 million, including time and talent. This figure covers an anticipated station clearance of 131 affiliates. Available for fall sponsorship, *Frontier Judge* will consist of 39 weeks of original programming and 13 weeks of repeat films. The program series is being produced by Jack Chertok in association with ABC-TV.

WDEF-TV to Be CBS Primary

WDEF-TV Chattanooga, Tenn., becomes a primary affiliate of CBS-TV on May 10, according to Herbert V. Akerberg, CBS-TV vice president in charge of station relations. WDEF-TV, now a secondary affiliate of the network, will be added to CBS-TV's basic optional group. The station, which operates on ch. 12, is owned and operated by WDEF Broadcasting Co., of which Carter M. Parham is president.

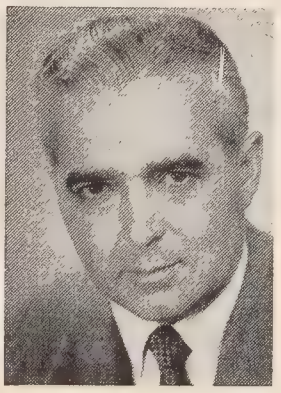
KGHF Joins Mutual

KGHF Pueblo, Colo., will become affiliated with Mutual and the Intermountain Network April 1, according to Robert Ellis, KGHF general manager. The station also will continue as an ABC affiliate.

LAWRENCE MOVES UP IN CBS-TV ECHELON

Director of station administration becomes vice president in charge of owned television stations and CBS Tv Spot Sales.

CRAIG LAWRENCE, director of station administration for CBS-TV, has been named vice president in charge of owned television stations and CBS Television Spot Sales, President J. L. Van Volkenburg is announcing today (Monday).



MR. LAWRENCE

Mr. Lawrence will report to Merle S. Jones, who was vice president in charge of owned television stations and general services prior to his elevation to executive vice president a week ago.

A veteran station administrator, Mr. Lawrence was general manager of CBS-owned WCBS-TV New York before becoming CBS-TV director of station administration in August 1954. Before that, he had supervised operations of KSO and KRNT Des Moines, WNAX Yankton, S. D., WHOM New York (then Jersey City), and WCOP Boston. He became vice president of Cowles Broadcasting Co. and executive vice president of two of its subsidiaries, Atlantic Broadcasting Co. and Massachusetts Broadcasting Co., in 1942.

His elevation to the new post is a sequel to the move, attributed to the growth of tv and specifically of CBS-TV's scope of operations, in which Mr. Jones and Hubbell Robinson Jr., who had been vice president in charge of network programming, were elevated to executive vice presidencies [B•T, March 19]. Mr. Robinson remains in charge of the entire area of programming. All other departments report to Mr. Jones. Messrs. Jones and Robinson report to Mr. Van Volkenburg.

Explaining the sequence of appointments, Mr. Van Volkenburg said "They tell the story of television itself. We have grown from a company of 400 to one of 4,000 in a short eight years. The increasing demands on the executive department have to be shared. In this way we will be able to allot the proper time to future planning and the problems of future growth."

Five Sign With ABC-TV

FIVE additional sponsors have been signed by ABC-TV to participate in the network's *Famous Film Festival*. They are Pearson Pharmacal Co. (Sakrin), New York, through Donahue & Coe, New York; Carter Products Inc. (Little Liver pills, Arrid), New York, through Sullivan, Stauffer, Colwell & Bayles, New York, and Beltone Hearing Aid Co., Chicago, through Olian & Bronner, Chicago.

Also signed up for sponsorship, beginning in April, were Colgate-Palmolive Co. (Veto cream deodorant) for 13 weeks through Bryan Houston, New York, and Mobile Homes Mfrs. Assn. of Chicago (trailer coaches) for six participations through J. Walter Thompson Co., Chicago.

Zenith Sues CBS For 'Omnibus' Ads

A SUIT for $213,749 stemming out of CBS-TV's refusal to carry a Zenith Radio Corp. commercial for its phonevision system of pay television has been filed by Zenith against CBS.

The suit, filed in U. S. District Court for the southern district of New York, asserts that as part of the Chicago channel 2 settlement CBS, which got the channel, paid Zenith $575,000 for equipment and property lease and agreed to reimburse Zenith one-half of the costs of Zenith sponsorship of one quarter of the weekly *Omnibus* program over a 25-week period from Oct. 24, 1954, to April 10, 1955.

After making reimbursements on 19 *Omnibus* programs broadcast through February 1955, the suit charges, CBS has refused to reimburse a total of $75,932 allegedly due in connection with four *Omnibus* telecasts in March.

In addition, the complaint maintains, there was an agreement between Young & Rubicam, Zenith's agency, and Ford Foundation's Tv-Radio Workshop, which produces *Omnibus*, entitling *Omnibus* advertisers to two "short features" on the program for every 13 program participations they sponsored. One such "short feature" on subscription television, including phonevision, was aired on the March 27, 1955, *Omnibus*, the suit continues. But when a commercial on "phonevision" was then submitted, Zenith claims CBS refused it for both the April 3 and April 10 broadcast, the latter being the final one covered in the Zenith contract. For this the suit seeks $137,817.

CBS had not filed its answer to the suit last week. The complaint was filed on Zenith's behalf by Greenbaum, Wolff & Ernst, New York law firm.

TV in Fresno -- the big *inland* California market -- means **KMJ-TV**

- Best local programs
- Basic NBC-TV affiliate

PAUL H. RAYMER, NATIONAL REPRESENTATIVE

KMPC catches sales!



In Los Angeles the friendly 'line' of KMPC DJs pulls in huge audiences and lands prize sales for sponsors

KMPC

710 kc LOS ANGELES
50,000 watts days 10,000 watts nights
Gene Autry, President
R.O. Reynolds, V.P. & Gen. Mgr.
REPRESENTED NATIONALLY BY
AM RADIO SALES COMPANY

ABC Radio Studies Selling, 'Sounds'

PROGRAMMING and sales problems were taken up by ABC Radio network officials with their newly elected Radio Affiliates Advisory Board at a meeting in New York last Thursday.

The question of "quickie" commercials—such as those used by the Campbell Soup Co. within network system cues on 41 ABC western stations, which have led to some criticism [B•T, Feb. 20]—was among the problems under study. The "quickies" consist of only a few words immediately following "this is ABC." They were launched by Campbell for a test run but may be ordered on a national basis in the near future if acceptable to ABC, it was understood.

ABC Radio's nighttime programming—particularly the changes being planned for the *New Sounds for You* segments which occupy prime evening time Mondays through Fridays but have been unable to attract sponsors—also ranked high on the meeting agenda. Officials have made it clear that they plan to modify the *Sounds* format but not to abandon it.

ABC officials on hand for the meeting included Leonard H. Goldenson, president of the parent American Broadcasting-Paramount Theatres; Robert E. Kintner, ABC president; Harold L. Morgan Jr., vice president and controller; Don Durgin, vice president in charge of the radio network; Thomas Velotta, vice president and administrative officer, news, special events, sports and public affairs; Frank Marx, vice president in charge of engineering and general services, and Mrs. Geraldine B. Zorbaugh, secretary and general counsel.

Members of the advisory committee are Simon Goldman, WJTN Jamestown, N. Y.; C. B. Locke, KFDM Beaumont, Tex.; J. B. Conley, KEX Portland, Ore.; Ben A. Paird, WDUZ Green Bay, Wis.; John P. Williams, WING Dayton, Ohio; T. B. Lanford, KRMD Shreveport, La.; Frank C. Carman, KLUB Salt Lake City, and A. D. Willard Jr., WGAC Augusta, Ga. All members were present except Mr. Conley, who was represented by James Wallace, KPQ Wenatchee, Wash., alternate member for District 7.

Court Upholds Verdict To NBC on 'Big Story'

DISMISSAL of a million dollar suit for invasion of privacy against NBC was unanimously upheld by the U. S. Court of Appeals in Washington last week. Involved is a 1952 *Big Story* fictional telecast of a 1930 murder trial and the conviction of an innocent man. Appeals court ruling upheld a 1955 lower court decision which held that the telecast was based on public records and dramatized in fictionalized form, thus causing no damage to the person portrayed. Suit was brought by Charles S. Bernstein, convicted murderer, later pardoned. The videocast told of the work of Martha Strayer, *Washington* (D. C.) *Daily News* reporter, in uncovering evidence which helped win the pardon. All names were changed, except Miss Strayer's.

ABC-TV Good Friday Telecast

ABC-TV will present a special Good Friday program (10:30-11 p.m. EST) on the "Shroud of Turin," the cloth used to wrap the body of Christ after the crucifixion. Rev. Francis L. Filas, S. J., Loyola U., Chicago, will be featured on the program, which is being telecast for the third year by ABC-TV.

Official Mitchell Record

MATERIAL from the 32-volume transcript of Gen. Billy Mitchell's 1925 court martial, hitherto unrevealed, will be made public for the first time on CBS-TV's *Omnibus* next Sunday, according to the Ford Foundation's Tv-Radio Workshop, which produces the series.

The foundation said it had the original 4,000 pages of testimony in its possession, and that it commissioned *New Yorker* magazine editor-writer E. J. Kahn Jr. late last year to organize the transcript into a dramatic account. The Mitchell dramatic narrative will conclude the fourth season of *Omnibus*.

'Symphony of the Air' Seeks Regular Spot on Mutual

IN AN EFFORT to place the "Symphony of the Air" (formerly the NBC Symphony) on network radio on a regular basis, the Symphony Foundation of America Inc. and Hardy Burt Productions Inc. are launching an all-out campaign for community support for the broadcasts from fraternal and national service organizations.

Mutual will present the "Symphony of the Air" on a special, one-time program on April 14 (10-11 p.m. EST), but its continuance as a regular feature on MBS will hinge on audience interest. Hardy Burt Productions, producer of the proposed series, and the Symphony Foundation of America, the corporate name of the orchestra, plan to publicize and promote the special broadcast with the help of national organizations as well as department stores, food and drug chains and locals of various labor unions.

A Mutual spokesman said the network will carry the broadcasts regularly "if our listeners show us through letters they are interested in this type of program."

Clampett Sues NBC, Freberg

A $2 MILLION damage suit has been filed in Los Angeles Superior Court against NBC and comedian Stanley Freberg by Robert E. Clampett, producer of *Time for Beany*. Mr. Clampett charged that since Feb. 12 NBC has been broadcasting a weekly tv show with the aid of Mr. Freberg and featuring a puppet named Grover whose characterization is substantially the same as Cecil the Seasick Sea Serpent. Mr. Clampett alleged the characterization is the same as that which Mr. Freberg employed for Cecil while working for Mr. Clampett. The complaint stated that a 1950 contract with Mr. Freberg specifically forbids such imitation on any other program. Hearing on preliminary injunction is scheduled April 6.

Miltie Will Return

COMEDIAN Milton Berle, who early last week said he was quitting tv for a hiatus after eight years, later changed his mind. According to NBC, he has agreed "to make himself available for not more than four special top-budgeted 60-minute shows" during the 1956-57 season.

Mr. Berle started his program in June 1948 and his current season of shows has been in color. Under his existing "30 year lifetime contract" with NBC, Mr. Berle will be free to develop and produce new program ideas, as well as consider both Hollywood and Broadway offers, NBC said.



J. B. Rustic, General Superintendent, Operating Department, American District Telegraph Company, tells how:

"We stopped 2,000 burglars last year!"

"Stone walls, iron bars, squads of guards — nothing protects money and property like our burglar alarm service — in co-operation with the police, of course.

"Every year, ADT Protection Service saves subscribers hundreds of thousands of dollars by automatically detecting burglaries, fires, and other dangerous conditions.

"Our systems have to work — all the time. And they do, thanks to constant supervision, proper maintenance — and to Air Express!

"For if new parts are needed, Air Express delivers for us anywhere in the country in a matter of hours!

"Yet, we actually save money with Air Express. A typical 20-pound shipment goes from New York to St. Louis for $7.48. That's $3.17 less than any other complete air service!"

AIR EXPRESS

Air Express

GETS THERE FIRST *via U.S. Scheduled Airlines*

CALL AIR EXPRESS . . . *division of* RAILWAY EXPRESS AGENCY

ALLEN SERVICES HELD IN NEW YORK

A HIGH requiem mass was celebrated Tuesday at St. Malachy's Roman Catholic Church in New York City for radio-tv comedian Fred Allen, 61, who died March 17 from occlusive coronary artery disease. He collapsed while walking near his Manhattan home just before midnight.



MR. ALLEN

Some 2,000 persons were present at the mass, about 1,200 packing the church and another 800 standing outside.

Mr. Allen, who was born John Florence Sullivan, had been married in the same Manhattan church to Portland Hoffa, who later became his partner on radio. She was escorted at the services by comedian Jack Haley, who was one of the honorary pallbearers. Top names of show business attended the funeral, as did a number of radio and tv executives associated with Mr. Allen during his long career with the broadcast media.

Mr. Allen, born in Cambridge, Mass., started in show business as a juggler, spent years in vaudeville and appeared in several Broadway shows before his radio debut. He and his wife started in radio on Oct. 24, 1932. For years their *Town Hall Tonight* rode the top of the radio popularity polls on NBC under sponsorship of Ipana and Sal Hepatica. The humorist had an obvious allergy to network vice presidents, often making the vice presidential office the butt of his jokes—and on at least one occasion was cut off the air momentarily.

His radio popularity began to wane as the giveaway quiz show craze began to rise, a fact that caused him apparent bitterness. He was slotted opposite *Stop the Music,* the hottest giveaway of that period, but was unable to stave off the opposition even by offering to bond listeners against any loss they might sustain if called by the telephone giveaway program while listening to his show.

In television, he never seemed to find a format to fit his brand of wit and was unable to make a successful dent in the new medium until he took over a panelist slot on CBS-TV's *What's My Line?* two years ago.

Observations Right Down Allen's Alley

IN THE WEEK following the sudden death of Fred Allen (see separate story), many of his more pungent observations on radio, television, films and advertising received new attention. Here are some of them culled from Mr. Allen's book, *Treadmill to Oblivion,* and other sources:

ON NETWORK EXECUTIVES: "If the United States can get along with only one vice president, why does NBC need 26?" "NBC does not recognize heaven, hell or CBS. It invented a place called Heck. When a person dies, he either goes to Heck or the Rainbow Room."

ON ADVERTISING EXECUTIVES: "He's a molehill man. He gets to work at 9:30, finds a molehill on his desk which he turns into a mountain by five in the afternoon. A good molehill man will finish his mountain by lunch." "This vice president was so important that he had a wastebasket in his office in which he threw people."

ON RADIO: "Radio was the only medium in which the unfit could survive . . . because it was produced by advertising. When television belatedly found its way into the home after stopping off too long at the tavern, the agencies knew they had a more potent selling force available." "Radio was abandoned like the bones at a bar-b-que."

ON HOLLYWOOD: "Hollywood's a wonderful place to live . . . providing you happen to be an orange." "My agent gets 10% of everything I have but my splitting headaches." "The studios say screens are getting larger. The screens aren't getting larger, the audiences are getting smaller."

Sindlinger Rates 'Richard III' As 'Most Talked About' Show

NBC-TV's three-hour Sunday afternoon presentation of "Richard III" on March 11 was the most talked about tv show during the following week, according to Sindlinger & Co. "Every day of every week, Sindlinger & Co.'s field staff question a scientific random cross-section of the population to determine information on the public's entertainment habits," the company reported. "Part of Sindlinger's daily interviewing concerns what people have been talking about during the 'past few days' in reference to motion pictures, tv programs, books, articles, etc."

For the week ending March 17, the 15 tv programs most talked about, according to the Sindlinger word-of-mouth survey, were:

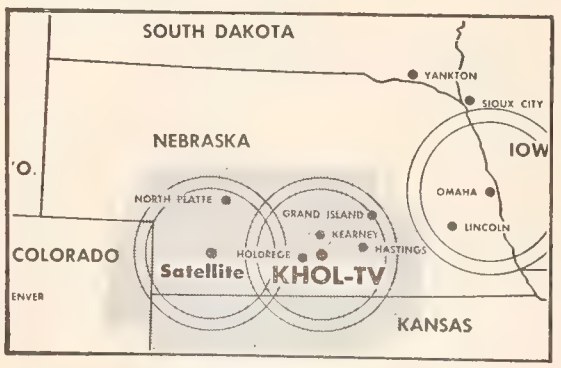
Tv Programs	% of Mention
Richard III (NBC)	18.1
Lawrence Welk (ABC)	12.7
Medic (NBC)	10.1
Ed Sullivan (CBS)	8.7
$64,000 Question (CBS)	8.1
Ford Star Jubilee (CBS)	8.0
December Bride (CBS)	7.9
Phil Silvers (CBS)	7.8
Perry Como (NBC)	7.6
Big Surprise (NBC)	7.0
Jackie Gleason (CBS)	6.9
Strike It Rich (CBS)	5.4
Wide, Wide World (NBC)	2.1
Julius Caesar (NBC)	2.0
Million Dollar Movies	1.9

In the same week, Sindlinger interviewers found the public recommending "Picnic" more than any other movie, with "I'll Cry Tomorrow," "Man With the Golden Arm," "Guys and Dolls" and "Benny Goodman Story," ranking second to fifth in that order.

The research company, which has been measuring word-of-mouth opinions on a day-after-day basis since last September, said that unlike the usual procedure of a "slow and gradual" climb to the top of the most-talked-about list, both "Richard III" and "Picnic" "vaulted to the top in a matter of a few days," in the 17 states where the Sindlinger word-of-mouth surveys are conducted.

In the 28 weeks of these surveys, tv findings include: *The $64,000 Question* was in first place from September through December. *Lawrence Welk* has been in the first five every week, usually ranking second or third. Spectaculars and shows like *Ford Star Jubilee* move in and out of the top ten weekly. *Phil Silvers* has held sixth or eighth place since October.

KHOL-TV plus . . .
New SATELLITE STATION
Gives You Bonus Coverage In Nebraska's 2nd Big Market
161,715 Unduplicated Families at TV's Lowest Cost-Per-Thousand



KHOL-TV and Satellite Station cover rich Central Nebraska—the State's 2nd Big Market.

KHOL-TV picks up where Omaha leaves off—you buy no duplicate coverage.

One buy on KHOL-TV gives you bonus Satellite coverage at no extra cost.

Investigate Nebraska's 2nd Big Market today— contact KHOL-TV or your Meeker representative.

KHOL-TV
Owned and Operated by
BI-STATES CO.
CBS • ABC

CHANNEL 13 KEARNEY, NEBRASKA
Channel 6 Satellite Station,
Hayes Center, Nebr.
Represented nationally by MEEKER TV, Inc.

46 Million See 'Oscar' Show

AN ESTIMATED audience of 46 million persons viewed NBC-TV's telecast of the annual award ceremonies of the Academy of Motion Pictures Arts & Sciences, March 21 (10:30 p.m.-12:15 a.m.). NBC-TV's figure was based on a compilation made by Trendex. The Pulse reported that an instantaneous Pulse rating of 53.7 was recorded on the show. Face-to-face interviews with families throughout the country, Pulse said, showed that 53.7% of families interviewed watched the program, with an average of 2.46 persons per set. The winning motion picture, "Marty," was based on a tv play of the same name carried on *The Goodyear Television Playhouse* on NBC-TV on May 24, 1953. Three other Oscars were won by persons associated with the "Marty" film.

Irish Football Tieup Folds

WITH MBS' bid for exclusive network rights to five Notre Dame U. home football games this fall, the nine-year-old Irish Football Network has ceased operation, it has been announced by Joe Boland, manager of IFN, which was owned and operated by the *South Bend Tribune*. The network comprised 190 U. S. and some overseas stations last fall.

NETWORK PEOPLE

John H. Bachem, general manager of former DuMont Television Network, N. Y., returns to CBS Radio as account executive in network sales department. He previously was CBS account executive from 1937-49. **Bill Downs,** CBS news correspondent assigned to Rome for two and a half years, returned to Washington bureau.

Titanic Tv

IN what is claimed to be the biggest production in its eight-year history, NBC-TV's *Kraft Television Theatre* this Wednesday plans to dramatize Walter Lord's *A Night To Remember*, the factual story of the sinking of the *SS Titanic* in 1912. The telecast will have a cast of 107, including 72 speaking parts, and will use 31 different sets, some of which will be built in specially-designed water tanks to simulate the Atlantic Ocean. Mr. Lord is a copywriter with J. Walter Thompson Co., New York, which supervises production for the Kraft Foods Co., Chicago.

Cherry Churchill, former do-it-yourself editor, *Bride to Be magazine,* N. Y., to NBC-TV's *Home,* as shopping news editor, succeeding **Anne Berry,** retired.

NBC Central Div., Chicago, announces six employes celebrating 25th anniversaries with network during March. They are: **Everett Mitchell,** conductor of *National Farm & Home Hour;* **Curt Pierce** and **Harold Jackson,** engineering staff; **Gale Swift** and **Dorothy Frundt,** music division, and **Franny Clark,** press department.

Fran Allison, cast member ("Aunt Fanny") of ABC Radio's *Breakfast Club,* will emcee seven programs during Don McNeill's vacation March 30-April 13. Other mornings will be filled in by guests including **Tom Mullarkey,** WBAP Ft. Worth, and **Bill Malone,** WMAL Washington, D. C.

RKO Teleradio Buys 25% of Unique Records

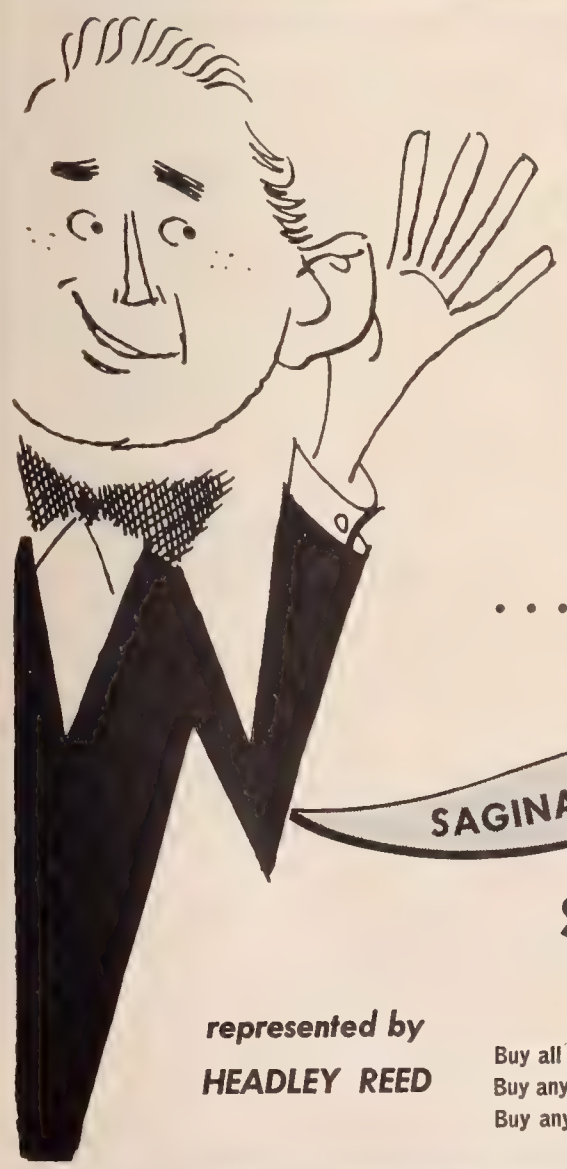
RKO Teleradio Pictures Inc. last week reported it had entered the record field by acquiring a 25% interest in Unique Records, New York, which currently distributes two labels, Unique and Point. Thomas F. O'Neil, board chairman, said the affiliation was the first step in actively entering the recording and music publishing field.

Mr. O'Neil also said the expansion is in line with RKO Teleradio Pictures' aim to "provide the maximum in entertainment services to the general public."

A spokesman said that RKO Teleradio in time probably would increase its holdings in Unique and that the new arrangement will permit RKO to use the recording company to distribute albums from its forthcoming motion picture schedule which includes at least three musicals.

Crowell-Collier Appoints Four to New Record Dept.

GEORGE T. SIMON, former editor of *Metronome* magazine and scriptwriter for Jackie Gleason's CBS-TV summer package show, *America's Greatest Bands,* has been retained by Crowell-Collier Publishing Co. as an advisor on jazz repertoire for the firm's new record (club) department of the Recording, Radio and Television Division [B•T, March 5]. Other appointments, on a consultative basis announced by William A. H. Birnie, vice president of



1st Station in Saginaw!

. . . and Saginaw's Only 24-Hour Station!

SAGINAW'S NBC AFFILIATE

SAVE up to 15%

By buying any 2 or more of these powerful stations.

Buy all 4 . . . Save 15%
Buy any 3 . . . Save 10%
Buy any 2 . . . Save 5%

WKMH . . . Dearborn—Detroit
WKMF . . . . Flint, Michigan
WKHM . . . Jackson, Michigan
WSAM . . Saginaw, Michigan

represented by HEADLEY REED

That's Why Everyone Tunes To

WSAM

SAGINAW, MICH.

Fred A. Knorr, Pres.
Vincent Picard, Sales Manager

KNORR Broadcasting Corporation

Crowell-Collier and newly-appointed head of the division:

Ronald Wise, formerly with Mercury, Columbia and RCA Victor, as program director in the classical and opera fields; Donald-Brown, direct mail order specialist, as membership promotion manager, and T. Clynton Elrod, as supervisor of systems and controls for the record clubs. All will report to William H. Fowler, manager of the record department.

Meanwhile, the publishing firm released its annual stockholders report for 1955, accompanied by a statement by President and Editor-in-Chief Paul C. Smith, that said Crowell-Collier earned a net profit of $773,917 during 1955—"considerably more than I had optimistically hoped to report"—after a three-year losing streak. In 1953, C-C lost $4,009,827 and in 1954 it lost $2,419,539.

The report described the internal realignment of the corporation which publishes three national magazines (*Collier's, Woman's Home Companion, American*), encyclopedias and also owns a book sales organization, P. F. Collier & Son Corp.

Crowell-Collier several weeks ago announced plans to expand its sphere of operations into "all phases of communications," radio-tv station property purchases, as well as newspapers and "perhaps" other magazines. The report did not elaborate on these.

Additional Antenna Systems Purchased by Jerrold Corp.

COMMUNITY antenna systems in Flagstaff, Ariz.; Dubuque, Iowa, and Pocatello, Idaho, have been purchased by Jerrold Electronics Corp., Philadelphia manufacturer of electronic equipment, it was announced last week by Milton J. Shapp, Jerrold president.

With these acquisitions, the electronics company owns or controls five community antenna system companies. In January of this year, it purchased the system in Ukiah, Calif., and in November 1955 acquired controlling interest in the Key West, Fla., system.

World Issues Baseball Series Along With Promotion Aids

A NEW SERIES of 26 weekly 30-minute transcribed programs on baseball titled *Big League* currently is being sent to subscribers of World Broadcasting System, radio station transcription service. The series—providing for five commercials per program—consists of such topics as the Hall of Fame, baseball "bloopers," and others and will be backed by promotion and merchandising material.

Maloney to TelExecutive

JOHN W. MALONEY, sales manager of the Audograph Div., Gray Mfg. Co., New York, has been named TelExecutive sales manager of TelePrompTer Corp., New York. Mr. Maloney has also been with Dictaphone Corp., Curtis Wright Corp. and with several other firms in the management field.

PROGRAM SERVICE PEOPLE

Robert L. (Robin) Moore Jr., advertising director, Sheraton hotel chain, and pioneer in formation of Sheraton Closed Circuit Television Inc., named to board of directors, Sheraton Corp. of America.

SPECTACULAR GAINS IN TV REPORTED AT IRE MEETING

New video accomplishments, particularly in colorcasting, vie with automation, earth satellites and guided missiles at convention-exhibit in New York City.

NEW GAINS in television—particularly in color tv and geared and designed for future use in the telecasting art—glistened in last week's shower of electronic developments.

A new color tv magnetic tape system, developed nearly three years ago by RCA but since refined to permit recording and rebroadcast on standard commercial broadcast facilities, vied with latest advances in automation, earth satellites and guided missiles at the electronics industry's Greatest Show on Earth—the Monday-Thursday convention-exhibit in New York of the Institute of Radio Engineers. Among the many tv developments:

- Details of five different color tv picture tubes of five different research laboratories, four of them owned by manufacturers. The tubes are of both the single electron gun and three electron gun varieties. Evidence was that tube makers are working toward brighter color pictures.
- A tv camera offered by RCA which is designed for extremely low light levels.
- Another RCA development—a "creepy peepy" portable tv transmitter, actually a pack-type tv system.
- Various industrial tv cameras and tubes.
- Improvements in RCA's color kinescope.
- An appraisal of scrambling and decoding techniques used in subscription tv.
- Description of advances made with facilities for over-the-horizon transmission of tv programs.
- New uses and developments for transistors.
- Various engineering papers on tv transmitting equipment and techniques.

RCA Color Tape Showing

An RCA development team of five persons from RCA's David Sarnoff Research Center at Princeton, N. J., joined with Dr. Harry F. Olson, director of the acoustical and electromechanical research laboratory, RCA Labs, took over an entire session of the convention Wednesday to present details of the new color tv tape recording system.

Highlights of the RCA reports:

- Programs which are recorded on the magnetic tape can be erased with the tape reused at least 100 times without any noticeable deterioration.
- The recorded programs can be stored for months with no loss in quality.
- A method has been designed to regulate tape speed automatically during playback to eliminate irregularities which could lead to tv picture jump on the viewing screen.
- Seven different tracks in the half-inch width of the magnetic tape are employed to carry six different types of information.

Dr. Olson said the system was "capable of receiving and recording broadcast programs or of recording directly from cameras in a tv studio."

At a news conference Monday, O. B. Hanson, RCA vice president of operations engineering, noted that NBC is now field testing one such unit. A second unit, he said, may be turned over to the network by the fall to permit extensive experimental recording of actual broadcasts. From the experience thus gained, Mr. Hanson said, RCA-NBC may then be in the position—perhaps by late 1957 or early 1958—to have designed for NBC, magnetic tape recording system units for actual broadcast use.

Mr. Hanson noted that one unit, at the present, can record and playback experimentally over standard commercial broadcast facilities with up to 15 minutes of programming stored on a 20-inch reel of tape. The seven tracks in the tape carry the following information: separate electrical signals for the three-color portions of the picture, the high-frequency components of the color signals, a synchronizing signal to ensure proper relationship among the various elements of the transmitted picture, and the signals—on two tracks—for the sound portion.

When first shown publicly in December 1953, the system was described by RCA as promising reductions in cost 80 to 90% below that of telecasting black-and-white images from film [B•T, Dec. 7, 1953]. At that time, the cost reductions for color film—a more expensive proposition—were placed at 90 to 95%.

Thus, the magnetic tape recorder would have not only a potentially revolutionary effect on tv techniques but also for the entire motion picture industry.

In the RCA engineering paper, the new developments were described as "a reduction in tape speed from 30 to 20 feet per second, an increase in resolution by the use of improved heads and the addition of a fifth channel for carrying the combined highs, recording and reproducing a complete composite FCC color signal and an improved system for maintaining constant equivalent tape speed in recording and reproducing the television signal."

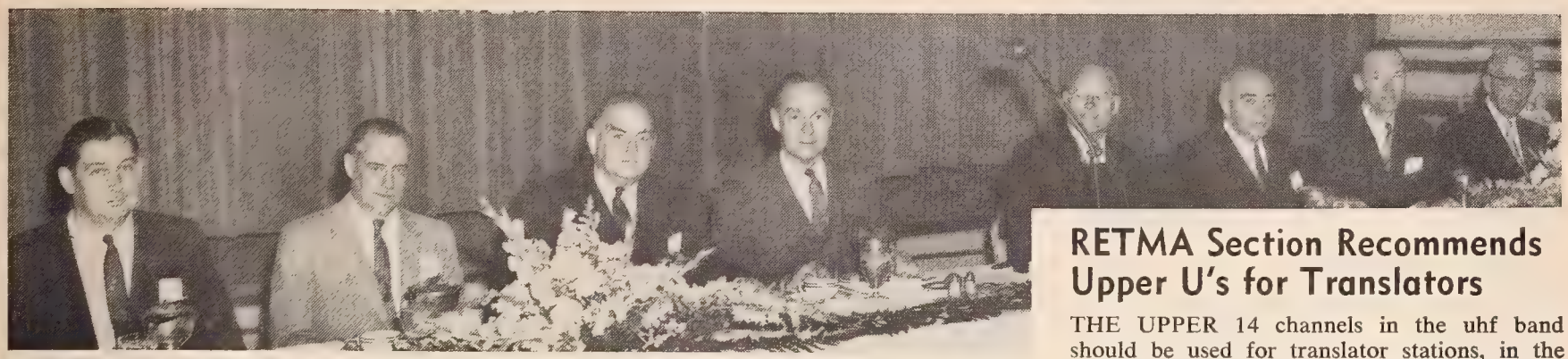
The six signals are recorded on the tape as "red, green and blue video, mixed high video, sync and sound. The red, green and blue video signals cover a frequency range up to approximately 1.5 mcs." The mixed high-frequency channel is a composite of the three color signals and covers a range extending to the upper end of the recording range. These signals are reproduced from the tape and fed to a colorplexer to form the standard FCC composite color signal. The sound signal is recorded on a modulated carrier.

Impression Method

Dr. Olson said the electrical signals are impressed through a recording head onto the magnetically treated surface of a plastic tape. As the tape is drawn across the recording head, the head continuously changes the magnetic condition of the magnetic particles on the tape, forming a compact code of the original signal.

The magnetic pattern thus formed will remain on the tape indefinitely during repeated playbacks until erased electronically. Then the tape can be used again. In playing back the recorded program, tape is moved across the magnetic head; the magnetic code on tape causes an alternating current to flow in the windings around the head creating a duplicate of the original recorded signal.

A major problem that came up during early development work on the recorder system was the need for a novel type of recording and reproducing head since it was futile to attempt to record video by extending the range of existing audio equipment. Ordinary sound tape recording resolves information up to some 2,000 cycles per inch of tape, or a speed of about eight



ELECTRONICS executives met with government and Congressional leaders March 18 at Plaza Hotel, New York, under auspices of Radio-Electronics-Tv Mfrs. Assn. Head table group included (l to r): J. D. McLean, Philco Corp.; James M. Bridges, electronics director, Defense Dept.; F. R. Lack, Western Electric Co.; Dudley C. Sharp, Assistant Air Force Secretary; H. Leslie Hoffman, Hoffman Electronics Corp., RETMA president; Rep. Carl Hinshaw (R-Calif.); T. A. Smith, RCA Engineering Products; FCC Comr. E. M. Webster.

RETMA Section Recommends Upper U's for Translators

THE UPPER 14 channels in the uhf band should be used for translator stations, in the opinion of the Broadcast Equipment Section of Radio-Electronics-Tv Mfrs. Assn. RETMA supports the translator proposal of FCC [B•T, March 19, 12], it was explained March 18 at the association's annual conference with Congressional and military officials. The meeting was held in New York.

RETMA's broadcast group felt adoption of the translator rule would increase tv coverage in remote areas.

H. Leslie Hoffman, Hoffman Electronics Corp., presided at the meeting in his role as RETMA president. Dudley C. Sharp, Assistant Air Force Secretary, principal speaker, said electronics costs run 17% of the Air Force budget, or around $3 billion, compared to 10% a few years ago.

inches per second to come out with a frequency response of 16,000 cycles per second. Recording of video signals involves frequencies beyond 3 million cycles per second plus a greater frequency range.

Another paper was delivered by William L. Hughes of Iowa State College, Ames Iowa, who outlined latest improvements in black-and-white film recording for color tv use.

Otto Kornei of Clevite Research Center, Cleveland, Ohio, described at the session a magnetic recording head capable of handling the millions of cycles per second required for tv pictures as compared to the much fewer number of cycles required for sound recording. The "Chromatron" as the basis for low-cost color sets was described by engineers of Chromatic Television Labs and Telechrome Mfg. Corp. in a joint paper. They said such a set, employing Chromatic's so-called Lawrence single-gun color tube, would offer numerous economies.

"The only real addition to a black-and-white set is the color subcarrier regenerator and the 3.58 mc amplifier for color switching. The absence of color controls and automatic gray scale tracking provide the basic requirements for good color pictures and allow easy servicing and little trouble to the consumer."

The problems were said to be "all in one area, and these are connected with radiation into the 3.58 mc band and its harmonics." Economies listed for the set were self-decoding of the encoded color signal; single-gun cathode ray tube can utilize standard black-and-white deflection and focusing components; no magnetic shielding is required; high voltage current requirement is the same as a good monochrome receiver; horizontal and vertical deflection voltage requirements are diminished due to post-acceleration feature of color tube; single-gun color tubes allow automatic gray scale tracking; no separate background controls, and no convergence circuitry required.

The "Chromatron" paper was prepared by R. D'Amato, R. Dressler, and A. Jacobs of Chromatic, and J. R. Clurman and S. Decker of Telechrome.

RCA engineers—R. B. Janes, L. B. Headrick, and J. Evans of the tube division, Lancaster, Pa. —reported on "recent improvements in the 21AXP22 color kinescope," which, it was noted, has proved to be a high-quality color kinescope readily adaptable to quantity production. Manufacturing experience in the making of thousands of tubes and changes made in construction and processing, it was pointed out, have resulted in nearly perfect color purity and white uniformity.

The General Electric post acceleration color tube—said to have, among other advantages, those of greatly increased brightness and tolerance—was described in detail in papers by GE's C. G. Lob and H. Heil. Basically, the papers pointed out, the tube is a three-gun type in which novel construction and processing techniques were said to have eliminated "most of the internal structure normally associated with color picture tubes" and to have "allowed the deposition of the phosphor screen directly on the envelope inner face."

The "apple system," the apple tube, and the current status of apple receiver circuits and components were described in detail in three papers by Philco Corp. engineers. These included J. S. Bryan, R. G. Clapp, E. M. Creamer, S. W. Moulton, M. E. Partin, G. F. Barnett, F. J. Bingley, S. L. Parsons, G. W. Pratt, M. Sadowsky, R. A. Bloomsburgh, W. P. Boothroyd, G. A. Fedde and R. C. Moore.

In other papers on color tv, N. Fyler, C. Cain, and P. Hambleton of CBS-Hytron described marked improvements in the "Colortron" tribeam color tube; E. G. Ramberg, H. B. Law, H. S. Allwine, D. C. Darling, C. W. Henderson, and H. Rosenthal of RCA Labs, Princeton, N. J., considered "Focusing Mask Color Kinescopes"; Charles W. Baugh Jr. and Harold E. Sweeney of Westinghouse Electric Corp., Metuchen, N. J., discussed "Transient Response Versus Chrominance Bandwidth in Simultaneous Color Television Receivers," and R. B. Gethman of GE discussed "A Deflection and Convergence System for Use with the Color Picture."

At a news conference Wednesday, officials representing the color tv tube makers indicated that while each expects to continue developing the individual basic types, none except the RCA three-gun shadow mask tube type could be expected in production this year.

A veil of secrecy has shrouded details of the Philco "apple" color tube and system ("apple" is a code name). It has yet to be shown publicly, although various manufacturers and engineer experts have witnessed demonstrations.

Philco claims the apple receiver is free of many of registration and color fringing problems because of the use of only one electron gun, and because it has no internal mechanical mask of other color grid constructions; "the tube is almost as simple as an ordinary black-and-white tube." A new development also claimed was a "new high level for brightness and performance." It was revealed that the chassis is "essentially the same" as used in black-and-white. Also disclosed at the conference was the "apple" tube's picture size—21 inch rectangular.

C. G. Lob of General Electric told newsmen that the post acceleration tube it has been perfecting is near the pilot production stage—"the tube is out of the laboratory," he said. GE, he said, is working toward cost savings in the color chassis via its post-acceleration tube.

According to CBS-Hytron, its new development is the UMF Colotron tube (unit potential mask focusing) that increases brightness. The tube now is being refined to fit into receiver design. All of the companies emphasized work now is underway in the laboratory to increase picture brightness.

In a session on electron tubes, "a new image orthicon designed especially for operation at low light levels, which reduces the noise and time lag usually encountered in television systems at these levels," was described by A. A. Rotow of the RCA Tube Div., Lancaster, Pa.

"Technical Boundary Conditions of Subscription Television"—techniques for scrambling and decoding picture and sound—were appraised by Alexander Ellett and Robert Adler of Zenith Corp., and the principles and engineering details of Zenith's phonevision system were described in a paper by E. M. Roschke, W. S. Druz, Carl Eilrres and Jan Pulles of Zenith.

Other over-the-horizon transmissions were considered in several papers.

In one pointing out that there are no regular facilities for relaying tv programs between the U. S. and Cuba, and that telephone traffic between these countries is increasing, a group of Federal Telecommunications Labs engineers—R. T. Adams, H. Havstad, L. Pollack, and W. Sichak—outlined plans for a 184-mile radio relay link (in the 600-900 mc range) to be established this year between Homestead, Fla., and Guanabo, Cuba. Fm with a radio band of 20 mc will be used.

K. P. Stiles of AT&T's Long Lines Dept., reported on path loss tests made (800 mc) between southern Florida and Cuba last year to determine the feasibility of operating an over-the-horizon system in that area. Conclusion: Feasible.

Others presenting papers on transhorizon systems included R. M. Ringoen, Collins Radio Co., Cedar Rapids, Iowa, who offered a study of system design and one on relative interference produced by uhf scatter and line-of-sight systems. The latter turned up findings contradicting some popular beliefs:

"The computations show that in most cases the transhorizon system will produce about one-



fourth to one-half the interference of a line-of-sight system performing the same service," Mr. Ringoen said. "Although these results are based on some assumptions, in general they show very definitely that scatter should not be thrown out of consideration for use in the U. S. because of its large interfering effects. It is believed that the results of this and similar analyses should be considered in any future FCC rule-making for the fixed bands above 400 mc."

R. E. Gray and R. A. Felsenheld, Federal Telecommunications Labs, Nutley, N. J., reported on studies of an over-the-horizon link between Puerto Rico and the Dominican Republic, a distance of some 240 miles.

Transistors and their application in portable broadcast equipment were appraised by John K. Birch, Gates Radio Co., Quincy, Ill. He noted that despite their attractiveness for such uses they also pose "many unique problems," but outlined principles which he said had been followed in designing an amplifier that, used in conjunction with mercury batteries, has "longer battery life, reduced size and weight and greater ruggedness compared with older tube-type remote amplifiers."

Other studies involving transistors included papers by John W. Englund of RCA's Tube Div., D. D. Holmes and T. O. Stanley of RCA Labs. and J. Hellstrom of Westinghouse Electric Corp.

A pack type portable television system capable of producing and transmitting a 525-line 30-frame interlaced picture over a half-mile range was outlined by William B. Harris, of RCA Defense Electronic Products, Camden. It is a battery operated, self-contained tv pickup and transmitting station which, Mr. Harris noted, permits rapid relocation and penetration of areas inaccessible to conventional equipment.

The same session, devoted to tv transmitting equipment and techniques, also featured papers by C. A. Cady, General Radio Co., Cambridge, Mass., on "a new monitor for television transmitters"; Andrew Alford and H. H. Leach, Leach Mfg. Co., Boston, on high-gain antenna arrays using a slotted ring antenna; C. B. Mayer and P. M. Pan, GE, on a self-diplexing antenna for tv transmitters, and R. E. Rohrer and Oscar Reed Jr., Jansky & Bailey, Washington, on television field intensity measurements as a tool in tv antenna planning.

A new application of radar for conducting rapid uhf and microwave propagation surveys—to make possible the selection of tv and other transmitter sites in minutes rather than months—was detailed by R. E. Lacy and C. E. Sharp, Signal Corps Engineering Labs, Fort Monmouth, N. J. They said experiments with this technique "show possibilities of making such surveys to within a limited but usable degree of precision within a matter of a few minutes time."

Use of standard test tape to check the magnetic tape recorder adjustments on which depend the faithful recording and reproduction of taped broadcasts was explained by J. Byrne Hull, Ampex Corp., Redwood City, Calif.

Ray R. Embree, KING-TV Seattle, discussed methods that stations may use to improve faulty network or remote pickup signals. He decribed specifically a new sync generator locking device called "Betterlok" which was developed to permit the reworking of home video signals that otherwise would not be broadcastable by a station of good standards.

Peter C. Goldmark, CBS Labs, reported on the automobile phonograph system which, developed by CBS Labs, is being used in Chrysler Corp. cars this year.

Other papers presented during the four-day convention included "Multipath Distortion of Tv Signals and the Design of a Corrective Filter" by A. V. Balakrishnan, RCA; "Pedastal Processing Amplifier for Television" by Ralph C. Kennedy, NBC; "High Stability Television Synchronization Generator" by F. T. Thompson, Westinghouse Electric Corp.; "A New Electronic Masker for Color Television" by J. H. Haines, Allen B. DuMont Labs; "A Color Camera for Closed Circuit Applications" by L. E. Anderson, RCA.

Accepting the Institute of Radio Engineers' 1956 Medal of Honor, highest award offered by the Institute he and two associates founded 44 years ago, John V. L. Hogan, of Hogan Labs, New York, last week voiced confidence that his dream for facsimile broadcasting will become a reality.

"For years we labored to put a 'facsimile newspaper' directly into the home or office, but we could not meet the glamorous competition of television," Mr. Hogan asserted. "I still believe that facsimile broadcasting will eventually be a reality, and I expect to see it as an indispensable public service. In the meantime, we are getting facsimile into the home by way of the press associations," he added, pointing out that United Press, Associated Press, and International News Service all are using our facsimile system and recording papers to deliver photographs to television stations for broadcasting and to newspapers for printed reproduction."

Mr. Hogan, who was principal speaker for IRE's annual banquet Wednesday night, also traced the growth of IRE from its original 44 members to its present 47,000 and, at the request of officials, sketched the background of some of his own numerous contributions to the electronics art. A short talk was made by Arthur W. Loughren, of Hazeltine Corp., incoming president of IRE.

Other awards were presented as follows: Morris Liebmann memorial prize to Kenneth Bullington, Bell Telephone Labs; Browder J. Thompson memorial prize to Jack E. Bridges, Magnavox Corp.; Harry Diamond memorial award to Wilbur S. Hinman Jr., Army Ordnance Corps, and Vladimir K. Zworykin television prize to Frank J. Bingley, Philco Corp.

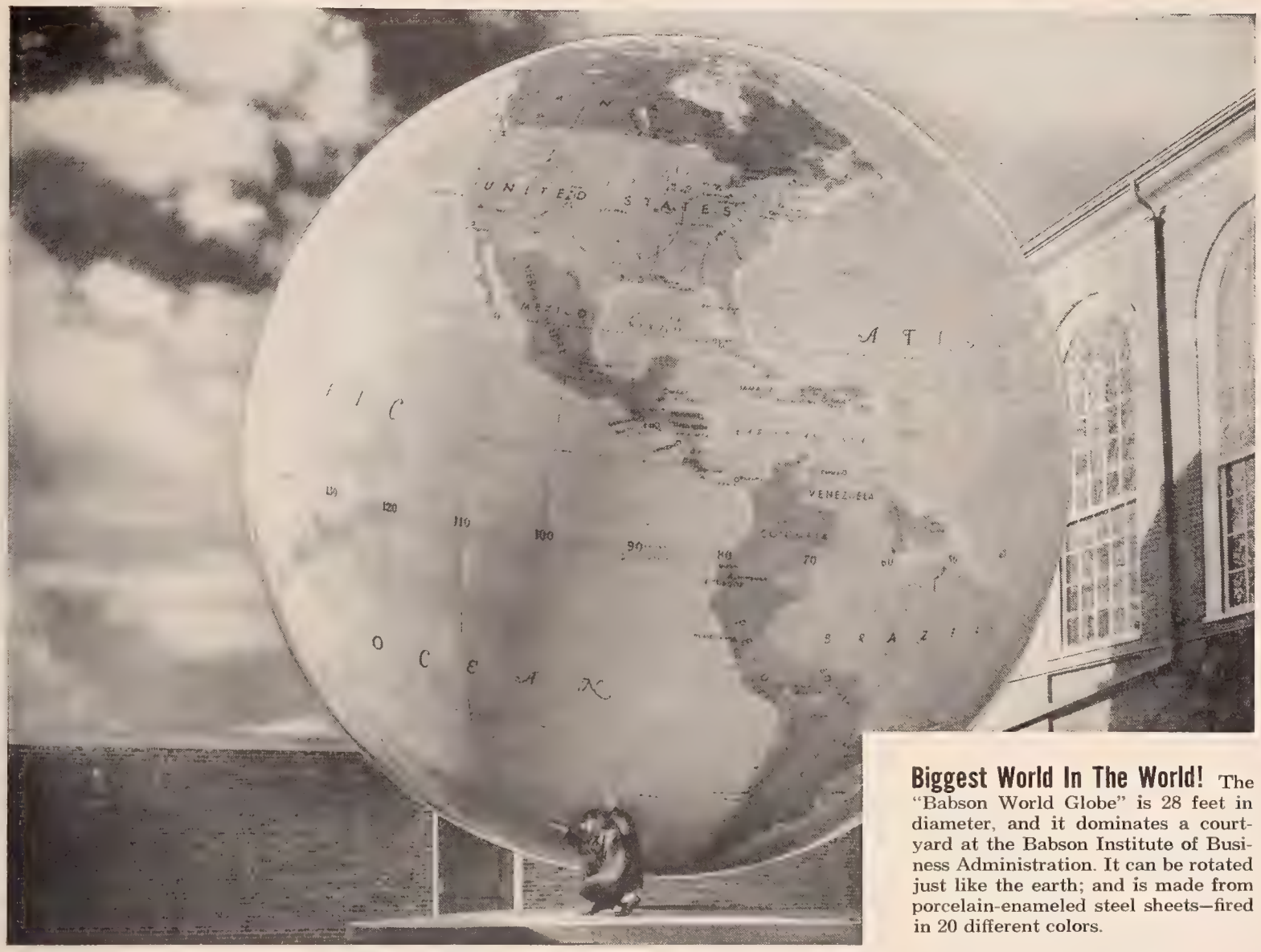
Medicine by Electronics Foreseen by Dr. Zworykin

THE DEVELOPMENT of new electronic diagnostic techniques to help the doctor of the future by reporting on the physical condition of a patient and indicating the steps to be taken to treat ailments was foreseen last week by Dr. Vladimir K. Zworykin, electronics pioneer and honorary vice president of RCA.

Dr. Zworykin, who is chairman of the IRE professional group on medical electronics, offered his views during an IRE panel discussion on the subject, "Where Is Medical Electronics Going?" He pointed out that electronics appears to be the solution to the physician's problems of storing knowledge on a patient's condition, considering that the number of tests involved in medical diagnostic techniques is expanding continuously.

Dr. Zworykin suggested that electronics could be used to record simultaneously the information provided by a series of measurements, such as electrocardiogram, temperature and blood pressure. He indicated the recorded data might be in the form of deviations from a prescribed norm for the age, height and weight of the patients, which could be set on the testing apparatus.

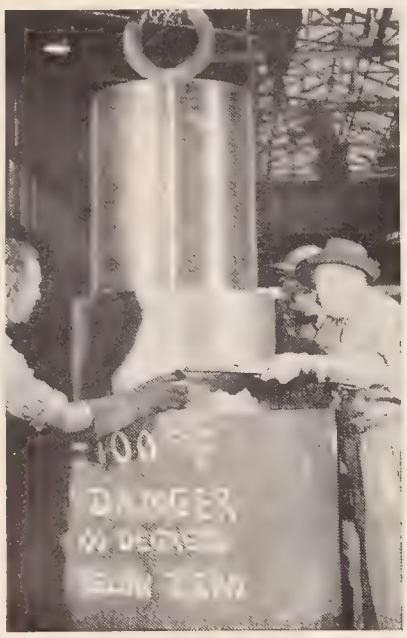
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Just The Thing For The Kiddies. This handsome old coal burner was headed for the scrap yard cutting torch when the railroad donated it to a city park in Tacoma, Washington. To protect its vintage beauty, the locomotive is surrounded with USS Cyclone Fence. Cyclone is a trademark of United States Steel.



Chilly Bridge Trunnion. Steel contracts when it is cooled, so USS workmen soaked this trunnion in 2000 pounds of dry ice for 5 hours to make it fit into the hole in a sheave used in a lift bridge. After insertion, the trunnion expanded when warmed and formed an inseparable connection with the mating sheave. U. S. Steel's American Bridge Division built the bridge.

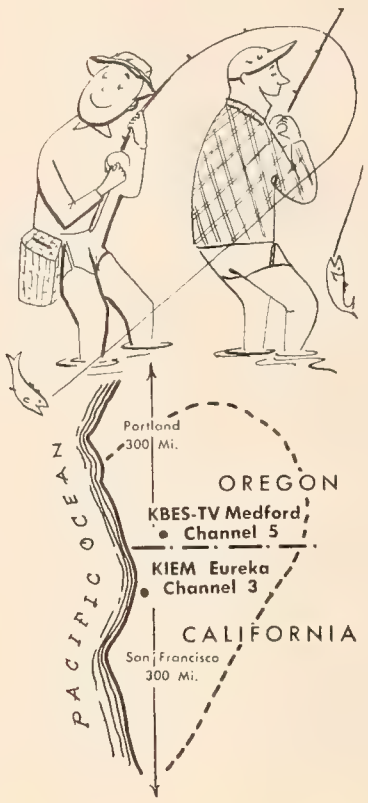
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POPULATION	324,745
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RETAIL SALES	$420,528,000
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ENGINEERS SHOWCASE WONDERS FOR IRE

Approximately 45,000 gather from all over the world to view 714 exhibits of the latest in electronic developments.

ALMOST five acres of space were jammed with latest electronics developments of all purposes and descriptions at the Radio Engineering Show held last week in conjunction with the Institute of Radio Engineers' 44th annual convention in New York (story, page 96).

A total of 714 exhibits overflowed Kingsbridge Armory into nearby Kingsbridge Palace to compete with 55 technical sessions (at which some 275 papers were presented) for the time and attention of upwards of 45,000 engineers assembled from all over the world.

Among the electronic apparatus and techniques demonstrated:

A redesigned line of closed circuit industrial and institutional tv equipment was shown for the first time by General Precision Lab, Pleasantville, N. Y.

Disc cathodes for narrow neck television tubes, designed to enable tv picture manufacturers to use a narrower neck and thereby cut the size of the deflection yoke and permit economies in the production of television tubes, was introduced by Superior Tube Co., Norristown, Pa.

A new concept for packaging electronic components, called PAC (for "packaged assembly circuit"), was displayed by Erie Resistor Corp., Erie, Pa., which said it simplifies automation for the electronics industry in that groups of parts such as resistors and capacitors are assembled together into a unitized package.

A subminiature transistor, said to be the smallest yet developed (more than 20 can be placed on a dime), highlighted the Philco Corp. exhibit.

A new type selenium rectifier, saving up to 50% in size and weight and designed for tv receiver applications, was exhibited by Federal Telephone & Radio Co., Clifton, N. J., a division of International Telephone & Telegraph Corp. The rectifier is said to provide the same electrical performance as conventional tv set rectifiers. A group of new transmitting tubes also was shown by Federal.

Texas Instruments Inc., Dallas, showed IRE delegates and visitors a new transistor "grown-diffused" technique which works with germanium and silicon at power levels above 100 mc and oscillating over 250 mcs per second. The transistors can be used in portable tv sets and all-wave, long distance radio receivers.

A radio operating from radiant energy of the sun was shown by International Rectifier Corp., El Segundo, Calif. Source of the power is a self-generating solar battery.

Continuous reproduction of latest telephoto news pictures were received on facsimile equipment made by the Allen J. Cardwell Mfg. Corp., Plainville, Conn. A scanning feature permits transmission of material continuously in any length without stops for loading drums or similar devices. Variable capacitors also were exhibited by Cardwell.

Another exhibit of high-speed, facsimile equipment in operation was presented by Alden Electronic & Impulse Recording Equipment Co., Westboro, Mass. Weather reports were transmitted at a rate of 81 square inches per minute via telephone lines from the New York Weather Bureau at the Battery to the Kingsbridge Armory in the Bronx.

A low-level, traveling-wave amplifier tube with a gain of about 25 db and low-noise figure of 6.5 db was displayed by RCA.

Sprague Electric Co., North Adams, Mass., displayed its new type electric condenser designed for miniaturization of electronic circuits. It is the size of the head of a wooden match and is designed for use with transistorized electronic devices.

A picture tube that permits "freezing" of the picture so that a particular scene can be held was demonstrated by Hughes Aircraft Co., Culver City, Calif. Called Tontron, it is described as "a five-inch cathode-ray half tone direct-viewing tube," with its immediate application in airborne radar.

A wide line of systems for industrial television and mobile radio communications equipment was displayed by Allen B. DuMont Labs, including the DuMont tele-eye and image orthicon pick-up systems for use in industrial television.

A new system for aluminizing tv picture tubes, in which each part evacuates and coats two tubes with a single vacuum pumping system, was shown by F. J. Stokes Machine Co. (high-vacuum equipment division), Philadelphia.

New Tv Power Unit Takes 70% Less Area

RCA HAS DEVELOPED a power supply unit for use with television equipment which "reduces tube and space requirements by more than 70%," it was announced last week by Dr. James Hillier, chief engineer, RCA commercial electronic products.

The new power supply (WP-15) is scheduled for commercial availability in May and will sell for $675, Mr. Hillier said, adding that this is believed to be "the lowest price for power supplies of its output class."

He said it produces 1,500 milliampere output, requires only 10½ inches of rack space, and provides "more than 250% more usable power than previously available RCA types." Pointing out that the unit is designed for both commercial and closed-circuit television operations, Mr. Hillier said:

"Development of this power supply represents an important contribution to more efficient and economical television broadcasting. Significantly smaller, simpler and more efficient than previously available power supplies, the new unit will enable broadcasters to conserve studio space, reducing operating costs and simplify maintenance and replacement-parts inventory."

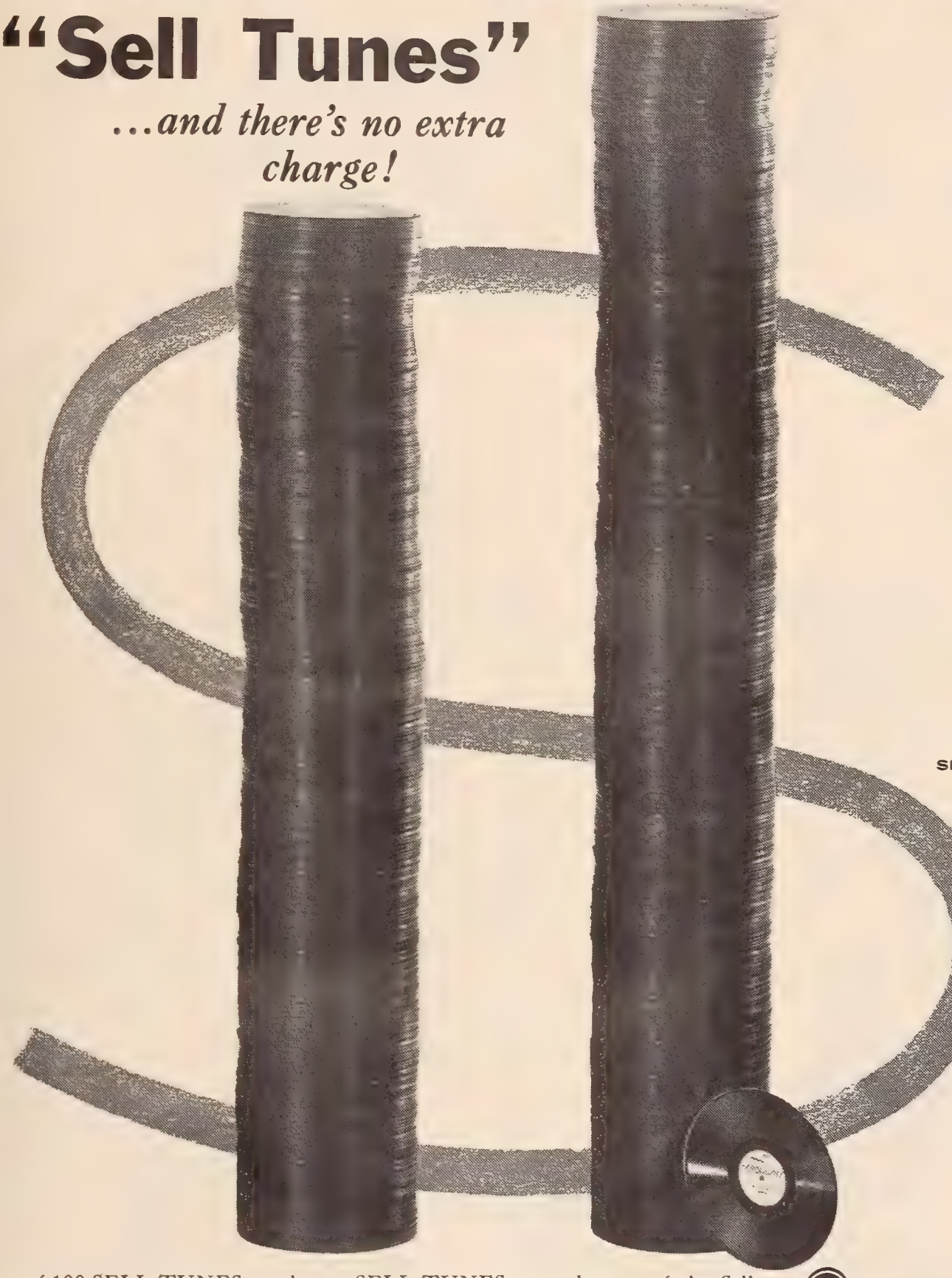
As an example of WP-15's space-saving potential, Mr. Hillier said that one unit will serve the current requirements of a complete black-and-white live or film tv camera chain, including the master monitor, compared with two appreciably larger-size supplies currently required. He said that two of the WP-15 power supplies will serve the current needs of a complete color tv live camera chain, compared with the full rack of power now needed.

New Firm for Tv Equipment

A NEW FIRM—American Microwave Corp., with plant at 11754 Vose St., North Hollywood, Calif.—has announced its entry into the tv equipment field. The company is engaged in the design, development and manufacture of tv studio equipment, microwave systems and specially-ordered electronic equipment. President of AMC is Fred W. Bailey, formerly secretary-treasurer and sales manager of Lambda-Pacific Engineering Inc., Van Nuys, Calif., equipment manufacturer. Harold W. Jury, formerly with CBS-TV, is chief engineer.

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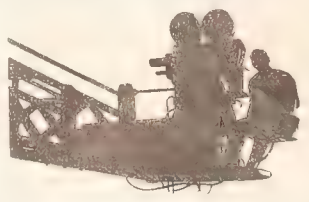


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Zenith Reports 1955 As Most Profitable

IN ITS 1955 annual report, Zenith Radio Corp. described the past year as the "most profitable complete fiscal period" in the firm's history.

Earnings after taxes and reserves totaled $8,034,491, compared with $5,676,264 in 1954. Consolidated sales were up from $138,608,360 to $152,905,005 in 1955 for a 10% increase. Net working capital jumped more than $6.5 million from 1954 to over $34 million.

Comdr. E. F. McDonald Jr., president, said the company's unit production and sales of tv receivers increased 33%, with output and sales the highest in Zenith history. The firm realized over half of total industry business in production of am-fm receivers last year, Comdr. McDonald's report continued.

In dealing with color tv, the report said progress has been made and that further study is underway. It also contemplated launching large-scale production of regular models on "very short notice."

Data Released on January Radio-Tv Sales, Shipments

RETAIL sales of radio sets (excluding auto sets) in January were well above the same 1955 month, with tv sales showing a decline, according to Radio-Electronics-Tv Mfrs. Assn. Radio sales totaled 531,206 sets in January, a four-week reporting month, compared to 474,945 in January 1955 and 1,388,801 in December 1955, a five-week month. Tv sales totaled 614,213 in January compared to 933,467 in December and 647,585 in January 1955.

RETMA also found that 623,790 tv sets were shipped to dealers during January compared to 800,192 in December and 637,479 in January 1955.

Following are tv set shipments to dealers by states for January 1956:

State	Total	State	Total
Alabama	10,103	New Hampshire	2,804
Arizona	3,650	New Jersey	21,241
Arkansas	8,595	New Mexico	2,327
California	42,184	New York	68,459
Colorado	5,465	North Carolina	13,889
Connecticut	9,282	North Dakota	2,011
Delaware	1,463	Ohio	34,445
Dist. of Columbia	6,479	Oklahoma	9,442
Florida	20,896	Oregon	8,418
Georgia	12,994	Pennsylvania	42,482
Idaho	2,979	Rhode Island	3,427
Illinois	31,891	South Carolina	6,256
Indiana	17,691	South Dakota	2,765
Iowa	7,857	Tennessee	11,862
Kansas	7,504	Texas	34,985
Kentucky	11,730	Utah	2,381
Louisiana	11,220	Vermont	2,025
Maine	4,529	Virginia	12,752
Maryland	8,962	Washington	9,151
Massachusetts	21,416	West Virginia	7,707
Michigan	26,121	Wisconsin	10,634
Minnesota	9,498	Wyoming	853
Mississippi	5,099	U. S. TOTAL	622,660
Missouri	16,126	Alaska	307
Montana	2,001	Hawaii	823
Nebraska	6,099	GRAND TOTAL	623,790
Nevada	510		

Tower for WSM-TV Nashville To Be Built of New T-1 Steel

A NEW ALLOY developed by United States Steel Corp., T-1 steel, will be used in the construction of a 1,379-foot tower for WSM-TV Nashville, Tenn. The tower will be a "prototype of the tall tower of the future," according to the Blaw-Knox Co., Pittsburgh, which is engineering the structure.

A. H. Jackson, manager of Blaw-Knox Equipment Div., said that T-1 steel is approximately three times as strong as structural steels used in many of today's modern skyscrapers. The steel is readily weldable and has the added advantage of having four times the atmospheric corrosion resistance, he reported.

"Even though the steel is higher per pound, because of the cumulative savings which can be made through design, the cost for each tower is less," said Mr. Jackson. "Because T-1 is so much stronger than carbon steel, each component member of the tower will be appreciably smaller in diameter, thus exposing less tower surface to the heavy winds for which they must be designed."

Cumulative savings to the buyer pyramid as the weight of the tower goes down, Mr. Jackson said. Shipping charges, erection costs, smaller guy wires to support the tower in place and less concrete for anchors and the supporting base all figure in the tower bill, he added.

General Electric Co. is general contractor for the new WSM-TV tower.

Tv Set in Every Room By '57, Siragusa Avers

TELEVISION will find itself in the same set-in-every-room category as radio next year, with new lightweight tv receivers accounting for perhaps half of an expected sales volume of 10 million sets, Ross D. Siragusa, president of Admiral Corp., asserted last week.

Mr. Siragusa, addressing the Installment Credit Conference of the American Bankers Assn. at the Jefferson Hotel in St. Louis last Monday, also said the new portable models will find a ready market among hotels, hospitals, offices and institutions. Admiral plans to introduce the personal models within three months.

A minimum of seven million monochrome sets will be sold this year, along with about 200,000 color units, according to Mr. Siragusa. He claimed color tv has arrived but "strictly for the carriage trade."

Dage to Show C-C System

AGREEMENT between Dage Television Div. of Thompson Products Inc. and Skiatron Electronics & Television Corp. for use of Skiatron's so-called "dark trace tube" in closed-circuit tv is being announced in New York today (Monday). The tube makes possible pictorial retention as long as desired of such information as bank records, stock exchange data, signatures and weather maps after having been transmitted over telephone wires via Dage's "data-vision" system. Dage Div. plans a national campaign to introduce its system using the Skiatron tube to business, financial and government leaders. A demonstration is planned in New York, Dage said. A minimum delivery of $426,000 worth of tubes has been set, with preparations being made to handle 10 times this amount.

MANUFACTURING SHORTS

Axel Electronics Div., Axel Brothers Inc., Long Island City, N. Y., announces re-location of division's administrative, laboratory and production facilities to five-story plant at 134-20 Jamaica Ave., Jamaica 18, N. Y.

ORRadio Industries, Inc. (Irish Brand magnetic tape), Opelika, Ala., appoints J. K. Dooley Co., Seattle, Wash., as Pacific Northwest representative.

Plastilex Products Inc., Phila., incorporates spherical design concept in round high-fidelity speaker enclosure said to do away with cabinet resonance and eliminate possibility of distortion caused by standing wave. "Sonosphere" is molded from plastic by process designed to provide acoustically reflective outer surface and

NOW

more power for the best

music on the air

WQXR

Radio station of

The New York Times

50 KW

absorptive, flexible inner surface. Unit, 18 in. in diameter, weighs six pounds, rests in wrought iron tripod, and sells for $53.50 alone or $69.50 equipped with Duotone 9770M loudspeaker manufactured by Philips of the Netherlands.

Electro-Voice Inc., Buchanan, Mich., has issued comprehensive Bulletin 222 on high-fidelity power amplifiers. Bulletin also includes information on new E-V 100 w high fidelity amplifier for multi-speaker installations and professional applications.

Sound Electronics Laboratories, Div. of G. H. Poulsen & Co., Toledo, Ohio, announces long-play tape cartridge, said to be first to play full hour at 7½ inches per second. Fidelipac cartridge, slightly larger than standard 1200-ft. reel in one-hour size, also comes in half-hour and 15-minute sizes. Enclosed in plastic case, cartridge is inserted in playing device without exposing tape to handling. Anticipated market is in pre-recorded tape field, and in radio-tv stations for commercials and id's. Price of player unit is expected to be under $40, with player-recorder units slightly higher.

Gray Research & Development Co. Inc., Manchester, Conn., has introduced custom built high fidelity system of sound reproduction for use in hotels, restaurants, schools, colleges, churches and private homes. System consists of Gray "Viscous Damped" tone arm, turntable, amplifier and pre-amp, and speaker. Gray also announces high-fi demonstration system for record dealers. System includes above components plus plans for listening booth.

Federal Civil Defense Administration has placed contract with DuKane Corp. (sound amplifier equipment), St. Charles, Ill., involving research and engineering project to develop mass voice communications for Civil Defense, agency announces. FCDA said work would be concentrated on transistorized amplifiers (replacement of vacuum tubes with transistors), aircraft-to-ground communications (development of voice amplifiers for light planes) and voice sound application study (on street noises).

Elgin National Watch Co., electronics division, Elgin, Ill., enters ceramic phonograph cartridge field with production of new line of precision-engineered cartridges. Line features lightweight cartridge with osmium needle for lp speeds and sapphire for 78 rpm records. Product to be marketed by American Microphone Co., Pasadena, Calif., Elgin affiliate.

Donner Scientific Co., Berkeley, Calif., has developed Donner Wow and Flutter Meter to detect speed variations in recording or playback equipment. Meter being marketed to dealers and servicemen.

Animation Equipment Corp., New Rochelle, N. Y., announces new combination Oxberry 35mm-16mm process camera specifically designed for animation and optical printer work. Unit can be quickly changed from 35mm to 16mm without need for critical realignment. Features include shuttle-type movement with fixed pilot pin registration, rack-over mechanism for animation work, socket drive for portable and stationary stop-motion motors, hand and automatic dissolve mechanisms.

Reception Puzzle Solved

OFFICE TENANTS of New York City's Empire State Building at long last are able to get satisfactory reception on their television sets. Programs telecast over all tv channels serving the metropolitan New York area are transmitted from the towering mast atop the famed building, and diagnosis of the bad reception on sets within the building was that tv waves emanating from the mast flowed out horizontally into the atmosphere away from the structure, instead of flowing downward. Bell Television Inc., N. Y., now has solved the problem by installing a specially-built master antenna.



TWO CHECKS amounting to $553,428 are presented to Technical Operations Inc., Arlington, Mass., marking the formal acquisition by Western Union and American Broadcasting-Paramount Theatres Inc. of a 22% stock interest by each company in the nucleonics and electronics firm. L to r: Dr. Frederick C. Henriques, president of Technical Operations, accepts the two checks (each for $276,714) from Leonard H. Goldenson, president of AB-PT, and Walter P. Marshall, president of Western Union.

LEL Inc., Copiague, N. Y., has developed new broadcast band transistor wrist radio. Special RF reflex circuit provides good selectivity and unusual sensitivity, company says with no antenna required in moderate signal strength areas. Company also has added new preamplifier to IF amplifier line, model IF 31, featuring cascade input circuit. Typical specifications are 30 db gain, 1.4 db noise at 30 mcps. It is available with custom modifications to any practical bandwidth and center frequency with either single or balanced input.

Magnavox Co., Fort Wayne, Ind., has added Spartan line of tv receivers to company-built products. Five models, available through former Sparton dealers, range from $179.95 to $339.95.

Sylvania Electric Products Inc., Electronic Systems Div., has moved headquarters from Buffalo to Waltham, Mass.

Entron Inc., Bladensburg, Md., appoints Hytronic Measurements Assoc., Denver, to assist with sales and applied engineering in installation of Entron community tv and industrial tv system in Rocky Mountain states. R. D. Bowen Sales Co., Denver, represents Entron for new line of jobber items in that area.

RCA Tube Div., Harrison, N. J., has placed new oscillograph tube (RCA-1EP1) on market. It has diameter of 1¼ inches and is intended primarily for use in lightweight portable equipment or in continuous monitoring service for large electronic equipment.

Kay Lab, San Diego, Calif., announces industrial tv system No. 1985, said to provide increased sensitivity and reliability. System consists of small camera weighing under five pounds, camera control and monitor, with accessories available. Equipment incorporates removable plug-in subassembly construction.

Hycor Div., International Resistance Co. (audio, electrical components, equipment), has opened large plant in Sylmar, Calif., at 12970 Bradley Ave.

Audio Fair and Hi-Fi Music Show will be held at Hotel New Yorker, N. Y., Oct. 4-6. Harry N. Reizes will be director of event.

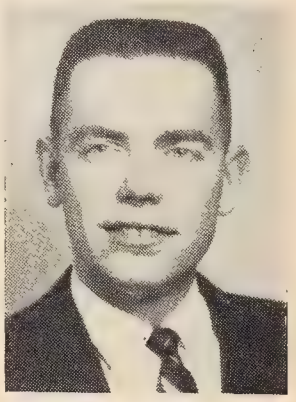
Presto Recording (turntables, disc and tape recorders), Paramus, N. J., announces 50% increase in turntable production to meet heavier demand for Pirouette model. Company also is expanding advertising budget. Presto records for all products show 20% rise for last quarter of 1955 over same period of preceding year, and biggest January sales in recent years for 1956.

Raytheon Mfg. Co., Waltham, Mass., reports net earnings of $742,000 on sales of $42,958,000 after provision of $830,000 for U. S. income taxes for quarter ending Feb. 29, third quarter of fiscal year.

MANUFACTURING PEOPLE

Dr. Harold Goldberg, director of Emerson Radio & Phonograph Corp.'s research lab in Washington since its inception in 1953, elected vice president in charge of research, N. Y. He will be succeeded in Washington by **Dr. Donald P. Burcham,** assistant lab director, also with Emerson since 1953.

Richard A. Kleine, Baker Mfg. Co. Tower Div., Evansville, Wis., to Rohn Mfg. Co. (tv and communications towers), Peoria, Ill., as sales manager.



MR. KLEINE

Dan R. Cavalier, national sales manager, ARF Products, Chicago, and formerly vice president in charge of sales and development, WGMS Washington, to Magnavox Co., Fort Wayne, Ind., as sales promotion manager. **Albert G. Nelson,** treasurer, Handy Mfg. Corp., Union City, Ind., to Magnavox as general auditor. **Paul B. Lovegren,** assistant director of purchases, Magnavox, appointed sales manager of speakers and capacitors.

John F. Gilbert, salesman, midwestern district of CBS-Hytron (tubes, semiconductors), subsidiary of CBS Inc., Danvers, Mass., appointed midwestern district sales manager, with headquarters in Overland Park, Kan. **Donald E. Smith,** formerly midwestern district sales manager, to Chicago as central district manager, succeeding **Herbert L. Reichert,** appointed midwest regional manager.

J. P. Brocki, Bendix Aviation Corp. tv and broadcast receiver division, Baltimore, Md., appointed television service manager.

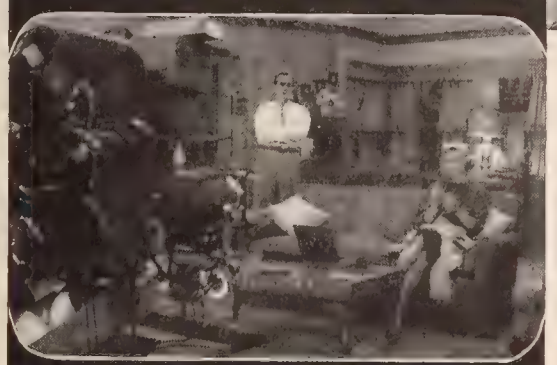
Frederick W. Gifford, auditing department, General Electric Co., Syracuse, N. Y., to finance manager, semiconductor products section, electronics division.

William R. Campbell, onetime district sales representative for Zenith Radio Corp., rejoins firm in similar capacity, covering Los Angeles and San Diego, Calif., Phoenix Ariz., and El Paso, Tex.

Raymond Loewy, designer signed with television set manufacturing division of Westinghouse Electric Corp. Metuchen, N. Y., to re-design Westinghouse 1956 line of tv receivers and style new line of sets.



On the set of "I Love Lucy," starring Lucille Ball and Desi Arnaz. The nation's Number 1 TV show for 1951, 1952 and 1953 is a pioneer of the technique of filming its program as a live show with audience. Desilu Productions uses three Mitchell 35mm BNC cameras in filming "I Love Lucy."



Joan Davis on the set of "I Married Joan," produced by P. J. Wolfson and appearing on NBC. Three Mitchell 35mm BNC cameras are used on this top TV show, which is in its 2nd year. Jim Backus plays the male lead.



Dennis Day, star of "The Dennis Day Show," a top-rated NBC program. Originally "live," this series is in its second year, and is now produced on film by Denmac Productions, using a Mitchell 35mm BNC camera.

TO FILM A SUCCESSFUL SHOW...

It takes more than just a good script to insure the success of a top-rated network program. The on-stage performances of the stars and supporting cast must be outstanding, carefully timed, superbly directed. And the camera must perform flawlessly in its vital role of recreating the superior quality of the show for millions of TV viewers.

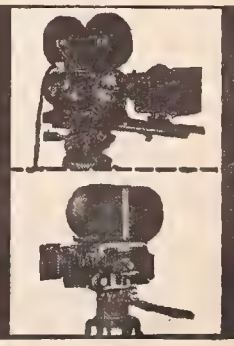
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U. S. SPONSORS AID CANADIAN TALENT

Subsidiary firms are sponsoring locally-produced shows on Canadian television, giving big boost to development of local performers.

A GROWING NUMBER of Canadian subsidiary companies of U. S. firms are sponsoring live Canadian television programs as a contribution toward development of Canadian television talent. Most recent of these shows is the new weekly *Graphic* half-hour show, in which Canadians in all walks of life are interviewed on a format similar to that of Edward Murrow's *Person to Person* show. *Graphic* is sponsored on all English-language Canadian tv stations by the Ford Motor Co. of Canada.

A basic undertaking of the Canadian Broadcasting Corp. is that it develop Canadian talent for tv. The Canadian government, in setting up radio and television legislation, required that programs must utilize Canadian talent to a large extent. CBC, as the government corporation assigned to look after radio and television, has had to find and develop the local talent. Large advertisers were asked to help underwrite the development of Canadian talent by paying a major portion of the production costs of Canadian programs. Subsidiaries of U. S. companies have played a big role in this development.

Currently about half of all tv shows carried on Canadian stations are Canadian productions, and a good portion of these are sponsored by local companies and U. S. subsidiaries.

While *Graphic* is the newest of these Canadian-produced shows, it is not Ford Motor Co. of Canada's first entry in the field. Ford has sponsored live Canadian tv shows practically since Canadian tv began in the fall of 1952, and similarly has sponsored Canadian radio shows for many years.

General Motors of Canada has for some years sponsored the half-hour *G. M. Theatre* on Canadian tv stations. Standard Brands, National Biscuit Co. and British Cadbury Chocolates have for the past year sponsored a Canadian version of the *Howdy Doody Show*. Colgate-Palmolive of Canada sponsors on alternate weeks the French-Canadian family show, *The Plouffe Family*, on all English-language tv stations. Frigidaire of Canada and Standard Brands sponsor, on alternate weeks, *Cross Canada Hit Parade*, a program of top tunes.

Procter & Gamble of Canada Ltd. each Saturday night has a half-hour dramatic show, *On Camera*, live from Toronto. Canadian General Electric presents a Sunday evening half-hour variety program, *Showtime*. Lever Bros. of Canada has a half-hour variety program, *The Denny Vaughan Show*. Sunbeam Electric of Canada has another variety program on Wednesday evenings, *Jackie Rae Show*.

On French-language television most of the shows are of Canadian origin, since there is not as great a number of film imports and no network shows are available from the U. S. Here, international advertisers of French-language shows include S. C. Johnson & Co., Pepsi-Cola of Canada, Procter & Gamble of Canada, Waterman Pen Co. Ltd., General Foods of Canada, General Motors of Canada, Coca-Cola Ltd., Remington-Rand Ltd., Colgate-Palmolive of Canada and Prudential Insurance Co. of America.

Numerous other international advertisers are seen on Canadian tv stations, both English and French, many with only announcements, but others with U. S. network shows and film shows.

Leading Canadian advertisers also help in producing live local tv programs. International Varnish & Dominion Linoleum Ltd. sponsor jointly a quarter-hour weekly do-it-yourself program, *Mr. Fixit*. Canadian Canners Ltd., for its Aylmer brand foods, sponsors a weekly popular musical show, *Holiday Ranch*, highest rated Canadian-produced live tv show. MacDonald Tobacco Ltd. has a weekly half-hour Canadian sports show. Canada Packers Ltd. sponsors a weekly talent hunt program, *Pick the Stars*. Imperial Oil Ltd. has the weekly *NHL Hockey* games on both tv and radio. Mother Parker's Tea Co. sponsors *Musical Mysteries*, a weekly quiz show.

On French-language Canadian tv Robin Hood Flour Mills, Steinberg Food Markets, Lowney's Chocolates, O'Keefe's Brewery, Dow Brewery, Molson's Brewery, Imperial Tobacco Ltd. and Imperial Oil all sponsor live shows of half-hour or more duration.

In addition to these commercially sponsored live shows, CBC also is producing a large number of sustaining live shows featuring Canadian talent. Some of these, it is expected, will eventually be sponsored. CBC produces, under its legislated instructions, Shakespearean dramas, classical and new Canadian operas and operettas, pop concerts and a great number of discussion programs. Its national tv news service is highly rated.

Canadian television is only 3½ years old. It has progressed rapidly. Toronto and Montreal are busy production centers. U. S. companies with Canadian subsidiaries can take credit for playing an important part in development of Canadian talent. It has been costly, especially since most of these companies had U. S. network shows which could have been imported.

TYPE 120-D

NEMS-CLARKE

FIELD INTENSITY METER

LIGHT WEIGHT
DIRECT READING
SELF-CONTAINED



A portable instrument for measuring the wide range of radio signal intensities from 540 to 1600 kc. Its range is from 10 microvolts to 10 volts per meter, making it equally effective for interference studies at low signal strengths and close-in measurements on high-power directional arrays.

Accuracy is assured by a calibration method that compensates for variations in tube characteristics and for voltage variations in the self-contained battery power supply. Operation is simple—measurements made rapidly—direct reading on all ranges—requires no charts or multiplication factors—no warm-up period necessary.

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Three-Day CARTB Meeting Starts Today in Toronto

DISCUSSION of problems affecting the Canadian broadcasting industry will take a full day of the three-day annual meeting of the Canadian Assn. of Radio & Television Broadcasters at the Royal York Hotel, Toronto, Ont., today (Monday) through Wednesday. Wednesday will be devoted to a closed business session.

On the agenda, in addition to various committee reports and reports from executives, will be discussion on scheduling practices on spot announcements, structure of future meetings, cooperative advertising development and standard accounting. New Dept. of Transport requirements on proof of performance regulations and the licensing of monitor receivers on police calls will be discussed at the afternoon session.

The television station members will have an additional half-day business meeting tomorrow afternoon when problems affecting news exchange, film importation and other matters will be discussed.

CFCY-TV Plans June Start

CFCY-TV Charlottetown, P.E.I., ch. 13, plans to start telecasting June 1. Transmitter and studio building have been completed, installation of equipment is now underway, and the antenna tower (583 ft.) is to be erected soon. The station will have 79 kw video and 38.5 kw audio power. It is represented by All-Canada Television, Toronto, Ont.

NOTICE TO EDITORS—This advertisement currently appears in leading national magazines. For more than 30 years, Metropolitan Life has sponsored similar messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors), free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.



How good are **your** teeth ?

Only circus performers, like the one shown here, risk life and limb by using their teeth. Nevertheless, good teeth are mighty important to all of us.

Your teeth deserve good care for many reasons. They aid in maintaining general health, for unless food is chewed properly, it cannot be easily digested. Healthy teeth also make us look more attractive and help us speak clearly.

Yet, almost none of us escape dental troubles—as shown by these findings from the American Dental Association:

1. Too many Americans have lost half of their natural teeth by age 40.

2. The number of cavities occurring in the teeth of children between 6 and 18 years old runs into the millions.

Dental discoveries of great value to children have been made in recent years. For instance, direct applications of sodium fluoride to a child's teeth may prevent as much as 40 percent of the cavities that otherwise might occur.

Because early dental care is so important, visits to the dentist should start around age three. While little or no treatment may be needed at this age, it is a good idea simply to let the child meet the dentist. The first visit, if made pleasant and interesting, can give the child a favorable attitude toward future dental care.

Adults should also see the dentist regularly . . . at least twice a year. His examination, including X-ray studies when necessary, can reveal hidden trouble. If unhealthy conditions of the teeth and gums are not treated early, they may lead to premature loss of teeth.

Many dental procedures have been vastly improved. Even the dental drill has been modernized and making and fitting bridges and dentures has become such a fine art that wearers soon cease to be conscious of them.

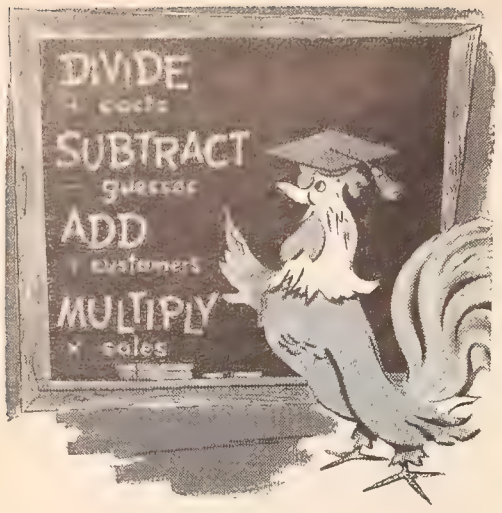
Preserving the teeth and gums also depends largely on good daily care, including regular brushing and proper diet. Care of the gums is particularly important because healthy gums affect both general health and good appearance. In fact, good daily care, coupled with regular dental check-ups, can greatly increase the chances of keeping most of one's teeth throughout life.

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Your valuable dollars never had it so good. They go farther in terms of cost-per-thousand, and realize amazing results in terms of sales.

Powerful 10 "brings home" your message in Providence, Worcester, Fall River, New Bedford, Brockton and New London. No wonder it's good arithmetic to buy Dominant 10!

WEED Television,
National Representatives

NBC

NBC Basic–ABC Supplementary

WJAR-TV
CHANNEL
10
PROVIDENCE
RHODE ISLAND

Moscow Hears 'Voice' Intelligibly, Says King

VOICE OF AMERICA Russian-language programs can be received "intelligibly" in Moscow despite Soviet jamming, Gene King, program manager of the U. S. Information Agency's broadcasting service, reported upon his return from a tour of the Russian capital, Warsaw, Poland, Budapest, Hungary, and Belgrade, Yugoslavia.

Mr. King, who spent eight days in Moscow during the 20th Communist Party Congress there, said he heard "intelligible," although not perfect VOA reception of programs such as *Panorama, USA,* and *Music, USA* on a receiver in the American Embassy in Moscow during his stay there. He said English language VOA programs beamed behind the Iron Curtain were not jammed. He also heard Czech and Hungarian language VOA programs which were not jammed.

In Warsaw, he heard VOA Polish language programs which were jammed, but the jamming "would fade and the Voice would ride right over it."

He said the people in Warsaw are "fantastically anti-regime," and that he was told there is never a time when the Voice can't be tuned in "on some frequency." The people behind the Iron Curtain, he said, are "hungry for news of the outside." The Voice, he claimed, does not try to "propagandize" but "gives the facts."

Mr. King said jazz is popular behind the Iron Curtain and that jazz records are even played on satellite radio stations. He said he believed the VOA is "on the right track" in programming jazz and that the Voice expects to increase its sports coverage, since sports are immensely popular in Russia and other Iron Curtain countries.

He declared it is no longer a penal offense to listen to Voice broadcasts behind the Curtain, although those who keep the U. S. programs tuned in all the time may get into trouble. He said there is "no new evidence" that VOA programs are widely heard in Red countries but that the potency of Voice broadcasts are evident by Russian attempts to jam them, attacks on them by Soviet officials and statements of defectors and refugees who flee to the West.

Mr. King reported he rode on a train with a Polish delegate to the Red Congress who said he listened to VOA programs "all the time." He said Moscow tv programming was "very good"; that the city "looked like New York City in the old days—every shack had an antenna."

$1 Million in Yugoslav Tv

THE YUGOSLAV GOVERNMENT has allocated a sum of 300 million dinars ($1 million) for television purposes. A major portion of the fund is to go into research and tv set manufacturing. At the present time there are two plants engaged in small-scale set making in the country.

Canada Sets Top 2 Million

THERE WERE 2,038,689 tv sets in Canada at the end of January, according to tabulations of All-Canada Television and the Radio-Electronics-Television Manufacturers Assn. of Canada. This included 52,514 sets added during January. Regionally, Ontario province continues to have the largest number of sets (almost half the total in Canada), 969,277, followed by Quebec with 580,154, the three western prairie provinces of Manitoba, Saskatchewan and Alberta with 216,869 sets, British Columbia with 159,757 sets, and the four Atlantic coast provinces of New Brunswick, Nova Scotia, Prince Edward Island and Newfoundland with 112,632 sets.

Grace-Prince Wedding Live On Monte Carlo Tv Station

WHILE American video outlets will depend on film clips flown to the U. S., some 5,000 set-owning inhabitants of Monaco will be able to watch the Grace Kelly-Prince Rainier III nuptials April 18-19 live. Additionally, telecasts will be fed by relay to Eurovision, a network of eight European countries with an estimated six million sets, according to Joe Marty Jr., general manager of Admiral Corp.'s electronics division, Chicago, who reported a telephone conversation with Rene Lescieux, manager of Tele-Monte Carlo.

In Monte Carlo, Monaco's largest city, other residents will be able to view the celebrated wedding on theatre television, according to Mr. Marty's report.

The Monte Carlo station operates with 3 kw on French ch. 2 (188-202 mc) under the French 819-line system, programming about four hours daily, the bulk of it in film. It is a commercial outlet, partly owned by the principality of Monaco, but receives government subsidies. It has been operating since January 1955.

'Monitor' Rights Obtained For Australia by MacQuarie

AS part of an agreement completed last week, the MacQuarie Broadcasting Co., Australia, has obtained the name and the format of NBC Radio's weekend service, *Monitor.* MacQuarie and NBC Radio also have entered into an arrangement providing for an interchange of material carried on *Monitor* in the U. S. and in Australia [B•T, March 12].

Al Capstaff, executive producer of NBC Radio's *Monitor,* said the weekend service soon will offer sports features on such Australian figures as miler John Landy and tennis stars Ken Rosewall and Lew Hoad. The arrangement also will give *Monitor* access to 1956 Olympic coverage by the MacQuarie company's key station, 2GB Sydney, according to Mr. Capstaff.

Commercials on 'Official' Tv Hit by West German Experts

WEST GERMAN radio and tv experts who are associated in the Arbeitskreis fuer Rundfunkfragen (Working Committee on Radio Problems) have taken a strong stand against letting existing quasi-official stations make commercial tv broadcasts. The committee, which is made up of independent members, instead proposed independent commercial tv stations and criticized preparations for commercial tv already underway at four different non-commercial tv stations; South German Radio, Hesse Radio, South West German Radio and Free Berlin Station.

The argument is that existing non-commercial stations have a monopoly in broadcasting and that giving them the right to enter the commercial field would be unfair to private business. Present plans of the four stations call for a daily segment of 30 minutes to be reserved for commercial broadcasts.

CBC to Consider 5 New Station Bids

THREE APPLICATIONS for new radio stations and two applications for a television station at Victoria, B. C., are included in the agenda for the 100th meeting of the board of governors of the Canadian Broadcasting Corp. at Ottawa March 28. In addition, a number of transfers of control for radio stations are to be heard at the meeting.

Television station applications are by CKDA Victoria, for a station on ch. 6 with 1.8 kw video and 900 watts audio power and antenna 269.5 ft. above average terrain; and by International Television Corp. Ltd., for a ch. 6 station at Victoria with 4.1 kw video and 2 kw audio power and antenna 194 ft. above average terrain.

New radio stations are being asked by Richard Digby Hughes at Portage La Prairie, Man., 250 watts on 1570 kc; at Burlington, Ont., by D. B. Williamson, a daytime station with 500 watts power on 1320 kc, and at Port Hope, Ont., by Foster M. Russell, a daytime station with 1 kw power on 1500 kc.

CFRN-TV Edmonton, Alta., ch. 3, is requesting an increase in power from 27.4 kw video and 13.7 kw audio to 180.3 kw video and 90.4 kw audio. Antenna height would remain at 441 ft. CJIC-TV Sault Ste. Marie, Ont., is requesting a power increase on ch. 2 from 5.16 kw video and 2.58 kw audio to 28 kw video and 15 kw audio, with antenna at 225 ft. CKCK-TV Regina, Saskatchewan, on ch. 2, is asking for an increase from 18.9 kw video to 100 kw video, and from 10 kw audio to 53.5 kw audio, with antenna at 588 ft. above average terrain.

CFCF Montreal, Que., wants a change of transmitter site for its 5 kw station on 600 kc, oldest of Canada's radio stations. New site near Montreal, with use of directional antenna, is being planned.

CJBQ Belleville, Ont., 250 watt station on 1230 kc, wants to increase power to 1 kw on 800 kc. CJET Smiths Falls, Ont., is requesting power increase from 250 watts to 1 kw on 1070 kc.

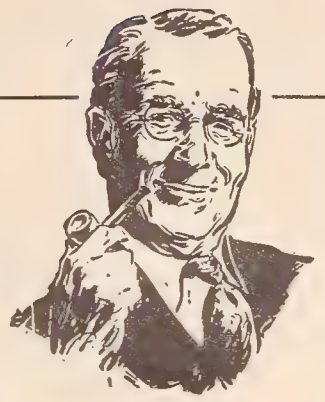
Change in ownership is being asked for a second time by CKNW New Westminster, B. C., a suburb of Vancouver. Owner Bill Rea Jr. has been in ill health for a over a year. Present request is for change of ownership to a group composed of Inglewood Investments Ltd., Southam Co. Ltd., and Muro Investments Ltd., or to a group composed of two investment companies. Previous application to change ownership to Southam Co. Ltd. was turned down because company already owned part of CFAC Calgary, Alta.; CJCA Edmonton, Alta., and CHCH-TV Hamilton, Ont.

CHEF Granby, Que., and CKLD Thetford Mines, Que., also are requesting a change in ownership.

CKLW and CKLW-TV Winsdor, Ont. (opposite Detroit), whose request for transfer of some shares of the company to Famous Players Canadian Corp. was turned down last year [B•T, Dec. 12, 1955], is now asking for authority to transfer 3,781 common shares to RKO Distributing Corp of Canada Ltd., Toronto.

Argentine Dubbing Studio Set

A COMPLETE dubbing studio for American-made tv films has been established in Buenos Aires, Argentina, by Productores Independientes de Dibujos Animados S.R.L., a subsidiary of Champion Radio & Tv Products Ltd., Tokyo, Japan, it was announced by Arnoldo E. Mirkowicz, representative of the company.



Advertisement

From where I sit
by Joe Marsh

Information "On The Line"

I was reading the other day how a person can get all sorts of things just by dialing a number on his telephone.

In New York you can get the time, the weather, or a prayer. In Philadelphia it's the stock reports. In Boston a voice tells bird watchers what's to be watched in the park.

Over in Europe, they go further. Vienna offers a five-minute fairy tale for kids. In Switzerland you can get the news in any of three languages. And a couple of places have "talking menus" for desperate housewives.

From where I sit, it doesn't matter if ideas are put out by telephone, through editorials, or in person—as long as we can take them or leave them. I happen to like a glass of beer with my supper. You may prefer coffee, tea or branch water. Well, there's no harm in "listening" to another's opinions . . . but if he should try to force them on you, it's always an American's privilege to simply "hang up!"

Joe Marsh

Copyright, 1956, United States Brewers Foundation



Buckey Walters, platter-spinner deluxe, brings a New Selling Sound to KMBC-KFRM by punctuating commercials and chatter with clever piano background. ONE announcement on his "Tune Time" program produced 3,653 replies!

LISTEN the New Sound of

KMBC-KFRM

The big news in Kansas City radio is the New Sound on KMBC-KFRM! By completely overhauling old programming concepts, KMBC-KFRM have introduced a new type of radio service that's tailored to today's audience demands. New variety, new personalities, new formats, new impact —they're all woven into every hour of every broadcast day. This inspired local programming, combined with the best from the ABC Network, produces radio that sells as it serves! Your Peters, Griffin, Woodward, Inc. Colonel can tune you in on the New Selling Sound of KMBC-KFRM.

KMBC *of Kansas City*

KFRM *for the State of Kansas*

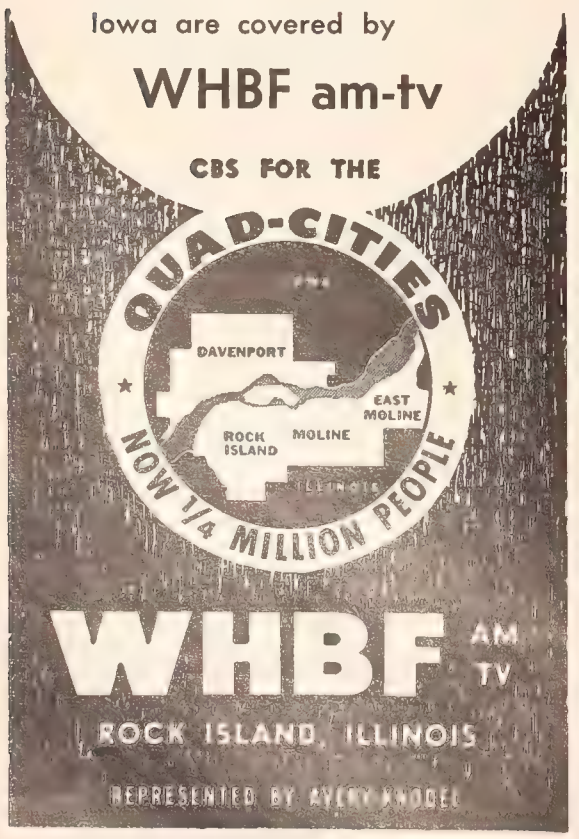
1st *in the Heart of America*

25,000 SQUARE MILES

of heavily populated rich farmlands and industrial communities in Illinois and Iowa are covered by

WHBF am-tv

CBS FOR THE



INTERNATIONAL

Radio, Tv Set Production, Sales Rise in West Germany

WEST GERMAN set manufacturers in 1955 made 3,001,731 radio sets compared to 2,840,566 in 1954. The 1955 sets were valued at the deutschmark equivalent of $113.5 million, compared to $112.9 million in 1954. Output of television sets in 1955 was 330,112, which is more than twice the 1954 figure of 147,147. Tv set total output of 1955 is valued at $42.1 million against $21.4 million in 1954.

Manufacturers explain increases by pointing to a trend toward less expensive radio sets and a general retail price cut for tv sets in 1955. Radio set exports in 1955 totaled 1,183,000 (against 867,000 in 1954) valued at $46.4 million. Tv set exports during the same period totaled 26,734 (19,023 in 1954) valued at $3.3 million.

Set imports in 1955 remained at a very low level of $330,000 for both radios and tv sets.

Winnipeg Seeks Two Stations

WINNIPEG, Man., and the neighboring community of St. James have passed resolutions in city council meetings that they will present briefs to the Royal Commission on Broadcasting urging the licensing of additional tv stations in their areas. The Winnipeg station (CBWT [TV]) is a national station "and cannot possibly serve the varied needs of this busy city."

The province of Manitoba has also passed a resolution urging the Canadian government to allow the establishment of more than one station in each city and the appointment of an independent regulatory body for broadcasting.

INTERNATIONAL PEOPLE

Les Chitty, formerly timebuyer of Cockfield, Brown & Co. Ltd., Toronto, and until recently assistant to managing director of agency's Toronto office, appointed manager of new Canadian office of BBDO, to be opened in mid-April at Toronto, Ont., as agency's first office outside U. S.

J. J. McGill to advertising manager of Imperial Tobacco Co. Ltd., Montreal, Quebec, and **F. W. Towler** to associate advertising manager.

John Pritchard to radio-tv account supervisor of Alford R. Poyntz Adv. Ltd., Toronto.

Guy Cunningham, formerly with CBS and *Nation's Business* in promotion and sales capacities has joined *Outdoor Life* magazine as promotion manager.

Gatien Dandois, assistant regional engineer of Canadian Broadcasting Corp. for province of Quebec, has received 1956 bursary (scholarship) from Imperial Relations Trust Bursary of London, England, and will leave in April to study radio-tv four to six months in Great Britain, France, Italy, Germany and Sweden.

Lyall Feltham, Canadian west coast newscaster, to CHUB Nanaimo, B. C., as night news chief.

George Hellman, Horace N. Stovin & Co., Toronto, re-elected president of Radio Station Representatives Assn. **Lorie Potts,** Omer Renaud Co., Toronto, elected secretary-treasurer.

Graeme Fraser, Crowley Films Ltd., Ottawa, elected president of Assn. of Motion Picture Producers and Laboratories of Canada. **Arthur Chetwynd,** Chetwynd Films Ltd., Toronto, to vice president, and **D. M. McClymont,** Ottawa, re-appointed secretary-treasurer.

AWARDS

CBS GIVEN 19 EMMY AWARDS

NBC gets total of 17, while ABC takes two, both garnered by 'Disneyland.' New York tops Hollywood with 23 awards to 14, respectively.

SOME 44 million Americans sat before their tv sets March 17 for 1½ hours to watch the television profession give its members Emmy awards for outstanding achievement during 1955.

While NBC-TV claimed this big home audience for its telecast of the eighth annual presentation, sponsored by Oldsmobile, rival CBS-TV wound up with the biggest batch of Emmys, a total of 19. NBC was close behind with 17, however. ABC-TV received 2.

Hollywood, home of Emmy's Academy of Television Arts & Sciences, came off second best to New York in the total awards presented to programs, talent and other categories. Now formally organizing its own ATAS chapter, New York took 23 Emmys while the West Coast won 14.

The NBC-TV telecast, alternating between the Waldorf-Astoria in New York and Los Angeles' Pan Pacific Auditorium, was followed by a closed-circuit telecast between the two dinners and local programs for the presentation of local awards in the two major cities.

RCA was presented an Emmy for its tricolor picture tube which has made the commercial tv color receiver practical. Ford Motor Co. took top honors for the best commercial campaign.

Emmy award winners were:

CHILDREN'S SERIES: *Lassie,* CBS.

DAYTIME PROGRAMMING: *Matinee Theatre,* NBC.

NEWS COMMENTATOR OR REPORTER: Edward R. Murrow, CBS.

SPECIAL EVENT OR NEWS PROGRAM: A-Bomb Coverage, CBS.

DOCUMENTARY: *Omnibus,* CBS.

AUDIENCE PARTICIPATING SERIES: *$64,000 Question,* CBS.

ACTION OR ADVENTURE SERIES: *Disneyland* (Davy Crockett), ABC.

SPECIALTY ACT—SINGLE OR GROUP: Marcel Marceau, NBC.

SUPPORTING ACTOR: Art Carney, CBS.

SUPPORTING ACTRESS: Nanette Fabray, NBC.

MALE SINGER: Perry Como, NBC.

FEMALE SINGER: Dinah Shore, NBC.

M.C.—MALE OR FEMALE: Perry Como, NBC.

COMEDIAN: Phil Silvers, CBS.

COMEDY SERIES: Phil Silvers, CBS (*You'll Never Get Rich*).

ACTOR—SINGLE PERFORMANCE: Lloyd Nolan, CBS ("Caine Mutiny Court Martial").

ACTRESS — SINGLE PERFORMANCE: Mary Martin, NBC (Peter Pan).

ACTOR—CONTINUING PERFORMANCE: Phil Silvers, CBS.

ACTRESS—CONTINUING PERFORMANCE: Lucille Ball, CBS.

VARIETY SERIES: *Ed Sullivan Show,* CBS.

MUSIC SERIES: *Hit Parade,* NBC.

DRAMATIC SERIES: *Producers' Showcase,* NBC.

SINGLE PROGRAM: Peter Pan, NBC.

COMMERCIAL CAMPAIGN: Ford.
ORIGINAL TELEPLAY WRITING: Rod Serling "Patterns," *Kraft Tv Theatre,* NBC.
COMEDY WRITING: Nat Hiken, Barry Blitser, Arnold Auerbach, Harvey Orkin, Vincent Bogert, Arnie Rosen, Coleman Jacoby, Tony Webster, Harry Ryan, (Phil Silvers, *You'll Never Get Rich,* CBS).
TELEVISION ADAPTION: Paul Gregory and Franklin Schaffner, "Caine Mutiny Court Martial" by Herman Wouk. (*Ford Star Jubilee,* CBS).
MUSICAL CONTRIBUTION: A song from "Our Town": "Love and Marriage" by Sammy Cahn and James Van Heusen (*Producers' Showcase,* NBC).
CHOREOGRAPHER: Tony Charmoli, *Your Hit Parade,* NBC.
CINEMATOGRAPHY: *Medic,* "Black Friday"—William Sickner, NBC.
PRODUCER—LIVE SERIES: Fred Coe, *Producers' Showcase,* NBC.
PRODUCER—FILM SERIES: Walt Disney, *Disneyland,* ABC.
DIRECTOR — LIVE SERIES: Franklin Schaffner, *Ford Star Jubilee's* "Caine Mutiny Court Martial," CBS.
DIRECTOR—FILM SERIES: Nat Hiken, *You'll Never Get Rich,* CBS.
ART DIRECTOR—LIVE SERIES: Otis Riggs, *Playwrights' '56* and *Producers' Showcase,* NBC.
ART DIRECTOR—FILM SERIES: William Ferrai, *You Are There,* CBS.
CAMERA WORK—LIVE SHOW: *Studio One,* T. Miller, CBS.
ENGINEERING TECHNICAL ACHIEVEMENT: RCA tricolor picture tube which made the commercial color receiver practical.
EDITING—FILM: Edward W. Williams, "Breakdown," *Alfred Hitchcock Presents,* CBS.

WICC Award Given to School

THE $1,000 award received by WICC Bridgeport, Conn., from the Alfred I. DuPont Awards Foundation [B•T, March 19] will be administered by the U. of Bridgeport, Philip Merryman, president and general manager of the station, announced last week. As stipulated by the awards foundation, it will be used as a scholarship for students in the communications arts and sciences, with preference to juniors and seniors.

Radio Contest Offers $2,000

INSTITUTE for International Order, N. Y., is sponsoring "Action for Peace in Our Town" radio contest, with eight prizes totalling $2,000 to be offered for the best 15-minute radio programs presented by local community groups. Prizes will be offered to stations carrying programs and cooperating community groups. Judges of the contest are Cecil Brown, Mutual commentator; John Crichton, executive editor, *Advertising Age;* John Daly, ABC vice president; John F. Day, CBS news director; Arthur W. Hepner, NBC *Monitor* staff, and Louis M. Lyons, curator of Nieman Foundation.

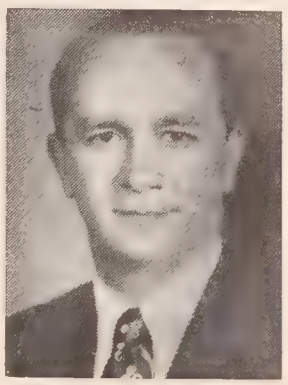
AWARD SHORTS

Harold E. Fellows, president of NARTB, presented Australian wool rug by Management Committee of Australian Federation of Commercial Broadcasting Stations for his contributions to radio generally and his assistance to commercial radio in Australia.

Benedict Gimbel Jr., president-general manager, WIP Philadelphia, cited on 25th anniversary in industry by city's mayor for "personal dedication to the broadcasting of accurate news . . . unselfish proffering of the extensive facilities of Radio Station WIP in the public interest . . . and staunch upholding of the highest ethical standards of broadcasting."

WBT Charlotte, N. C., awarded citation for "valuable service" by National Conference of State Safety Coordinators.

John R. Andrus, vice president and director, Muzak Corp., N. Y., and general manager of WBFM (FM) New York, honored at luncheon and presented with watch and scroll commemorating 25 years with Muzak.


MR. ANDRUS

George Gobel, NBC-TV, named "Arkansas Traveler" by Ark. Air National Guard in recognition of recruiting aid.

WTVJ (TV) Miami, Fla., given certificate of appreciation by Dade County Tuberculosis Assn. for support of organization's program.

Tom Franklin, newscaster, KING Seattle, Wash., awarded honorable mention and $100 in Pageant Press Best Book Contest for 1955 for his handbook on radio newscasting, *Broadcasting the News.*

Edwin S. Pridham, vice president, Magnavox Co., Fort Wayne, Ind., co-inventor of dynamic speaker in 1911, awarded honorary membership by Audio Engineering Society "in recognition of his outstanding achievements in audio engineering."

Miriam Stevenson, WIS-TV Columbia, S. C., Miss Universe of 1955, chosen by three South Carolina schools as personality to whom they will dedicate their 1956 annual publications. Schools are: Wofford College, Spartanburg, S. C., and Fairfax and Hemingway, S. C., high schools.

George Andrick, radio sales manager, WSAZ Huntington, W. Va., named Huntington Advertising Man of the Year by local Advertising Club.

KMA Shenandoah, Iowa, received plaque award from national Junior Chamber of Commerce for station's 30th anniversary public service promotion.

Emanuel Sacks, vice president and general manager of RCA Victor Recording Div. and vice president of NBC, presented with 1956 Share Your Knowledge Award of Philadelphia Club of Printing House Craftsmen for bringing "music to millions" through recordings, and cultivating and developing artists in the musical field.

Kermit Edney, vice president, WWIT Canton, N. C., named 1955 Man of the Year by local post of Veterans of Foreign Wars and given distinguished service award as Young Man of the Year by Hendersonville Junior Chamber of Commerce.

Mary Morgan, beauty and fashion editor, CKLW-TV Windsor-Detroit, elected Woman of the Year by Detroit Press Photographers.

Paddy Chayefsky, author, received award for "best written American drama" from Screen Writers Guild, for screen play, "Marty," adapted from teleplay.

Tested Southern Recipe For Sales Success

by
John Pepper
and
Bert Ferguson



Do you really believe that if you want something done, you should take it to the busiest person you know? That if you want maximum assurance of getting a return on your money, you put it on a winner? If you want to be confident of results from your advertising you go by proof instead of prognostication?

RANKS FIRST

Then you want the Memphis radio station that's rated first in all audience surveys, out of a field of eight. You want Memphis' only 50,000-watt station. You want the station that's regarded in its market of 1,230,724 people as the *only* station—*their* station. You want WDIA. These are basic ingredients in your sales success with WDIA.

ONE-GROUP SPECIALTY

And there are others. The reason WDIA has risen from 250 watts to 50,000 watts—in a single, unprecedented step—is that it was the first to recognize the Negro market, in the city that's first in the South in Negro population. And Memphis is *40 percent* Negro. WDIA talks their language, using only Negro announcers and commentators. WDIA brings them Negro music.

BIG BUYERS

To command this market is to let yourself in for a surprise. This is much more than a *good* market. This 40 percent of the customers buys 53.4 percent of all women's hosiery sold here. 56.8 percent of all the salt. 60 percent of all the chest rubs. 64.8 percent of all the flour. They spend *80 percent* of what they make, on consumer goods like these. And in 1956 they'll make over a quarter billion dollars. That's why we call this the "Golden Market."

You can get the hot—not cold—facts on what happens to other advertisers who pick out the market concentrating 10 percent of all the Negroes in the United States, and the one medium they overwhelmingly accept. Some of these advertisers are:

Blue Plate Foods, Wonder Bread, Nadinola Cream, Sinclair Gasoline, Kroger Stores, Tide, Pal Blades.

We think, though, that you'll prefer to look at facts on your own particular line of product. Drop us a note. Let us deliver the proof first—then you can make prognostications from that. The ingredients for sales success are definitely here for you. And the know-how.

WDIA is represented nationally by the John E. Pearson Company.

John Pepper — *President*
Bert Ferguson — *General Manager*
Hames Hawkins — *Commercial Manager*

BASEBALL'S RADIO-TV ADVERTISERS READY TO ANTE UP RECORD $60 MILLION IN 1956

Sponsor pattern generally follows last year's setup when $55 million went into baseball radio-tv till. Three major league clubs hold out from television, but others plan even greater use of the medium. Mutual, CBS-TV plan network coverage outside major leagues.

RADIO and tv sponsorship of major and minor league baseball, plus a heavy outlay for pregame and postgame programs and adjacencies, promises to hit the $60 million mark in 1956, according to a B•T roundup of major and minor league plans.

The season's baseball package will run well ahead of last year's estimated $55 million expenditure for game broadcasts and adjacencies.

Already many stations are carrying live, beep and taped interviews, roundups and play-by-play accounts from the training camps as sponsor purchases reflect national interest in the sport.

Some of the regional radio networks set up for major league games will run as high as 65 stations this year. Mutual's daily game on a vast national hookup will have its usual wide circulation. The CBS-TV *Game-of-The-Week* will be telecast on 175 stations.

Sponsors are completing final details as the April 17 opening of the season draws near. Here and there a few availabilities are unsold, usually a segment of a station schedule. Dugout and tenth-inning roundups are more popular than ever, judging by station reports.

Three major league clubs will not be on television this year—Milwaukee, Kansas City and Pittsburgh. Reasons range from club policy to high cost. Cleveland and Philadelphia are among cities that will have expanded tv schedules.

Most of the perennial baseball sponsors are on hand as usual this year. The list includes such advertisers as Atlantic Refining, Carlings beer, Falstaff, Chesterfield, Luckies, Miller's beer, Camels, Ballantine and many more. Atlantic has set up its usual schedule in its eastern marketing area, with Les Quailey, of N. W. Ayer & Son, winding up details of the regional radio and tv hookups. National Brewing Co. is active again this year, covering Washington and Baltimore radio and tv schedules. Its radio hookups range all the way from Pennsylvania to Florida.

Minor league teams will be covered extenively this year though these clubs continue to complain that major league broadcasts are capturing much of the local baseball attention.

New to the 1956 scene is Sports Network Inc., New York, formed to handle mechanical details of road coverage of games [B•T, March 12]. Dick Bailey, head of the firm, estimates this year's cable costs and other coverage expenses will be reduced 25%—to around $1 million.

For the seventh straight year Mutual will carry the *Game of the Day* baseball broadcasts, starting March 23, covering 23 exhibition games and a major league contest every day of the regular season (a topnotch minor league game will be scheduled if major teams are not available). Jackson Brewing Co., New Orleans, through Fitzgerald Adv., New Orleans, will sponsor the broadcasts in six southern states on 78 stations. In other areas, *Game of the Day* is being offered for local co-op sale.

Mutual baseball announcers this year will be Bob Neal and Rex Barney in the West and Art Gleeson and John MacLean in the East.

Mutual's Pre-Game Show

In a five-minute segment preceding *Game of the Day*, Mutual will carry *Warm Up Time*, to be sponsored by J. B. Williams Co. (shaving products), Glastonbury, Conn., through J. Walter Thompson Co., New York. Following the broadcasts of the games, MBS will present the five-minute *Camel Scoreboard* under the sponsorship of the R. J. Reynolds Tobacco Co., Winston-Salem, N. C., through Wm. Esty Co., New York. Mutual is instituting a new program this year, *All Sports Quiz*, which will follow *Camel Scoreboard* every day except Sunday and will be offered for local co-op sale.

Mutual's *Game of the Day*, as in past years, will be made available for broadcast over stations of the Armed Forces Radio Network.

CBS-TV will carry 26 major league games, including two exhibition contests, on its *Baseball Game of the Week* on Saturday afternoons, starting April 7. The telecasts will be co-sponsored by Falstaff Brewing Corp., St. Louis, through Dancer-Fitzgerald-Sample, New York, and the American Safety Corp., Brooklyn, N. Y., through McCann-Erickson, New York. The games will be carried on more than 175 stations in cities outside major league territory. Dizzy Dean and Buddy Blattner will be the announcers.

CBS-TV will present *Baseball Preview*, a 10-minute program preceding the network's *Baseball Game of the Week* telecast under the alternate sponsorship of the Colgate-Palmolive Co., New York, and Brown & Williamson Tobacco Corp., New York, both through Ted Bates, New York. Mr. Dean will also be featured on *Baseball Preview*, which will consist of interviews with prominent figures in baseball.

WMCA New York will broadcast all the games of the New York Giants, plus 11 exhibition contests, under the sponsorship of Jacob Ruppert Brewery (Knickerbocker beer), New York, through Warwick & Legler, New York. Sportscasters will be Russ Hodges and Bob Delaney. Sunset Appliance Stores, New York, through Agincourti Adv., New York, will sponsor the 10-minute *Musical Warm Up Time* before all day games. Renault Selling Branch Inc. (Renault automobiles and travel service), New York, and Castrol Oils Inc., New York, both through Mann-Ellis, New York, will sponsor the 15-minute *Musical Scoreboard* after all day games. The Household Finance Corp., New York, through Needham, Louis & Brorby, Chicago, will present *Doubleheader Stretch*, a 20-minute program between doubleheader games. WMCA has sold a schedule of 30-second and one-minute adjacencies to the broadcasts of the games and the special programming to Biener Pontiac dealer, Great Neck, N. Y.; Merkel Meat Co., New York, and Sunset Appliance Stores, New York. A baseball radio network for Giant broadcasts is being discussed but has not been set.

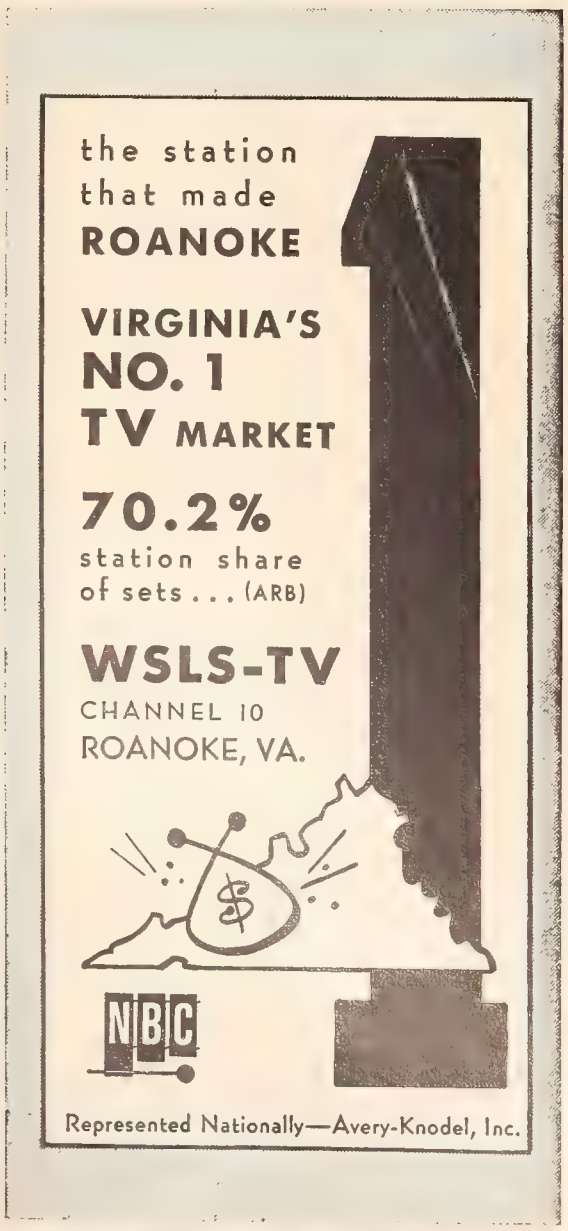
Ruppert Takes Giants Tv

WPIX (TV) New York will carry the home-game schedule of the New York Giants under the sponsorship of Ruppert through Warwick & Legler. Russ Hodges and Bob Delaney will be the announcers. The station will carry *Frankie Frisch Show* for 15 minutes after all day home games and for 10 minutes after all home night games and doubleheaders under the co-sponsorship of Consolidated Cigar Sales Co., New York, through Erwin Wasey, New York, and Beneficial Management Corp. (personal loans), New York, through Reach, Yates & Mattoon, New York.

WINS New York will present a total of 188 New York Yankees home-and-away broadcasts, including 34 exhibition contests, with the regular league 154-game schedule to be sponsored by P. Ballantine & Sons, Newark, N. J., and R. J. Reynolds Tobacco Co. (Camel Cigarettes), Winston-Salem, N. C., both through the Wm. Esty Co., New York. Mel Allen and Jim Woods will provide play-by-play commentary. WINS will carry 15-minute program, *The Scoreboard*, featuring Les Keiter, after all exhibition and regular season games. New York DeSoto dealers, through BBDO, New York, are sponsoring the program during the exhibition season, which started March 10, and will co-sponsor the show during the regular season with Carter Products Inc, New York, through Sullivan, Stauffer, Colwell & Bayles, New York.

WPIX (TV) also will telecast the Yankees home schedule, plus 16 road games, co-sponsored by R. J. Reynolds and P. Ballantine & Sons. Mel Allen, Jim Woods and Red Barber will be the announcers. WPIX (TV) will feature Mr. Barber in a 15-minute program preceding all home games and a ten-minute show following all night games under the sponsorship of the Bankers Trust Co., New York, through Rose-Martin Inc., New York. Among the advertisers who have bought 20-second adjacencies to baseball programming are Shulton Inc., Paper-Mate, Eastern, Wildroot Co. and Shell Oil Co.

WMGM New York will broadcast all games of the Brooklyn Dodgers, plus 35 exhibition games, under the sponsorship of the F & M Schaefer Brewing Co., Brooklyn, and American Tobacco Co. (Lucky Strike cigarettes), New York, both through BBDO. Vince Scully, Al Helfer and Connie Desmond will be the an-





KMBC Kansas City will again originate play-by-play broadcasts of the Kansas City Athletics baseball schedule for a 46-station network in eight states. At the contract signing are (l to r): seated, Lou Boudreau and Arnold Johnson, manager and owner of the Athletics, respectively; standing, Don Davis, first vice president-commercial manager of KMBC, and Parke Carroll, Athletics business manager.

nouncers. The station is offering for participating sponsorship 15-minute programs preceding and following the broadcasts.

WMGM will feed all Dodger games to a lineup of 18 stations in New York, Pennsylvania, Massachusetts and Connecticut. Sponsors will be Schaefer and American Tobacco.

WOR-TV New York will present a total of 103 Dodger games, including all home contests from New York and Jersey City, plus one preseason and 25 regular road games. Sponsors will be F & M Schaefer Brewing Co. and American Tobacco Co., both through BBDO, New York. Before all home games, WOR-TV will carry *Happy Felton's Knot Hole Gang*, with sponsorship details still to be announced. Following home contests, Mr. Felton will be featured in *Talk to the Stars*, a 15-minute show to be sponsored by American Tobacco Co. (Herbert Tareyton cigarettes). Before 22 of the 25 road games, WOR-TV will carry *Happy Felton's Press Box*, which has been sold to *True* magazine through C. L. Miller, New York.

In Chicago WGN-TV will televise 77 Cubs home games and 54 daytime White Sox contests, with Theo. Hamm Brewing Co., St. Paul, and Oklahoma Oil Co., Chicago, again sharing the tab. Agencies are Campbell-Mithun Inc., Minneapolis, and Maryland Adv., Chicago.

Seven other advertisers have signed for pre- and post-game adjacencies. They are Miles Labs, Household Finance, Walgreen Drug Stores, Liggett & Myers Tobacco Co., Boyer International Labs, Jose Escaluante & Co. and Vienna Sausage Co.

WCFL has already announced four-way sponsorship of all White Sox contests on radio [B•T, Jan. 16]. Advertisers are General Cigar Co. (through Young & Rubicam), Coca-Cola Bottling Co. of Chicago (through D'Arcy Adv. Co.), General Finance Loan Co. (Gordon Best Co.) and Oklahoma Oil (Maryland).

WIND will broadcast the complete Cubs road-and-home schedule on radio, feeding a regional midwest network of at least 28 stations. Sponsors are General Finance Loan Co. (through Best) and Coca-Cola (D'Arcy) for half-game units each, and Sinclair Refining Co. (through Morey, Humm & Johnstone) for alternate game broadcasts. Adjacency advertisers are Chicago's Zast Department Store, Richard's Drive-In Restaurant, Frank Chevrolet, Boyer International Labs and R. G. Dun cigars.

WCFL also will maintain a regional network of 35-40 stations for White Sox broadcasts.

In Kansas City KMBC will feed a regional network of some 46-plus stations, broadcasting games of the American League Athletics into seven states—Missouri, Kansas, Oklahoma, Nebraska, Iowa, Colorado and South Dakota. Jos. Schlitz Brewing Co., Milwaukee, through Majestic Adv. Agency, will sponsor radio coverage for the second year under a five-year contract. It has bought the whole regional network but individual stations may air local spots under a reciprocal agreement evolved by Schlitz. Once again, no tv coverage is planned. On April 4 KMBC-TV will feed a closed circuit telecast of the A's-Pirates game in New Orleans to a Kansas City Chamber of Commerce luncheon. WDSU-TV New Orleans will originate the pickup.

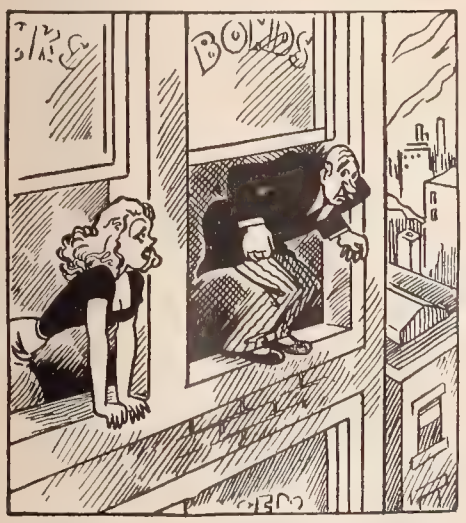
Larry Ray and Merle Harmon will handle play-by-play starting with exhibition contests March 31. Baseball adjacencies have been sold to such advertisers as Interstate Bakeries (Butternut bread), Boyer International Labs (HA Hair Arranger) and R. G. Dunn Cigars.

Cleveland Indians coverage this year, estimated as a $1.2 million overall package, will be handled by WEWS (TV) and WERE. WEWS will televise 60 home and road contests, co-sponsored by Carling Brewing Co. and Standard Oil Co. of Ohio. Schedule comprises Saturday and Sunday games, with Jim Britt and Ken Coleman handling descriptions. Indians' management has relaxed its stand on home tv (last year 26 road games were carried and in 1954 77 road contests were telecast on WXEL [TV]) figuring tv exposure of home games will not adversely affect attendance.

Carling, through Lang, Fisher & Stashower, Cleveland, also will co-sponsor with Central National Bank (through Fuller & Smith & Ross) WERE radio coverage. WERE will feed a 40-station regional network in Ohio, Pennsylvania and New York with the Carling's part of the sponsorship extended to the hookup. Jimmy Dudley and Tom Manning are handling play-by-play, including 10 exhibition contests, which started March 11.

Simulcasts of Detroit Tigers games will be carried by WJBK and WJBK-TV, with Goebel Brewing Co. and Speedway Petroleum as alternating sponsors through Campbell-Ewald Co. and W. B. Doner, respectively. WJBK will carry all 154 games, also feeding approximately 40 stations throughout Michigan. Van Patrick and Mel Ott will do the commentary.

WJBK-TV will televise 45 contests (19 on the



"Wait a minute, boss—it's time for the Dow Jones Averages on KRIZ Phoenix."

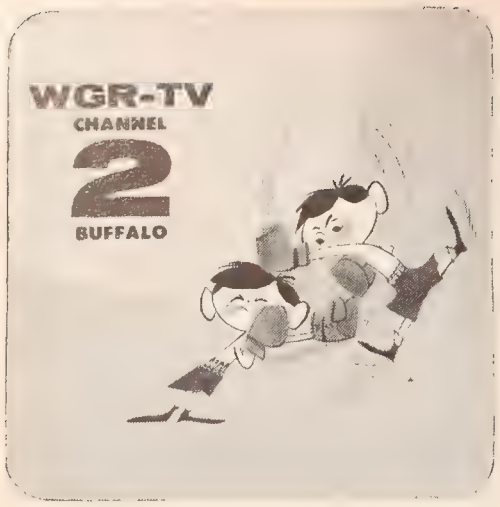
HIGH-GAIN
omnidirectional
VHF TV transmitting
ANTENNA



AMCI TYPE 1046
Channels 7 through 13

Shown above is the five-bay array recently installed for Station wtn , Channel 7, in Washington, North Carolina. With a gain of 19.4, a single 6-⅛" coaxial transmission line feeder and in conjunction with a 20 kw transmitter, the antenna radiates an ERP of 316 kw AMCI Type I null fill-in assures proper coverage even in close to the tower. Write for Bulletin B-105

ANTENNA SYSTEMS—COMPONENTS
AIR NAVIGATION AIDS—INSTRUMENTS
AMCI ALFORD Manufacturing Co, Inc.
299 ATLANTIC AVE., BOSTON, MASS.



FAVORITES
on the
Family's
"Watching Machine"

WGR-TV
BUFFALO

National Representatives
PETERS, GRIFFIN, WOODWARD, INC.

MORE
FACILITIES
FOR YOUR PROGRAMS
MORE
VIEWERS FOR
YOUR MONEY
MORE
SALES
FOR YOUR PRODUCTS
•
CHANNEL 4
WWJ-TV
DETROIT
NBC TELEVISION NETWORK
ASSOCIATE AM-FM STATION WWJ
First in Michigan—Owned and
Operated by THE DETROIT NEWS
•
National Representatives
PETERS, GRIFFIN, WOODWARD, INC.

road), with emphasis on Saturday and Sunday coverage and only two arc light games. Under a familiar agreement in many major league cities, WJBK-TV will exchange physical feed facilities with WMAR-TV Baltimore, WEWS (TV) Cleveland and probably WNAC-TV Boston on home and home series involving the Tigers, Orioles, Indians and Red Sox.

In Cincinnati a new tv station setup will be put into practice this year, with WLWT (TV) getting rights to 23 home and 30 road telecasts of the Redlegs (it was WCPO-TV in 1955). The schedule: 10 Saturday daytime home and away each; 12 Sunday contests on the road; six road and five home at night, and 10 other daytime—two away and eight home. WLWT also will feed WLWD (TV) Dayton, WLWC (TV) Columbus and WSAZ-TV Huntington, W. Va. Ford dealers of the area (through J. Walter Thompson) and Hudepohl Brewing Co. (Stockton, West & Burkhart Inc.) are the sponsors, with George Bryson and Mark Scott as announcers.

At WSAI Cincinnati, Burger Brewing Co. for the 15th straight year (through Midland Adv. Agency) will sponsor radio coverage of the Redlegs, to include a regional hookup of 36 stations in Ohio, Indiana and Kentucky. Waite Hoyt and Jack Moran handle play-by-play descriptions.

WTMJ and WEMP Milwaukee again will be key outlets for all radio coverage of Braves games under joint sponsorship of Miller Brewing Co. and Clark Oil & Refining Co. and with a regional setup of nearly 50 stations. Mathisson & Assoc. handles both accounts. Blaine Walsh of WTMJ and Earl Gillespie of WEMP will handle the broadcasts, to be beamed to stations in Wisconsin, eastern Minnesota and parts of Iowa and Michigan. Sponsorship pattern deviates from past years in that Miller is sharing sponsorship in 1956.

Networks For Cards

In St. Louis KMOX will feed a 100-station network on Cardinals games, while KTVI (TV) will carry 64 road telecasts. Anheuser-Busch Inc. (through D'Arcy Adv. Co.) resumes full sponsorship of an estimated $1 million package after a year of picking up only half of games and permitting network radio stations to sell the remaining half to local sponsors. Broadcasts start April 1 with exhibition contests [At Deadline, Feb. 20].

In Washington, National Brewing Co., through W. B. Doner & Co., Baltimore, will sponsor 154 games of the Nationals on WWDC and 54 games on WTTG (TV). Washington Gas Light Co. will sponsor on WTTG a pregame pickup conducted by Bob Wolff, with Kal, Ehrlich & Merrick as agency. WWDC will feed a nine-state hookup expanded to 65 stations. The WWDC play-by-play broadcasts are based on a half-game National Bohemian sponsorship, with the station selling the other half of each game on a participating basis. WWDC has sold pregame broadcasts to Todd's appliances, through Kal, Ehrlick & Merrick. The nine-state radio hookup will carry re-creations of other American League day games when Washington is playing at night.

Other program adjacencies have been sold to Lee D. Butler (Lincoln-Mercury); George & Co., clothier, and Fleischer's Jewelers.

National Bohemian also will sponsor 57 games (28 home, 29 away) of the Baltimore Orioles on the three local tv stations on a rotating basis. Stations are WAAM-TV, WMAR (TV) and WBAL-TV. It will sponsor radio broadcasts of all Orioles games on WCBM, which will feed a network from Pennsylvania to Florida. Some Washington Nationals games will be telecast in Baltimore in addition to games played in Washington by the Orioles. Orioles telecasts will be fed to a regional network. Howie Williams of the Doner agency was lining up stations last week for the agency. All Orioles telecasts will be picked up by a WMAR-TV technical crew.

Atlantic Refining and Plymouth dealers will each sponsor one-third of the Pittsburgh Pirates games on WWSW Pittsburgh, which will feed a hookup of more than a score of stations. Pirates games have not been telecast, with exception of a few games.

For the first time, the Philadelphia National League club's entire night away schedule will be telecast, with WPFH (TV) Wilmington carrying these games for Atlantic Refining Co., P. Ballantine & Sons, Tasty Baking Co. and Phillies cigars. WRVC-TV and WFIL-TV will alternate with 49 Saturday and Sunday telecasts under the same sponsorship. WIP will feed a tri-state radio hookup with the full schedule. WPFH has sold pre-game sponsorship to Sealy Mattress Co., through Ed Shapiro Agency, Philadelphia, and post-game roundup to Felton-Sibley Paint Co.

The complete Boston Red Sox schedule will be carried by WHDH, with a 23-station New England radio hookup taking the games. Sponsors are Atlantic Refining, Chesterfields and Narragansett beer, same as last year. WHDH has pre-game and post-game programs and announcements sold for the season. WBZ-TV Boston will carry 51 Red Sox games, 34 home and 17 away, with the same sponsorship.

PCL Plans Big Year

The Pacific Coast League appeared headed for a big radio-tv season although many sponsorships had not been confirmed by last week. PCL headquarters in San Francisco reported each of the eight clubs have local authority to handle its own radio-tv activities. It was also noted that the Los Angeles Angels are reverting to day games this season because of nighttime television competition and the expectancy of bigger day attendance at the park and a new daytime tv audience on KHJ-TV there. PCL headquarters explained that the San Francisco Seals are reverting to day games also, but because of unfavorable night weather in the Bay Area.

East Side beer (Pabst Brewing Co.) has signed for one half of the home games of the Los Angeles Angels on KHJ-TV, a renewal. J. Walter Thompson Co., has been the agency on the East Side account but the advertiser will be represented by another agency not yet chosen. The Angels will play day home games except Friday night, which will not be televised.

The radio version of the Angels will be carried again this season by KMPC Los Angeles with Bob Yeakel's Wilshire Oldsmobile signing for one-third participation, through Hunter-Willhite Adv.

KMPC also is airing 144 recreated major

No Gratis Interviews

CHICAGO CUBS players are prepared again to demand fees from local stations for interviews—and apparently have the support of P. K. Wrigley, Cubs owner. Dee Fondy, team's first baseman and player representative, described radio-tv appearances as the players' "only problem." They will ask $50 for appearances at Wrigley Field and $100 elsewhere. Mr. Fondy added: "We want cash rather than radios, slacks and broilers." He claimed precedents in New York, Brooklyn, Cincinnati and other cities.



FOR the first time in the history of the Philadelphia Phillies, the team's entire road night-game schedule will be televised by WPFH (TV) Wilmington, Del. Completing contract arrangements are (l to r): seated, Jack Bozarth, N. W. Ayer service representative for the Atlantic Refining Co., sponsor of the telecasts; Paul F. Harron, WPFH president; George A. Fletcher, secretary of the Phillies; standing, James A. MacDonald and Les Quailey, both of the radio-tv sports department of Ayer.

league games of the day this year with participations two-thirds sold. Burgermeister beer (San Francisco Brewing Corp.) through BBDO, San Francisco, has signed for one-third, while Southern California Buick Dealers Assn., through Dan B. Miner Co., Los Angeles, will sponsor one-third.

Concerning the new back-to-daytime policy of the Angels, John Reynolds, vice president and general manager of KHJ-TV, said the station had conducted an exhaustive analysis of the potential sports audiences available for such a program. The findings revealed a crying need for afternoon sports, he said.

An astronomical number of tourists find their evenings well filled with things to do, but their daytime hours call for outdoor entertainment, Mr. Reynolds explained.

As a growing industrial center, Los Angeles has vast numbers of swing shift workers in the various aircraft and automotive industries who find their daytime hours definitely lacking in things to do and places to go. Baseball can fill their entertainment needs, he said.

The KHJ-TV manager also noted last season's survey figures, which reveal an ever growing interest in baseball among women. In 1955 alone, audience composition for KHJ-TV's telecasts of PCL baseball revealed that almost half of the viewers were women, housewives for the most part. KHJ-TV predicts many more will welcome the change in available afternoon video fare.

Drawing a parallel to the success of daytime baseball in other major U. S. cities, Mr. Reynolds pointed out that New York, Chicago, Detroit and Cincinnati all scored effectively with their weekday telecasts last year.

KFWB Hollywood last fall signed for both the radio and television rights of the Hollywood Stars for this year. Games will not be televised and the KFWB radio version has been signed entirely by C & C Super Coola soft drinks (Cantrell & Cochrane Corp.) through Hilton and Riggio, New York.

KLX Oakland has exclusive radio rights to Bay Area games of the San Francisco Seals and will key a nine-station network. KLX also will broadcast 73 recreated games of the Boston Red Sox and is considering a partial schedule of games of the Yankees, Giants and Dodgers.

Hamm Brewing Co. has bought half of about 100 Seals telecasts on KOVR-TV San Francisco.

KSDO San Diego reported the San Diego Padres will be sponsored on that station by the Chevrolet Dealers of San Diego County through local Norman Tolle Agency; Home Federal Savings & Loan Assn. through Reed, Miller & Murphy there; Regal Pale beer through Guild, Bascom & Bonfigli, San Francisco, and Bridgeford Meat Co. through Champ Wilson-Slocum Adv., San Diego.

KFSD-TV San Diego will telecast the Padres' home games on Saturdays with the local Teller's Co. sponsoring, through Robert E. Lee advertising, that city. Fred Hessler, who handled Angels' telecasts last year on KHJ-TV Hollywood, has been signed for KFSD-TV baseball this season.

The Portland Beavers, not on tv, have been sold on KWJJ Portland to local Blitz-Weinhard Beer Co., for weekdays through Cole and Weber there and to Davidson bread and Mayflower milk on Sundays, according to KWJJ Manager Rod Johnson.

Three of last year's sponsors have renewed the Sacramento Solons on KFBK Sacramento, Station Manager Keith Collins reported. These include Burgermeister beer, Crystal Creamery and Pureta Sausage Co.

The Seattle Rainiers will be covered on both KOL and KTVW (TV) there, with some sponsors using both stations although tv advertisers were not confirmed as of Thursday. Total of

5,000 WATTS Day and Night

WESTERN MICHIGAN'S

WKNK

MUSKEGON, MICHIGAN

LOW RATES

ASK HIL F. BEST



110 games will be on both radio and tv with 62 games on KOL only. Sponsors for latter include Hunts Transfer Co., Sunset Appliance Co. and Cowan-Campbell Paint Co.

The 24 spring training games of the Seattle Rainiers are being broadcast by KCSB, San Bernardino, Calif., sponsored in part by 7-Up and Rainier Ale.

Cedric Tallis of the Vancouver, B. C., Mounties, a new club in the PCL, told B•T Thursday that radio-tv plans are incomplete.

Elsewhere in Minors

Other minor league broadcasting plans reported to B•T:

WSM Nashville, Tenn., will air all the Nashville Vols games both at home and away, except Friday and Saturday nights. Friday and Saturday night games go to another Nashville outlet, WKDA. Nashville Vols are members of The Southern Assn. WSM sports director Dick Shively will handle the play-by-play. WSM-TV will telecast six selected games during the season.

The International League Richmond Virginians will be on WRNL Richmond. Frank Messer, WRNL sports director, and Frank Soden, sportscaster, will handle the broadcasts. Road games will be reconstructed from telegraphic reports.

Buffalo Bison home games will be handled by WGR-AM-TV Buffalo. Out of town broadcasts will be re-created. Sportscasters Bill Mazer and Roger Baker will be at the mike.

The Denver Bears entire American Assn. schedule will be on KLZ-AM-TV Denver for Adolph Corrs Co. (brewery), Golden, Colo. Bill Reed will do the play-by-play. KLZ will feed the games to the Bears baseball network, which also includes KCOL Ft. Collins, KBOL Boulder, KYOU Greeley, KGEK Sterling, all Colo., and KFBC Cheyenne, Wyo.

Wednesday night home games of the Omaha Cardinals have been chosen for telecasting by KMTV (TV) Omaha. Schedule calls for coverage of 10 games. Steve Shepard, sports director, will describe the action.

Exclusive contract for broadcast rights of complete schedule of Columbus (Ga.) Foxes has been signed by WRBL-AM-FM Columbus. WRBL sportscaster Ralph (Smokey) Burgess will do the play-by-play.

The Greensboro (N. C.) Patriots complete schedule will be aired by WBIG Greensboro. Sports Director Add Penfield and his assistant Joe Sansone will be at the mike for the Pilot Life Insurance Co.

Broadcasts of the Texas League Shreveport Sports home and away games will be aired by KENT Shreveport. The Arkansas Fuel Oil Corp. and the Cities Service dealers of the Shreveport-Bossier City area will sponsor. Sportscasters Irv Zeidman and Tony Barrett will handle the broadcasts.

WMAZ Macon, Ga., has signed exclusive contract with Macon Dodgers for coverage of the team's entire schedule. Sports Director Bob Savage will do the play-by-play.

MASTERS TOURNEY ON CBS

THE famed 72 hole, four-day Masters Tournament April 5-8, at Augusta, Ga.'s National Golf Club, will be aired exclusively by CBS Radio and CBS-TV, it was announced last week. The commentary for the $25,000 invitation tournament will be handled by John Derr, CBS Executive producer of sports for radio, and by Bud Palmer, for television.

RAB STUDIES WORKERS

SKILLED and semi-skilled American workingmen last week came under the statistical eye of Radio Advertising Bureau, which released a new study to members entitled "Radio and the Working Man." RAB reveals that better than 9 out of 10 American workingmen listen to radio each week, that on any given weekday, 3 out of 4 men listen to radio, and that on a week-end, this figure jumps to seven out of 10.

The survey examined listening habits of 1,200 workingmen living in six major metropolitan markets where tv penetration is said to be highest. It is based on figures supplied to RAB by The Pulse Inc., independent research organization.

PASSOVER DRAMA ON WCBS-TV

WCBS-TV New York, in cooperation with the New York Board of Rabbis, was scheduled yesterday (Sunday) to dramatize the meaning of the Jewish Passover season on *The Passover Festival,* a special public affairs program, 9:30-10 a.m. EST. The station also was to have used its regularly-scheduled *Our Goodly Heritage* series for a reading of Chapter XII, Book of Exodus, the Old Testament, in honor of the season.

ZIV LOOKS AHEAD 20 YEARS

OVER 30,000 special 16-page, two-color booklets, containing research material and predictions on the year 1975, will be sent to tv viewers of Ziv's Tv's *Science Fiction Theatre* as part of a general promotion drive to open up additional markets for the futuristic tv program. Ziv spokesmen say that they will fill all requests of current sponsors of *SFT* for the booklet, titled *This Is Tomorrow.*

Offbeat All the Way

OFFBEAT music for offbeat dramas. That's the policy of *CBS Radio Workshop* (Fri., 8:30-9 p.m. EST), according to Howard G. Barnes, vice president in charge of CBS Radio programs. Mr. Barnes, in an interview on CBS Radio, said especially commissioned music will be used "almost exclusively" in coming productions. The *Workshop,* which in the past several months has tackled such "offbeat" material such as Huxley's "Brave New World," and will dramatize "The Exurbanites" this Friday, has already commissioned Bernard Herrmann, David Broekman and Ray Noble to score its program. Mr. Barnes said, "There are several pieces of modern literature just begging to be done in musical form."

STATIONS LINE UP FOR CHARITY

WRCA-TV, WABC-TV, WCBS-TV, WPIX (TV) and WOR-AM-TV, all New York, are scheduled to carry a special 30-minute Hollywood variety show featuring Bob Hope, Dennis Day, Jimmy Durante, Dinah Shore and others, April 7 and 9, as part of the three-week 37th annual fund appeal of the New York Catholic Charities. Also scheduled over these same stations is another half-hour program featuring Francis Cardinal Spellman, Metropolitan opera soprano Licia Albanese and the 80-voice St. Patrick's Cathedral (N. Y.) choristers.

COLOR CHIMES MARK WRCA-TV

NEW YORK pedestrians in Manhattan's Lincoln Square area, home of a new coliseum, ABC and a vast re-development project, will have no trouble finding WRCA-TV's 67th Street studios. The station is identifying its own plant with a large electronic sign in the shape and color of NBC-TV's red, blue and green chimes. The sign, which has a 5,730 w capacity, took 15 men 12 weeks to construct, and will cost the station 10 cents per hour to operate.

MASS SALUTE TO MEDICAL MEN

INDUSTRY-wide salutes to the Medical Society of New York on its 150th anniversary will be offered on 57 radio-tv programs broadcast in the New York area, through the rest of this month and next, according to NBC producer Robert Wald, chairman of the radio-tv committee working on the sesqui-centennial. Mr. Wald said the Society made "a wealth of exciting new material" available to the public through the combined broadcast media, noting that during the 1952-53 season it supported NBC-TV's *Here's to Your Health* series.

OFFERS 'WOV-GRAM' SERVICE

WOV New York last week announced it would set up a mobile studio at the Exposition of Negro Progress, which opened yesterday (Sunday) in New York, for the purpose of recording "WOV-GRAMS," transcribed greetings by Exposition visitors to be sent to their friends and relatives throughout the U. S. The station also plans to originate some of its recorded Negro programs from the Exposition hall.

L.B. Wilson INCORPORATED WCKY CINCINNATI O.
*Sept.-Oct. Pulse

—an old Cincinnati Habit:
—listening to WCKY;

10 years of 24 hour a day music and news programming has created in Cincinnatians, the habit of tuning to WCKY for

The Best in Music
The Latest in News

*21% of morning audience
22% of afternoon audience
21% of night time audience

BUY WCKY

DIAL IN ON 'BIRDS AND BEES'

THROUGH a unique promotion tie-in between Paramount Pictures, producers of George Gobel's first feature-length film, "The Birds and the Bees," and Mr. Gobel's alternate sponsor on NBC-TV, Armour & Co., U. S. housewives will be able to purchase specially designed "Birds and Bees" blouses designed by Paramount fashion designer Edith Head and manufactured by Bates Mills. The premium offer plan, backed by intensive mail order and print media advertising, invites women to buy the blouses for a small sum plus a number of Dial soap wrappers. Agency for Armour's Dial is Foote, Cone & Belding, Chicago.

LINKLETTER ON BASEBALL SALUTE

NBC-TV has announced that Art Linkletter will serve as master of ceremonies and executive producer of its 90-minute *Salute to Baseball* which will be carried April 15 (7:30-9 p.m. EST) in color and black-and-white. The program, which is being presented in cooperation with the office of Baseball Commissioner Ford C. Frick, will originate in NBC's Colonial Theatre in New York and NBC Color City studios at Burbank, Calif. A special pickup will show little league teams in action from Sherman Oaks in California's San Fernando Valley.

NEW DUTY FOR 'MISS FRANCES'

A NEW series, "Parents' Time with Miss Frances," being added to NBC's Radio's *Weekday*, is a five-minute segment daily at about 11:50 a.m. EST, featuring Dr. Frances Horwich (*Ding Dong School* on NBC-TV) who will give advice to parents with children up to 7 years old.

WPFH (TV) LAYS CLAIM TO 'FIRST'

WITH its March 17 telecast of the final game of the Eastern Regional Basketball pre-tourney play-off for the National Collegiate Athletic Assn. championship, WPFH (TV) Wilmington, Del., says it has established a tv "first." The Eastern playoff took place at the U. of Pennsylvania, Philadelphia. Heretofore games have not been telecast until the final game of the NCAA tourney, WPFH says.

PROMOTION ROLLING FOR WHSC

FURR'S Amoco service station of Hartsville, S. C., after signing with WHSC Hartsville for 52-week sponsorship of the Guy Lombardo program, set out to provide its own mobile promotion. All Furr's trucks now carry signs with showtime reminders, plugging the show's weekly gift of Amoco gas to lucky listeners.

WEXL SALUTES 25-YEAR CLIENT

WEXL Royal Oak-Detroit, Mich., which bills itself as Michigan's oldest independent station, likes to pile up records. The station recently took note of 25 years of association with Lasky's furniture stores, advertising daily except Sunday (WEXL has no Sunday commercials) over WEXL since 1925. This is "a record unmatched in radio broadcasting," station and sponsor said in a print advertisement heralding the anniversary. The promotion featured radio-tv-record player combination sets given away in the Lasky stores.

WSPA SELLS FOR SEARS

THIRTY-FIVE dollars, spent for five spots on WSPA Spartanburg, S. C., brought Sears, Roebuck & Co. more than 2,000 requests for its catalog. From the first spot's airing, the store's telephones were jammed, as were WSPA's, according to a letter to the station from the store manager who says, "I call that *results!*" In a presentation based on the Sears results, WSPA lists response from nine counties in South Carolina and North Carolina, and 53 cities and towns.

WAVZ—FAIR WEATHER FRIEND

TAKING note of the often-heard retailers' grumble that radio sometimes keeps shoppers away with glum weathercasts, WAVZ New Haven is countering the criticism with positive action. On pleasant days the station is reminding listeners "It's a wonderful day to shop in Greater New Haven," and "there are plenty of new things to look at in all Greater New Haven stores . . . C'mon out. The weather's great." Merchants and Chamber of Commerce have been notified, and the voluntary promotion is providing a climate of increased goodwill, WAVZ says.

WLEX-TV, UTL REPEAT REMOTE

WLEX-TV Lexington, Ky., and United Television Laboratories of Louisville, Ky., cooperated for the second year on remote telecasts of the Ky. State High School Basketball Finals, March 17, at the U. of Ky. Coliseum, Lexington. Using their own remote field equipment for the afternoon and evening games, the nine-man UTL crew fed the pickup to the telephone company, which then beamed it to WLEX-TV's transmitter for broadcast. UTL furnishes what they believe is the only free-lance remote camera crew in the country.

'HOME' REPEATS HOUSE PLAN

NBC-TV's *Home* program (Mon.-Fri., 11 a.m.-12 noon EST) has commissioned Eldridge Snyder, nationally-known architect, to design three model homes to meet the needs of the average American family. It is the second year that the NBC-TV program has undertaken the "House That Home Built" project. Models of the homes will be opened to the public in or near cities from coast to coast on Sept. 22, 1956, during which time an intensive promotional campaign will be launched on *Home* and network affiliated stations.

WRCA GETS IN HOT LICKS

AS New York's biggest snow storm in eight years early last week dropped a mounting layer of snow, WRCA New York offered its listeners what it called, "psychological warmth." Used by the station were recordings of such sounds as crickets chirping on a hearth, the bubbling of a percolator, the hiss of a steam radiator, the crackle of a campfire, the sizzle of flapjacks on a griddle and the "hot springs in Yellowstone Park." If that failed to kindle listeners, WRCA also offered musical selections such as "Tropical Heat Wave" and "It's June in January." The station last summer programmed "cold" sounds of ice cubes clinking in a glass and the crunch of footsteps on snow.

$53,752,000 IS A LOT OF HAMMERING!



THE MARKET
Pennsylvania Anthracite Region
Retail Sales—$885,484,000
Building Supplies—$53,752,000
THE BUILDERS—
WHWL and WISL
Complete Coverage of 9 Counties
Cost—60 Cents per 1000 Families
NAIL DOWN THIS RICH MARKET!
1954 Consumer Markets—SRDS
See FORJOE & CO.
WISL 1 KW—Shamokin, Pa.
WHWL 1 KW—Nanticoke, Pa.



LEAVE IT TO STEVE!



STEVE DONOVAN has a way with sales. He makes them go up. In market after market, STEVE DONOVAN, WESTERN MARSHAL is the top-rated syndicated western.



It's a TV "buy" that makes sales sense! Call or wire NBC Television Films, 633 Fifth Avenue in New York, Merchandise Mart in Chicago, Sunset & Vine in Hollywood. In Canada: RCA Victor Company, Ltd., Toronto.



Steve Donovan-Western Marshal

NBC Television Films

Programs for All Stations—All Sponsors



A DIVISION OF KAGRAN CORPORATION

Recently published . . . got yours?

1956 BROADCASTING YEARBOOK MARKETBOOK

The 22nd consecutive edition of "Radio's One-Book Reference Library"
has been mailed recently to subscribers. *If you're not already a B•T subscriber, or if your subscription does not include the BROADCASTING Yearbook-Marketbook please check and mail this order form*

BROADCASTING • TELECASTING
1735 DeSales Street, N.W., Washington 6, D. C.

Enter my subscription to include the 1956 BROADCASTING Yearbook-Marketbook—$9.00 ☐

Adjust my subscription to include the 1956 BROADCASTING Yearbook-Marketbook—$2.00 ☐

Please send me ..... copies of 1956 BROADCASTING Yearbook-Marketbook @ $3.00. ☐

name — position/title

company

street

city — zone — state

FOR THE RECORD

Station Authorizations, Applications
(As Compiled by B • T)

March 15 through March 21

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts. mc—megacycles. D—Day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization.

Am-Fm Summary Through Mar. 21

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,833	2,830	219	378	160
Fm	539	531	47	22	1

FCC Commercial Station Authorizations
As of February 29, 1956*

	Am	Fm	Tv
Licensed (all on air)	2,832	521	159
Cps on air	9	18	326
Cps not on air	123	13	106
Total on air	2,841	539	485
Total authorized	2,964	552	591
Applications in hearing	150	1	159
New station requests	247	4	22
New station bids in hearing	100	0	106
Facilities change requests	148	6	31
Total applications pending	819	48	281
Licenses deleted in Feb.	1	1	0
Cps deleted in Feb.	1	1	3

*Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary Through March 21

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	348	95	443
Noncom. Educ. on air	14	5	19

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	308	308	616[1]
Noncom. Educational	20	18	38[2]

Applications filed since April 14, 1952:

(When FCC ended Sept. 28, 1948-April 14, 1952 freeze on tv processing)

	New	Amend.	Vhf	Uhf	Total
Commercial	973	337	764	546	1,311[3]
Noncom. Educ.	61		34	27	61[4]
Total	1,034	337	798	573	1,371[5]

[1] 166 cps (32 vhf, 134 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 34 already granted.
[5] Includes 642 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

ACTIONS BY FCC

Sacramento, Calif.—Capitol Radio Enterprises granted uhf ch. 46 (662-668 mc); ERP 19.1 kw vis., 10.2 kw aur.; ant. height above average terrain 300 ft., above ground 338 ft. Estimated construction cost $105,015.65, first year operating cost $180,000, revenue $200,000. Post office address Hotel Senator, Sacramento. Studio and trans location Sacramento. Geographic coordinates 38° 36′ 00″ N. Lat., 121° 27′ 23″ W. Long. Trans. and ant. RCA. Legal counsel John P. Hearne, San Francisco. Consulting engineer A. E. Towne Assoc. Inc., San Francisco. Principals are equal partners **Irving J. Schwartz, William S. George,** and **John Matranga,** who jointly own **KGMS-AM-FM Sacramento.** Granted March 21.

Atlanta, Ga.—Board of Education of the City of Atlanta granted uhf ch. *30 (566-572 mc); ERP 69.2 kw vis., 34.7 kw aur.; ant. height above average terrain 440 ft. Estimated construction cost $449,925, first year operating cost $150,000, no revenue. Post office address 68 Mitchell St. SW, Atlanta, Ga. Studio and trans. location 1401 Bridges Ave. S.W. Geographic coordinates 33° 43′ 48″ N. Lat., 84° 26′ 00″ W. Long. Trans. DuMont, ant. GE. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer K. Winston Bugg, Atlanta. Principals include **Haskel Boyter,** Director of Radio Education, Board of Education of the City of Atlanta. Granted March 21.

APPLICATION

Birmingham, Ala.—Winston-Salem Bcstg. Co., uhf ch. 42 (638-644 mc); ERP 8.32 kw vis., 4.17 kw aur.; ant. height above average terrain 916 ft., above ground 560 ft. Estimated construction cost $202,471, first year operating cost $200,000, revenue $225,000. Post office address 300 South Stratford Rd., Winston-Salem, N. C. Studio and trans. location Birmingham. Geographic coordinates 33° 29′ 27″ N. Lat., 86° 47′ 50″ W. Long. Trans. and ant. RCA. Legal counsel Krieger & Jorgensen, Washington, D. C. Consulting engineer Kear & Kennedy, Washington, D. C. Applicant is owner of **WTOB-AM-TV Winston-Salem; WOTV (TV) Richmond, Va.; WSGN-AM-FM Birmingham, Ala.,** and **WLOW Portsmouth, Va.** Filed March 20.

APPLICATION AMENDED

Philadelphia, Pa.—Philadelphia Bcstg. Co. application amended to delete and/or substitute certain paragraphs of Secs. I, II, and III of form 301. Amended March 15.

Existing Tv Stations . . .

ACTIONS BY FCC

KERO-TV Bakersfield, Calif.—Granted mod. of cp to change ERP to 39.8 kw vis., 21.9 kw aur., install DA and make other equipment changes. Ant.: 3,710 ft. Action March 16.

KLFY-TV Lafayette, La.—Granted mod. of cp to change ERP to 316 kw vis., 158 kw aur. and make equipment changes. Ant.: 440 ft. Action March 16.

WDAM-TV Hattiesburg, Miss.—Granted mod. of cp to change to 57.5 kw vis., 33.9 kw aur., change studio location from "to be determined," Hattiesburg, to trans. site, on U. S. Hwy. 11, Eastabutchi, Miss., and make equipment changes. Announced March 20.

KRCG (TV) Jefferson City, Mo.—Granted mod. of cp to change ERP to 316 kw vis., 158 kw aur. Ant.: 660 ft. Action March 16.

KSHO-TV Las Vegas, Nev.—Granted STA to operate commercially on ch. 13 for period ending March 20. Announced March 20.

WAST (TV) Hagaman, N. Y.—Granted STA to operate commercially on ch. 29 for period ending April 14 (will operate as satellite to **WROW-TV Albany, N. Y.,** ch. 41). Action March 15.

WABD (TV) New York, N. Y.—Granted cp to change ERP to 37.1 kw vis., 18.6 kw aur., and make equipment changes. Ant.: 1,329 ft. Announced March 20.

KVSO-TV Ardmore, Okla.—Granted mod. of cp to change ERP to 27.3 kw vis., 13.7 kw aur. and install new ant. system. Ant.: 645 ft. Action March 16.

APPLICATIONS

KBID-TV Fresno, Calif.—Seeks mod. of cp to change trans. and studio location to North Ave., 700 ft. east of Fowler Ave., Fresno, ERP to 11.48 kw vis., 6.16 kw aur., and make ant. system changes. Ant. height above average terrain: 380 ft. Filed March 19.

KWGB-TV Goodland, Kan.—Seeks mod. of cp to change ERP to 316 kw vis., 164.5 kw aur., install new ant. system and make minor equipment changes. Ant. height above average terrain: 773 ft. Filed March 15.

WHYN-TV Springfield, Mass.—Seeks mod. of cp to change to ch. 40, ERP to 143 kw vis., 71.5 kw aur., and change type ant. Ant.: 995 ft. Filed March 21.

WCPO-TV Cincinnati, Ohio—Seeks cp to make changes in facilities of existing tv and make minor equipment changes. Filed March 21.

WTPA (TV) Harrisburg, Pa.—Seeks mod. of cp to change ERP to 174 kw vis., 94 kw aur.,

change type ant., and make minor equipment changes. Ant.: 987.5 ft. Filed March 21.

WQED (TV) Pittsburgh, Pa.—Seeks mod. of cp, which authorized new educational tv to change ant. system and ERP to 25.07 kw vis., 12.59 kw aur. Filed March 19.

WRGP-TV Chattanooga, Tenn.—Seeks mod. of cp to change ant. and make minor equipment changes. Ant.: 1,068 ft. Filed March 21.

APPLICATIONS AMENDED

WTVO (TV) Rockford, Ill.—Files amendment to change studio location from "to be determined," Rockford, to trans. location at N. Meridian Rd. at W. State St., 2.2 miles west of Rockford and to request waiver of Sec. 3.613 (b) of rules. Amended March 15.

WBIR-TV Knoxville, Tenn.—Amended to delete reference to change in trans. location, to specify coordinates same as those incorporated in outstanding cp and make further engineering changes. Amended March 15.

WDBJ-TV Roanoke, Va.—Files amendment to change studio location to Times Bldg., 201 W. Campbell Ave., Roanoke. Filed March 15.

PETITIONS

WCIA (TV) Champaign-Urbana, Ill.—Files petition to amend table of assignments so as to add ch. 39 to Springfield, Ill., and substitute ch. 49 for ch. 53 at Lincoln, Ill. Announced March 16.

KTRE-TV Lufkin, Tex.—Petitions FCC to amend table of assignments to change ch. 9 at Lufkin to cover "Lufkin-Nacogdoches, Tex." so that area will be hyphenated and KTRE-TV identified as "Lufkin-Nacogdoches." Announced March 16.

New Am Stations . . .

ACTIONS BY FCC

Marysville, Kan.—W W Bcstg. Co. application for new am to operate on 1570 kc, 250 w D dismissed at request of applicant. Action March 20.

Pineville, Ky.—States Bcstg. System Inc. granted 1230 kc, 250 w unl. Post office address 420 Chinoe Rd., Lexington, Ky. Estimated construction cost $15,860, first year operating cost $30,000, revenue $35,000. Applicant is former owner-operator of **WWKO Ashland, Ky.**, and was permittee of **WFTG London, Ky.** Granted March 21.

Albuquerque, N. M.—Rex A. Tynes granted 1580 kc, 1 kw D. Post office address 1733 Bryn Mawr Dr., N.E., Albuquerque. Estimated construction cost $7,200, first year operating cost $30,000, revenue $36,000. Mr. Tynes is sole owner **KCHS Truth or Consequences, N. M.** Granted March 15.

Waynesburg, Pa.—Commonwealth Broadcasters Inc. granted 1580 kc, 250 w D. Post office address Waynesburg. Estimated construction cost $13,467.16, first year operating cost $3,950, revenue $4,700. Principals include Pres.-Treas. **John S. Booth** (45%), 33.3% owner **WTVE (TV) Elmira, N. Y.**, owner of **WMLP-AM-FM Milton, Pa.**, pres.-treas. **WTOW Towson, Md.**, and vice pres.-gen. manager-33% owner **WCHA-AM-FM Chambersburg, Pa.**; Vice Pres.-Secy. **Earl P. Strine** (10%) WCHA manager, and attorney **Harry Daly** (45%), stockholder in **WOKE Oak Ridge, Tenn., WMLV Millville, N. J.**, and WTOW. Granted March 15.

Savannah, Tenn.—Florence Bcstg. Co. granted 1010 kc, 250 w D. Post office address P. O. Box 137, Florence, Ala. Estimated construction cost $8,000, first year operating cost $30,000, revenue $36,000. Permittee is owner of **WJOI-AM-FM Florence, Ala.** Granted March 15.

Centerville, Utah—Bountiful Bcstg. Co. granted 1600 kc, 1 kw D. Post office address 811 South 5th West, Bountiful, Utah. Estimated construction cost $22,650, first year operating cost $37,500, revenue $39,000. Principals are equal partners **George D. Daley** and **Richard S. Prows**, both with construction interests. Granted March 21.

MISCELLANEOUS

Brooklyn, N. Y.—David R. Rudnick granted authority under Sec. 325 (b) of Communications Act to transmit play-by-play baseball broadcasts from Ebbets Field, Brooklyn, to **CFRA Ottawa, Canada**, for period ending Oct. 15. **WINS New York** previously rendered this service to CFRA. Action March 21.

APPLICATIONS

Tucson, Ariz.—Pima Broadcasting Co., 1490 kc, 250 w unl. Post office address Box 933, Beverly Hills, Calif. Estimated construction cost $8,000, first year operating cost $50,000, revenue $60,000. Principals are equal owners Pres. **Dawkins Espy**, consulting engineer, and Vice Pres.-Treas. **William John Hyland**, lawyer. Filed March 20.

Winona, Minn.—Albert S. Tedesco, 1570 kc, 1 kw D. Post office address 586 Juul Rd., Hutchinson, Minn. Estimated construction cost $19,740, first year operating cost $48,000, revenue $60,000. Mr. Tedesco is 85% owner **KDUZ Hutchinson, Minn.**, 35% of cp for Algona, Iowa, and 100% owner of applicant for cp for Benson, Minn. Filed March 15.

Holdrege, Neb.—W W Bcstg. Co., 1380 kc, 500 w D. Post office address Box 144, York, Neb. Estimated construction cost $10,179, first year operating cost $36,418, revenue $44,029. Principals are Pres. **William C. Whitlock** (50%), former vice pres.-gen. mgr.-24% owner **KAWL York** and presently self-employed in sales work, and Secy.-Treas. **Betty Rae Whitlock** (50%), former KAWL employe, presently housewife. Filed March 21.

Oneida, N. Y.—John Jacob Geiger, 1600 kc, 1 kw D. Post office address 54 Clayton Ave., Waynesboro, Pa. Estimated construction cost $14,095, first year operating cost $25,000, revenue $30,000. Mr. Geiger is program director, **WAYZ Waynesboro.** Filed March 20.

Bucyrus, Ohio—Bucyrus Enterprises Inc., 1010 kc, 250 w D. Post office address Box 6, Bucyrus. Estimated construction cost $16,967, first year operating cost $41,000, revenue $62,000. Principals include Pres. **James S. Michael** (10%), manufacturing interests; Vice Pres. **Walter R. Michael** (10%), manufacturing interests; Secy.-Treas. **Mitchell S. Acree** (15%), lumber, drive-in theatre interests; **Neal B. Bunn** (10%), 25% owner **WDXL Lexington, Tenn.** Filed March 21.

Cuyahoga Falls, Ohio—Rev. Rex E. Humbard, 990 kc, 250 w D. Post office address P. O. Box 3500, Akron 10, Ohio. Estimated construction cost $37,158, first year operating cost $60,000, revenue $84,000. Rev. Humbard is minister and pastor of Calvary Temple, Cuyahoga Falls. Filed March 19.

Odessa, Tex.—Mid-Cities Bcstg. Co., 1310 kc, 500 w D. Post office address 1801 Del Rancho Dr., Irving, Tex. Estimated construction cost $9,051, first year operating cost $24,000, revenue $30,000. Principals are equal partners **E. L. Roskelley**, former day news editor, **KLIF Dallas, Tex.**, and presently private producer, and **L. J. Roskelley**, milk products firm employe. Filed March 21.

Slaton, Tex.—Star of the Plains Bcstg. Co., 1050 kc, 250 w D. Post office address 1810 W. 19th St., Plainview, Tex. Estimated construction cost $15,705, first year operating cost $36,000, revenue $42,000. Principals are equal owners **Troyce H. Harrell**, minority owner **KVWO Cheyenne, Wyo.**, and salesman **KVOP Plainview**, and **Kermit S. Ashby**, minority owner KVOP and **KVOZ Laredo, Tex.** Filed March 21.

Walla Walla, Wash.—Walla Walla Musicasters, 1320 kc, 1 kw D. Post office address Realty Bldg., Spokane, Wash. Estimated construction cost $13,950, first year operating cost $49,000, revenue $58,000. Principals own **KSPO Spokane, KUTI Yakima**, both **Wash.**; **KOYN Billings, KYNG Kalispell**, both **Mont.**, and hold interests in applicants for new ams to operate at Pasco and Everett, both Wash. Filed March 21.

APPLICATIONS AMENDED

Palm Springs, Calif.—George E. Cameron Jr. application for new am to operate on 1010 kc, 250 w D amended to change to 920 kc, 500 w. Amended March 19.

Homestead, Fla.—Redland Bcstg. Co. cp for new station to operate on 1430 kc, 500 w D amended to make changes in officers, directors and stockholders; move ant-trans. site 2300 ft. north and 500 ft. east of present location, and change studio location to "to be determined," Homestead, Fla. Amended March 15.

Aberdeen, Md.—Harford County Bcstg. Co. application for new am to operate on 1600 kc, 500 w D amended to change to 970 kc, make DA changes, and change trans. and studio location to 1 mile due west of Aberdeen. Amended March 19.

West Warwick, R. I.—Neighborly Bcstg. Co. application for cp for new am to operate on 1420 kc, 500 w D, amended to change ant.-trans. and studio location to Spectacle (west end). Cranston, R. I. and change station location to Cranston. Amended March 15.

Marshall, Tex.—Caddo Bcstg. Co. application for new am to operate on 1220 kc, 1 kw D amended to specify studio location and remote control point as 201½ W. Austin, Marshall. Amended March 19.

Franklin, Va.—S. L. Goodman application for cp to operate new am on 1220 kc, 250 w D amended to change to 1570 kc. Amended March 19.

Existing Am Stations . . .

ACTIONS BY FCC

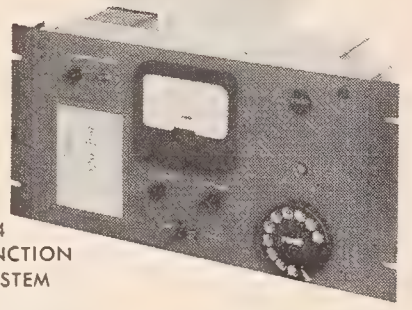
WOBS Jacksonville, Fla.—Granted increase on 1360 kc, D from 1 kw to 5 kw, trans. to be oper-

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ated by remote control from 1036 Mary St. Action March 15.

WBEE Harvey, Ill.—Granted increase on 1570 kc from 250 w D to 1 kw DA-D. Action March 21.

KDEF Albuquerque, N. M.—Granted change from 1280 kc to 1150 kc; continued operation with 1 kw D. Action March 21.

WCHV Charlottesville, Va.—Granted change on 1260 kc from 1 kw unl. to 5 kw-LS, 1 kw N. Action March 15.

WRAP Norfolk, Va.—Granted change on 850 kc from 1 kw unl. to 5 kw-LS, 1 kw N. Action March 21.

WPUV Pulaski, Va.—Granted increase on 1580 kc from 500 w to 1 kw D during restricted hours under treaty with Canada; otherwise operates D on 5 kw. Action March 21.

WMCD Welch, W. Va.—Granted increase on 1340 kc from 100 w to 250 w; continued unl.; trans. to be operated by remote control. Action March 21.

APPLICATIONS

KAMD Camden, Ark.—Seeks mod. of cp to change ant.-trans. location to U. S. Rte. 79, about .25 miles northeast of Camden city limits. Filed March 19.

KONG Visalia, Calif.—Seeks cp to change from 1400 kc to 1130 kc; increase power from 250 w to 1 kw, install DA-1; change ant.-trans. location and make changes in ant. system (increase height). Filed March 19.

WDEC Americus, Ga.—Seeks cp to change from 1230 kc to 1290 kc and change from 250 w unl. to 1 kw D. Filed March 19.

WCRB Waltham, Mass.—Seeks cp to increase D power from 1 kw to 5 kw, make equipment changes and change DA-2 pattern. Filed March 19.

WMRP Flint, Mich.—Seeks cp to increase power from 500 w D to 1 kw D. Filed March 19.

KIYI Shelby, Mont.—Seeks cp to change from 1240 kc to 1130 kc, increase power from 250 w to 500 w N, 1 kw D, change studio and trans. location, install DA-N and make ant. system changes. Filed March 20.

KBEC Waxahachie, Tex.—Seeks transfer of control to **W. Richard Tuck Jr.** Corporate change, no change in control. Filed March 15.

WSLS Roanoke, Va.—Seeks cp to increase D power from 1 kw to 5 kw, make changes in DA-D pattern. Filed March 15.

APPLICATIONS RESUBMITTED

WJHO Opelika, Ala.—Resubmits application seeking mod. of license to change name of licensee to **Yetta G. Samford, C. W. Shealy** and **Aileen M. Samford**, executrix of estate of **Thomas D. Samford Jr.**, deceased, and **Miles H. Ferguson** d/b as Opelika-Auburn Bcstg. Co. Resubmitted March 15.

WGMA Hollywood, Fla.—Resubmits application seeking cp to increase power from 500 w to 1 kw. Resubmitted March 15.

APPLICATION AMENDED

WMOX Meridian, Miss.—Application for cp to change frequency from 1240 kc to 1010 kc; change power from 250 w to 5 kw; change hours from unl. to D amended to change power from 5 kw D to 10 kw D, 1 kw N; change hours from D to unl; install DA-2 and change trans. location. Petition filed for waiver of 3.28 (c) and 3.24 (b) of rules. Amended March 21.

Existing Fm Stations . . .

ACTIONS BY FCC

WOL-FM Washington, D. C.—Granted cp to change ERP to 20 kw, ant. height to 485 ft., change trans. location and change ant. system. Announced March 20.

WKEU-FM Griffin, Ga.—Cp forfeited and call letters deleted. No license application filed. Action March 19.

KIND-FM Independence, Kan.—Authorization forfeited and call letters deleted; no license application filed. Action March 15.

WORG-FM Orangeburg, S. C.—Cp forfeited; no license application filed. Action March 15.

WFMR (FM) Glendale, Wis.—Granted mod. of cp to change ERP to 24.5 kw, ant. height to 35 ft. and change ant. system. Announced March 20.

APPLICATION

WWMT (FM) New Orleans, La.—Seeks cp to change ERP to 44.1 kw and make slight change in ant. system. Ant.: 215.2 ft. Filed March 21.

Ownership Changes . . .

ACTIONS BY FCC

WJAM Marion, Ala.—Granted involuntary assignment of permit to equal partners **Kathleen W. Neely**, presently part owner of WJAM, and **Elizabeth H. Neely**. No consideration; transaction is based on will provisions. Granted March 15.

WHBB Selma, Ala.—Granted transfer of control to **John F. Townshend** for $19,500. Mr. Townshend is among present WHBB principals. Announced March 20.

KGPH Flagstaff, Ariz.—Granted transfer of control to **George R. Cook, John L. Hogg, James W. Ross, Glenn Snyder**, and **John R. Williams** for $27,500. Mr. Cook owns 20% of **KOY Phoenix**, 16.6% of **KYMA Yuma**, both **Ariz.**, and is minority stockholder in parent company of **WLS Chicago**. Mr. Hogg owns 20% of KOY and 16.6% of KYMA. Mr. Ross is KOY local sales manager. Mr. Snyder is 20% owner of KOY, 16.6% stockholder in KYMA and has interest in WLS. Mr. Williams also holds 20% of KOY and 16.6% of KYMA. Granted March 21.

KWHN Fort Smith, Ark.—Granted involuntary transfer of control to estate administrators **Salome Nakdimen** and **J. H. Friedman**. Announced March 20.

KBHS Hot Springs, Ark.—Granted transfer of control to **A. M. McGregor** for $47,000. Mr. McGregor is former stockholder in **KSTT Davenport, Iowa**. Granted March 15.

KWKW-AM-FM Pasadena, Calif.—Granted assignment of licenses to Southern California Bcstg. Co. Corporate change only; no change in control. Granted March 16.

KLVC Leadville, Colo.—Granted assignment of license to **Raymond E. Roberts** for $28,000. Mr. Roberts is former editor and publisher of *Colorado Wonderland* magazine. Granted March 15.

WHBO Tampa, Fla.—Granted assignment of license to Gateway Broadcasters Inc. for $15,000 plus rental at rate of $12,000 per year for 10 years. Principals include Pres.-Treas. **John A. Boling**, former owner of **WQIK Jacksonville, Fla.** Granted March 15.

WTIM Taylorville, Ill.—Granted assignment of license to Moyer Bcstg. Corp. for $33,000. New principals are Vice Pres.-Treas. **Caterina Chesi** (20%), 10% owner **WBBA Pittsfield, Ill.**; Vice Pres. **John Corsiatto** (20%), appliance dealer, and **G. B. Meyer** (5%), 25% owner of WBBA. Granted Feb. 21.

KROS-AM-FM Clinton, Iowa—Granted transfer of control to **Bernard M. Jacobsen, Maenard W. Jacobsen** and **Helen S. Jacobsen** under order of estate executor. Jacobsens were all minority owners of station, will now be sole owners. Granted March 15.

WBRT Bardstown, Ky.—Granted assignment of license to **Lawrence W. Adams** for $50,000. Mr. Adams is program dir. of **WVJS Owensboro, Ky.** Granted March 21.

WNGO-AM-FM Mayfield, Ky.—Granted transfer of control to **T. E. Brewer** and **R. B. Ligon** for $27,560. Messrs. Brewer and Ligon are presently 33% and 2% owners, respectively, of WNGO-AM-FM. Granted March 21.

WAFB-AM-FM-TV Baton Rouge, La.—Granted transfer of control to **WDSU Bcstg. Corp.** for $148,600. WDSU held 26.7% of stock and will hold 57.8%. WDSU Bcstg. is licensee of **WDSU-AM-FM-TV New Orleans, La.** Granted March 15.

WESO Southbridge, Mass.—Granted assignment of license to WESO Bcstg. Corp. for $99,370. Principals include Pres. **Joseph L. Rosenmiller Jr.** (53%), H-R Television Representatives salesman; Vice Pres.-Treas. **Peter A. Bordes** (17%), marketing and business consultant and **Joseph C. Amaturo** (20%), NBC sales representative. Granted March 15.

KAUS Austin, Minn.—Granted assignment of cp to **Minnesota-Iowa Television Co.** Corporate change only; no change in control. Announced March 20.

KCUE Red Wing, Minn.—Granted assignment of license to **Hiawatha Bcstg. Co.** Corporate change only; no change in control. Granted March 21.

KTCB Malden, Mo.—Granted assignment of license to Tri-County Bcstg. Co. for $22,185. Principals are Pres. **C. W. Craft**, auto dealer; Vice Pres. **J. D. Craft**, auto dealer, and Secy.-Treas. **Harold Gregson**, broadcaster. Granted March 15.

WJAG Norfolk, Neb.—Granted assignment of license to **WJAG Inc.** Corporate change only; no change in control. Announced March 20.

WDLC Port Jervis, N. Y.—Granted assignment of license to Port Jervis Bcstg. Co. for $50,000. Principals include Pres.-Treas. **Sidney Sakofsky** (50%), pharmacist, and Vice Pres.-Secy. **Oscar Wein** (50%), WDLC commercial manager. Granted March 15.

WNOS-AM-FM High Point, N. C.—Granted assignment of licenses to **Statesville Bcstg. Co.** for $57,500 plus assumption of $4,700 mortgage. Statesville is owner of **WSIC-AM-FM Statesville, N. C.** Granted March 21.

WXEL (TV) Cleveland, Ohio-KPTV (TV) Portland, Ore.—Granted assignment of cps to **Storer Bcstg. Co.** Corporate change only; no change in control. Announced March 20.

KOTV (TV) Tulsa, Okla.—Granted transfer of control to **John H. Whitney**. Mr. Whitney will control 56.5% instead of previous 44%. No change in corporate control. Granted March 15.

WRTA Altoona, Pa.—Granted assignment of license to Altoona Trans-Audio Corp. for $42,500. Principals include **Pottsville Trans Video Corp.** (38.4%), part owner of three community ant. systems; Vice Pres. **Louis H. Murray** (15.4%), former station manager of **WPAM Pottsville, Pa.**; Asst. Secy. **Horace J. Richards** (7.7%), WPAM asst. manager and Treas. **John L. Miller** (38.4%), varied business interests. Granted March 21.

KABR Aberdeen, S. D.—Granted involuntary transfer of control to **Tressa Hunt** and **Virginia Hunt**, administratrices of estate of **Delbert T. Hunt**, deceased. Announced March 20.

KBRZ Freeport, Tex.—Granted transfer of control to **William D. Schueler** for $59,525. Mr. Schueler is former 50% owner of Brent Gunts Prod. (radio-tv show producer) and former salesman for Interstate Television Corp. Granted March 21.

KTAN Sherman, Tex.—Granted assignment of license to **J. L.** and **W. W. Groves** for $37,500. J. L. Groves is former drive-in theatre owner and W. W. Groves is **KBIM Roswell, N. M.**, commercial manager. Granted March 21.

KVWC Vernon, Tex.—Granted assignment of license to Johnson-Garrison Co. for $55,000. Principals are **Petty Durwood Johnson** (66.6%), commercial manager of **KLVT Levelland, Tex.**, and **Earl Joe Garrison** (33.3%), former KLVT commercial manager. Granted March 15.

APPLICATIONS

WGAF Valdosta, Ga.—Seeks transfer of control to Pres. **George B. Cook** for $28,000. Mr. Cook, presently a minority stockholder, will hold about 64% of outstanding stock. Filed March 21.

WBEN-AM-FM-TV Buffalo, N. Y.—Seeks transfer of control to **Kate Robison Butler**, executrix under will of late **Edward H. Butler**. Mr. Butler was majority stockholder of Buffalo Evening News Inc., which controls **WBEN-AM-FM-TV**. Filed March 19.

KWIN Ashland, Ore.—Seeks transfer of control to **Douglas D. Kahle** for $50,000. Mr. Kahle is general manager of **KNTV (TV) San Jose, Calif.** Filed March 19.

KLAD Klamath Falls, Ore.; **KBOY Medford, Ore.**—Seek assignment of licenses to K-Lad Broadcasters and K-Boy Broadcasters, respectively, for $70,000. Principals are equal partners **Clarence E. Wilson** and **P. D. Jackson**, presently part-owners of KLAD and KBOY. Filed March 19.

KWAT Watertown, S. D.—Seeks transfer of control to **Life Companies Inc.** through stock transaction involving present licensee **Midland National Life Insurance Co.** No consideration. Filed March 21.

KEAN Brownwood, Tex.—Seeks assignment of license to KEAN Radio Corp. for $20,000. Principals are equal partners Pres. **Joe Henry Childs**, county clerk, Brown County, Tex.; Vice Pres. **Clifford Edwin Farren**, and Secy-Treas. **Clifton James Farren**, musicians. Filed March 21.

KSTV Stephenville, Tex.—Seeks assignment of license to KSTV for $57,500. Principals are **Oscar**

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H. Halvorson (50%), chief engineer, **KGCX Sidney, Mont.**, and **Olaf Folkvord**, rancher. Filed March 15.

KXOX Sweetwater, Tex.—Seeks assignment of license to Radio KXOX for $85,000. Sole owner **F. L. Ledbetter** is retail dry goods dealer. Filed March 21.

KAPA Raymond, Wash.—Seeks assignment of license to Willapa Bcstg. Co. for $25,000. Principals are **Robert E. Claunch** (33.3%), sales promotion, Liggett & Myers Tobacco Co.; **J. W. Reavley** (33.3%), advertising sales representative, Pacific Telephone & Telegraph Co., and **R. W. Regan** (33.3%), construction engineer. Filed March 15.

WCAN-TV Milwaukee, Wis.—Seeks assignment of cp to **Lou Poller**, present 95% owner. Mr. Poller is buying remaining 5% from **Alex Rosenman** for $54,259. Filed March 15.

Hearing Cases . . .

FINAL DECISION

Multiplexing Uhf—FCC denied petition by Joseph Brenner, Beverly Hills, Calif., requesting amendment of Parts 2, 3 and 4 of rules to authorize multiplexing of aural transmission of uhf stations. Action March 15.

INITIAL DECISION

Wolf Point, Mont.—Hearing Examiner Herbert Sharfman issued initial decision looking toward grant of application of Hi-Line Bcstg. Co. for new am to operate on 1490 kc, 250 w unl. in Wolf Point and denial of mutually exclusive application of The Wolf Point Bcstg. Co. Action March 19.

OTHER ACTIONS

Fresno, Calif.—B. L. Golden designated for hearing on application for new am to operate 980 kc, 500 w D and made **KBOX Modesto** and **KECC Pittsburg**, both **Calif.**, parties to proceeding. Action March 15.

Wichita, Kan. — Announced its memorandum opinion and order which denied July 8, 1955, petition of Taylor Radio & Television Corp. for reconsideration, rehearing and grant, also July 8 and Nov. 15 petitions for rehearing and Feb. 1 motion for leave to file affidavits filed by Radio Station KFH Co., directed against Commission's decision of June 9, 1955, granting application of Wichita Television Corp. for new tv to operate on ch. 3 in Wichita and denying competing applications of Taylor and Radio Station KFH. Announced March 15.

KARD-TV Wichita, Kan.—Commission announced its memorandum opinion and order denying petition by Radio Station KFH Co. for review of Commission's Jan. 12 grant to Wichita Television Corp. for extension of time to Aug. 8 to complete construction of station **KARD-TV Wichita** (ch. 3). Announced March 15.

Elmira, N. Y.—FCC denied petitions of Central New York Bcstg. Corp. (applicant for ch. 18, Elmira, N. Y., to operate as satellite to its **WSYR-TV Syracuse, N. Y.** [ch. 3]) for rehearing, reconsideration, stay and other relief, and by **WINR-TV Binghamton, N. Y.**, for reconsideration and other relief, directed to Commission's Nov. 30, 1955, report and order which assigned ch. 9 to Elmira. Action March 15.

Brewster-Entiat, Wash.—FCC ordered hearings on May 3 for Entiat and May 7 for Brewster-Pateros Tv Assn. to show cause why they should not cease and desist from operating tv "booster" stations without licenses, without licensed operators, and rebroadcasting programs without authority of originating stations. Parties were previously warned of unlicensed operations. Action March 21.

Olympia, Wash.—FCC granted protest by **KGY Olympia** to extent of designating for hearing on May 8 application of KITN to operate on 1440 kc, 500 w D in Olympia; made protestant party to proceeding bearing burden of proceeding with introduction of evidence and burden of proof; denied in all other respects protest to Jan. 25 grant of KITN application. Action March 21.

WDUX Waupaca, Wis.—Designated for hearing on application to increase power from 500 w to 1 kw, on 800 kc, D; made **KXIC Iowa City, Iowa**, party to proceeding. Action March 21.

NARBA Notifications . . .

List of changes, proposed changes, and corrections in assignments of Mexican stations mod. appendix containing assignments of Mexican stations attached to Recommendations of the North American Regional Bcstg. Agreement Engineering Meeting Jan. 30, 1941.

Mexican Change List #188 **Feb. 27, 1956**

580 kc

XEUD Tapachula, Chiapas—(delete assignment), 500 w ND unl. Class III. 7-27-56.

XEUD Tuxtla Gutierrez, Chiapas—(New), 1 kw D, 100 w N, ND, unl. Class IV. 7-27-56.

690 kc

New Progreso, Yucatan—50 kw ND, unl. Class II. 7-27-56.

790 kc

XENT La Paz, Baja, Calif.—(change in N power), 2 kw D, 750 w N, ND, unl. Class III. 3-27-56.

970 kc

XEVT Villahermosa, Tabasco—(correction of error in call letter) 5 kw D, 400 w N, ND., unl. Class III.

1500 kc

XEFG Tepatitlan de Morelos, Jalisco—(New) 500 w ND, D. Class II. 7-27-56.

Routine Roundup . . .

March 15 Decisions

By the Commission

Granted SCA

KAIM-FM Honolulu, Hawaii.

March 15 Applications

ACCEPTED FOR FILING

License to Cover Cp

WETU Wetumpka, Ala.—Seeks license to cover cp which authorized change in frequency, increase in power.

WDSP DeFuniak Springs, Fla.—Seeks license to cover cp which authorized new am station.

WGYV Greenville, Ala.—Seeks license to cover cp which authorized change in frequency, increased power and changed hours of operation.

KWIQ Moses Lake, Wash.—Seeks license to cover cp which authorized new am station.

WBEC-FM Pittsfield, Mass.—Seeks license to cover cp which authorized changes in licensed station.

Renewal of License

KJAY Topeka, Kan.; KODY North Platte, Neb.; KTAT Frederick, Okla.; KVLH Pauls Valley, Okla.; KOLS Pryor, Okla.; KSPI-FM Stillwater, Okla.; KXXX Colby, Kan.; KNCK Concordia, Kan.;KWBE Beatrice, Neb.; KRGI Grand Island, Neb.; KBON Omaha, Neb.; KOIL Omaha, Neb.; KNEB Scottsbluff, Neb.; KOCY Oklahoma City, Okla.

Modification of Cp

KRRV Sherman, Tex.—Seeks mod. of cp (which authorized two new towers and make changes in DA system) for extension of completion date.

WMAL-TV Washington, D. C.—Seeks mod. of cp (which authorized cp for changes in facilities of existing station) to extend completion date to 5-30-56.

Radio Americas Corp., Mayaguez, P. R.—Seeks mod. of cp (which authorized new station) to extend completion date to 9-27-56.

Cp

WCBC-TV Anderson, Ind.—Seeks cp to replace expired cp (as replaced) which authorized new station.

KSOU (FM) Santa Clara, Calif.—Seeks cp to replace expired cp which authorized new educational fm station.

WNYC-FM New York, N. Y.—Seeks cp to replace expired cp which authorized changes in licensed station.

Remote Control

WLAR Athens, Tenn.

March 16 Decisions

ACTIONS ON MOTIONS

By Comr. Rosel H. Hyde

Broadcast Bureau—Granted petition for extension of time to March 13 to file petition for review of action of hearing examiner in receiving evidence on only two of designated issues in proceeding re am applications of Courier-Times Inc., New Castle, Ind., and **WSLM Salem, Ind.** Action March 13.

Great Lakes Television Inc., Buffalo, N. Y.—Granted petition for extension of time to March 20 to file reply brief to exceptions to initial decision in ch. 7 proceeding, Buffalo.

WHDH Inc., Boston, Mass.—Granted petition for extension of time to March 22 to file exceptions to initial decision in ch. 5 proceeding, Boston.

By Chief Hearing Examiner James D. Cunningham

Supreme Bcstg. Co., Mayaguez, P. R.—Granted petition for dismissal of its tv application (ch. 3). Action March 13.

By Hearing Examiner Annie Neal Huntting

Port Arthur College, Port Arthur, Tex.—Dismissed Feb. 24 motion to strike opposition filed by Jefferson Amusement Co. Feb. 24 to petition for leave to amend filed by Port Arthur Feb. 14 (ch. 4). Action March 15.

Parma-Onondaga, Mich. — Ordered that any party having objections to specified corrections to transcript of hearings, prehearing conferences, and oral arguments, in ch. 10 proceeding, Parma-Onondaga (Trian Television Corp., *et al*), shall file with Commission, and serve on other parties, statement of all objections, with supporting reasons, within 15 days from date hereof. Action March 15.

By Hearing Examiner J. D. Bond

Broadcast Bureau—Granted petition for extension of time from March 15 to April 2 for filing proposed findings and conclusions, and from April 2 to April 20 for filing reply briefs in ch. 13 proceeding, Biloxi, Miss. (Radio Associates Inc.). Action March 14.

The Cerritos Bcstg. Co., Signal Hill, Calif.—Denied petition for continuance of hearing from March 20 to unspecified date to be fixed after Commission acts upon two petitions for enlargement of issues filed by applicant Albert John Williams, Inglewood, Calif., on Oct. 17 and Nov. 14. Action March 14.

March 19 Applications

ACCEPTED FOR FILING

Modification of Cp

WFLB Fayetteville, N. C.—Seeks mod. of cp (which authorized mounting tv ant. on top of existing am tower—increase height) for extension of completion date.

KVTV (TV) Sioux City, Iowa—Seeks mod. of cp (which authorized changes in facilities of existing tv stations) to extend completion date to May 1.

WDMJ-TV Marquette, Mich.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Oct. 19.

WFAA-TV Dallas, Tex.—Seeks mod. of cp (which authorized changes in existing tv station) to extend completion date to Oct.

Renewal of License Returned

WNAD Norman, Okla.—Application for renewal of license returned; not signed properly.

March 20 Decisions

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

Fresno, Calif.—Ordered that hearing re am application of B. L. Golden, Fresno, is scheduled to commence June 4. Action March 16.

By Hearing Examiner Jay A. Kyle

KSLM-TV Salem, Ore. — Granted motion for continuance from March 19 to May 21 for exchange of exhibits, and from March 26 to May 28 for hearing re application for mod. of cp (ch. 3). Action March 15.

By Hearing Examiner Thomas H. Donahue

Seattle, Wash.—Issued notice of conference to be held March 21, to discuss scope and date of future hearing in ch. 7 proceeding, Seattle, involving applications of Queen City Bcstg. Co. Action March 16.

By Hearing Examiner Basil P. Cooper

Straits Bcstg. Co., Cheboygan, Mich.—Dismissed as moot petition of March 8 for continuance from March 15 to April 25 of hearing in ch. 4 proceedings, Cheboygan, involving its application and that of Midwestern Bcstg. Co.; issues were amended subsequent to filing of petition and as amended were subject of hearing March 15, at



which time date for further hearing was specified on record. Action March 15.

BROADCAST ACTIONS
By the Broadcast Bureau

Actions of March 16

KWEW Hobbs, N. M.—Granted license covering change in facilities, installation of DA-N and operate trans. by remote control.

WTHI Terre Haute, Ind.—Granted license covering changes in DA system and changing studio location to 918 Ohio St., Terre Haute.

WNBZ Saranac Lake, N. Y.—Granted license covering change in frequency.

WFRL Freeport, Ill.—Granted permission to sign-off at 6 p.m. April through Aug.

WPDR Portage, Wis.—Granted permission to sign-off at 6 p.m. during the months of April through Sept., except for special broadcast when station may remain on air up to licensed sign-off time.

WCBC-TV Anderson, Ind.—Granted cp to replace expired cp which authorized new tv station (ch. 61).

KMUL Muleshoe, Tex.—Granted mod. of cp to change ant.-trans. and studio location.

KHIL Fort Lupton, Colo.—Granted mod. of cp to change ant.-trans. and studio location.

Following were granted extensions of completion dates as shown: **WMAL-TV Washington, D. C.**, to 5-30-56; **WINA Charlottesville, Va.**, to 6-27-56; **WCDL Carbondale, Pa.**, to 6-20-56.

WLAR Athens, Tenn.—Granted authority to operate trans. by remote control from 148 N. Jackson St.

Actions of March 15

WDOX (FM) Dover, Del.—Granted license for fm station.

WTRB Ripley, Tenn.—Granted permission to sign-off at 6 p.m. (CST) during April through Sept.

Actions of March 14

WSHE Sheboygan Falls, Wis.—Granted license for am station.

KWIP Merced, Calif.—Granted license for am station.

WJAR Providence, R. I.—Granted license covering change from DA-2 to DA-N.

WBBR Brooklyn, N. Y.—Granted mod. of license to change name of licensee to Watchtower Bible & Tract Society of New York Inc.

WJHO Opelika, Ala.—Granted mod. of license to change name to Yetta G. Samford, C. S. Shealy, and Aileen M. Samford, executrix of the estate of Thomas D. Samford Jr., deceased, and Miles H. Ferguson d/b as Opelika-Auburn Bcstg. Co.

KDBC Mansfield, La.—Granted permission to sign-off at 6 p.m. from April through Sept.

WDUX Waupaca, Wis.—Granted extension of completion date to June 20.

Actions of March 13

KAMS (FM) Mammoth Spring, Ark.—Granted license for fm station.

WEOK Poughkeepsie, N. Y.—Granted cp to make changes in ant. (increase height) (side mount short wave receiving ant.).

KCLO Leavenworth, Kan.—Granted permission to sign-off at 6 p.m. each evening through Sept., except for special events, when station may remain on air up to licensed sign-off time.

Following were granted extensions of completion dates as shown: **KSWS-TV Roswell, N. M.**, to 9-8-56; **WKVM San Juan, P. R.**, to 5-25-56, conditions; **KVSO-TV Ardmore, Okla.**, to 10-12-56; **KFBC-TV Cheyenne, Wyo.**, to 9-1-56; **WJDM Panama City, Fla.**, to 9-21-56; **WCHS-TV Charleston, W. Va.**, to 10-11-56; **WAPA-TV San Juan, P. R.**, to 10-12-56.

Actions of March 12

WHBO-TV Memphis, Tenn.—Granted license for tv station and to specify studio location at 1381 Madison Ave., Memphis (ch. 13).

KVOL-FM Lafayette, La.—Granted request to cancel license and delete call letters.

WACA Camden, S. C.—Granted permission to sign-off at 6 p.m. during month of March.

Following were granted extensions of completion dates as shown: **WBUF-TV Buffalo, N. Y.**, to 9-17-56; **KERO-TV Bakersfield, Calif.**, to 6-25-56; **WNBE-TV New Bern, N. C.**, to 10-9-56; **KPTV (TV) Portland, Ore.**, to 10-5-56.

Action of March 9

KDEC Decorah, Iowa—Granted authority to operate trans. by remote control from 308½ W. Water Street.

March 20 Applications

ACCEPTED FOR FILING

Remote Control

WDDT Greenville, Miss.; WINN Louisville, Ky.; WJAR Providence, R. I.

Renewal of License

KJRG Newton, Kan.; KJSK Columbus, Neb.; KBRL McCook, Neb.; WNAD-FM Norman, Okla.

Renewal of License Returned

WREN Topeka, Kan.—Application for renewal of license returned; dated incorrectly.

KXGN Glendive, Mont.—Application for renewal of license returned; signed incorrectly.

Modification of Cp

WDBO-TV Orlando, Fla.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Oct. 23.

WTVK (TV) Knoxville, Tenn.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Oct. 19.

KTRE-TV Lufkin, Tex.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Oct. 1.

License to Cover Cp

KRSN-FM Los Alamos, N. M.—Seeks license to cover cp (which authorized new fm station).

March 21 Decisions

BROADCAST ACTIONS
By the Commission

Renewal of License

Following stations were granted renewal of license on regular basis: **KCJB Minot, N. D.; KEXO Grand Junction, Colo.; KEYZ Williston, N. D.; KFNW Fargo, N. D.; KIJV Huron, S. D.; KLVC Leadville, Colo.; KMON Great Falls, Mont.; KNOX Grand Forks, N. D.; KNUJ New Ulm, Minn.; KRDO Colorado Springs, Colo.; KNIM Maryville, Mo.; KLIK Jefferson City, Mo.; KFAD Fairfield, Iowa; KSJB Jamestown, N. D.; KSLV Monte Vista, Colo.; KVOD Denver, Colo.; KWNO-FM, Winona, Minn.; KXLF Butte, Mont.; KXLL Missoula, Mont.; KXLO Lewistown, Mont.; KXLQ Bozeman, Mont.; KXRA Alexandria, Minn.; WLOL Minneapolis, Minn.**

SCA

WWSW-FM Pittsburgh, Pa.; KFML-FM Golden, Colo.

SCA Dismissed

WSEL (FM) Chicago, Ill.—Pending application for SCA dismissed. Lack of prosecution. Dismissed March 21.

March 21 Applications

ACCEPTED FOR FILING

Modification of Cp

WBGC Chipley, Fla.—Seeks mod. of cp (which authorized new station) for extension of completion date.

KLIZ Brainerd, Minn.—Seeks mod. of cp (which authorized change in frequency; increase power; change in hours, and changes in ant.-ground system) for extension of completion date.

KNAK Salt Lake City, Utah—Seeks mod. of cp (which authorized increase in D power) for extension of completion date.

WIRK-TV West Palm Beach, Fla.—Seeks mod. of cp (which authorized new tv) for extension of completion date.

KSLM-TV Salem, Ore.—Seeks mod. of cp (which replaced expired cp authorizing new tv) for extension of completion date.

Cp

WUNC (FM) Chapel Hill, N. C.—Seeks cp to replace expired cp which authorized changes in licensed station. Filed March 21.

UPCOMING

MARCH

March 26: RAB Clinic, Tulsa, Okla.

March 26-28: Canadian Assn. of Radio & Tv Broadcasters, Royal York Hotel, Toronto.

March 26-28: Senate Interstate & Foreign Commerce Committee resumes hearings in investigation of tv networks and uhf-vhf problems.

March 29: Bureau of Broadcast Measurement, Annual Meeting, Royal York Hotel, Toronto, Canada.

March 27: RAB Clinic, Amarillo, Tex.

March 28: Board of Governors, Canadian Broadcasting Corp., Senate Building, Ottawa, Canada.

March 28: RAB Clinic, Albuquerque.

March 29: RAB Clinic, Los Angeles.

APRIL

April 2: RAB Clinic, Fresno, Calif.

April 3: RAB Clinic, San Francisco.

April 4: RAB Clinic, Portland, Ore.

April 5-7: Fifth District Adv. Federation of America (Ohio, Indiana, Kentucky, W. Va.), annual convention, St. Francis Hotel, Canton, Ohio.

April 5: RAB Clinic, Seattle.

April 6: RAB Clinic, Boise, Idaho.

April 6-7: Alabama Broadcasters Assn., Reich Hotel, Gadsden, Ala.

April 7-8: New Mexico Broadcasters Assn., Hotel La Fonda, Santa Fe.

April 9: RAB Clinic, Kansas City, Kan.

April 10: RAB Clinic, St. Louis.

April 11: RAB Clinic, Peoria, Ill.

April 11-13: Institute of Radio Engineers Seventh Region Technical Conference, Hotel Utah, Salt Lake City.

April 12-14: Southern California Adv. Agencies Assn., Oasis Hotel, Palm Springs.

April 12: RAB Clinic, Chicago.

April 13: RAB Clinic, Cleveland.

April 13-14: 10th Annual Spring Television Conference, sponsored by Cincinnati Section of the Institute of Radio Engineers, Cincinnati.

April 15-19: NARTB Annual Convention, Conrad Hilton Hotel, Chicago.

April 16-18: Alpha Epsilon Rho, national radio-tv fraternity, national convention, Columbus, Ohio.

April 23: RAB Clinic, Salt Lake City.

April 24: RAB Clinic, Denver.

April 25: RAB Clinic, Omaha, Neb.

April 26: RAB Clinic, Des Moines, Iowa.

April 26-29: American Women in Radio & Tv Convention, Hotel Somerset, Boston.

April 26-28: American Assn. of Advertising Agencies Annual Meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

April 27: RAB Clinic, Cedar Rapids, Iowa.

April 29-May 4: Society of Motion Picture-Television Engineers Spring Convention, Hotel Statler, New York.

April 30: RAB Clinic, Raleigh, N. C.

April 30-May 2: Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

MAY

May 1: RAB Clinic, Charlotte, N. C.

May 2: RAB Clinic, Evansville, Ind.

May 3: RAB Clinic, Indianapolis, Ind.

May 3-4: International Adv. Assn., annual convention, Hotel Roosevelt, New York.

May 4: RAB Clinic, Columbus, Ohio.

May 8: RAB Clinic, Philadelphia.

May 10: RAB Clinic, New York.

May 16-18: Pennsylvania Assn. of Broadcasters, Pocono Manor.

May 20-23: National Industrial Advertisers Assn. Annual Conference, Palmer House, Chicago.

May 21-22: Chicago Tribune Distribution and Advertising Forum, studio theatre of WGN, Chicago.

May 24-26: Armed Forces Communications & Electronics Assn. National Convention, Boston.

JUNE

June 10-13: Advertising Federation of America, National Convention, Bellevue-Stratford Hotel, Philadelphia.

June 10-13: Western Assn. of Broadcasters, Banff Springs Hotel, Banff, Alta.

June 13-14: Virginia Assn. of Broadcasters, Williamsburg Inn, Williamsburg, Va.

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RADIO

Help Wanted

Managerial

Commercial manager for metropolitan fulltime station. Must have had similar position in small market. Anxious for advancement. Unusual opportunity. Box 715F, B•T.

Opportunity for sales manager and a branch studio manager to invest with three successful broadcasters to own and operate a leading Minnesota daytimer. Write R. W. Behling, P. O. Box 256, Marshfield, Wisconsin.

Salesmen

Qualified Salesman, small market daytimer, right man can become manager. Box 702F, B•T.

Experienced air salesman—news director. Virginia kilowatt independent. Box 726F, B•T.

Salesman wanted: Opportunity for aggressive, experienced salesman with 1000 watt fulltime in central New York. Only one other salesman. Good market. Salary and draw against commission. Experience, references and photo with first letter. Box 877F, B•T.

Network station in state capitol wants radio salesman. Affiliated with newspaper, and top tv station in state and six stations out of state. Highest compensation for producer. $4500.00 per month earns you $1275.00. Want only sober, permanent, ambitious, hustler. Reply to Box 878F, B•T.

Southeastern negro market, clear channel station, will pay 2% commission and good draw for experienced live-wire salesman. Station enjoys competitive advantage and is well accepted nationally and locally. Excellent living conditions. No floaters. Box 887F, B•T.

Experienced radio salesman. Give complete personal details and current earnings first letter. KVOR, Colorado Springs, Colo.

Need salesmen—announcers and salesmen-copywriters for midwest station group. Contact Bill Tedrick, KWRT, Boonville, Missouri.

Experienced salesman, good market, daytime, growing businesses. Mail resume and photo to WSLM, Salem, Indiana.

Wanted: 2 salesmen—1 radio—1 tv. Salary plus commission. Both stations maximum power—both CBS, good opportunity for right man. Give complete details first letter, including references and picture. Post Office Box 269, Little Rock, Ark.

RADIO

Help Wanted—(Cont'd)

Announcers

Florida—Need top-notch pops DJ. Better than average salary with chance to sell and increase your earnings. Send short tape (non-returnable) of show, commercials and news. Box 505F, B•T.

Announcer-engineer, salary $400.00 a month. Virginia kilowatt independent. Box 725F, B•T.

Announcer-operator board, some experience in play-by-play for permanent position in progressive 1000 watt, clear channel station in midwest. Extra benefits available. State salary, availability in application . . . reply Box 769F, B•T.

WLBE, Leesburg and Eustis, Florida, needs good announcer, 1st phone. Good working conditions in growing market, 40½ hours per week. Box 804F, B•T.

Mutual station, Washington State, needs combo man who can call J. C. and high school sports. Send resume, tape, letter to Box 831F, B•T.

Announcer with above average ability for above average small station in the east. Our staff has an above average deal. You must be experienced. We're not looking for network material but a level headed man who can run board and follow station policy. Good basic salary with increments. Box 850F, B•T.

Announcer-engineer with first class ticket. Excellent opportunity with established Pennsylvania radio station. May have opportunity to learn tv also. Experience helpful but not necessary. We'll train you. Pleasant medium-sized city near large population centers. Congenial staff. Box 872F, B•T.

Announcer for Kentucky independent station. Prefer some experience. Salary—average for industry. Working conditions—good. Send tape and information, first letter. Box 888F, B•T.

Up to $120.00 a week straight salary for top DJ to do 30 hours air work weekly. Pleasant small town in Great Lakes area. Best working conditions. Rush picture, tape and references. Box 893F, B•T.

Engineer-announcer, first phone for 50 hour week. Job includes engineering, announcing and selling if desired. Send references and experience. Will discuss salary personally. Telephone 7263, Collect, Orange, Virginia. Box 904F, B•T.

Announcer-salesman for Mississippi station in good maket. Excellent permanent future. Must write own copy. No beginners. Send complete resume and tape. Box 916F, B•T.

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RADIO

Help Wanted—(Cont'd)

Announcers

Announcer—$80.00 to $90.00 per week starting salary with top rated independent station in college town of 10,000. Ideal working conditions and retirement plan. Want experienced, production-minded announcer who can write, edit and deliver news and can handle personality record show. Prefer man from midwest. Send tape, full details to Kay Melia, Program Director, KAYS, Hays, Kansas.

Opening for announcer-engineer. Five kilowatt, San Joaquin Valley independent. First phone. Experience, references, photo, first letter. KCHJ, P.O. Box 262, Delano, California.

Announcer for "special events" and sales. Salary plus commission. KFRD, Rosenberg, Texas.

Opportunity for good morning announcer. Send resume. ABC network, KFRO, Longview, Texas.

Wanted: Experienced announcer—good salary. Car necessary. Send tape, photo and resume first letter to KSCB, Liberal, Kansas.

Experienced DJ—combo operation—Must have top voice and knowledge of music—$2.41½ per hour. Send resume with tape (tapes returned) KSPO, Realty Building, Spokane, Washington.

We're growing and you can grow with us. If you can announce, create and type, there's a good job here for you. Don't phone but rush written resume, references, etc. Qualified applicants will be asked to send audition tapes. Si Willing, Manager KTLD, Tullulah, La.

Announcer-engineer, 1st phone, pleasant living conditions, plus good opportunity for advancement. Contact WACB, Kittanning Pa.

Immediate opening. Strong on music and news. Fulltime net affiliate. Send background, photo and tape. Station Manager, WCLI, Corning, New York.

DJ needed for daily five hour afternoon record show. Must have experience and showmanship. If you like DJ work without the distractions of other staff duties, you'll like this unusual opportunity. Send photo and tape to Jack Douglas, WFIN, Findlay, Ohio. All tapes returned.

Needed experienced announcer, forty-two hour week. Hospitalization. New plant. Station established 1938. Five kw network. Write WFNC, Fayetteville, North Carolina, give experience, salary required. Interview arranged later.

Wanted: Announcer with minimum one year experience. Contact Program Director, WFRL, Freeport, Illinois.

Morning man. Rural station near Washington, D. C. Send tape, photo, resume. WKIK, Leonardtown, Maryland.

Combination announcer-first phone engineer—wanted by rapidly growing central Pennsylvania University town. Call or write Station Manager, WMAJ, State College, Pa.

Top-notch, experienced announcer, strong on commercials and popular music. Salary commensurate with ability. Metropolitan Washington, D. C., area WPIK, Alexandria, Virginia.

Experienced announcer with first class ticket, for top 5000 watt fulltime station in western Virginia. Write WRAD, Radford, Virginia.

Good music station staff announcer; send comprehensive audition tape 7½ I.P.S. and complete resume of experience, qualifications, education, salary required, photo. WRVC-FM, Norfolk 8, Virginia.

Northwest graduates working in radio and tv (including Northwest Broadcasting School graduates) we are forming a national alumni association and I have a special gift for you. Get in touch with me as soon as possible. Bill Sawyer, 1221 N. W. 21st Avenue, Portland 9, Oregon.

Technical

Chief engineer in Iowa city, 20,000 pop. Announcing desirable. Board work approximately half of schedule. Good salary. Box 773F, B•T.

Combo-first phone for 1000 watter. Divide board work with chief engineer. Day work only. Fast growing station. Excellent opportunity . . . write Box 794F, B•T.

RADIO

Help Wanted—(Cont'd)

Technical

Help wanted: Radio control room operator possessing first class license. No great experience required. Preference is for residents of Rochester, N. Y., or vicinity. Write Box 889F, B•T.

Combo . . . man with first phone needed immediately. Excellent working conditions, in the middle Georgia area. Pay according to ability. Reply to Box 907F, B•T.

Chief engineer—announcer. Opportunity make more money here than any other comparable market. Successful daytimer on 630. New Collins equipment. Outstanding physical plant. Additional income if ambitious and would enjoy learning parttime maintenance KLEA controlled community tv system. Planning soon installation tv studios equipped operate closed circuit television cable ystem. Send delatils letter, Owner-Manager, KLEA, Lovington, New Mexico.

Need good chief engineer-announcer immediately for west Texas kilowatt daytimer. Excellent salary, permanent position for top-flight man. Send tape, photo and resume to Mike Barrett, KTFY, Brownfield, Texas.

Need engineer-announcers and straight engineers for midwest station group. Contact Bill Tedrick, KWRT, Boonville, Missouri.

Wanted: First class combination engineer. Best of working conditions, good pay. Must have good voice. Advancement depending upon ability. Write to Russ Holcomb, WCEN, Mt, Pleasant, Michigan.

Wanted immediately, combination first ticket engineer-announcer with emphasis on announcing. Good pay. Central location in south. Apply WGAD, Gadsden, Alabama.

Wanted: Radio engineer; first class radio telephone license; strong on maintenance. No operating tricks. Apply Chief Engineer, Radio Station WRIV, 29 East Main Street, Riverhead, Long Island, N. Y.

Programming-Production, Others

Copywriter. Must have experience. Write, sell copy. Box 742F, B•T.

Announcer: Good voice. Know music, do news, no rock and roll. Send your complete background to Box 743F, B•T.

News editor to gather, edit and report local news. Kw Pennsylvania daytime. Box 873F, B•T.

Program director—chief announcer, progressive station in small fast-growing market. Good salary plus talents. Car necessary. Send tape, photo, resume and references. KSCB, Liberal, Kansas.

Immediate opening for experienced program director. Send all details, tape and photo to Manager, WJZM, Clarksville, Tennessee.

Situations Wanted

Managerial

Twenty years radio and television management, general operations and sales. Prefer general management, but consider attractive sales or program proposal. Box 811F, B•T.

Now hear this all ye who seek; sales manager/manager, who knows radio, will sell new local and national business. Knows how to promote, program, and produced taped spots that will sell. Also top announcer. 10 years in radio and tv. Married. Presently located in metropolitan southern market. Will participate in and become a part of the community. Legitimate reason for making change. Box 852F, B•T.

Twenty years manager . . . desire management or management-sales direction position. Box 911F, B•T.

Salesmen

Salesman-announcer. Industrious, reliable. Married. Excellent references. Box 784F, B•T.

36. Family. 13 years broadcast experience. Last three sales. References. Minimum $100.00 weekly. Box 865F, B•T.

Salesman. Young, aggressive, anxious for advancement. Available immediately. Write Box 899F, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Six months experience. Authoritative voice. Ambitious. Seek permanent position with future. 70 min. Box 808F, B•T.

Announcer: Experienced am-tv. College graduate, veteran. Presently working in major market. Desire permanent position. Box 853F, B•T.

Your sponsor is my boss. I can increase his sales and yours with listenable, low-pressure delivery. Married, college education, desire permanent relocation in city over 50,000. Box 858F, B•T.

Easy going staff, DJ, seeking progressive radio market. Married, four years experience, college education. Box 859F, B•T.

Experienced announcer desires position in east, with opportunity for television. Minimum $75. Box 862F, B•T.

Announcer, engineer, salesman. 6 years experience. Degree. Married. Prefer southwest. Box 863F, B•T.

Beginner—single, 23, veteran. Six months radio school. Two years AFRS. Would like to do DJ and news. Have tapes. Box 867F, B•T.

Here's your summer replacement. Presently employed with network affiliate. Single, veteran, prefer West Coast, will consider others. Box 875F, B•T.

Young announcer, journalism major, strong news, DJ, like music, married, college, southwest preferred. Box 876F, B•T.

Announcer-DJ. Two years radio. Will travel for right position. Box 879F, B•T.

Recent broadcasting school graduate. Good DJ, news, sports, boards, tape. Box 882F, B•T.

DJ, news, baseball play-by-play. 3 years experience. Box 884F, B•T.

Staff announcer, experienced in all phases, looking for good spot with progressive station. Heavy on news and commercials. Immediate availability. Box 890F, B•T.

Wanted: Sober, alert and sincere station manager who is looking for young school trained announcer with same qualifications. Plus good voice and delivery. Single, car, will travel. Write Box 895F, B•T.

Mr. Station Manager. Need an announcer but can't pay for experience. How about above average beginner? Sincere hard-working. Good voice. School trained. Write Box 896F, B•T.

Staff announcer — personality DJ. Commercials that sell, good voice, musician, comic MC, live camera experience, tape. Box 905F, B•T.

DJ-announcer—10 years all phases with emphasis on music, records and live. 35, married. Currently employed. Box 909F, B•T.

Announcing school graduate. Single, willing to travel, seeks employment in small station. Salary no problem. News, sports, DJ, board, tape. Write Box 915F, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Announcer, local news. Two years experience. References. Hal Anderson, 210 Churchill, Elizabethtown, Kentucky. PH 2420.

June, July, August. Staff announcer, 3 years experience. Any location. Hal Brand, 246 E. Tremont Ave., New York 57, N. Y.

Staff announcer, recent SRT graduate, good personality, selling voice, will relocate, preferably New England states. Tape, resume, available. Cliff Cramer, 4624 258th Street, Great Neck, N. Y. GN 2-2399-J.

2 years experience. Relaxed delivery. Ambitious, young. Charlie Doll, 907 Clinton, Hoboken, N. J. HO 4-9976.

Announcer: 27, write copy, veteran, currently working 250 watt station in south. Desires New England location. Contact Richard P. Grace, Town & Country Apartments, 20 Church Street, Greenwich, Connecticut.

Completed year radio-television school, eager to gain experience at local station, preferably New England. Will send tape, resume. Gust Perito, 3695 Eden Terrace, Bronx, N. Y.

Announcer, newscaster, board man, write copy, third ticket, have car, married, can assume responsibility. Sullivan, 737 11th Street, N. W., Washington, D. C.

Staff announcer presently employed desires permanent position with future—prefer relocate in north. Contact Jim Ward, WBIP, Boonville, Mississippi.

Announcer—experienced staff and hillbilly personality, board operator. Third class ticket. Dude Webb, 815 Pierce Street, Lynchburg, Virginia. Phone 6-2174.

Announcer-DJ: First phone; college degree; married. Former news director; continuity; entertainment. Prefer southern California, consider anywhere. Write: Announcer. 1312 17th Street, Santa Monica, California. EXbrook 5-6495.

Technical

Technician or combo—seeks permanent position. Graduate American TV laboratories, Los Angeles, California. First phone—married, veteran, sober, dependable. Tape-photo-resume. Box 822F, B•T.

Chief engineer, experienced, construction, maintenance, directionals, measurements and remote control. Box 880F, B•T.

Engineer—1st phone, single, 24, veteran. 7 months experience am tranmitters. Will accept radio or tv, studio or transmitter work. Rocco Ferranti 558 West Shore Road, Warwick, Rhode Island. Regent 7-0011.

Programming-Production, Others

Young, married, personable program director of small station seeks position—not just a job. Advancement and financial remuneration primary factors. Hard working, dependable. References will bear me out. Prefer northeast. Box 851F, B•T.

(Continued on next page)

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Our specialty is preparing you to pass FCC license examinations. Beginners get 2nd class license in 8 weeks, 1st class in 4 additional weeks. Students with background often finish more rapidly.

Here's proof! A few of our recent graduates, the class of license they got, and how long it took them:

	Class of License	Weeks		Class of License	Weeks
Irvin Gemora, 5008 Pembridge, Baltimore	1st	8	P. Martinez, 1013 N. Alvarado, Los Angeles	1st	13
W. C. Goodall, 500 Forest Bl., Indianapolis	1st	10	Jack Sanders, 118 Nagle, Harrisburg, Pa.	1st	11
Dick Johnson, 1756 P St., N.W., Wash.	1st	9	Brent Shriver, 158 E. 136, Hawthorne, Cal.	2nd	5
Robert LaVoy, 247 Rochelle Rd., Toledo, O.	1st	11	J. Yeardley, 500 Lynn Pl., Falls Ch., Va.	1st	13
John Marquet, RFD 1, Hummelstown, Pa.	1st	14			

Correspondence or Resident classes

Our Guarantee
If you should fail the FCC exam after finishing our course, we guarantee to give you additional training at NO ADDITIONAL COST.

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FCC-type tests are used throughout the Grantham course. Constant practice with these FCC-type tests helps you prepare for the actual FCC examination.

GRANTHAM SCHOOL OF ELECTRONICS

DESK 2-D

821 19th St., N.W., Washington 6, D.C. OR 5910 Sunset Blvd., Hollywood 28, Calif.

RADIO

Situations Wanted—(Cont'd)

Programming-Production, Others

College radio-tv director post desired by radio veteran. Background includes small station management. Education degree. Box 868F, B•T.

Music director, radio or tv. Can conduct, arrange, perform (piano, organ and voice), produce, program, announce, DJ; experienced; university degrees. Box 892F, B•T.

Thirty—fifteen years experience radio and tv. Announcer, sales, program director, writer with network credits, newsman with gathering, editing, protographing (still-motion), also production and film experience. Any job anywhere. Box 898F, B•T.

Experienced newscaster, disc jockey, continuity writer. Excellent voice, creative, versatile dependable. Desire permanent position with progressive, organized operation. Contact Dick Landfield, 250 N. Monroe, Decatur, Illinois, Telephone 3-2688.

TELEVISION

Help Wanted

Managerial

Manager wanted for top rated CBS affiliate in rapidly expanding Louisiana market, preferably a manager-investor. Background and experience in both management and sales a must. Send complete resume, references, recent photograph, expected earnings. Replies held strictly confidential. Box 727F, B•T.

Salesmen

Michigan low channel vhf with major network affiliation in one of state's largest markets requires salesman experienced in television. Excellent insurance benefits, earnings and pleasant surroundings. Send information plus picture to Box 682F, B•T.

TELEVISION

Help Wanted—(Cont'd)

Salesmen

Iowa radio and tv station will have opening soon for a man with a 1st phone and some experience. Write Box 771F, B•T.

Super-pay for super tv salesman-promotion. If you are making under $15,000 write Box 861F, B•T.

Vhf network affiliate with full power in one of midwest's richest markets needs experienced responsible salesman immediately. Excellent position for right man. Opportunity to become sales manager if ability merits. Send complete background to Box 901, B•T. Application confidential.

Have opening in sales department. Prefer man with radio or television experience. Send complete details including picture in first letter. WITN-TV, Washington, North Carolina.

Technical

Top-notch tv maintenance or transmitter engineer for Chicago area. State full particulars first letter. Salary commensurate with ability and experience. Box 763F, B•T.

Midwest vhf station needs 3 experienced television operators. Master control, projection and maintenance experience. Send resume and salary required to Box 855F, B•T.

Help wanted: Tv studio engineer at midwest vhf station. Excellent opoprtunity for man with experience. Should have leadership qualities and be willing to accept responsibility. State experience and references, and enclose recent snapshot. Box 866F, B•T.

Texas vhf has opening for highly qualified transmitter engineer to supervise RCA 50kw plant. Also, opening in studio maintenance. Box 903F, B•T.

Newspaper owned tv station has immediate opening for controlroom technicians. Send complete background qualifications, photo to Wallace Wurz, Chief Engineer, WTVH-TV, Peoria, Illinois.

TELEVISION

Help Wanted—(Cont'd)

Programming-Production, Others

Prominent tv film production firm looking for top tv program ideas. Will develop and promote. Write Box 671F, B•T.

Promotion-advertising manager. Michigan vhf. Major market and network affiliations. Good salary to right man. Some art work ability helpful. Send complete resume with some samples of work. Must send photo or snapshot. Reply to Box 681F, B•T.

Production supervisor for midwestern major network vhf in medium market. Excellent opportunity for versatile men to supervise studio production, traffic, film under aggressive young management. On-air ability helpful. Send resume to Box 891F, B•T.

Man experienced in directing and production work, to be responsible for creation and execution of commercial for local accounts at established vhf station affiliated with all networks. Good salary. Contact Bob Morrison, WKBT, La-Crosse, Wisc.

Situations Wanted

Managerial

Sales manager—thoroughly experienced in all phases of television sales. Currently employed by top N. Y. station representative as tv account executive. Experience also includes five years media supervision with major New York advertising agencies. Excellent references. Under 30, married. Box 810F, B•T.

Manager, commercial manager, or programming manager experienced all these phases tv and radio. Fourteen years experience include network and agency. 37 years old; excellent references; presently employed. Box 864F, B•T.

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THESE GRADUATES ARE NOT AVAILABLE


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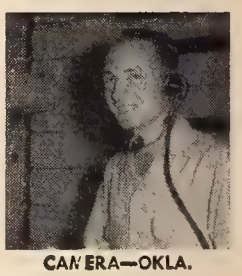

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ANYONE INTERESTED

who would like to receive our national publication, TELEVIEWS, please let us know and we will be happy to send it to you at no cost or obligation.


AUDIO—WIS.

These are but a few of the Northwest graduates who have recently gone to work in Broadcasting throughout the country. However, we have some others, equally well qualified, who are now available in your area. You will find, just as those who hired these people found, that there is a Northwest graduate especially tailored for your specific needs, yet thoroughly trained for all phases of TV production work. Call Northwest FIRST. Write, wire or phone John Birrel, Employment Counselor.

NORTHWEST RADIO & TELEVISION SCHOOL

HOME OFFICE: 832 N. W. 21st Avenue, Portland, Oregon, CA 3-7246

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822

CHICAGO, ILLINOIS. . . . . 540 N. Michigan Avenue DE 7-3836

WASHINGTON, D. C. . . . . 1627 K Street N. W. RE 7-0343

TELEVISION

Situations Wanted—(Cont'd)

Salesmen

Good salesman—three and a half years television experience. One year director, one year production manager, one and half years program director-salesman with top billing on station. Would like to advance to assistant sales manager or local sales manager. College graduate. Will provide references including present employer. Box 914F, B•T.

Announcers

Announcer, commercial delivery that sells. Authoritative newscasts. Experienced MC, entertainer. Six years radio, some tv. Age 28, family. Box 787F, B•T.

Technical

Chief engineer, presently employed, 15 years tv and broadcasting experience desires responsible position with established station. Prefer south or west. Box 885F, B•T.

1st phone, tv school grad. 2½ years experience radio and tv. Box 906F, B•T.

Programming-Production, Others

Seek position as photographer, still or 16mm; or camera and floor-man. Have six years experience in photography. Will furnish very good references. Box 783F, B•T.

Producer-director: Experienced in all phases and problems tv production. Prefer executive producer or production manager position. Record and references. Box 886F, B•T.

Top production manager. Medium vhf market. Excellent experience, education, references. Family. Desire agency, larger market. Box 894F, B•T.

Producer director, six years experience, all phases tv, including switching. Can assume responsibility. Age 32, married. Box 910F, B•T.

FOR SALE

Stations

Station located in suburb of major market. One kilowatt daytimer. $90,000 total, ½ cash, balance on terms. Paul H. Chapman Co., 84 Peachtree, Atlanta.

FOR SALE

Stations

Single station market, Mississippi, total price under $30,000. Paul H. Chapman Co., 84 Peachtree, Atlanta.

Two Florida small market stations, both available on terms. Paul H. Chapman Co., 84 Peachtree, Atlanta.

New offering. Single-station market. Western location. $37,500 with down payment $19,750. Details to qualified buyers only. Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

We offer good radio and tv buys throughout the United States. Ask for our free bulletin. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Eastern buyers should contact me for good sound buys in radio and tv stations. John Hanly, 1739 Connecticut, N. W., Washington, D. C.

Equipment

Transmission line, communication products, 3⅛ inch, 51.5 ohm line cat #101-506, nitrogen pressurized and in service, available approximately April 1, 1956. F.O.B. Cincinnati. 50—20 foot sections and assorted elbows and fittings and shorter lengths. Box 772F, B•T.

For sale: 1 RCA 7000 megacycle color corrected relay system, $5,000.00 2 RCA TP16B and projectors, $1,000.00 each. Box 796F, B•T.

Accepting bids on 10kw, fm type, BTF-10B, RCA transmitter, complete and in excellent condition, presently in operation. Box 857F, B•T.

1kw DuMont, Channel 39, transmitter, used 8 months, perfect condition. Also, 680 feet of 7½ by 15 wave guide. Priced to sell. Box 874F, B•T.

Magnecord PT6J-AH. Like new, with remote control, 10" reel adapters. Used about 110 hours. Best offer over $475.00. Box 913F, B•T.

Opportunity for your to modernize your present turntables. Three brand new Gray playback arms, slightly used, Model 106-SP. Ready for whatever cartridge (standard or microgroove) you wish to use. Will sell any or all. Contact R. A. Pugsley, KFOR, Lincoln, Nebraska.

For sale: One 16mm Holmes tv RP Model B projector, and one preamplifier TV-179 in excellent condition. For other information, write or call Jon McKinley, General Manager, KTVR, Denver, Colorado.

900 feet Andrew type 452 steatite line, 3⅛ inch, 51.5 ohm with dual spring hangers. Make us an offer. WHEN-TV, Syracuse, N. Y.

Used RMC reproducers, first $100 offer takes. One Universal (UL-1D), two lateral (LL-1D), two vertical (VL-1D) heads and four tone arms (A-16) with rests. WICH, Norwich, Connecticut.

FOR SALE

Equipment

Boothe Leasing Corporation—A national leasing service—which includes everything from store and office fixtures to executive aircraft—whereby you choose the equipment you need—new or used—BLC purchases it from your supplier, and places it in your studio, transmitter and office on flexible lease terms written to meet your specific requirements. Rentals paid under leases drawn as recommended by BLC are tax deductible expense items. Write or call Gene O'Fallon & Sons, Inc., 550 Lincoln Street, Denver 3, Colorado. KEystone 4-8281.

Executive car leasing company—Lease a new 1956 Cadillac for only $155.00 per month—Drive a new 1956 Cadillac without investing one cent. Low rental payments include license, taxes, insurance, registration fee. 100% tax deductible. No waiting for model, color or accessories you want. Other makes 1956 cars can also be leased at much lower rate. Call or write Gene O'Fallon & Sons, Inc., 550 Lincoln Street, Denver 3, Colorado. KEystone 4-8281.

Television equipment: Camera lenses and optics from the world's largest source. Available from our stock. We are prepared to make prompt shipment from extreme wide angle to extreme telephoto. Color corrected, precision mounted optics now used by major chains. Lists available by return mail. Rental—purchase plan for tight budgets. Write Thomas James, Burke & James, Inc., 321 S. Wabash Avenue, Chicago 4, Illinois.

(Continued on next page)

DISC JOCKEY'S Opportunity Unlimited

WJET - The fabulous JET in ERIE, Pa.
Rated NO. 1. - serving 1/4 Million.

WHOT - New "White Hot" indie in Youngstown
Ohio - Market population half million

Needed immediately one DJ for each station. The men we want are young experienced DJ's with their own personality and plenty on the ball. They will already have a good following and will have the respect of their associates for a mature adult outlook on the radio business. Our men should be almost ready for the big time. Experience with us will season for the big step or they may stay and grow with a rapidly expanding organization specializing in the new independent radio. Above average salary! Profit sharing at JET. An extra opportunity exists at JET for a strong commercial announcer with automatic programming experience. If you feel that you qualify send a carefully made tape to Myron Jones, President c/o WJET, Erie, Penna.

3 TOP-NOTCH SALESMEN WANTED

We have immediate openings for 3 hard-hitting aggressive salesmen. These three stations are heavily promoted, and your earnings are limited only by your own efforts. We want men who are going places—and we'll help you get there! There's a great future awaiting you at—

WITH
Radio, Baltimore

WLEE
Radio, Richmond

WXEX
TV, Richmond
Petersburg and
Central Virginia

Tell your whole story in a letter to:

Les Alexander
WITH
7 E. Lexington St.
Baltimore, Maryland

WANTED TO BUY

Stations

All, part or lease good radio property. Owner-manager, successful operator. Box 797F, B•T.

250 watt fulltime in Texas or southwest. Small or medium market. Confidential. Box 869F, B•T.

Part interest, radio or tv operation. Small, medium market. Young family man, community minded, can make small investment. Put to work, get results from 10 years am/tv experience in sales, promotion, merchandising, programming, publicity, news writing, reporting. Looking for lifetime association. Box 900F B•T.

Race station. Multiple interested buyers. Paul H. Chapman Co., 84 Peachtree, Atlanta.

Stations wanted now! Oklahoma, Texas, Colorado, Missouri, Arkansas, Kansas. Ralph Erwin, Exclusive Broker of Theatres and radio-tv properties, 1443 South Trenton, Tulsa.

Equipment

Transcription libraries purchased, any service, old or current. **Box 495F, B•T.**

RF bridge, General Radio 916 or equivalent, rush description, price. Also RF generator, give description. Box 798F, B•T.

Wanted to buy: Complete equipment for 1kw am station. Box 854F, B•T.

Wanted: Complete equipment for 3kw fm station. Must be in good condition. List all equipment and state best price. Box 856F, B•T.

Cash paid for operating condition 3kw fm transmitter, antenna, monitor. Prefer West Coast. State make, condition, lowest crated F.O.B. price. Box 902F, B•T.

Wanted: Good late model 1kw transmitter for high end of broadcast band. No composites. Must be in top condition. Cash. Reply Box 912F, B•T.

Wanted: 3 bay tv antenna for Channel 2. Write to XHNL-TV, Apartado 1875, Monterrey, N. L., Mexico.

Miscellaneous

Will spend $1,000 a month for good film-western, mystery, drama, comedy. Write Box 860F, B•T.

Interested in history? Tourist attractions are big business. Revolutionary fort and museum. 150,000 visitors at $1.00. Lease. Box 883F, B•T.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 1-T, 821 19th Street, N.W., Washington, D.C.

FCC first phone license. Start immediately Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W., 21st Street, Portland 9, Oregon.

FCC first class phone license preparation; beginners, radio technicians, announcers. Evenings. Monty Koffer, 743 Hendrix Street, Brooklyn 7, N. Y. CL 7-1366.

RADIO

Help Wanted

Salesmen

WANTED!

QUALIFIED RADIO SALESMAN

Ready to settle in Detroit area and earn $10,000 and upward each year. Liberal reward for information leading to the capture of such a critter.

Box 908F, B•T

Programming-Production, Others

NEWSMAN WANTED

Well established midwestern radio-TV station wants qualified News Reporter for radio operation capable of effectively presenting TV news and commericals on occasion. Only those experienced in gathering, writing and delivering local news will be considered.

Send photo, details of experience and tape.

Box 870F, B•T

Program Director Wanted

Salary in Five Figures

Leading Eastern network affiliated station in one of the country's top ten markets is looking for experienced Program Director. Prefer aggressive, young, energetic, enthusiastic, man who can handle talent and all phases of programming. All replies confidential.

Send full details to
Box 917F, B•T

WANTED: STATION MANAGER WHO KNOWS RADIO AND INTERESTED IN BECOMING IMMEDIATE OWNER

5,000 watt fulltime station in mid-southwest for sale by owner. 200,000 metropolitan market, good ratings, good personalities, good working staff, low overhead, present earnings sufficient to pay out deferred payments after small down payment. Requirements: successful sales record, promotional minded, ambitious and strictly honest. More interested in right kind of man than amount of down payment. Write in complete details to Box 871F, B•T. Wonderful opportunity!

RADIO

Situations Wanted

Announcers

ANNOUNCER

Three sports play by play. Major league baseball. Hockey. Basketball. 2½ years Yanks, Dodgers, Giants Network games Madison Square Garden. Hockey, Basketball (College & Pro). Track, boxing, features, interviews—6 year background major league baseball statistics and production. Highest references. Tapes. College Grad. Married. 28.

Box 881F, B•T

Technical

ENGINEERING

Administrative ability to operate your engineering department efficiently and economically . . . twenty years experience with first class prosperous AM-FM-TV stations . . . thoroughly acquainted with all phases of broadcast engineering . . . very best references . . . brochure on request.

Box 897F, B•T

Programming-Production, Others

EXPERIENCED TIMEBUYER

4 years major New York agency, handling network and national spot AM & TV. Comprehensive background in buying, estimating, budgets, preparation of client estimates, market analysis, media planning, etc. Contacts with clients, networks, other agencies and station relations. Desires stimulating position in buying or position where this background would be helpful and valuable to employer. Female. Early thirties, college graduate. Superior references.

Box 815F, B•T.

TELEVISION

HELP WANTED

Announcers

ANNOUNCER

Are you a good on-camera announcer? Commercials, news, sports, immediate opening. KWTX-TV, CBS-ABC, Waco, Texas.

FOR SALE

Equipment

TV DUAL DUMONT PICKUP UNIT

Two Image Orthicon camera chains and associated equipment. Unit has been in use for a short period of time, well maintained. For details write

Box 826F, B•T

EQUIPMENT

Blaw-Knox 385 foot self-supporting TV or FM tower, fully equipped. Also available, 50 foot Western Electric type 54-A, 8-section antenna and 10 kilowatt Western Electric transmitter. All equipment in excellent condition and priced to SELL QUICKLY at LESS THAN HALF THE REPLACEMENT COST. Will consider total package sale or individual units. Box 827F, B•T.

FOR SALE

STUDIO CONTROL ROOM EQUIPMENT

(complete with tubes)

9 RCA 84A Amplifiers .....$15 ea.
13 RCA 85B Pre-Amplifiers .....$10 ea.
5 RCA 85X Isolation Amplifiers .$10 ea.
3 RCA BA-2C Booster Amplifiers .....$15 ea.
1 Presto Type L Playback & Amplifier .....$15 ea.
2 T.I.C. Dynamic Noise Suppressors Type 910A .....$25 ea.
12 RCA Rack Equipment Shelves Type 36B .....$2 ea.
3 RCA Cabinet Racks Type 9X ..$20 ea.
3 RCA 70D Turntable Motor & Gear Asemblies (No Cabinet) $5 ea.
1 RCA 96A Limiter & Power Supply, $25
2 RCA 50A Inductor Microphones, $5 ea.
3 RCA OP4 Remote Amplifiers ..$20 ea.
1 Minitape Recorder $25

All Equipment FOB Cincinnati

Write:

Arthur D. Gillette,
WCKY, Cincinnati 1, Ohio

TOWERS

RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
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Portland 11, Oregon

INSTRUCTION

FCC 1st PHONE LICENSES IN 5 TO 6 WEEKS
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1150 W. Olive Ave.
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Reservations Necessary All Classes—
Over 1700 Successful Students

IN THE PUBLIC INTEREST

Five Public Service Drives To Be Taken Over by AWRT

AMERICAN Women in Radio & Television, in cooperation with The Advertising Council, will take over five of the council's major public service campaigns this year for local community promotion. The plan follows an earlier suggestion by AWRT President Jane Dalton of WSPA-AM-TV Spartanburg, S. C., that the organization of 1,300 women broadcasters "take some of the burdens off the Council's schedule."

The five campaigns—each lasting approximately 10 weeks—and volunteer agencies coordinating them, are ACTION (American Council to Improve Our Neighborhoods) through Young & Rubicam; Register and Vote (American Heritage Foundation) through Leo Burnett; Highway Safety (National Safety Council) through Campbell-Ewald; Better Schools (National Citizens Council for Better Schools) through Benton & Bowles, and Religion in American Life through J. Walter Thompson Co.

To Aid Muscular Dystrophy

FOUR more representatives of the broadcasting industry have been added to the radio-tv-film committee of the Muscular Dystrophy Assns. of America, it was announced by William Mazer, president of the organization. They are Joseph M. Sitrick, publicity manager for the NARTB; Hubbell Robinson Jr., CBS-TV executive vice president; Seymour N. Siegel, New York Municipal Broadcasting System director, and Ted Cott, vice president of the DuMont Broadcasting Co.

Moore Joins Safety Council

RETIREMENT of Dan Thompson as radio-tv director of the National Safety Council, after 14 years, for reasons of health and the appointment of Don Moore, veteran public relations specialist as his successor, have been announced by Paul Jones, council public relations director.

Mr. Moore rejoins the council after serving on the public relations staff of State Farm Mutual Insurance Co., Bloomington, Ill., and before that with KTAR Phoenix.

Armed Forces Day Plugs

MATERIAL on Armed Forces Day, to take place this year May 19, will be mailed directly to television networks and tv stations by the Radio-Television Branch, Office of Public Information of the Dept. of Defense. The material includes slides, balops, sample copy and fact sheets.

WEEB Raises $23,000 for College

OVER $23,000 was raised by WEEB Southern Pines, N. C., last month in a four-hour drive to raise funds for bringing Consolidated Presbyterian College to Southern Pines. The station coordinated drive with the local fund raising committee.

DISC JOCKEYS: Want to join Noemac?

There are now openings for top-flight men in several of the top-rated NOEMAC stations. NOEMAC stations are KLIF, Dallas; WRIT, Milwaukee; WNOE, New Orleans; KELP, El Paso; WGLS, Greater Atlanta; KNOE and KNOE-TV, Monroe, Louisiana and KTSA, San Antonio, Texas—the latter subject to FCC approval.

If you are good—especially if you have a "different" style—send us a tape and prepare for advancement in the expanding NOEMAC group. Send tapes to:

Gordon McLendon
2104 Jackson Street
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What the Country Needs . . .

APRIL, as a month, can be commended in most respects. Flowers begin to bloom, birds sing, and pretty girls emerge from encumbering furs to go about the public streets in sheer dresses.

It would be a wholly satisfactory month but for the arrival on its last Sunday in some parts of the U. S. of Daylight Saving Time. From that moment on, the question "What time is it?" has no reasonable answer.

For broadcasting networks the Daylight Saving Time period causes complete dislocation of schedules. Radio networks, by the use of relatively inexpensive recording tape, have managed to work out systems of delayed broadcasts to keep the schedules consistent in terms of local times. For tv, the problem is trickier and more costly. The three tv networks spent around $1.5 million last year trying to cope—and even then unsuccessfully—with the illogical confusion of time variables.

The costs of adjusting schedules this year will be even greater. There are more stations on the air. Some areas will again extend their Daylight Time Period beyond the date that others will return from Daylight to Standard. For months, the audiences in many parts of the country will find their favorite programs coming in at unaccustomed, indeed inconvenient, hours.

Since last year a bill to introduce consistency to summer time has been pending in the House. Introduced by Rep. Harley O. Staggers (D-W. Va.), the legislation would put the entire nation on Daylight Saving Time from the last Sunday of April to the last Sunday of September. If the bill were passed, DST confusion would be eliminated.

Mr. Staggers told B•T last week that he hoped for hearings on his proposal "after Easter." We hope for hearings, too, and for prompt and favorable action. And we also hope, along with harried broadcasters and their millions of listeners and viewers, that "after Easter" will not come to mean an indefinite postponement.

This April would be a happy month indeed if there were action on the Staggers legislation.

For Evins' Sake

ANYTHING can happen in an election year—and usually does. But we question whether the late Fred Allen's mythical Sen. Claghorn, in his wildest flights of fantasy, could have dreamed up the kind of cloak-and-dagger inquisition into FCC-broadcaster affairs being conducted personally by Chairman Joe L. Evins (D-Tenn.) of the House Small Business Subcommittee.

This newest sideshow—one of a half-dozen separate inquiries in work in which ambitious legislators can ride the publicity crest of television's astonishing popular appeal—has all the elements of a whodunit. First a questionnaire to the FCC asking for case histories on every tv grant since the GOP took over in January 1953, plus an accounting by each commissioner on every trip he had made, who picked up the tabs, and other data that might better be associated with quests to uncover diabolical plots or malfeasance. The FCC was nonplussed, but supplied what it could.

Then, out of the blue, on March 15, the Evins subcommittee served "dragnet subpoenas on RCA-NBC and CBS for all correspondence with the FCC since the fateful change in administration in 1953. Along with this the sensational, if ridiculous, accusation that these networks controlled FCC policies and personnel through "intimidation," and that public hearings would begin the following Tuesday.

They did. RCA-NBC and CBS carted in bundles of correspondence, which were shoved aside, with the officials asked whether they contained correspondence with several staff-level people at the FCC. But the committee staff presumably first must examine this data (plus more to be supplied) before it resumes questioning the network spokesmen. That, by whatever legislative justification the committee may be disposed to use, constitutes, in the craft's vernacular, a political fishing expedition.

But this, evidently, is only the beginning. A Senate small business subcommittee gets underway next. Its area of inquiry presumably will be radio (as distinguished from tv), and why the FCC after 11 years has done so little about clear channels and the plight of the daytime stations. Then there's the Celler Judiciary Committee, the Kefauver Juvenile Delinquency Committee, and the big



Drawn for BROADCASTING • TELECASTING by Sid Hix

"There's grim news on the home front tonight . . . our program just lost its sponsor!"

tent show before Sen. Magnuson's Senate Commerce Committee, which to date has produced a voluminous record, a bickering *ad hoc* engineering commitee, and not much else except admirable intentions for succor of struggling uhf stations.

Add to all this the sound and fury over purported overcommercialism, the FCC's network inquiry, bills being dumped into the congressional hoppers on almost anything connected with tv and networks, the problems of the upcoming nominating conventions and the demands for equal time, and you have just about the most tumultuous condition ever perpetrated against a group of dedicated people trying to do a job for the public and make an honest dollar.

This is no editorial effort to whitewash that which exists today or what has transpired in the past. We have condemned political log-rolling in FCC regulatory affairs where we have found it. When the Republicans took over in 1953, we inveighed against patronage for the sake of patronage alone, to make jobs for "deserving" Republicans. We recognize that politics happens to work that way, particularly after a party has been out of power for 20 years. The Democrats did the same thing when they unhorsed Mr. Hoover in 1933.

The current House Small Business Committee onslaught, in this opening phase, looks to us to be an out-and-out political device to embarrass the FCC, the White House (notably Presidential Assistant Sherman Adams) and a lot of broadcasters, for the sake of vote-getting next November. There may have been inequities involved in some of the FCC actions, but we fail to see where a Small Business Subcommittee of the House finds it to be its business when there are appropriate standing committees which currently are holding hearings on the very same matters.

Mr. Allen

FRED ALLEN disliked pomposity, especially in executives like one who was "so big he has a wastebasket to throw people in."

He also scorned gimmicks, the artificial devices which substitute poorly for creative imagination and hard work.

Mr. Allen held his own against the stuffed shirts. But in a sense he was a victim of a gimmick.

His great radio career came to an end when he ran up against the biggest gimmick of its time, *Stop the Music*. Listeners deserted him in droves to sit by their telephones in the foolish hope of getting a call and a chance to compete for big prizes.

His audience reduced by the popularity of the radio giveaway and the early inroads of Sunday evening television, Mr. Allen gave up his role as a major contributor to broadcasting. It was broadcasting's and the public's loss.

The loss was made permanent on a New York sidewalk March 17.



KPRC-TV Sells Houston With a Southwest Accent

KPRC-TV has sold Houston Gulf Coast folks since 1949 by givin' 'em what they want. Its top local programming is tailored to fit this Southwest audience . . . planned to entertain and sell every income group in Houston's expanding market . . . delivered with a Southwestern accent.
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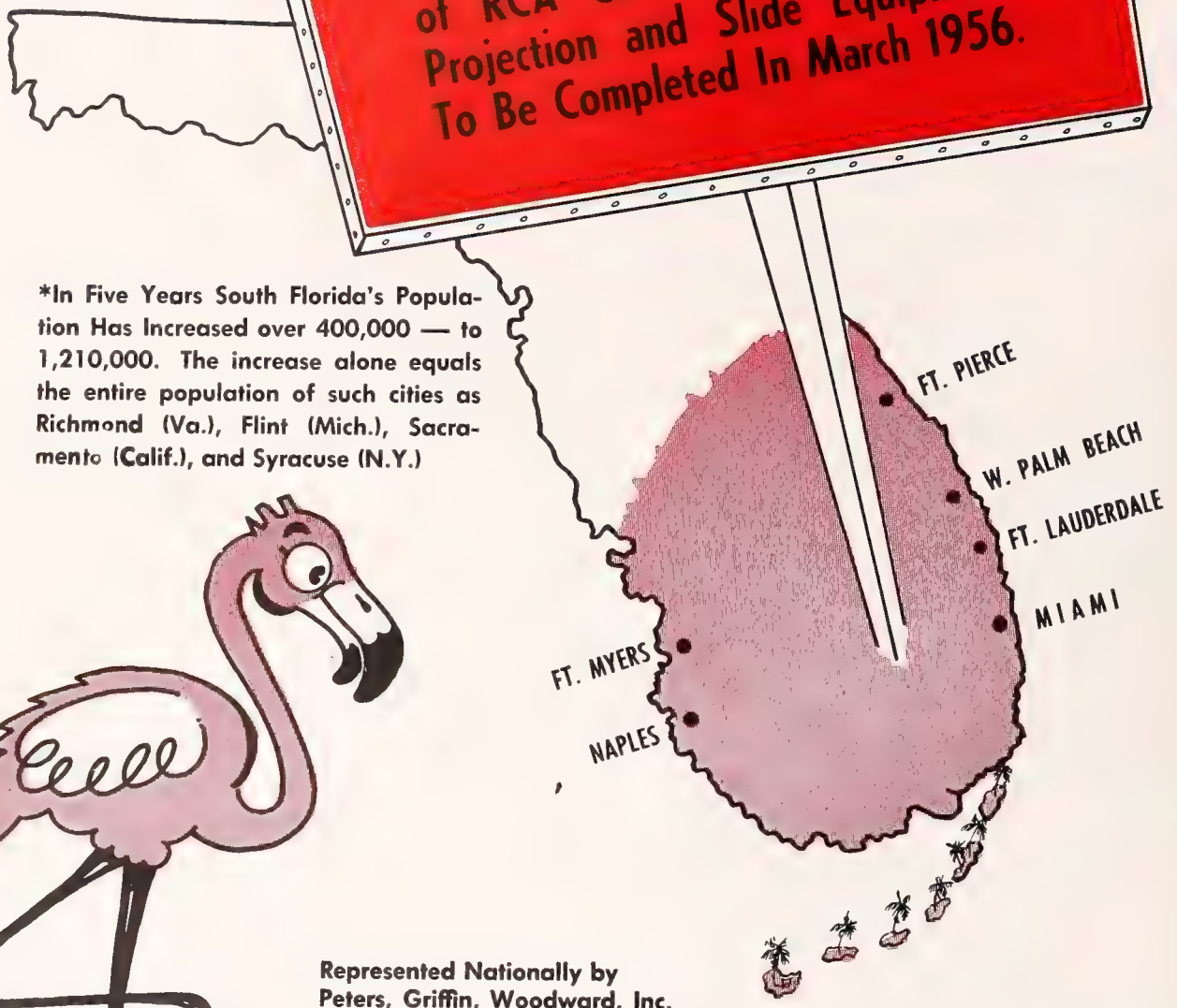
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